

# Research on the Transformation of Short Videos of Current Affairs News in Mainstream Media—Taking "News Broadcast from CCTV Anchors" as an Example

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**Abstract:** Current affairs news is the main content of the mainstream media, but its production and dissemination faces many difficulties, in the current tide of media integration, the mainstream media need to be able to reform and innovate in a bold way, but also in the chaos of the network information to identify their own positioning. In this way, mainstream media's right to speak and guide public opinion can be further enhanced, and mainstream voices will be delivered in a broader environment.

**Keywords:** Mainstream Media; Short Video; Current Affairs News; New Media

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## 1. Introduction

In recent years, short video platforms have become the new social media for people, the public has changed the way they used to get news and information, a few seconds of short video, you can get straight to the desired information, which to a certain extent on most of the media to make a strong impact.<sup>[1]</sup> With the deep development of media integration, major news media have also begun to transform. CCTV, as the leading news and public opinion organisation in China, has started a short video programme, News Broadcast from CCTV Anchors, in the context of this era. The column has attracted strong reactions from within and outside the industry.

## 2. The origin and development of short video of current affairs news in mainstream media

### 2.1 The urgent need to transform mainstream media

For the mainstream media, it must change the previous single traditional form of communication, take the lead in mastering the latest communication technology, and find its own position in the rapidly changing communication landscape. On the other hand, new media platforms have overturned the traditional media's news production methods due to the spatial and temporal advantages of their communication, while changing the traditional media's one-way linear communication model and satisfying the audience's psychological need to participate in it. With low barriers to entry such as Xiaohongshu and Weibo, traditional media audiences have chosen to turn to new media. Audiences who used to rely on traditional media to get the information they need are finding new routes, and major new media social platforms are pushing out timely information and winning large audiences.<sup>[2]</sup>

People want to be informed effectively about national trends and get information that really matters to them through current affairs news. This calls for a change in the way current affairs news is reported, in line with the current form of communication and the media habits of the public.

### 2.2 Changing communication environment

In the mobile Internet era, information has changed from a lack of information in the past to a surplus now, and users can also actively choose the information they are interested in. Only by grasping the audience can the media produce and create content with higher attention and thus achieve the effect of increasing the power of public opinion guidance.

Given the fast pace of contemporary people's lives, short videos are short and concise enough for contemporary audiences to browse in their free time. Therefore, according to the current situation, the mainstream media should, on the basis of the original content production, start short video columns and use new forms to attract the attention of a wider age group of audiences to current

affairs news. This will not only increase recognition among the youth groups, but also reshape the discourse and trust.

### **3. Innovations and breakthroughs in "News Broadcast from CCTV Anchors"**

The main content of the programme is the day's top news stories, and the short videos transform the news words into terms that are more in line with the online environment, using the most popular and trendy words to present national events or social hotspots. The videos are short and do not bore the audience with their length, which allows them to accumulate more regular followers and attracts the attention of younger people in particular. Broadcast on several new media platforms of CCTV News.<sup>[3]</sup>

#### **3.1 Breaking the stereotypical image of journalism and renewing the style of discourse with "Net Words"**

Instead of being as one-dimensional as the news broadcast, the programme is presented more with the anchor's own unique personality. From their relaxed sitting posture, familiar Internet phrases to their friendly smiles, they made the audience feel as if they were chatting face-to-face with themselves. In this process, the anchors break away from the image of the serious newsreader and use this approach, which is not only more in line with the characteristics of the "talk" broadcast, but also with the short video's ability to bring the audience closer to each other.

As well as changing the way the anchors 'talk' about the news, their terminology is also more in line with Internet trends. Whereas the news is reported in proper news language, in the short-form videos the anchors use the hottest Internet phrases to comment on the news. This kind of language, rich in emotion and warmth, is more easily accepted by the audience and has an emotional resonance. Some of these personalised "golden words" have been described by netizens as "magic words". In this way, not only does the flavour of the news remain the same, but it also becomes more interesting, making the public feel that the anchor can relate to them emotionally.

#### **3.2 Softening the hardness of news and optimising the content of communication**

The material for the short videos mainly comes from the hot events in the news of the day, and the hot content is re-screened and optimised to interpret the social hotspots from different angles to meet the audience's demand for information. At the same time, the number of social and livelihood topics has increased significantly. More attention is paid to ordinary people in the social and livelihood categories. The trend of softening hard news is also becoming more and more obvious. This initiative allows audiences to naturally feel a sense of immersion in the news content, which not only enhances and shapes the image of the country and makes people pay more attention to national events, but also increases the ratings and attention of CCTV news.

#### **3.3 Recording both audio and visual to enrich news presentation**

The popularity of smartphones has led to a shift in people's viewing habits, with horizontal filming habits being gradually broken and the vertical format becoming a creative trend in the media industry, which means that the current new form of filming - the "vertical era" - is gradually arriving.<sup>[4]</sup>In order to make it more comfortable for the public to watch, and in line with the main presentation format of short video platforms, vertical videos are shot. The vertical screen videos also appear to the naked eye to bring the anchor and the viewer closer together, as if they were talking face to face, thus enhancing the communication effect.

The videos with different content styles are accompanied by appropriate background music, and the content that you want to highlight will be highlighted with enlarged and colour-changing subtitles, and some of the flirtatious content will be flexibly added to the emoticons, which is completely different from the previous serious news broadcast, and the whole video is more lively. This makes the video more attractive to viewers and further enhances the attention of current affairs news among the public.

### **4. The advantages and suggestions in the process of short video of current affairs news in mainstream media**

#### **4.1 Focus on optimising short video content**

Although we are now in the Internet era, good content is always the cornerstone of media. How do you make good content on a short-form video platform? It requires the media to understand the audience in depth, to know what they are most interested in and what they want to see most, so that they can produce works that are most in line with the public and the characteristics of the new

media era; not forgetting the original intention, serving social development and public interest, constantly cultivating the innovative ability of short video news content, going deeper into various aspects of society, walking more, watching more and thinking more, in order to create content that the public really cares about; sound short video production process, and constantly optimise in screen effects, audio, subtitles, special effects, etc.

## **4.2 Putting building a professional workforce at the heart**

Talent is the core and key to the production of quality product content, the "News Broadcast from CCTV Anchors" team from the collection of news material to the news broadcast, there is a strict and clear division of labour, all kinds of professional talent is very sufficient, in the talent and technical support to fully ensure the quality of short video.

When producing short video news, staff need to collect relevant material and also edit in different styles according to the characteristics of different social media. Therefore, in addition to basic news gathering and writing skills, staff working on short video production also need to have video editing skills. In addition, staff need to get familiar with the pushing mechanism of each platform, what time of day has the most views and what topics carry more traffic, all need to be very clear, so that they can accurately deliver and maximise the effect of short videos on different platforms.

## **4.3 Strengthen user thinking and focus on interactive feedback**

Users are important in the new media age. News media need to understand the audience's thoughts in advance before the production of short videos, so that the effect of the video production can be twice as effective with half the effort. In the current Internet era, the audience has more space to speak and the right to take the initiative, fully consider the needs of the audience, the content of short videos can also be recognized by the audience.<sup>[5]</sup>

Secondly, add an interactive element to the filming. To maximize offline interaction with the audience, this can make the audience feel the temperature of the media platform more, will be more active in the future to participate in the activities, and this form of production out of the content more vivid and interesting.

## **5. Conclusion**

CCTV News has launched "News Broadcast from CCTV Anchors", which is a meaningful attempt to transform the mainstream media into a short video for current affairs news in the new media environment. The rise of mobile short videos is a breakthrough innovation for traditional mainstream media in terms of news dissemination methods and concepts. Under the trend of media integration, the new mainstream media should keep pace with the development of the times, find their own positioning, give full play to their own advantages, and deliver the mainstream voice with an open attitude and quality content.

## **References**

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