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Research on the Production of Short Video News on the Grassroots Media Convergence Platform Douyin

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Abstract:
In recent years, with the rapid development of new media, the media industry has undergone tremendous changes. Under the background of media convergence and development, the competition in the news market has entered a battle of stickiness, and grassroots media are gradually transforming into the builders of integrated media. How to increase user retention rate based on content advantages has become the key to the construction of grassroots media convergence. This article takes the production of short video news content of "Henan Broadcasting and Television Station" on Douyin Platform of Puyang Media Convergence Center of Henan Broadcasting and Television Station as the research object. Through literature analysis and case analysis methods, it conducts an analysis from multiple dimensions such as development motivation, media positioning, audience analysis, content positioning, editing process, and distribution channels. Analyze the advantages, existing problems and future development directions of content production.

Keywords:
Grassroots media convergence Douyin Short video news; Content production

1 Introduction

Mainstream media at all levels and of all types have responded positively to the call, leveraged their resource integration capabilities, and established integrated media communication platforms. In September 2020, the General Office of the Central Committee of the Communist Party of China and The General Office of the State Council issued the "Opinions on Accelerating the Deep Integration and Development of Media", marking that the integration and development of media has entered the "deep water zone" and "critical period" of reform and innovation. With the rapid development of the Internet, media convergence has been continuously advancing in depth in the field of media.

As one of the fastest-growing social media platforms, Douyin's short-video platform has delved into multiple areas of social life, including entertainment, education, and politics. All levels and types of media have gradually shifted their layout of new media platforms from "two micros and one terminal" to "two micros and one Douyin", achieving a major breakthrough in short-video news reporting and becoming an important field and strategic direction for vertical in-depth development in the news industry.

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With the rapid development of new media, the information sources, news teams and operation processes of its short video news are also gradually being optimized. However, in the process of transforming into integrated media, grassroots media face the problem of insufficient innovation in content creation. In the era of "content is king", for grassroots media convergence to survive in the news market competition, how to enhance user retention rates by building content advantages has become the key. This article selects Henan Broadcasting and Television Station as a sample, attempting to start from the Douyin short video news reports of Henan Broadcasting and Television Station, and conduct a content production analysis of it in a point-to-surface manner, providing reference suggestions for the subsequent construction of short video news in grassroots media convergence. On the one hand, summarize practical experiences that can be drawn upon for grassroots media convergence news workers; On the other hand, it provides more innovative space for the in-depth utilization of short-video platforms and the exploration of user demands in the construction of grassroots media convergence.

2 Characteristics of Douyin Short Video News Content Production in Grassroots Media Convergence: Taking Henan Broadcasting and Television Station as an Example

2.1Reshape the role of content producers in grassroots media convergence

With the development of media technology, new media creation no longer requires a "high threshold". On the basis of having advantages in new news professionalism, talent cultivation and financial reserves, grassroots media should master the openness and connection of content and relationships, and be inclusive of the new media content creation market, making the production of news content more diverse. Henan Broadcasting and Television Station aims to reshape the role of content producers in grassroots media convergence, enhance the credibility of grassroots media convergence, and build an image of a "close friend" around the people. Short video news about people's livelihood is an important type produced by Henan Broadcasting and Television Station.

The short video news about people's livelihood on Douyin of Henan Broadcasting and Television Station mainly includes activities such as policy release and various aspects of people's livelihood. Henan Broadcasting and Television Station has changed the traditional narrative mode, aligning this type of short-video news reports with the needs and values of users. For instance, the establishment of the "Persona Girl" column, featuring young and beautiful girls as anchors, along with humorous, witty and easy-to-understand explanations, has brought about a complete transformation in the broadcasting format of Henan Broadcasting and Television Station. With the airing of the 24-episode "Miss Human Resources and Social Security", the rigid policies emerged from the surface with the sweet smiles of the young ladies, narrowing the distance with users and changing the original news tone, achieving the maximization of communication effects.

Henan Broadcasting and Television Station's Douyin short videos feature a comprehensive range of government affairs and life entertainment short video news. Compared with traditional government affairs videos, they are more dynamic and attractive. Through "hot topics" and "interesting points", they express emotions in a personalized way, relieving users' mental pressure. When reshaping content producers, Henan Broadcasting

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and Television Station, on the one hand, needs to ensure the authenticity of news sources and enhance the credibility of the media; On the other hand, we should view the lives of the audience on an equal footing, pay attention to the various aspects of people's livelihood, and become the "close friends" around the people.

2.2Clarify the target audience and meet their needs.

2.2.1Clarify the service for the middle-aged and elderly group.

The main target audience of Henan Broadcasting and Television Station is the middle-aged and elderly. With the continuous popularization of new media technologies and platforms, the middle-aged and elderly population is constantly flocking to new media. Facing the pressure of life and work, They prefer to obtain a large amount of information closely related to life in a short period of time. At this point, if the content production is of high quality enough, this group is very likely to develop a strong sense of trust and dependence on the program, increasing the retention rate of users. Moreover, the short video news of Henan Broadcasting and Television Station is relatively short in duration, which is very convenient for people to follow news reports and obtain more life information during fragmented time.

2.2.2Grasp the dependence and participation of audience cognition.

Henan Broadcasting and Television Station increases the dependence of audience cognition by enhancing users' subjective feelings. In the new media environment, media highlight users' subjective feelings in their titles to attract users to watch the thematic content of news reports. The Douyin account of Henan Broadcasting and Television Station uses news headlines with emotional overtones, achieving a communication effect that resonates emotionally with the media and users. For example, "Spreading Rumors!" The news released by Henan Broadcasting and Television Station that has a certain close connection with the daily life of the audience can easily satisfy users' desire for closeness, such as "Strict Investigation", "The Words' I won't blackmail you 'reveal so much helplessness", and "The things the mother brought with the baby in the makeshift hospital quarantine were all the baby's things. Seeing this scene, I really couldn't hold back". To a certain extent, it meets the audience's dependence on the media.

2.3Rooted in the local area, produce characteristic content of grassroots media convergence.

2.3.1Use "soft news" to convey "hard truths"

The short videos of Douyin News of Henan Broadcasting and Television Station, with their popular perspective, humorous and witty language, and highly humanistic news spirit, determine that their short video news is composed of a large number of soft news. However, its soft news, in combination with the "short, flat and fast" characteristics of the Douyin platform, has endowed "soft news" with "hard power", quickly providing the audience with services such as information transmission and entertainment.

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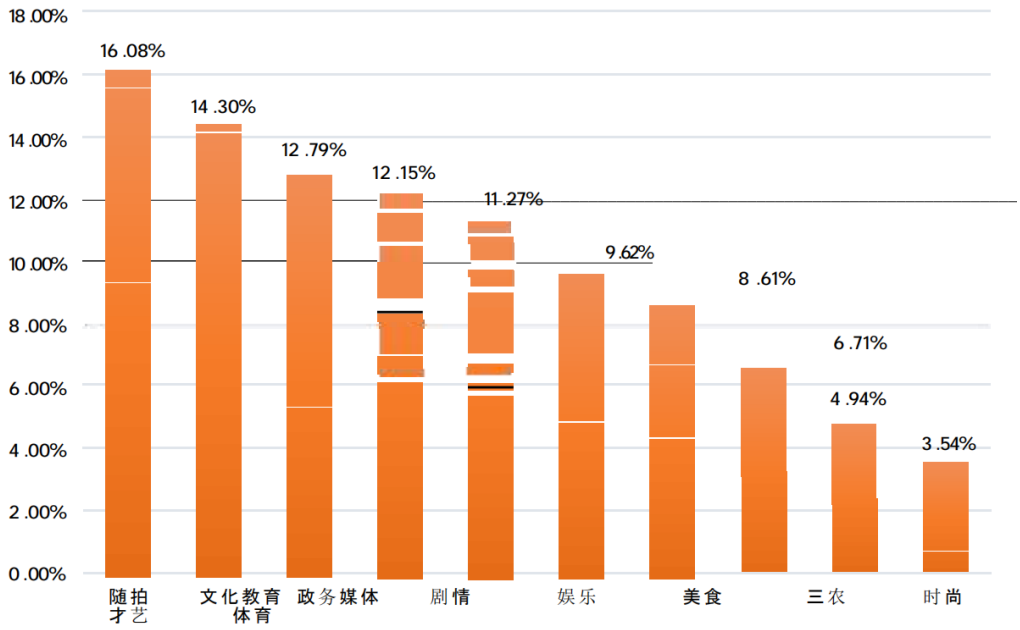


Table 3-1: Proportion of Content Themes on the Official Douyin Account of Henan Broadcasting and Television Station (Data Source: Xinbang)

Nowadays, the short-video news of grassroots media convergence has encountered the problem of being overly entertaining, and the soft news produced by some media outlets has the drawbacks of being deliberately sentimental and vulgar. The Douyin short video news of Henan Broadcasting and Television Station delves deeply into the potential content of soft news in its content production, enhancing the news value of short videos and using "soft news" to convey "hard truths". On January 26, 2021, Henan Broadcasting and Television Station launched "Epidemic Quick Report", a 27-episode short video news report on the latest epidemic situation. With 29.248 million views, it promptly and quickly conveyed the latest epidemic policies to the citizens. On July 24, 2021, during the torrential rain in Henan Province, Henan Broadcasting and Television Station launched a special column titled "Flood Control and Disaster Relief in Progress - People First". By reporting 155 small stories about flood control and disaster relief, it showcased the great love and warmth of people from all over the country during the heavy rain in Henan, and conveyed spiritual strength to the citizens.

2.3.2Emphasize the localization of programs and promote regional culture

As a grassroots media convergence center, Henan Broadcasting and Television Station's Douyin short video news mainly serves local residents. Rooting in local culture is the fundamental for its survival and development, and it is also the fundamental content that distinguishes it from other municipalities directly under the Central Government in the province. In addition, Henan Broadcasting and Television Station has repeatedly launched representative "Water Show" promotional activities for the "Hometown of Chinese Acrobatics", providing in-depth coverage of performances with rich cultural connotations such as Puyang acrobatics, high-

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lighting local characteristics.

2.3.3 Set positive "topics" and actively play the role of grassroots media convergence in guiding public opinion.

Henan Broadcasting and Television Station emphasizes being close to the people, taking the reporting of "positive energy" news as the starting point, and giving full play to the positive effect of news reporting. Henan Broadcasting and Television Station is close to people's lives The ten episodes of the report focused on different groups such as college students, medical workers, athletes, military personnel, and migrant workers, demonstrating the program's humanistic care for various social groups.

3 Problems and Solutions in the Production of Short Video News Content on Douyin of Henan Broadcasting and Television Station

Laswell proposed in the three major functions of mass communication that the environmental monitoring function of mass media can provide users with important information expressing social and economic life. In the communication ecosystem, high-quality information content is the core of short video news creation. This is also the value of the influence of grassroots integrated media news. Henan Broadcasting and Television Station has gained a large number of fans' attention in a short period of time, effectively disseminating the value of short video news. However, the Douyin account of Henan Broadcasting and Television Station also faces certain problems in its development.

3.1Content producers overly cater to users and neglect their dominance

If short video news has "flaws", "deeply touching users" or "concrete topics" that are in line with the fundamental interests of the audience, it will attract users' attention and discussion. The media plays a crucial role in guiding public opinion by creating "focal points" to follow up on news events. When Henan Broadcasting and Television Station produces short video news, in order to attract the audience's attention, it will select some entertaining news materials to increase the click rate of short video news and achieve a certain communication effect. When the proportion of entertaining-oriented short video news content is relatively high and the proportion of short video news that truly focuses on people's livelihood decreases, the audience will reduce their recognition of the media authority of Henan Broadcasting and Television Station. In addition, when the number of short video news related to people's livelihood on Henan Broadcasting and Television Station is relatively small, the traffic pool allocated by Douyin platform in the vertical field of such videos will decrease accordingly, affecting the exposure rate of short video news related to people's livelihood and hinding the better service of grassroots media convergence to the audience in need.

Although Henan Broadcasting and Television Station has made efforts to "get close" to its audience in content production, it has a relatively low frequency of interaction with users and neglects the leading role of users. The editors of the Douyin platform of Henan Broadcasting and Television Station seldom like users' comments or reply to users' questions, opinions and other issues in a timely manner, which leads to the problem of one-way reporting of videos. In addition, the highly popular video content of Henan Broadcasting and Television Station is accidental and has not formed a stable development model, which is related to the

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positive interaction between the media and users. Although the number of fans of Henan Broadcasting and Television Station's Douyin account is constantly increasing, the activity level of its news short video users is not high, which increases the instability of its news short video dissemination.

3.2Broad audience positioning and lack of targeted coverage

The main audience of Henan Broadcasting and Television Station is the middle-aged and elderly population, with a slight bias towards urban women. However, Henan Broadcasting and Television Station did not launch distinctive columns targeting its audience. The reporting and editing team generally targeted the audience of the program at the entire city, resulting in a complex content of short video news reports and a lack of in-depth exploration in vertical fields.

In the context of the proliferation of short video news from grassroots media convergence and the increasingly fierce homogenized competition, Henan Broadcasting and Television Station, as a short video news launched by grassroots media convergence on the new media platform Douyin, needs to leverage its advantage of being close to the audience as a grassroots media. By further segging the audience and innovating in news content and reporting forms, it aims to meet the audience's demands. For instance, following the format of CCTV News' "Anchor Talks about the News Broadcast", the humorous and witty style is close to the lives of the audience, allowing news policies to be integrated into users' lives in a vivid way. Henan Broadcasting and Television Station can open multiple distinctive columns on Douyin platform and edit and publish their content in the new media matrix to broaden the scope of information dissemination and meet the audience's demand for news to the greatest extent.

3.3Soft news has gained depth but lost timeliness.

As the grassroots media convergence center of Puyang, Henan Broadcasting and Television Station has an incomplete reporting and editing team and limited human resources. Short video news on Douyin needs to be "fresh", but Henan Broadcasting and Television Station often misses hot topics or events and can only "re-release" the hot topics that other media have already created.

In addition, Henan Broadcasting and Television Station sometimes takes a long time to produce short video news, which does not conform to Douyin's development characteristics of being short, flat and fast. Although the video duration is deliberately shortened, due to the lack of fresh and high-quality content, the user retention rate is not high. When reporting on certain hot events, Henan Broadcasting and Television Station often uses episode-by-episode displays, with the first episode attracting users and the second episode presenting the truth. For instance, the second episode of the short video news report "The Truth of the Incident Revealed by the surveillance Video of the staff assaulting Someone at the Puyang Sapphire Hotel that was Circulated Online" has lost its news heat after the truth was produced.

Nowadays, with the rapid development of new media, grassroots integrated media still face considerable challenges in short-video news reporting. As a grassroots media convergence platform that relies on provincial media resources and serves the people's livelihood at the municipal level, Henan Broadcasting and Television Station's short video news on Douyin platform not only needs to release local news in the first place, but also needs to improve the efficiency of news editing and the timeliness of news.

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3.4There is an insufficient reserve of all-round journalists for integrated media

Grassroots media convergence is confronted with the challenges of user-generated content (UGC) and institutional-generated content (OGC) in social media. To a certain extent, the reserve of all-round journalists in media convergence affects the content production of short video news in grassroots media convergence. Although the entire editing process of Henan Broadcasting and Television Station has improved the editing efficiency, the members of its editing team are unstable and their professional qualities are somewhat lacking. The reporting and editing team of Henan Broadcasting and Television Station has only one reporter who has a background in journalism. The others are somewhat lacking in the role of UGC and OGC content production models, creation templates, as well as creation fields and functions. They also lack professional standards in terms of the value and aesthetics of short video news.

Henan Broadcasting and Television Station should, on the basis of its existing new media reporting and editing team, not only limit itself to traditional reporting and editing personnel such as journalists and cameramen, but also attract more new talents with professional advantages in new media. It should effectively integrate the reporting and editing team, enhance the reserve space of all-round reporters for integrated media, and deeply explore the potential of news materials in multiple forms and through multiple media.

3.5The problem of homogenization in short video news is obvious.

When hot topics or events arise in society, Henan Broadcasting and Television Station faces the challenge of re-posting news from other media to create hotspots, which leads to the problem of homogenization in news. Henan Broadcasting and Television Station needs to effectively mobilize social resources and enrich its media content by leveraging the resources of a wide range of users and media, rather than simply "re-releasing" the hot topics already created by other media.

Henan Broadcasting and Television Station should leverage its media influence in the local area to expand its communication channels through diverse forms such as live broadcasts, and innovate in news content and reporting formats. For instance, Henan Broadcasting and Television Station can delve deeper into people's livelihood news and traditional culture, and produce more professional and meaningful news content. In the process of integrating into new media short-video platforms, grassroots media convergence should not only broaden the scope of short-video news but also deepen the breadth of short videos, build professional field platforms, seize the opportunities of media development, not only act as the producers of short-video news but also as the guides of public opinion orientation, and better convey the value of news.

4 Result

4.1Balancing People's Livelihood and Entertainment Issues:

It is necessary to ensure a balance between entertainment and attention to people's livelihood issues in the production of short video news content, truly focusing on people's livelihood issues and meeting users' needs and concerns. Increase the frequency of interaction with users, actively respond to users' comments, questions and viewpoints, establish good two-way communication, and enhance users' sense of participation and

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recognition of the media. Establish a stable development model, deeply understand the needs and interests of the audience, continuously track and report on hot topics, and ensure the continuity and stability of short video content. Through these measures, the user activity of the Douyin account of Henan Broadcasting and Television Station can be enhanced, the stability of the dissemination of news short videos can be increased, the audience in need can be better served, and the authority and influence of the media can be improved.

4.2Innovate reporting forms and determine characteristic columns.

Launch columns such as healthy living, family education, and community dynamics for middle-aged and elderly people and urban women to meet the specific needs of the audience. Innovate the reporting format, draw on forms such as CCTV News' "Anchor Talks about the News Broadcast", and integrate news policies and other content into users' daily lives in a humorous and witty way to enhance the audience's participation and attention. In addition, through multi-channel release and interaction, the content of special columns is edited and published in the new media matrix to expand the breadth of information dissemination and meet the audience's demand for news to the greatest extent. Through these measures, Henan Broadcasting and Television Station can better approach its audience, provide targeted reports and services, and enhance their attention and recognition.

4.3Enhance the sensitivity and timeliness of news.

Strengthen human resources, increase the number of staff in the news gathering and editing team, improve the sensitivity and timeliness of news, and ensure that hot topics or events can be followed up and reported in a timely manner. To enhance the efficiency of news editors, be aware of the rapid update requirements of short video news on the Douyin platform, accelerate the production speed, optimize the process and working mechanism, and ensure the timeliness of news and the ability to closely follow hot topics. Diversify reporting methods, such as live streaming, flash news or real-time updates, to convey hot events and news information to the audience more quickly, improving timeliness and user retention rate. Cooperate with other media and integrate resources, share information and resources, enhance the breadth and depth of reporting, and improve the timeliness and authority of news. Through these measures, Henan Broadcasting and Television Station can better meet the needs of its audience, increase user attention and retention rates, and enhance the timeliness and influence of short video news.

4.4Expand the reporting and editing team .

Attract new types of talents with professional advantages in new media, not limited to traditional journalists and cameramen, and enhance the professional quality and skill level of the team. Secondly, diversify the reporting forms. Do not merely reprint news content from other media, but leverage social resources and through the participation of a wide range of users and media, enrich media content, innovate reporting forms, and create unique short-video news content. Through these measures, the professional standards and quality of short video news can be enhanced, the occurrence of homogenization problems can be avoided, the value of news can be better conveyed, the channels for dissemination can be broadened, and the opportunities for media development can be seized.

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