

Research on the Integration Creation Strategy of Short Video News in New Media Environment

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Abstract

This paper focuses on the integration and innovation of short video news in the new media environment, systematically analyzes its development status, audience characteristics and challenges, and proposes a four-dimensional innovation strategy of content, technology, business model and communication. It is found that short video news, with its advantages of fragmentation, visualization and strong interaction, fits the information consumption habits of young audiences, but it also faces problems such as weak copyright protection and homogenization of content. Based on this, this paper emphasizes that storytelling, interaction, personalization as the core to achieve content innovation and upgrading, and to improve user experience with the help of cutting-edge technology; at the same time, it explores multiple profit modes such as advertisement implantation, paid content, etc., and builds an all-media communication pattern. The case study shows that Surge News and CCTV News have realized differentiated competition through original content and technological innovation. The study points out that integration and innovation is the key path for short video news to break through the bottleneck and enhance credibility.

Keywords: new media, short video news, all-media communication, integration innovation, audience characteristics

1. Introduction

1.1 The Current Situation of Short Video News in the New Media Environment

With the rapid development of Internet technology and the widespread popularization of intelligent mobile terminals, short video news, as an emerging form of communication, has rapidly risen and occupied an important position in the new media environment. With its characteristics of fragmentation, entertainment and socialization, short video news meets the information consumption needs of modern audiences in their fast-paced life, and also brings new challenges and development opportunities to the field of news dissemination. In the new media environment, the rise of short video news has benefited from various factors. First, the development of technology provides the necessary hardware foundation for the production and dissemination of short news videos. Secondly, the booming development of short video platforms has built an efficient and convenient channel for the production and distribution of short news videos. In addition, the mutual infiltration and influence of traditional media and emerging media have formed an integrated communication pattern in which multiple media forms coexist. The rise of short video news in the new media environment is the result of the joint action of technological progress and market demand. With the continuous deepening of the theory of media integration and practical exploration, the integration and innovation of short video news will continue to promote the prosperous development of the news and communication cause, and make an important contribution to the construction of an all-media communication pattern and the enhancement of the influence of news communication.

1.2 Research Significance

The integration and innovation strategy of short video news under the new media environment is not only a subversive innovation of the traditional news dissemination method, but also a profound adaptation to the law of information dissemination in the new media era. With the rapid development of Internet technology, short video, as an emerging form of media, has rapidly occupied the high ground of information dissemination with its unique audiovisual advantages and interactive characteristics. However, the development of short video news is not smooth sailing, and it is faced with the challenges of content quality, communication effect, audience demand and other aspects. Therefore, exploring the strategy of short video news integration and innovation is of great practical

significance and far-reaching historical impact for enhancing the professionalism, authority and influence of news dissemination.

1.3 Research Methods

In the current new media environment, the integration and innovation of short video news has become an important trend in the field of news communication. This study aims to explore how short video news can realize its improvement in professionalism and interactivity through the combination of media convergence theory, content production strategy, technology application and innovative communication theory, as well as how to enhance the communication effect and influence of short video news through the application of these strategies and technologies.

First of all, this study adopts the method of literature review to gain a deeper understanding of the application of media convergence theory in short video news and its effects by analyzing existing academic literature, industry reports and actual cases.

In addition, this study also adopts a case study approach, selecting some successful short video news cases for in-depth research to reveal the key factors of their success. In terms of data sources, this paper analyzes in-depth specific cases of short video news, including its content, production process, dissemination effect and audience feedback, which provide empirical data for this study.

In short, this study utilizes a variety of research methods and data sources in a comprehensive manner, with a view to promoting the transformation, upgrading and innovative development of short video news in the new media environment.

2. Definition and Characteristics of Short Video News

2.1 The Concept of Short Video News

Short video news is an emerging form of news dissemination, which utilizes short video clips to report news events, adapting to the needs of users for rapid and intuitive information acquisition in the new media era. It breaks the text and picture presentation limitations of traditional news reporting methods and presents news events in a more vivid and graphic way, which injects new vitality and power into the news industry and promotes the innovative development of the news industry.

2.2 Characteristics of Short Video News

As an emerging form of news dissemination, short video news shows unique and distinctive new media characteristics in terms of content, form and dissemination.

In terms of content, the core of short video news lies in "short" and "fine", which must deliver the most critical information within a limited time. Therefore, short video news should keenly capture current hot topics, reflect social phenomena and public issues, and ensure the timeliness and social value of the content. At the same time, it also needs to continuously optimize content selection and production methods through data analysis and user research to meet the audience's browsing habits and interest preferences.

In terms of form, short video news relies on strong visual and auditory stimuli to effectively capture viewers' attention through moving images, sounds and short text descriptions. In addition, short video news often adopts a non-linear or circular narrative, ensuring that audiences will not miss key information whenever they enter or exit.

In terms of dissemination, short video news breaks the limitations of traditional news dissemination and realizes cross-media and cross-platform content production and dissemination. In addition, short video news also makes use of new technologies such as big data and artificial intelligence to achieve accurate dissemination and personalized recommendation, digging deep into the user's interests and preferences and providing news content that matches them.

To summarize, the uniqueness of short video news in terms of content, form and dissemination not only reflects the innovation and change of information dissemination in the new media environment, but also demonstrates the strong vitality and broad development prospects of short video news as an emerging media form in adapting to and leading the trend of the times.

3. Characterization of Short Video News Audience in New Media Environment

3.1 Audience Age Analysis

With the arrival of the new media era, short video news, as an emerging communication method, has attracted a large number of young audiences with its unique form and content. According to the reference material, the main audience of short video news is young people, this group grows up with the Internet, active thinking, desire for

new knowledge, greater demand for information, and in the busy study and work gradually developed a fragmented reading habit. This reading habit is highly compatible with the production and dissemination of short video news. Among the users of short video news, the proportion of youth groups aged 15-44 is as high as 75.8%, which fully illustrates the main position of young people in the audience of short video news. The characteristics of the youth group is that they have a high degree of acceptance of new things and the desire to explore, they tend to fast, intuitive way of obtaining information, which is exactly what short video news provides.

3.2 Audience Gender Analysis

In the current information age, short video news attracts a large number of users' attention with its unique form and communication efficiency. According to the data, among the gender of users of short video news and information platforms, there are slightly more female users, accounting for 52.7%, and male users account for 47.3%. This data reflects that short video news and information platforms have a certain gender advantage in attracting users. However, this does not mean that male users are less interested in short video news, but rather indicates that short video news and information platforms may be more in line with the preferences of female users in terms of content production and dissemination strategies.

3.3 Analysis of Audience Geographical Distribution

In the new media environment, the audience distribution of short video news shows obvious geographical variability, which is influenced by a variety of factors. First of all, the economic development level of different regions has a direct impact on the audience distribution of short video news. In economically more developed areas, residents have a higher Internet usage rate and a more urgent need for news information. Compared with less economically developed regions, short video news has a broader audience base in these regions. Secondly, cultural background is also an important factor affecting the distribution of short video news audience. Cultural differences in different regions lead to differences in residents' preferences for news content. For example, some regions may prefer entertaining or life-oriented short video news, while other regions may pay more attention to political or economic news. Again, education level is one of the key factors affecting the distribution of short video news audiences. Residents of regions with higher education levels tend to have higher information acquisition and critical thinking skills, and they are more inclined to receive and disseminate news with both depth and breadth. Finally, policy factors cannot be ignored. Policies in different regions have different degrees of regulation on new media and short video news, which directly affects the dissemination scope and audience size of short video news.

4. Content Innovation Strategy of Short Video News in New Media Environment

4.1 The Necessity of Content Innovation

In the new media environment, the content innovation of short video news has a strong necessity, which is not only an inevitable choice to cope with the industry change, but also a key path to improve the communication efficiency. First of all, under the new media environment, the information dissemination speed is extremely fast, the audience's attention is dispersed, short video news in order to break through in a large number of information, it must have innovative. This means that short video news needs to innovate in content selection, narrative mode, technology application and other aspects, in order to attract and maintain the attention of the audience. Secondly, short video news content innovation is the key to meet the diversified and personalized needs of the audience. With the development of Internet technology, the audience has shifted from simply obtaining information to pursuing diversified, personalized and in-depth content experience. Therefore, short video news should constantly explore new forms of expression and narrative structure in content production to provide more in-depth and comprehensive news reports. Furthermore, short video news content innovation plays an important role in enhancing the effect and influence of news dissemination. Through innovative content forms and technical means, short video news can better convey information, provide audiences with novel information consumption experience, and enhance the attractiveness and dissemination of news. In summary, short video news content innovation is an important driving force to promote the transformation and upgrading of news dissemination. In the new media environment, only by adhering to content innovation can we help build an all-media communication pattern and enhance the effectiveness and influence of news communication.

4.2 Strategies for Content Innovation

In today's new media environment, short video news as an emerging form of communication, its content innovation strategy is particularly important. By analyzing the reference materials, we can find that storytelling, interaction and personalization are the key strategies to enhance the attractiveness and communication effect of short video news. First, storytelling is an important means of content innovation for short video news. By packaging news events into attractive stories, it can better capture the audience's attention and arouse their emotional resonance.

Secondly, interactivization is another effective strategy to enhance the attractiveness of short video news. By utilizing the interactive functions of the short video platform, such as likes and comments. Through this two-way interaction, short video news can strengthen the communication and exchange with the audience, and enhance the audience's sense of participation and stickiness. Personalization, on the other hand, aims at the browsing habits and interest preferences of the audience, and continuously optimizes content selection and production methods through data analysis and user research. By providing news content that meets the interests of the audience, it effectively attracts the target audience and enhances the communication effect. Through the implementation of these strategies, short video news can not only enhance its attractiveness and dissemination effect, but also enhance the timeliness and interactivity of the news, meet the audience's demand for high-quality content, and bring new vitality and vigor to the development of short video news.

5. Technological Innovation Strategy of Short Video News in the New Media Environment

5.1 The Necessity of Technical Innovation

Under the new media environment, short video news is facing unprecedented opportunities and challenges. With the continuous progress of technology and the diversification of audience needs, the technical innovation of short video news is particularly important. First of all, technological innovation is the core driving force for the development of short video news. In the new media era, technology has become the key to promote the innovation of short video news. The close combination of short video news and cutting-edge technology not only meets the diversified needs of the audience, but also provides more high-quality content services. Second, augmented reality (AR) and virtual reality (VR) technologies have given short video news audiences an immersive experience. These technologies allow audiences to feel the depth of news events, enhancing their understanding and experience of the events. For example, VR technology provides audiences with a unique perspective to observe major events or historical moments, building an empathetic information consumption experience. In summary, under the new media environment, technological innovation can not only improve the quality of content and dissemination effect, but also meet the audience's higher requirements for information consumption experience, which in turn promotes the prosperous development of news communication.

5.2 Strategies of Technological Innovation

In the new media era, technological innovation has become the core driving force to promote the development of short video news. With the continuous progress of artificial intelligence, big data, virtual reality and other cutting-edge technologies, the production and dissemination of short video news is experiencing historic changes. First of all, the application of artificial intelligence technology in short video news has achieved remarkable results. The application of this technology not only improves the efficiency of news production, but also ensures the accuracy and timeliness of information communication. In addition, the introduction of natural language processing technology has made the process of news content generation and editing more efficient, greatly saving human resources. The application of big data technology, on the other hand, provides powerful data support and analyzing ability for short video news. Through the collection and processing of a large amount of data, news producers can more accurately grasp the needs and interests of viewers, so as to produce news content that better meets the expectations of viewers. The introduction of Virtual Reality (VR) and Augmented Reality (AR) technology brings an immersive experience to short video news. Viewers can experience news events as if they were there through VR technology, and this new viewing experience greatly enhances the attractiveness of the news and audience participation. For example, through VR technology, viewers can observe major events or historical moments in 360 degrees without any dead angle, a unique perspective and experience that is unmatched by traditional news. However, the application of technology is not without its challenges; while AI and big data technologies can improve the efficiency of news production and the relevance of content, they can also raise issues of privacy and data security. Therefore, news organizations must strictly comply with relevant laws and regulations when using these technologies to ensure data security and privacy protection. In short, technological innovation provides a broad space and unlimited possibilities for the development of short video news.

6. Business Model Innovation Strategy of Short Video News in the New Media Environment

6.1 The Necessity of Business Model Innovation

With the rapid development of Internet technology and the transformation of user habits, short video news has become one of the important forms of news dissemination. However, while this emerging media form brings great opportunities, it also faces many challenges, such as serious homogenization of content, single profit model and other problems. Therefore, exploring innovative business models is crucial for the sustainable development of short video news.

6.2 Strategies for Business Model Innovation

In today's new media environment, short video news, as an emerging form of communication, the innovation of its business model and operation strategy is particularly important. The integration and innovation of short video news not only needs to explore diversified profit models, but also needs to pay attention to user experience in order to realize sustainable development. First of all, advertising cooperation is an important part of the short video news business model. Through accurate data analysis, advertisers are able to realize targeted placement and improve the conversion rate and benefits of advertising. At the same time, new forms of advertising, such as content implantation, can naturally integrate with the content of the report without destroying the user experience and enhance the acceptance of advertising. Secondly, the user payment and content payment model also provides a new way of profitability for short video news. High-quality short video news content has begun to attract paying users, providing exclusive content and in-depth analysis for loyal audiences, ensuring that news organizations have a stable source of profitability. In short, the business model innovation strategy of short video news needs to comprehensively consider the two key factors of commercial operation and user experience, and through continuous exploration and optimization, achieve double harvest of economic and social benefits.

7. Communication Innovation Strategy of Short Video News in the New Media Environment

7.1 Necessity of Communication Innovation

The communication innovation of short video news in the new media environment is particularly important, not only because short video news has the advantages of fast dissemination speed, wide coverage, strong interactivity, etc., but also because it can meet the modern audience's demand for immediacy, convenience and personalization of information acquisition. First of all, the communication innovation of short video news can effectively enhance the attractiveness of news content. In the era of information explosion, the audience's attention is dispersed, short video news through the concise and powerful audio-visual language, can quickly seize the audience's attention, improve the dissemination of information effect. Secondly, the communication innovation of short-video news helps to build an all-media communication pattern. In the context of media integration, short video news needs to break the boundaries of traditional media, realize cross-platform and cross-media content production and dissemination, and expand the scope of news dissemination. Furthermore, the communication innovation of short video news provides a key impetus for the transformation and upgrading of the news communication model. With the continuous progress of new media technology, short video news can utilize virtual reality, augmented reality and other technologies to create an immersive and interactive news experience and enhance user participation and interactivity. This innovative communication model breaks through the limitations of traditional news dissemination and opens up new communication spaces and paths. Finally, the communication innovation of short video news is an inevitable choice to meet the diversified and personalized needs of the audience. With the development of society and the progress of science and technology, the audience's demand for news content is becoming increasingly diversified, short video news through innovative communication strategies and means, can provide more accurate and targeted news services. In summary, the importance of short video news communication innovation in the new media environment is self-evident.

7.2 Strategies of Communication Innovation

In the new media era, the innovative strategy of short video news dissemination has become the key to improve the communication effect and enhance the influence of the media. By comprehensively analyzing references, we can distill several effective communication innovation strategies. First of all, social media marketing is an important means to enhance the communication power of short video news. By releasing short video news on major social platforms and utilizing the high degree of social activity and large user base of these platforms, the influence and coverage of the news can be rapidly expanded. Secondly, the application of accurate push technology is also the key to improving the dissemination effect of short video news. Using big data and artificial intelligence technology, the accurate push and personalized recommendation of news content is realized according to users' interest preferences and viewing habits. Finally, innovative communication theory also provides theoretical support for the integration and innovation of short video news. According to the characteristics of the platform and the habits of users, it constantly innovates the presentation and interaction of news content to enhance the participation and stickiness of users. To sum up, through social media marketing, cooperation of content distribution platforms, application of precise pushing technology and guidance of innovative communication theory, short video news can realize the improvement of communication effect.

8. Case Study on the Integration and Innovation of Short Video News in the New Media Environment

Under the new media environment, the rise of short video news platforms has provided new channels for information dissemination, among which the successful cases of "Surge News" and "CCTV News" are particularly

prominent. These two platforms have not only improved the efficiency of news dissemination through integration and innovation, but also enhanced the attractiveness and influence of news content. Relying on the powerful resources and professional team of Shanghai Newspaper Group, "Pengyuan News" is committed to creating "quality news short videos". In terms of content production, "Surge News" focuses on originality and depth, and presents a series of high-quality news works through unique perspectives and exquisite production. These works have not only triggered a wide range of social repercussions, but also brought the audience closer and strengthened user stickiness through interaction with the audience. Relying on the authority and influence of CCTV, "CCTV News" APP has launched a series of original news works in the field of short videos. These works not only show China's cultural self-confidence and innovative vitality in the new era, but also expand the scope of short-video news through cross-platform cooperation and integrated media dissemination. "CCTV News also actively explores the application of new technologies, such as virtual reality and augmented reality, to create an immersive news experience. From these two cases, it can be seen that short video news platforms focus on the originality, depth and interactivity of news content, as well as the diversification of communication channels and the innovation of operation modes, to stand out in the competitive new media environment, provide users with high-quality news content, and at the same time open up a new path for the development of the news industry.

9. Challenges and Countermeasures of Short Video News in the New Media Environment

9.1 Challenges of Short Video News in the New Media Environment

Under the new media environment, short video news, as an emerging form of communication, has rapidly occupied the market with its short, simple and entertaining production, and has become an important channel for information dissemination. However, with its rapid development, short video news is also facing many challenges, especially in copyright protection and content quality control. First of all, the copyright issue is one of the most difficult problems in the development of short video news. Due to the low production cost of short videos, some content creators often use other people's works without authorization in order to pursue a high click rate, which not only infringes on the copyright of the original creator, but also harms the healthy development of the whole industry. In addition, the algorithmic recommendation mechanism of short video platforms also exacerbates the problem of copyright infringement, as this mechanism tends to prioritize the recommendation of content that infringes on copyright, thus reducing the recommendation of original content. Second, content quality control is also a major challenge for short video news. In order to attract viewers, some short video news over-pursues the eyeball effect, with inaccuracies and exaggerations. This not only misleads the public, but also reduces the credibility of news media. At the same time, due to the low threshold of production and dissemination of short video news, the phenomenon of content homogenization and vulgarization is serious, which affects the overall image and dissemination effect of short video news.

9.2 Countermeasures for Short Video News in the New Media Environment

In order to cope with these challenges, effective strategies must be adopted to enhance the quality and influence of short video news. First, strengthening copyright protection is the key to the development of short video news. Since the copyright protection mechanism of short video platforms is not yet perfect, infringement occurs from time to time. Therefore, the relevant departments should increase the publicity and education on copyright laws to improve the public's copyright awareness. At the same time, a sound copyright protection mechanism should be established to strengthen the monitoring and punishment of infringing behaviors and protect the legitimate rights and interests of originators. Second, improving content quality is the core of short video news development. This requires that journalists should strengthen professional training, improve their own innovative consciousness and creative ability, and ensure the creation of short video news with high content quality and rich communication forms. At the same time, short video news producers should pay attention to the interaction with the audience, using the interactive features of the short video platform, such as likes, comments, etc., to strengthen the communication and exchange with the audience. Through interaction, not only can we understand the feedback and needs of the audience in time and optimize the content production strategy, but also enhance the audience's sense of participation and viscosity, and promote the dissemination of short video news. In short, in the face of the challenges of short video news in the new media environment, the relevant departments and journalists should adopt a comprehensive response strategy in order to promote the healthy development of short video news and contribute to the prosperity of the news communication cause.

10. Conclusion and Prospect

10.1 Research Conclusion

In today's new media environment, short video news, as an emerging form of communication, is gradually becoming an important channel for information dissemination. The journalism industry is also constantly exploring

the innovation of media convergence, which is not only a technological innovation, but also a change in the concept of communication. It enhances the efficiency and effectiveness of news dissemination, and strengthens the social value and influence of news through cross-media integration, content innovation, and communication method innovation. This process not only promotes the transformation and upgrading of the media industry, but also provides the public with richer, more diversified and high-quality news information, which demonstrates the significance of the integration and innovation of short-video news in the new media environment.

10.2 Future Prospects

With the continuous progress of technology and the diversification of audience needs, the development path and innovation strategy of short video news have gradually become the focus of attention in the industry. Based on the in-depth analysis of the existing information, this paper puts forward the outlook for future research. First of all, future research should explore more deeply the innovative breakthroughs of short video news in content production and dissemination methods. With the continuous evolution of the new media environment, short video news needs to explore new paths of combining with advanced technology while maintaining content quality. Secondly, future research should focus on the practice of short video news in cross-media and cross-platform content production and dissemination. How to realize the efficient allocation and integrated use of resources, as well as how to break the media boundaries to achieve true cross-media integration. In addition, future research should also emphasize the role of short video news in terms of social responsibility and influence. With the popularity of short video news, its role in social harmony, stability and development has become increasingly prominent. Therefore, how to ensure the authenticity and authority of the content of short video news, as well as how to disseminate positive social values through short video news are also issues that future research needs to focus on. In conclusion, in the face of the rapid development of short video news in the new media environment, future research and practice should continue to explore and try new theoretical and practical methods to promote the healthy development and innovative breakthrough of short video news.

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