Research on Communication Strategy of WeMedia Short Video from the perspective of Media Events

Yifei Song*, Zihao Li
College Of Journalism And Ccommunications, Beijing Institute Of Graphic Communication,Beijing, China
*Corresponding author, e-mail: 365230058@qq.com

Abstract: With the successful conclusion of the Beijing 2022 Winter Olympic Games, a grand media events has come to an end curtain.With “opening and closing ceremony ” as the key word, WeMedia short video have been found in many mainstream media on Douyin platform. The mainstream media, with its leading position in communication, actively cooperated with the new media to guide the interaction. WeMedia is a new force in the bilateral interaction development of new media short videos. Although the communication force is weak, it can enhance the audience ’s experience of participating in media events by virtue of the characteristics of complex communication subjects and personalized communication perspectives, and create collective memory in collaboration with mainstream media, which to a certain extent contributes to the benigh development of the relationship between media events and audiences. In addition, WeMedia participate in the communication of media events from the perspective of individuals to construct a free and equal information discourse space, further realize self-realization and expression in the process of individual socialization, and promote the construction of the meaning of media events in the whole society. WeMedia should seize the opportunity to transform and upgrade, and use more excellent works to help media events together with mainstream media, so that media events can truly become national events.

Keywords: media events ; WeMedia short video ; Communication strategy ; The 2022 Winter Olympics

Introduction

With the rapid development of digital information technology, new media technology and mobile Internet communication technology, short video conforms to the fragmented, portrait, mobile and dynamic reading habits, and leads people to the "short video era" with the characteristics of refined content and diverse ways. Social platforms develop rapidly with the help of the power of new media, and audiences release UGC content on the platform as users, thus becoming communicators and "we media" appearing on the stage. As the "eyes and ears" of the country and the people, traditional mainstream media assume the responsibility of adhering to the correct political direction, guiding the direction of public opinion, leading the content of communication, etc., which is serious, political and important. Therefore, most of the communication power of media events comes from traditional mainstream media, so as to convey the official voice. During the winter, the traditional mainstream media reported conscientious media event at the same time, the media in a short

video platform using its diverse, innovative content, as opinion leaders to bring fans influence the characteristics of spontaneity to the spread of the related content, breaking the one-way mainstream media agenda-setting transmission mode, depending on the media platform to interact with the traditional mainstream media, A new media matrix is formed to jointly improve the influence and spread of media events. This paper conducts an in-depth study based on the communication strategy of We-media short videos during the opening and closing ceremonies of the Winter Olympics.

Research focus

In the era of new media, We-media short videos have strong vitality. They drive fans and relevant interest groups to respond to national activities and actively contribute to the power of new and new media by relying on innovative perspectives, civilian narrative methods and rich content. (The term "new new media" comes from Paul Levinson and refers to the second generation of media on the Internet, namely: consumers are producers, and consumers are mostly non-professionals.) During the spread of the opening and closing ceremonies of the Winter Olympic Games, more and more we-media users assisted the national ceremonies in original, unique and down-to-earth ways. As we media become communicators, the perspectives of communication become more diversified. Audiences can see video angles from different regions, cultures and identities. The content is more grounded and realistic; Most of the "we media" will publish videos on various social platforms to improve the video viewing rate through strong connections and adhesion between social circles, so as to promote information dissemination. In addition, we media also play an important role in breaking the cultural barrier of cross-cultural communication, building the collective memory of the whole country at the 2008 Summer Olympic Games, establishing national cultural identity and confidence, spreading China's image to the world, and fighting for the right of discourse in international communication. The addition of "We media" enables more general public to participate in the celebration and holding of media events and national ceremonies, making national ceremonies truly become national ceremonies. In addition, as individual media, we media has relatively weak media power, so traditional mainstream media should guide we media to play their own communication advantages while keeping a check on them. Major traditional mainstream media and social platforms cooperated with this grand national ceremony to disseminate information in all aspects, from the content and form of the opening and closing ceremonies of the Winter Olympic Games to the information collection process. As an excellent "national team", the traditional mainstream media condenses China's strength and image as a great power into collective memory, professionally guides the public opinion and direction of communication, and ensures the correct political orientation. The "We media" in the short video platform also made use of its own advantages to help the opening and closing ceremonies of the Winter Olympics to spread the wonderful content of the national ceremony from a unique perspective and way. The "communicator" and "audience" had broken the single communication channel, and the dual discourse space resonated with each other, thus broadening the communication channel for the ceremony. In the wave of media convergence, mainstream media play an important role in media responsibility, while we media also realize the process of self-socialization and the satisfaction of using media in the process of communication. The good interaction and resonance of the two meet the needs of the audience for the official voice, and also meet the special information needs of the diversified audience. This paper's research on the event strategy of We-media short video communication media can provide publicity ideas for other media events, national large-scale ceremonies and other activities.

Core concept

We Media

The rapid development of 4G, 5G and other digital technologies and mobile communication technologies has brought more opportunities and challenges to short video. According to different information production and dissemination modes, short videos can be divided into three modes: PGC (professionally produced content), UGC (user-produced content) and PUGC (professionally produced content). "We media" is the content produced by users or professional users, so it belongs to UGC and PUGC in short videos. Short video can be divided into traditional media short video and new media short video according to different modes of transmission. New media is corresponding to traditional media, relying on digital information technology and network, with digital, mobile, interactive and other characteristics. "We Media", also known as "citizen media" or "personal media", as its name implies, is its own media. It refers to the fact and news that the general public spread about themselves through their own communication terminals and Internet platforms. Therefore, "We media" belongs to new media short videos produced by users or professional users, hereinafter referred to as "we media short videos". We media short video is to participate in the creation, production and release of short video as an individual, realizing the transformation from audience to producer and communicator in the process of communication. The user produces the content, breaks through the barrier of the disseminator in the transmission process, enriches the transmission way and the transmission content. We media are grassroots, with varying degrees of specialization and quality of video content. In the era of Renren microphones and national journalists, we media can obtain first-hand information quickly and from a ground perspective. Under the dual control of short video platforms and mainstream media, we media can enrich the integrity and fluidity of information.

Media events

Media event refers to an event with specific historical significance that is planned and executed by some organizations (government, party groups, enterprises, etc.) and transmitted to the public by the media. A related concept is the "fake event" put forward by Daniel Boors. "Fake event" is the news that is deliberately produced by design. He believes that the so-called "media event" is the event that is designed to be reported by the media, and the "fake event" created by political interest groups for various campaign services. Daniel Dai Yang and elihu katz explained as: in the "media event" "media event" refers to "those who make people and the history of the world with bated breath stop televised event", concrete is three scripts: "competition", "conquer", "crowned", these events can be called a "TV ceremony", "TV festival" or "culture". They are "planned, announced and advertised in advance, where the audience is' invited 'to participate in a ritual, a cultural performance... By organizing festive viewing events about politics, sports, and important people, the media aims to integrate social order and consolidate established social norms." At the same time, Dai Young and Katz also combined events and activities with great international influence, such as the funerals of Kennedy and Mountbatten, royal weddings, Olympic Games, Watergate hearings, presidential debates, etc., for empirical research.

Communication strategy

In the field of communication, communication strategy refers to the method in which the subject of communication fully understands the content and characteristics of the communication object and the psychological characteristics of the audience, and uses a variety of media methods and media technology means to achieve the expected communication effect and achieve the purpose of communication. The communication strategy covers a wide range and can be extended to the field of economics. A similar concept is "strategic communication", which is the purposeful use of communication by an organization to accomplish its mission, characterized by careful planning, a focus on comprehensive communication management, and an emphasis on audience feedback research to evaluate and improve communication effectiveness. In daily reports, good strategic communication should conform to the social and political ecological environment and ensure the smooth progress of public opinion supervision, so as to strengthen the positive effect and weaken the negative effect. Therefore, it is required that media organizations should have the operation strategy of teamwork and brand in the process of communication and publicity. In the process of operating branding strategies, media should create specific brand communication content according to their own media positioning. For example, the official wechat public account of People's Daily ADAPTS to the "fragmented" communication environment of wechat by "just body", and at the same time sets up its own characteristics to attract the attention of potential users. Secondly, in the process of communication, media organizations should rely on parent resources to highlight the advantages of core brands. The new media environment, the propagation environment change, the audience can more actively involved in the communication process, so the media at a time when more should pay attention to their own strategy for the spread of culture, pay attention to team, the operating strategy of the brand culture, creative, make delivering content more, living close to the audience to promote communication effect of optimization.

Literature review

This paper mainly collects, collates and analyzes the existing relevant research and literature materials from the academic journal database of China National Knowledge Infrastructure (CNKI) and VIP Information Chinese journal service platform. The results are as follows: By May 10, 2022, using "We media short video assisted media events" as the title and keywords for relevant search results, 1 article was retrieved from CNKI academic journal database, and 0 articles were retrieved from VIP Information Chinese journal service platform. Using "short video media events" as the title and keyword, the results were 3 and 18 respectively, mainly from 2019 to 2021.According to the "media event communication strategy", we searched the names and keywords of the articles in the above two databases, and the results were 20 and 32 respectively. According to the search results of academic papers, in recent years, the focus of the research on media event communication strategy mainly focuses on the construction of national image by cross-cultural communication, effective media communication, crisis events and government image. Media events themselves are social, public and significant, and the communication of media events is closely related to the direction of public opinion, the setting of agenda and the establishment of discourse power. Feng Wenkai (2017) placed media events in political communication, and proposed that national image communication should be carried out from three aspects: the struggle for discourse power, media symbols and ritual guidance. Li Yudan (2009) believed that the analysis of media event communication strategies could provide ideas for the coverage of

large-scale events. Based on the case of the National Games, he provided three suggestions on media event news communication: specialization, interaction and new media function by applying the theories of news publicity, use and satisfaction, agenda setting and media function. LiuXiaoZhan (2021) in new crown pneumonia outbreak, for example, research in the sudden public health events under the environment of new media transmission (mainstream media), the status and the characteristics of public opinion guiding force, the contents, the choice of mode of transmission and dissemination channels, as well as the communication effect, summarizes the major media event of health communication strategies and reference significance.Li Cuimin comb (2017) summarized network era of yancheng city image communication present situation, the analysis of the yancheng city image, publicity and propaganda in the spread of thinking there is a big event propagation force is insufficient, and puts forward to establish the image of the city identity system, strengthen the propaganda ability, integrated marketing, media event planning and digging potential big event propagation. It sampled and analyzed government websites, media websites, commercial websites, online forums and online we-media, which made the paper more scientific and typical. In addition, short videos have a considerable development trend in the field of new media. In the era of integrated media, We-media media matrix has advantages such as fast speed and multiple perspectives, which has a unique influence on media events and news field construction.

Using "We-media media event" and "We-media media event communication" as the title and keywords, the existing research results in the two databases are 2 and 22 respectively, and the research results mainly focus on image communication, network public opinion, social media and other aspects in the new media era. Wei Dianlin (2015) analyzed the characteristics of the ritual communication of Olympic media events in the era of traditional media, and believed that the ritual communication was a cultural tool to integrate society and play a role in constructing the cultural field, public space and activity rules. Spread in the media age games ceremony for the postmodern transition, with the cultural traditions and habits of structure presents the problems of the entertainment, and news reports should insist on the principle of active constructivism, humanism idea, around the postmodern cultural requirements in terms of news production activities, create a healthy media culture ecosystem. Ai-ling wang, CongYaQing media events (2016) review cases and draw on sina weibo "review" related keywords, using samples from the main body, content, expression of information, news and reviews two kinds of the nature of the communication effect is analyzed, found that since the media platform of media events on both transmitted by "monologue" to "interaction", Media events stimulate the public to form media landscape and value identity, and negative information dissemination has good effect and fast transmission speed. All communication subjects should be vigilant to rationally disseminate information in combination with the characteristics of We-media platform.Starting from a series of network media events, Wang Kailing et al. (2011) explored the initiative and consciousness of the network in building public discourse space and public will expression mechanism, and played an important role in public opinion supervision and public opinion expression. The public, as witnesses and witnesses of events, participate in information dissemination and development reports to form a "grassroots media form", and the contention of multiple discourse Spaces in the public sphere is both an opportunity and a challenge, so it is more important to establish public rational awareness and improve media literacy.

Media events in today's era are closely related to short videos. Since the COVID-19 outbreak, we media have become more and more active on short video platforms, and users release relevant information and news to make up for the delay and omission of official media information. Therefore, short videos of we media also

exert an important influence on the development of media events. As the world's only "double Olympic city", the historical significance and practical value of Beijing is worth pondering. In the existing research results, some materials simply summarize the opening and closing ceremonies of the Winter Olympic Games as media ceremonies. This paper makes a simple distinction between the media ceremonies and the ceremonies in media events. The opening and closing ceremonies of the Winter Olympic Games belong to the "coronation" media ceremony in media events, which cannot be simply understood as a media ceremony. The formation of media rituals is inseparable from specific media events, and the ritualized features of media events are also the attraction and vitality of media rituals. Media event is the main body of media ceremony, which emphasizes the importance and commonality of the event itself, and presents the content and communication form of the media event. Media ritual emphasizes the audience's participation behavior and practice process. This paper focuses on the influence of "We media" on culture, performance and emotion in major national activities and events, and "We media" helps ritual communication rather than media ceremony. This paper takes the opening and closing ceremonies of Beijing 2022 Winter Olympic Games as an example to study the communication strategy of We-media short videos centering on the ceremony of this media event.

Methods

Text analysis method:to choose the Douyin platform short video section as an example, the "Beijing Olympic opening and closing ceremonies" as keywords and search, and on the right, in accordance with the order, the video time, search, publish time, in turn, select the appropriate sample use data analysis software SPSSPRO to grab the content classification, statistics, data analysis results and significance.

Literature research method: Collect related domestic literature, classification, review and summarize characteristics and current situation of the development of our country since the short video transmission media, in the Beijing Olympics in 2022, for example, research the media short video problems arising from the power of media event propagation, communication strategy, to the media after a short video power of large events, ideas and Suggestions for the development of media events rationalization.

Case analysis method,:combining the head short video (trill) platform, the platform video section in the Beijing Olympic opening and closing ceremonies "as the keyword search, option a high percentage of case analysis, observation, contrast the media short video in a short video platform to the spread of the Olympic events in the content, methods, etc., sums up the general law.
Participatory observation method: according to the research subject, this paper into the national stadium (winter Olympic Games opening and closing ceremonies venues) of this research field, to show the ceremony at the identity of the interns as hidden observer, observe staff, actors and other related personnel around the opening and closing ceremonies of the communication activity, anytime, anywhere in the working process of the notes.

Current situation

Main characteristics of we media short video communication

We-media short videos produce and release information content through their own media. Meanwhile, the release platform has social attributes, so its narrative style and method highlight the characteristics of ordinary people compared with other media. From language, pictures and background music, it can be found from different types of creation videos that we media short videos are more inclined to create a relaxed and happy communication atmosphere and interact with the audience in a local way to increase the audience's viscosity and stimulate the fan economy. For example, Douyin blogger CY Caoyu's reversion of the theme song of the 2008 Beijing Olympic Games won 1.267 million likes at the closing ceremony of the 2022 Beijing Winter Olympic Games. He visited every scene in the video as a civilian and won the audience's praise and followers with vivid expressions, movements and picture editing.

The subjects of We-media short videos are diverse, which leads to the diversification of creation angles and narrative dimensions of We-media short videos. Some people have changed from the original audience to the communicator on the short video platform. They can better grasp the personalized needs of the audience and customize the personalized content for the audience or fans. In addition, multiple "we media" work together to create video content and promote innovation of original short videos. For example, Douyin blogger Hwang Hancheng used his expertise to explain the cost of the Beijing Winter Olympics at the end of the Winter Olympics. Olympic champion Su Yiming posted a video of her winning the competition through her personal account. "Dangdang Geography" will explain the geographical selection of the Winter Olympics during the opening ceremony.

Problems in we media short video communication

The characteristics of we media and short video platforms lead to a low industry threshold, and everyone can become a communicator. When non-professional audiences turn into communicators, first of all, they need to seek recognition psychologically, forcing part of "we media" to fall into the trap of game theory. Secondly, in terms of professionalism, some "we media" have not received relevant knowledge training, so they create vulgar and curious content to attract audiences, which makes the creation atmosphere of "We media" short videos depressed, and is not conducive to the sustainable development of "We media" short video industry.

We media short videos have profit targets, and the rapid realization of traffic causes some we media lacking social responsibility to ignore the quality of video content, find a certain type of work or a certain work is popular, and even appear video theft, copycat imitation, script behavior. For example, during the opening and closing ceremonies of the Beijing Winter Olympics, a large number of similar competition videos and champion videos appeared on Douyin platform. Search "Gu Ailing" and screen the highest number of likes. Also about Gu Ailing's experience, "Xiger" got 1.965 million likes, "Good Brother" got 513,000 likes, and "Qisui" got 498,000 likes. It can be seen that during the opening and closing ceremonies of the Winter Olympics, there were a lot of similar content on Douyin platform with high traffic and obvious homogenization.

Research design

Select short video platform

According to the 2022 Douyin data report of China Internet Data Research and Consulting Center, the daily active users of Douyin exceeded 600 million and the average daily video search times exceeded 400 million by August 2020. According to the above data, it is found that the number of users using Douyin is researchable, and the likes, likes, retweets and comments of Douyin users are representative and of research value.

Screening survey respondents

"The Beijing 2022 Olympics opening and closing ceremonies" as keywords in the trill search home page, select "video" at the bottom of the search bar, click on the right side more, choose "the most more praise", "release time unlimited", "the video time unlimited", "search unlimited", "video", more accurate screening during the winter Olympic Games opening and closing ceremonies, Content and form of communication of We-media short videos with high number of likes and reads.

Sorting out the investigation content

The most representative research objects were selected according to key words retrieval. The characteristics of the communication content meeting the investigation conditions were sorted out in four aspects: release time, original content, copywriting and background music. At the same time, the number of likes and the direction of public opinion of the short video should be arranged.

Analyze data

Statistical sample data

Among the selected We-media videos, the top We-media short video users with more than 10,000 likes were selected according to the number of likes, comments, collections and retweets. "Wu Dajing" ranked first with 904,000 likes, 13,000 comments, 9,500 comments and 4,259 retweets. "Romance" scored 347,000, 4,687, 15,000, and 4,628 respectively. "Scriptwriter Thor" had 318,000, 54, 3,368 and 1,438 respectively. The number of Good brothers was 219,000, 136, 6,057 and 7,356, respectively. "Zhang Yuting" is 102,000 , 1,066, 1,604 and 672 respectively. Zhang Yimou s studio had 100,000, 86, 1,066 and 965, respectively. "Dong Dong Dong" is 48,000, 6,962, 1,276 and 4,110, respectively. "Host Yao Xuesong" were 44,000, 754, 2111, 953. "Yijiao" is 27,000 , 518 , 760 and 1185 respectively.

For comparative analysis, four representative mainstream media short video accounts were selected according to the number of likes from the highest to the lowest. "Cctv.com Kuaikan" was 4.67 million, 69,000, 46,000 and 61,000, respectively. "Huanqiu.com" has 353,000, 4,689, 3,700 and 594 respectively. Guangming Daily reported 317,000, 3,534, 4,282 and 3,315, respectively. "Migu Sports had 200,000, 3,072, 3,251 and 3,729 respectively.

Research data

Through the comparison of selected "we media" short video samples, we media with high popularity and high number of fans have great advantages. "Wu Dajing" has 4.146 million followers on Douyin, "Screenwriter Thor" has 3.414 million followers, "Zhang Yimou Studio" has 1.29 million followers, and "Zhang Yuting" has 157,000 followers. Fan economy brings traffic resources. Fans increase the exposure of video content by means of like, forward, comment, collection, etc. By relying on the traffic push mechanism of big data, they distribute the content they think they like to see to those who may be interested in it, so as to gain a larger traffic pool. By publishing photos, participating in the opening and closing ceremonies, and using professional interpretation of on-site details and knowledge, these "big bloggers" shorten the spatial distance with the audience, achieve a good interaction with fans and audiences, and further enhance audience viscosity. For example, "Wu Dajing" and "Zhang Yuting", as the participants of the closing ceremony, provided the audience with the content they needed by editing photos of the scene and recording the entrance picture in an immersive way. At the same time, they presented a more amiable and down-to-earth image and realized self-realization and expression in social media. The comment area of bloggers with a high number of fans is often dominated by fans. Audiences express their love for bloggers and try to interact with communicators through comments, so as to increase traffic and publicize media events.

For "small bloggers" who do not have a high number of fans themselves, whether the content of communication is exquisite and whether the communication method is attractive to the audience is the key. Romance, which garnered 347,000 likes for its content on the opening ceremony of the Winter Olympics, has only 1,126 followers and a total of 392,000 likes for its four works. Compared with mainstream media reporting media events, most of the ritual images in We-media short videos come from CCTV reports and need to undergo secondary processing, editing and creation, which poses a challenge for We-media to integrate personalized creativity and interpretation into media event communication. "Romance" made the slow and melodious opening ceremony more dynamic and passionate by re-creating the ceremony scenes with official watermark, accompanied by the background music of dynamic card points. Most of the comments were oriented towards shock and praise.

Compared with the similar content data of the four head mainstream media, on the one hand, the number of likes of the mainstream media is still incomparable to that of we media, and the dominant position of the mainstream media is unshakable in the process of media event dissemination. On the other hand, in addition to the ceremony, the mainstream media's short video communication content also involves Chinese soldiers, the national flag, the spokesperson of the Olympic organizing committee and other aspects, taking the responsibility of the media, actively guiding correct values and public opinion, and promoting the international image.

From the selected sample data, we media accounts for about 21.21% of the many short videos with more than 10,000 likes. Most of the content of "we media" short videos focus on the popularity of sports stars, professional knowledge interpretation, fan support and exquisite editing. Through the guidance of public opinion in the comment area, it can be seen that audiences are influenced by the cultural field created by the media when facing media events. In the comments section of the above selected We-media short videos, it can be seen that audiences are basically satisfied with the media events presented in the videos, and the core values

are correct, which are consistent with the basic tone of mainstream media and media events. After sorting out and analyzing the sampling data, it can be concluded that the status of mainstream media in the publicity and reporting of media events is unshakable. We media can also help the ceremony communication through personalized secondary creation. They do not interfere with each other, but they cooperate with each other to jointly set up the discourse space about media events, transfer positive energy, and build collective memory.

Conclusion

The content of communication is rich and diverse

As an international event, the opening and closing ceremonies of the Winter Olympics are also part of demonstrating the country's cultural soft power. In addition to promoting competitive spirit, sports culture should also create a relaxed and happy sports atmosphere for the general public and call on the whole people to participate. "Host Yao Xuesong" released in the personal account entitled "Beijing Winter Olympic closing ceremony athletes how difficult to bring", with the "joke" way to describe the athletes after the end of the competition harmonious atmosphere, let the audience see the other side of sports, competition, further render the ceremony atmosphere of media events.

Symbol condenses certain meaning, symbol is the carrier of meaning. The opening and closing ceremonies of the Winter Olympic Games are highly cultural and symbolic. Symbols with meaning are constructed in the creation, and they are combined to form new meanings in certain situations. Interpretive content emerges at the historic moment. We media further deepen the dissemination of ritual connotation, promote the formation of common meaning space, help media events and audiences form good interaction and condense into collective memory through professional analysis of symbols and symbols presented in rituals through short videos. For example, "Little Little Wisdom" is dedicated to explaining the origin of the memorial section of the closing ceremony of the Winter Olympic Games and Zhang Yimou's creative imagery, so as to enhance the audience's understanding of the opening and closing ceremonies and help the media events penetrate into the hearts of the people.

The opening and closing ceremonies of the Beijing 2022 Winter Olympic Games are pregnant with rich sports culture and historical culture. The opening and closing ceremonies show China's cultural confidence to the world in the form of art, which is rich in details and knowledge. For example, "Jin Xin Lead" popularizes Chinese culture in the video with professional knowledge, summarizes the composition material with profound connotation, and delivers "Chinese romance".

Satisfy the individual needs of the audience

The dialogue theory proposed by Bakhtin shows that communication should pay attention to the dialogue between the receiver and the transmitter, which is open and inclusive. The audience is transformed into the self-media dominated by individuals. Through the use of new media such as short videos, it is possible to have equal conversations with the authorities and strangers on social platforms, resonate with the dual discourse of mainstream media, and coordinate to create publicity for media events. So as to realize the satisfac-

tion of citizens' participation in political affairs and self-expression in the public field. During the opening and closing ceremonies of the Winter Olympics, many people in actors' costumes posted personality-revealing videos on Douyin, and "Winter Olympic snowflake woman" became a top search term.

From media production by personal perspective on media events related to creation, put their own professional knowledge, innovative ideas, innovative perspective to more audience, from media to communicate with other perspectives at the same time, the form the meaning of common space in public field, deepen the cultural confidence and media events hidden behind the country feelings, through participation in media event creation, communication, communication, The process of realizing individual socialization, participating in the formation of collective memory, thus satisfying individual desires.

Suggestions on optimizing media events assisted by We-media short videos

Establish industry self-discipline and realize the transformation from "pan-entertainment" to "edutainment"

We media and short videos are both entertainment-oriented. The more relaxed and pleasant the atmosphere is, the more we should stick to the bottom line. pan-entertainment video only can be transient , but give a person can not leave a deep memory. As a major national media event, the opening and closing ceremonies of the Winter Olympic Games should be spread in the direction of shaping the national image and highlighting the positive energy of cultural soft power.

Can not be a thousand years of history and culture also belong to the game, avoid low-level cultural carnival. Commentary content and knowledge content type thumb up high enough to show, the audience for media event propagation in the process of specialization and deep content is supported, since the media short video communicators should not be short-sighted, study diligently original content, deepening the connotation of the video in order to promote the sustainable and healthy development of the media short video.

We will standardize content production and encourage "we media" short videos to be refined and specialized

In the era of short videos, a hundred flowers bloom and a hundred schools of thought contend, and content is still the key factor to stand out. In 2021, Toutiao, Watermelon Video, Baidu Qiaokai Video and Tencent Video jointly issued the creation standards and platform audit standards for We-media short videos, which clearly required that the tonality of video content should not be watertight or vulgar, and the video content standards should focus on quality and integrity. The right way to meet the development trend of the new media industry is for we media to jointly create a good video production space and carefully polish original content.

Innovate media technology to promote the sustainable development of We-media short videos

During the opening and closing ceremonies of the Winter Olympic Games, in addition to its own unique advantages, we media short videos were far from mainstream media in terms of dissemination scope and form. Most We-media short videos have a low cost, and the same video materials are carried by each other, so there is a lot of room to improve the clarity and integrity. On the one hand, if we media short video is to further help media events or major national events, it is necessary to enrich media technology and communication forms, and use more specialized equipment and later to help mainstream media publicize media events. On the other hand, it is necessary for mainstream media to transfer part of the information resources for reporting media events and large-scale national activities or ceremonies in a controllable space, which poses a greater challenge for mainstream media and the gatekeeping in the process of communication.

Peroration

With diversified perspectives, down-to-earth content language and relaxed and pleasant communication tone, We-media short videos have led more audiences to participate in the ceremony revelry of media events during the communication process of the opening and closing ceremonies of the Winter Olympic Games. When we media participate in the dissemination of short videos of media events, they strengthen citizens' confidence in participating in political and political discussions, enhance citizens' sense of social responsibility in major national activities or ceremonies, and provide help for the whole society to condense collective memories and create new culture. In the era of new media, we media create publicity for media events from the perspective of individuals. While mainstream media adhere to the dominant position, set agendas and guide public opinion, we media become a force that is deeply rooted in people's hearts despite its weak strength. In this era of national witness and participation, how we media use "microphone" in a more standardized and professional way needs the comprehensive supervision of short video platforms, mainstream media, the state, government and society. In the process of mainstream media integrating into new media, how to live in harmony with "we media" and give overall consideration is also an issue worthy of further study.

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