

## Reconstruction of the Times: Evolution and Characterization of Short Video Marketing Mode

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**Abstract:** with the evolution of traditional media to new media, the change of media and people's fragmented reading habits make the era of short video marketing come quietly. Based on this, from the perspective of media change and memory reconstruction, this paper discusses the essential characteristics of short video in the new media era, and how short video changes the marketing mode in the new era.

### 1. Introduction

With the rapid development of science and technology, the media of information transmission is changing all the time. From word of mouth between people to today's personal mobile terminals, people can know the world without going out. The form of media has a profound impact on people's living habits: in the 2G era, people are used to browsing forums and blogs, and most social content is based on words; in the 3G era, people began to be keen on the expression form of "picture + text", the length of text gradually decreased, the proportion of pictures gradually increased; in the 4G era, people are more accustomed to fragmented information and are more willing to open short video to obtain more intuitive information and content. With the rapid development of mobile Internet, new forms of media are emerging, and information media are becoming more and more diversified. The form of short video communication has become a new direction of people's personalized consumption, and also widened channels for mass information communication.

As a new form of artistic expression, short video is more suitable for fast-paced life and mobile users' habits with rich and refined content. In 2018, the number of users of China's short video has reached 501 million passengers, and the phenomenon of "Tik Tok is popular in the South, and Kuai Shou is popular in the North" has become a new phenomenon. Short entertaining video has received popular attention from users, and has become an important part of the Internet. With the development and commercial use of 5G and the lifting of network speed restrictions, the short video industry will undoubtedly usher in new technological innovation and greater development opportunities. In the future, the short video industry will be able to explore more potential users, the market will become larger and larger, and the marketing mode based on short video will gain greater benefits, which will inevitably become the outlet for capital competition in various industries.

### 2. The Change of Media Promotes the Change of Marketing Mode

Media has been deeply embedded in people's social life. In the early human society, language was their general medium, and oral communication became the only information channel. With the progress and development of science and technology, words, letters, books, photos, newspapers, telegrams, films, radio, television, computers, and network mobile terminals appeared one by one. Mc Luhan (2011) thinks that media is like the extension of human body, and newspapers, radio, television, etc. can be regarded as human organs. With the advent of the era of mobile Internet, people's perception ability has ushered in great changes. The advantages of convenience, fragmented communication, accompanying communication, audience initiative and strong participation make the Internet rapidly occupy half of the media. The advantages of its information carrier make the traditional paper media and radio media especially dim (Dong Yaxin, 2016). At the

same time, with the emergence of mobile media, the restrictions on user information transmission have been broken immediately. The characteristics of convenience, timeliness and rapidity have greatly reduced the time cost of user information transmission. Users are gradually moving towards the mobile end, and the era of Internet where everything is terminal is coming (Zhang Lin, 2017).

The rise of new media has ended the era of information monopoly of traditional media (Kuang Wenbo, Jiang Qianlan, 2018). The mass communication dominated by professional media has been transformed and expanded into participatory communication, showing the trend of socialization, mobility, e-commerce and big data (Zhang Meizhen, Chen Yuanyuan, 2014). At the same time, with the mature development of information and communication technology, the gradual formation of open, interactive and multi-dimensional characteristic communication system makes the traditional media marketing mode unable to meet the development requirements. The rapid rise of social media makes traditional media transform to new media one after another, and then to the new media marketing era (Liu Chen, 2018). In the new media revolution, social media is the core of new media revolution and the main application of mobile network. The scenes created by social media can not only fully meet the personalized needs of the audience, but also comprehensively use various interactive elements to create dynamic scenes, so as to attract the audience's attention and meet the audience's behavioral needs from the perspective of psychological experience (Chen Gang, Ciren Sangmu, 2018). From readable to visible, from static to dynamic, from one dimension to multi dimension, this is an important direction of new media marketing evolution (Ding Wei, 2018). Boundless communication promotes global international cooperation. Nowadays, the world has become a market with huge capacity. New media, supported by information technology, stimulates the segmentation of marketing market and enriches various means of market competition in all walks of life (Chang Liu, 2017).

### **3. Memory Reconstruction of Cognition and Perception**

The marketing model in the era of short video is basically the improvement of the psychological experience dimension of the audience, so the memory reconstruction of cognition and perception is its main embodiment. 4G network is fully covered, and the Internet basically realizes the overall migration from PC end to intelligent mobile end. In 5G era, with faster speed, shorter delay, and more massive information, it caters to people's fragmented reading habits and mobile scene adaptation. However, short video has become the most expressive and experiential social language with its characteristics of the lowest user threshold participation, the strongest information penetration and the highest carrying capacity (Tao Mengmeng, 2019). In the new era of media convergence, streaming media has gradually developed and expanded, users have gradually transferred from traditional media to new media, and fragmented reading habits have also shifted users' perspectives to these new media terminals, thus promoting the rapid development of short video industry (Fang Li, 2019).

People's characteristics of the short-term audition and perception and the demand for information anytime and anywhere make the short video better play the role of aggregating the audience of fans, and play a brilliant role in the process of integration of traditional media and new media (Xing Honghao, 2019). In the industrial era, we pay attention to the centralized communication, while the group communication highlights and emphasizes the decentralization. Now, the Internet era has turned to the decentralized communication (Yang Lei, 2018). The reduction of access threshold brings unprecedented prosperity of network group communication, and also promotes the vigorous development of short video industry.

Traditional newspapers have a large number of words and information. People's fragmented reading habits will make the original traditional media appear information overload and cause cognitive load. Users will not try to remember what they think is important, but rather tend to shield and forget what they think is not important. As a new carrier of fragmented information, short video can improve the attention and price of display content more than static display, and help to enhance consumers' effective perception of commodity value (Guo hailing, Zhao Ying, Shi Haiyan, 2019).

Throughout the short video marketing process, users are first attracted by the image content in the process of watching the short video, and enter the specific situation along with the theme music. After entering the situation, according to the interpretation of the theme text and special effect text, further understand the image content and create empathy with the video content (Li Jing, 2019). So that the information of the product can be more clearly and clearly remembered in the brain of the audience. Compared with the traditional image and text advertising or product information introduction website, short video, with its “short”, “fast” and “precise” characteristics, is more in line with the modern people's fast-food consumption psychology from the perspective of viewing and production, better adapted to the fast-paced lifestyle, more timeliness and information interaction, and people's fragmented needs have been met (Zhang Lin, 2017). The short video gives the initiative to the user in the form of language, picture, rhythm, character, etc., and the user has the right to evaluate the video or the product provided by the video by means of flick up or click support (Li Jing, 2019).

Attention and memory are closely related. Attention can make memory more clear and profound, and users' attention is closely related to their positive behavior to things. If we have the control over video advertising, then this control will improve the user's enthusiasm in dealing with advertisements (Yi Cheng, Zhou Mi, 2017). If we can't suspend or cancel the advertising in traditional TV advertisements, the user's enthusiasm for dealing with advertising information will be reduced. In the face of the interference caused by advertisements, we will choose to take corresponding measures, such as switching channels, or turn the attention to other places, thus weakening the attention and memory to advertisement. While the fragmented entertainment brought by short video is accompanied by ads, users have the right to control the broadcast of this ad, so as to improve their enthusiasm for processing information of this ad, and then enhance their attention to advertising information and memory of advertising brand. Compared with the previous single communication mode, short video realizes two-way interaction. Traditional graphics and texts use miscellaneous words to describe a product or a thing, and tell you one-way and describe the impression to you. But short video makes participants produce emotional resonance through music and unique forms of expression, infects the information receiver, and makes cognitive judgment in time through the rhythm or pictures they hear, which is quite different from the previous memory mode of consumers for products. From the producer of the video to the viewer, everyone can present their own value by participating in the interaction, and then remember them more deeply. The product participation of consumers lies in the regulation of the whole marketing process, and the content of short emotional video plays an important role in promoting consumers' purchase intention (Yang Qin , 2019). Businesses present their products to consumers in the form of short video, and consumers can experience the products personally. According to psychologist Kurt Lewin, human behavior is the result of interaction between human and mental environment, and it is more important to capture mental environment than to use hard symbols. Its connotation lies in that hard products cannot be displayed to consumers in a tough, boring and straightforward way. Short video, on the contrary, can pay attention to the scene in an all-round way, transmit the continuous sensory experience, start from the user experience, skillfully integrate the product information while building the scene, and make the marketing invisible (Song Ge, 2019).

#### **4. Summary and Enlightenment**

From the traditional media era to the new media era, the sinking of information filtering right makes everyone become the disseminator of content and enter the new era of “all media”. People's reading of information has also evolved from immersion to fragmentation. No matter how good the marketing content is, users will not be willing to spend their energy to “appreciate” it. Instead, they will focus on the content with higher relevance and participation. In the era of new media, everyone is a communication channel, and information presents a diversified and multi-directional communication mode. Based on this media environment, the will and preference of users become the key point of marketing success. What marketers should consider is not only how ingenious and

sophisticated the marketing idea is, but also how to make themselves more suitable for users and give them a stage to show themselves.

Fragmented living habits and fast-paced pace of life make people face and receive more and more information. In the face of the cognitive load brought by information overload, people will not try to remember the information they think is important, but tend to shield and forget the information that they think is not important. Therefore, only by winning the user's empathy can we have the opportunity to take root in the user's mind. Nowadays, short video take it more suitable for consumers' reading habits, its rich forms of content and its social attributes, make it more likely to be forwarded and spread in the new media era, so as to shine. In the spread of short video, the user's initiative and participation are stronger. The breaking of time and space constraints makes short video play and spread anytime and anywhere. The development of Internet technology makes short video highly integrated with daily life. In the time of fragmentation, users want to understand vivid and three-dimensional information in a short time, and the characteristics of short video just meet the needs of users. With the rapid development of short video industry, short video marketing is more and more popular in various industries. The most common mode is to integrate traditional marketing and short video. On the basis of technological innovation, integrate the advantages of the platform and achieve the integration of creativity in content.

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