

Discussion on Short Video Production and Transmission Path in New Media Environment

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Abstract: Under the background of the vigorous development of science and technology in China, the new media times come gradually. With the rapid emergence of various new media, people's methods and habits of media contact have changed. As an emerging medium, short video has gradually become an important way for people to communicate and interact with each other due to its low production and transmission threshold. However, the current problems such as network flooding have affected the effective dissemination of short videos and even directly affected people's social activities. Therefore, short video dissemination needs certain supervision channels to promote its healthy, stable and benign development.

Keywords: New Media; Short Video Production; Transmission Path

Introduction

With the popularization and lifestyle of social software, a more efficient and free social environment broadens the channels and opens the way for people to communicate. Through short videos, it provides entertainment, and creates opportunities and supplements for people's social activities. This article first overview the new media and short videos and then analyzes the characteristics of short video's production, communication, low threshold, fast speed, and high social viscosity. Through the perfect short video production, this article explores the cross-platform communication and integration of the three dimensions of social marketing resources, puts forward the effective path of short video transmission under the new media environment, and aims to give full play to the role of the short video, improve the level of production and communication, and make it develop stably and healthily.

1. New media and short video overview

1.1 Overview of new media

Since the birth of Web 2.0, the mode and scope of information dissemination have undergone a revolutionary change. The change of communication ecology makes the human information society enter the era of "we media", which gives rise to the "new media" in a real sense. Generally speaking, new media is a concept opposite to traditional media and a new media form developed after traditional media such as newspaper, radio and TV. Some scholars have pointed out that it is meaningless to define the concept of new media, and it is more important to understand new media than to define new media. However, in general, new media can be regarded as a mode of communication that provides information and services to users through computer network, wireless communication network, satellite and other

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channels, as well as terminals such as computers, mobile phones and digital TV sets by using digital technology. In addition, new media is an efficient social tool, which can effectively connect communicators with their corresponding audiences through real-time interaction, and provide certain entertainment and practical communication services at the same time .

1.2 Short video overview

Short video is a kind of content transmission method on the Internet, which is generally a video with a duration of less than 5 minutes that is transmitted on the Internet new media. The content integrates skills sharing, humor, fashion trend, social hot spot, street interview, public education, advertising creativity, business customization and other topics. According to the 44th CNNIC report, as of June 2019, China's online video users reached 759 million, an increase of 33.91 million from the end of 2018, accounting for 88.8% of the total Internet users. Among them, the user scale of short video is 648 million, accounting for 75.8% of the total Internet users. The origin and evolution of a new culture has its own social basis and social needs. With the popularization of mobile terminals and the acceleration of the network, short videos are gradually favored by various platforms, fans and capital with their short, flat and fast mass traffic.

2. Analysis of the characteristics of short video production and transmission path in the new media environment

2.1 Low production threshold

A short video is an electronic representation of what the person is thinking and feeling. Compared with the traditional video, it greatly reduces the production transmission threshold, which is shot and transmitted at any time. This fully makes up for the high cost of traditional video production and transmission, which is not conducive to the dissemination of information. At the same time, short videos are the simplest way to make them. You can shoot, make and share them with a single phone. Currently, the functions of adding ready-made filters, special effects and so on makes the production process easier in the mainstream short video software. The functions are easy to understand, and the software has a lower threshold to use.

2.2 Fast propagation speed

Under the alternations and rapid development of the Internet, short video, as one of the mobile device terminals, has gradually become the mainstream way of network communication due to its rapid propagation speed. Compared with online live broadcast which usually takes several hours, short video usually takes only a few minutes, which can be said to be the essence of concentration, and conforms to the feature of fragmented watching anytime and anywhere. After the short video is played, we can easily share or forward it. It has a strong retention and dissemination, and the transmission speed is amazing. Whenever and wherever, as long as connected to the network, we can receive the information of the short video. Therefore, fast transmission speed is one of the main characteristics of short video.

2.3 High social viscosity

Social interaction is the first banner of the development of Internet communication, and short video is a way of information transmission, but also the continuation of social interaction. In the field of the Internet, no industry can do without social interaction. Similarly, in each short video application, users shoot life clips through short videos and share them to social platforms. After that, the audience of short videos can thumb up and comment on the videos, and can also send private messages to the video publishers, who can also reply to the comments. This strengthens the interaction between the transmitter and the receiver, increases the social stickiness, and reflects another important feature of short videos, which is to shorten the distance and realize communication.

3. Research on the effective path of short video transmission in the new media environment

3.1 Accurate positioning and perfect short video production

The primary task of perfecting short video production should be accurate positioning, which can be accomplished through audience analysis. At present, short videos are presented on the basis of mobile terminals. Producers of short videos should locate corresponding users in terms of user experience and interest orientation, and make short videos have visual impact on users through novel and varied methods such as capturing angles and creative shots. In addition, in the process of short video shooting, the camera can be focused on the conversion and distance, the use of anti-jitter artifact and fixed shooting Angle to increase the stability of short video, will bring users a more pleasant experience. In order to increase the entertainment of short videos, music and artistic symbols can be appropriately added in some plots to make short videos more eye-catching. Admittedly, short video platforms have their own positioning, and the positioning they convey to users varies. Therefore, in the production of content, should be accurate positioning.

3.2 Optimize innovation and explore cross-platform communication

In the new media environment, short video is of fast transmission, which is one of the important reasons for the diversification of short video transmission. However, if short video wants to develop continuously and rapidly, its transmission means cannot be separated from technical support. The change of technology brings a series of potential risks and harms. Therefore, on the premise of ensuring the advantages of short video transmission, we should optimize and innovate, explore the functions and functions of multiple platforms, give play to their subjective initiative, and choose a platform with innovative thinking and high-quality service to promote the effective transmission of short video. Specifically, as a short video producers, users arer generally release a short video in different platforms to the corresponding platform, and with the help of a cross-platform communication ways, it can quickly distribute the short video into their respective platforms and effectively solve the users many times repeated operation. On the one hand, it will improve the user's actual experience, and on the other hand, it will avoid the potential risks of operating on a single platform. Of course, there are still many aspects of cross-platform communication that need to be optimized and innovated. However, compared with the traditional single communication platform, it has created the functions of users' cross-platform watching, publishing and commenting, and is one of the mainstream communication paths of emerging short video, which has incomparable advantages over the traditional way.

3.3 Grasp the core and integrate social marketing resources

Short videos are a way of conveying information, and their rapid development has been accompanied by numerous social interactions. In order to achieve the established marketing objectives, social mobilization is usually required to integrate marketing resources, mobilize various forces, and attract the widest range of users to participate in the corresponding social interaction. In social interaction, users tend to lose their sense of direction and even have a sense of resistance when confronted with a large number of short video resources. Therefore, the integration work is an important work in the current short video transmission process. The premise of all integration must grasp the core, that is, "good knife in the blade", which is one of the keys to optimize the transmission of short video. Integration is the process of fully and efficiently allocating the core and effective resources. Therefore, in the integration process, the same type of short videos should be classified first, and then a core strategy should be developed -- a comprehensive integration method with moderate cost and considerable benefits, using effective communication methods and marketing means to achieve higher benefits. In terms of social marketing points, topics are established on social platforms, explosive points are added, and offline activities are carried out in the process of resource opening, so as to attract more users to participate in the shooting of short videos. Of course, platforms should communicate with their users in a timely manner and master their dynamic opinions and actual needs through effective interactive feedback, so as to ensure the efficient dissemination of short videos.

4. Conclusion

To sum up, in the context of new media, the birth of short video is another extension of the transmission path. Short video, with its characteristics of keeping the pulse of technology and the psychology of the masses, is exploding this era with a development trend that can't be overlaid. Of course, the lack of innovation and fragmentation, excessive entertainment, insufficient supervision of public opinion and other problems frequently appear in the scattered short video platform, In the future new media era, the continuous development of technological advantages, the healing of commercial realization pain points, the filling of original ecological defects, and the new exploration of drainage road all need to be further studied in the direction of development of short videos. The value of more efficient short videos which has been pursued in this era is that "content is king".

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