Communication Mechanism and Standard Guidance of Mobile Short Video Prevalence under the Background of Media

Bixue Sun

Liaoning Coummunication University, Shenyang, Liaoning 110000, China

Abstract: With the rapid development of information technology, smart phones come out, develop and rise rapidly, and are constantly updated. In addition, the emergence of various media platforms makes short videos more and more popular. Short video is developing in a blowout state, not only because it is the product of the times, but also because it satisfies the audience's habit of watching in fragmentation. The mobile terminal of mobile phone breaks the limitation of time and space, and exerts the short video characteristics to the extreme. Short videos have become an important way for people to get information and entertain themselves, and have changed people's lifestyles. In the new era of modern information dissemination, the characteristics of interaction, mass and space reduction have gradually become the mainstream. With the optimization and upgrading of the network and the expansion of users, short videos can be closely combined with news reports in emergency initiation, on-site reporting and evidence collection, media product innovation and multi-media integration, thus constructing a new information dissemination pattern. Based on this, this paper analyzes the popular propagation mechanism of mobile short videos, and puts forward its standard guidance method.

1. Introduction

At this stage is in the information age, due to the rapid progress of information technology, the traditional media paper, magazines and radio and television are declining, and the new network media is becoming more and more powerful [1]. With the rapid development of information technology, smart phones come out, develop and rise rapidly, and are constantly updated. Coupled with the emergence of various media platforms, short video is becoming more and more popular [2]. Short video is not a simplified version of long video, but an iterative way to upgrade graphic content, which is more visible fragmented content [3]. With the advent of short video boom, many platforms have invested a lot of money and talents in short video. Back to the early days of the mobile Internet era, when the mobile network was still in 2G and 3G, people used their mobile phones to read text and picture information [4]. The rapid development of communication technology has promoted the continuous development of social media including mobile short video. Mobile short video is favored by network platforms and audience groups with its own communication advantages, which is inseparable from its own special popular mechanism and content production mechanism [5]. With the upgrading and growth of mobile network, the reduction of tariff and the coverage of wireless network, people are no longer satisfied with using mobile intelligent terminals to obtain single text, picture and sound information, and video information begins to spread and popularize in mobile intelligent terminals [6].

Short video we media, as a new form of combination of video and we media, also integrates the advantages of both. Short video is in line with people's fragmented reading habits. With its intuitive and three-dimensional communication advantages, it replaces the text that needs deep reading and the fleeting audio [7]. Short video has become an important way for people to obtain information and entertainment life, which has changed people's way of life. Short video we media, which relies on Internet we media platform, has its own unique media characteristics and development. The development of smart phones provides more possibilities for dynamic images. Everyone can use mobile phones to take videos, and people prefer to watch videos on mobile terminals [8]. We media based on mobile phones breaks the time and space constraints, which is in line with the

characteristics of timeliness and mass of modern communication. As a product of the Internet new media era, short video we media has developed rapidly with its various advantages, and its own characteristics and development direction are worth exploring [9]. Short video has become a popular information carrier in a short time, and its development trend is rapid, but there will be some drawbacks in the development process, which need to be improved by relevant personnel. Based on this, this paper analyzes the propagation mechanism of mobile short video, and proposes its standard guidance method.

2. Popular Mechanism of Mobile Short Video

In the information age, the carriers and methods of information dissemination have also undergone changes. Network media has replaced the former newspaper media, making information dissemination more time-sensitive. With the rise of smart phones and the emergence of corresponding mobile carrier terminals, everyone can become a video producer and sharer. Under this self-media background, the emergence of short videos and the diversity of content and function of short video production software make people find new fun in making videos. Moreover, this short video production software is related to other social information dissemination platforms, so the videos taken can be directly shared with these social software, and their attention psychology can be satisfied through interaction with netizens. In today's network world, information is growing in the form of geometric explosion, and people's attention is fragmented, especially for the single form of words. Words and pictures require people's ability to understand and comprehend better. Therefore, people tend to choose to convey relatively accurate and intuitive dynamic images. People in the carnival are used to satirizing the so-called sacred image with indecent language, and there is no lack of ugliness in the short video space. Some people attract attention with heavy makeup and special dressing in Europe and America, and the audience just uses this spirit of self-mockery to entertain themselves and others [10]. A smart phone and a short video production software can realize the production of mobile video, and some short video production software has editing function, some also have one-button filtering and beautification function, and set up different application scenarios, which can make the video show different color effects. Figure 1 shows the vertical segmentation mechanism of short video industry.
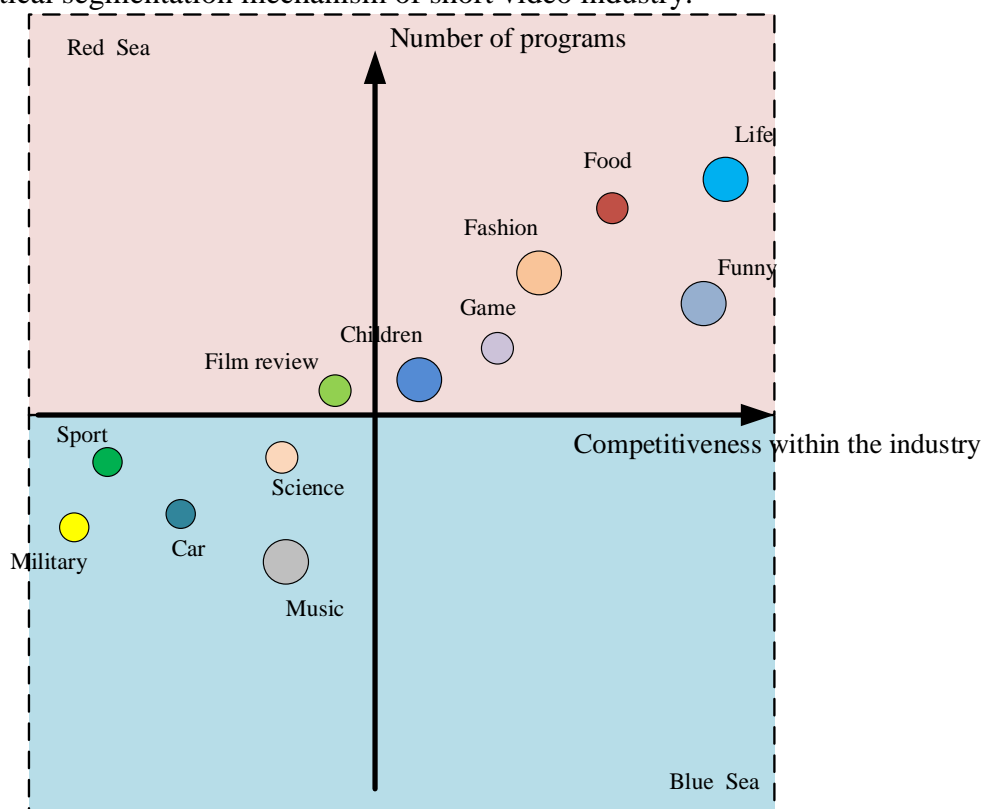
Fig.1 Vertical Segmentation of the Short Video Industry

The short video content is limited by time, and its content should explain a theme in a few minutes, so the short video content has a distinct theme, so it goes deep into the theme without too much foreshadowing. Before the appearance of short videos, people used to receive and spread information by means of words and pictures. Although this illustrated style is beneficial to people's better understanding of information to a certain extent, it is still not as intuitive as the information transmitted by video, and the short video is born, which makes people who are used to the chicken soup of the soul find new fun. Mobile short video application caters to people's sharing psychology. When some valuable information is accepted by others, users can achieve self-satisfaction through sharing. Moreover, modern people are under greater pressure, and people tend to look for outlets on the Internet. Because there is no need to face others face to face, the instinct released by moving short videos will be larger than that in real life, which can relieve pressure to a certain extent [11]. Self-media short videos can be easily spread socially with the help of self-media platform. Short videos can be easily shared with WeChat friends, WeChat friends, WeChat groups, etc., using the influence of social platform to spread their own videos and even values, and also using the platform to interact with their own users. The content generation of mobile short video is relatively simple, and users can make and edit it only by using the mobile terminal with shooting function without professional equipment. At present, most popular mobile short video social applications have perfect post-production functions, and all kinds of audio-visual effects can be achieved by selecting templates with one click. People don't waste too much time on long words, and short videos only take a few minutes to meet the audience's fragmentation needs. Based on the use and satisfaction theory, people prefer to receive information through appropriate media.

3. The Future Development Trend of Mobile Short Video

3.1 Enhance the Ability of Innovation

The remarkable feature of mobile short video is that the time is very short. In fact, it is difficult to show the wonderful content in a short time, so the relevant application software development companies can innovate and improve on it. But "content is the king" is still the truth of the new media era, short video we media to survive in the fierce market competition, we must adhere to the production of a large number of high-quality content. The convenience of mobile short video production urges a large number of users to join the news production team. Users can use mobile terminals to produce news mobile short video independently, and the one click sharing of mobile short video brings convenience for users. Mobile short video is also a way for people to get information, no less than other ways, and this way makes the information content more real, reliable and specific. In view of the content and video activities that are not conducive to the correct guidance of young people's thoughts, concepts and behaviors in the field of short video, the audit departments of major short video should strengthen management and optimize the content. In the environment of short video audience expanding to young people, the content dissemination that is not conducive to young people's ideas should be eliminated. Users are no longer limited to receiving news information released by traditional news media at a specific time, but can obtain news information more flexibly through mobile intelligent terminals on the mobile Internet. Decentralized release mechanism has brought new vitality and vigor to news communication. News information shows explosive growth. There are a lot of news information in the mobile Internet. Users no longer worry about being unable to get more news, but worry about choosing information with news value in the sea of news information.

3.2 Mining High Quality Content

The right to disseminate information and the right to produce are combined into one, which is the monopoly of information resources brought about by the restriction of technical conditions. If the user image exists as a point, then the traditional news media organization is a relatively highly centralized point, and the transmission process of traditional news information is point-to-

multipoint. Thus, the traditional news release mechanism is also highly centralized. Short videos can communicate with users by relying on social platforms, and users can convey information through anthropomorphic forms. This mode narrows the psychological distance between media organizations and related users, and can make positive social interaction with users, thus strengthening the sense of participation in mass social events. Traditional news media organizations guide the dissemination of traditional news information with a highly centralized leading position. Under the action of this highly centralized news release mechanism, users can only passively accept the news agenda set by traditional news media organizations, so they have less selectivity [12]. In the process of traditional news dissemination, traditional news media has the function of setting agenda, and the emergence of mobile short videos gives every user the right to speak. This requires traditional news media to play the role of opinion leader in the process of news dissemination, to provide users with more valuable news by virtue of news professionalism, to be a gatekeeper of news dissemination, to guide public opinion through high-quality news content and to provide users with accurate news push, so as to stand out in the news information wave and gain a firm foothold.

4. Conclusions

Short video is a product of the comprehensive development of network technology, social environment and audience demand. Internet giants and live broadcast platforms have injected capital to develop short video platforms, which shows the bright future of short video development. Mobile short videos are easy to operate and time-effective. Everyone can become a video producer, and the short video content is more suitable for people's life, which makes people's information dissemination faster and more convenient. Users' news reading habits have changed under the action of mobile internet, showing fragmentation characteristics, and mobile short videos just fit users' fragmentation reading habits. Facing the impact of mobile short video, traditional news media has changed challenges into opportunities. Under the background of media convergence, it conforms to the development trend of media market, realizes the integration and development with mobile short video, and gets rid of the development dilemma and gains new vitality in the process of transformation. With the popularization of mobile short video application and the bold acceptance and innovation of short video by the media, short video will break the existing information dissemination pattern and promote a new dissemination ecology. Of course, the challenges brought by short videos to information supervision, privacy and security are also worthy of vigilance. It is expected that technological progress and system improvement will pave the way for the healthy development of mobile short videos.

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