

The application of short videos in media communication

Научный руководитель – Kasperovich-Rynkevich Olga Nikolaevna

Wang Ziyang

Student (master)

Belarusian State University, Институт журналистики, Minsk, Belarus

E-mail: wzy3213610@gmail.com

With the rapid development of internet technology, short videos have become an indispensable part of our daily lives. They have not only changed the way we access information but also profoundly influenced the landscape of media communication.

Short videos refer to video content played on various new media platforms, typically ranging from a few seconds to a few minutes in length. They are suitable for viewing on mobile devices during fragmented leisure time. The content of short videos is highly diverse, covering areas such as skill sharing, humor, fashion trends, social hotspots, street interviews, public welfare education, advertising creativity, and more.

In recent years, the short video market has experienced rapid growth globally. The popularity of smartphones and the increase in internet speeds have laid the foundation for this explosive growth. At the same time, technological innovations in short videos, such as AI-generated content, augmented reality (AR) and virtual reality (VR), automatic editing tools, and personalized recommendation algorithms, have significantly improved the production and dissemination efficiency of short videos.

The types of short video content are also very diverse, including sitcoms, life vlogs, product demonstrations, educational content, music and dance, mental health tips, and travel adventures. These contents, through creativity and well-crafted production, can quickly capture the audience's attention.

The reason why short videos have become so popular on social media is largely due to their unique communication [OK1]

1. High Spreadability: Short video content is easy to share, allowing viewers to quickly spread it across social platforms, creating a viral effect.

2. Fragmentation: The short duration of videos fits well with modern users' fragmented time usage habits.

3. Strong Interactivity: Short video platforms encourage users to like, comment, and share, enhancing interaction between users and content.

4. Visual Impact: Short videos often attract viewers through visual effects, accompanied by music and special effects, enhancing the viewing experience.

5. Personalized Recommendations: Platforms use big data and algorithms to recommend content based on user interests, increasing viewing time and user stickiness.

Moreover, short videos excel in user interactivity. Users can provide instant feedback, engage in real-time interactions, participate in challenges, and even create and upload their own short videos, further enhancing their sense of participation and belonging.

The rapid development of short videos has also attracted the attention of governments worldwide. Different countries have varying regulatory policies for short videos. For example, China has implemented strict content censorship and regulation on short video platforms to ensure compliance with national regulations. Other countries may regulate short video platforms through copyright laws and privacy protection laws.

In China, short video platforms must comply with policies such as the "Regulations on the Administration of Internet Audio-Visual Program Services" and the "General Principles for the

Review of Online Audio-Visual Program Content." Platforms are also required to strengthen copyright protection, establish minor protection mechanisms, and optimize algorithm recommendation. These policies aim to promote the healthy development of the short video industry, protect user rights, and maintain social order.

Looking ahead, the future of short videos is very promising. With continuous technological advancements and changing user needs, short videos will continue to make breakthroughs in various [OK2]

1. Personalized Recommendations: Short video platforms will use big data and machine learning algorithms to provide more personalized content recommendations, catering to users' diverse interests and needs.

2. Technological Innovation: Advances in artificial intelligence and augmented reality will make short videos more interactive and immersive, offering users richer content and higher-quality visuals.

3. Social Media Integration: Short videos will further integrate with other social media platforms, forming a more comprehensive social ecosystem where users can share and watch short video content more conveniently.

4. Advertising and Commercialization: Short videos will become an important channel for advertising and marketing. Brands and businesses will increasingly use short videos for brand promotion and product marketing, attracting more user attention.

However, the future development of short videos also faces challenges, such as content homogenization, privacy and data security issues, and regulatory pressures. To address these challenges, short video platforms need to continuously innovate, protect user privacy, comply with laws and regulations, and enhance user interaction and stickiness through precision marketing.

In summary, short videos have had a profound impact on cultural communication, economic development, social influence, and political propaganda. They provide a platform for the widespread dissemination of culture, create numerous job opportunities and economic benefits, and have become an important space for public opinion. At the same time, governments are strictly supervising short video content to ensure it remains positive and healthy.

In the future, short videos will continue to thrive under the driving forces of technological innovation and user demand.

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[OK2]Before the colon, put a reference to the source from the literature, along with the page, if any.

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