

УДК 070.1:654.19:004.77

КОРОТКИЕ ВИДЕОНОВОСТИ: РАЗВИТИЕ, ТЕКУЩАЯ СИТУАЦИЯ И ПЕРСПЕКТИВЫ

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Аннотация. Рассматриваются специфика, преимущества и ограничения процесса распространения коротких видеонОВОСТЕЙ с упором на китайский, белорусский и европейский опыт. Анализируется практическая деятельность блогеров и телеканалов в ходе создания коротких видеонОВОСТЕЙ. Изучаются проблемы в данной области и возможные пути развития сферы короткого видеоконтента. Раскрывается суть интерактивного и симбиотического взаимодействия новых и традиционных медиа в период цифрового перехода, особое внимание уделяется способам адаптации к этим изменениям.

Ключевые слова: короткие видеоролики; короткие видеонОВОСТИ; блогеры; телеканалы; форма распространения; социальная сеть; цифровые медиа; пользователь; контент; новости.

SHORT VIDEO NEWS: DEVELOPMENT, CURRENT SITUATION AND PROSPECTS

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Abstract. This article examines the specifics, advantages, and limitations of short video news distribution, focusing on Chinese, Belarusian, and European experiences. It analyses the practical activities of bloggers and television channels in creating short video news. It examines the challenges in this area and potential development paths for short video content. It explores the essence of the interactive and symbiotic interaction between new and traditional media during the digital transition, focusing on ways to adapt to these changes.

Keywords: short videos; short video news; bloggers; television channels; distribution form; social network; digital media; user; content; news.

Introduction

In the rapidly evolving digital media landscape, short videos have become a crucial medium for news dissemination, reshaping traditional journalistic practices and engaging audiences in new ways. This study aims to clarify the status, characteristics, and challenges of short video news in the current dissemination landscape, analyse the content practices and strategies of representative bloggers and television channels, and propose strategies for optimising content production and building trust. First, this study clarifies the concepts of short video news

and comprehensively uses theories such as compensatory media, media ecology, and uses and gratifications to conduct an in-depth analysis of the impact of short videos as a new media form on the traditional news communication pattern. This study selects three representative news bloggers (Hugo Travers from France (account «HugoD crypte»), Dylan Page from the United Kingdom (account «dylan.page»), Zou Wen from China (account «News sister»), as well as three influential mainstream news channels (the China Central Television News Channel

Образец цитирования:

Чэнь Синюй. Короткие видеонОВОСТИ: развитие, текущая ситуация и перспективы. Журнал Белорусского государственного университета. Журналистика. 2026;1:32–42 (на англ.).
EDN: KMUEVS

For citation:

Chen Xingyu. Short video news: development, current situation and prospects. *Journal of the Belarusian State University. Journalism.* 2026;1:32–42.
EDN: KMUEVS

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(China Central Television, CCTV), the British Broadcasting Corporation News Channel (British Broadcasting Corporation, BBC), and the First News Channel of Belarus (Belteleradiocompany) as case studies to track the de-

velopment trajectory, current challenges, and evolution trends of short video news, aiming to provide practical experience for theoretical research and practical exploration in the field of news communication.

Theoretical foundations

Short video news, combining short video formats with news content, first emerged in the United States of America. Initially, traditional media either built their own short video platforms or used social short video platforms for news distribution. Notable milestones include the launch of app «Newsy» (2008), specialising in edited short news videos, and media organisation «Now This News» by The Huffington Post (2012), which pioneered differentiated production across platforms. Other outlets followed: The Washington Post rebranded video programming channel «PostTV» to «Washington Post Video», The Wall Street Journal launched event «WSJ Invest Live», the BBC created account «Instafax» on *Instagram*, and CNN introduced programme «Your 15 seconds morning» on *Twitter*. These innovations expanded news channels and diversified audience access.

Despite rapid growth, there is no unified academic definition of short video news internationally. Terms such as «online video news», «mobile short video news», and «news short video» are used interchangeably, with definitions often based on «mobile», «short», and «news». The authoritative monograph «The future of online news video» (BBC collaboration, data from 26 countries) highlights that the most successful social videos are under 1 min, silent with subtitles, emotionally engaging, and often soft news¹. Demand for mobile short video news spikes during emergencies, as seen in the Paris terrorist attacks and Ferguson unrest, with *Facebook* dominating viewership (up to 100 mln views).

Scholars further define the field: M. Vaz-Álvarez frames «mobile journalism» as journalism using mobile devices [1]. N. Ungerleider sees the short video news combination as boosting communication and industry diversity². K. Kobre predicts short video news will be a major direction for traditional media, often produced by «backpack journalists» crafting compelling 5-minute stories [2]. J. Argila's study (2017) found that within 4 min, 24 % of high-engagement content was hard news, 22 % of high-engagement content was soft news,

often tied to socially sensitive themes like women and children³.

Social media's role is crucial. S. J. Moon and P. Hadley note *Twitter's* integration as a newsroom source [3]. V. H. Jorge, C. R. María, and L. G. Xosé observes *TikTok's* influence on news media, reshaping content for virality [4].

In China, definitions vary but often stress duration (less 5 min), production via smart devices, and social sharing. J. Chang and S. Xu define short video news as «a new video news product... generally under 5 min»⁴ [5, p. 21]. X. M. Liu et al. classify it by producer type [6]. L. Yin et al. emphasise mobility, fragmentation, and socialisation [7]. H. Wang narrows the term to citizen- or public-sourced footage, excluding traditional, long-cycle productions [8]. In 2018, the China News Awards added a «media integration» category, defining short video news as timely, large-scale, mobile-first works under 10 min.

From these perspectives, short video news has 2 core attributes: short video form and news content, characterised by brevity, timeliness, and visual appeal. It documents current events – personal experiences, emergencies, notable incidents and aims to guide public opinion through rapid social dissemination.

This paper defines short video news as news-focused videos under 5 min, produced for smart mobile platforms, with short production cycles, concise content, timeliness, and strong social attributes, from both professional and user-generated sources.

The development of short video news can be divided into four stages:

1) exploration and trial (2008–2013). In 2008, former NBC executive J. Spencer founded app «Newsy», pioneering 2–3-minute mobile news videos through secondary processing of existing materials⁵. In 2012, K. Lehrer and E. Hypio launched media organisation «Now This News», targeting younger audiences via platforms like *Facebook*, *Twitter*, and *YouTube*⁶. In 2013, *Twitter's* service

¹Kalogeropoulos A., Cherubini F., Newman N. Digital news project 2016. The future of online news video // SSRN : website. URL: https://papers.ssrn.com/sol3/papers.cfm?abstract_id=2882465#paper-citations-widget (date of access: 10.02.2025).

²Ungerleider N. Using vine to cover breaking news // Fast Company : website. URL: <https://www.fastcompany.com/3005630/using-vine-cover-breaking-news> (date of access: 15.02.2025).

³Judith A. How to create video news that rocks in social media // Reuters Institute : website. URL: <https://reutersinstitute.politics.ox.ac.uk/sites/default/files/2017-09/Argila%2C%20How%20to%20create%20video%20news%20that%20rocks%20in%20social%20media.pdf> (date of access: 20.02.2025).

⁴Here and further translated by us. – Ch. X.

⁵Atkinson C. How Scripps News, the streaming and broadcast network formerly known as Newsy, is pivoting to anti-partisan, «fact-based» reporting // Business Insider : website. URL: <https://www.businessinsider.com/newsy-rebrands-scripps-news-warren-buffett-backed-local-media-giant-2022-12> (date of access: 18.02.2025).

⁶Liu L. Research on the cross-platform dissemination of short video news: taking Now This in the United States as an example // Cyberspace Administration of China : website. URL: https://www.cac.gov.cn/2017-01/23/c_1120367428.htm?utm_source=chatgpt.com (date of access: 18.02.2025) (in Chin.).

Vine enabled 6-second videos, including a widely shared clip of a suicide bombing outside the United States Embassy in Turkey;

2) traditional media entry (2014). The BBC's account «Instafax» with 15-second news summaries on *Instagram* and CNN's programme «Your 15 seconds morning» on *Twitter* marked early mainstream adoption. In China, CCTV partnered with short video apps during the National People's Congress, and news agency Xinhua launched programme «Xinhua 15 seconds»;

3) diversification (2015–2017). The Wall Street Journal introduced video platform *WorldStream* (2015). In China, Southern Media Group launched video production company *Pumpkin Vision*; Qiu Bing founded news video platform *Pear Video*; news platform *Toutiao* pledged 1 bln yuan to support short video entrepreneurs. NBC debuted account «Discover» on *Snapchat* (2017). Many major outlets experimented in this period;

4) globalisation (2018 – present). During the 2018 two sessions, Xinhuanet's 3D video «See the report on paper» and People's Daily's original song «China is great» finger dance went viral. Chinese outlets like People's Daily and Red Star News joined *Douyin*, while global players like «Now This News» expanded on *Instagram* and *Snapchat*.

Today, short video news is a mainstream form, integrating artificial intelligence, big data, and interactive features, yet facing challenges in authenticity, ethics, and regulation.

Short video news, distinct from entertainment, food, or education videos and from traditional television news, has unique functions and advantages. As N. Postman noted, new information forms redefine the speed, source,

volume, and context of dissemination, profoundly shaping society and culture [9]. Today, young audiences dominate its consumption, with audiovisual formats becoming their preferred medium.

Short video news and television news share core attributes: video formats combining sound and image, the aim of reducing information uncertainty [10], and adherence to news values emphasising truth, freshness, and public interest. For example, during COVID-19, both traditional and new media provided timely coverage CCTV launched programme «Fighting the epidemic» and live-streamed on *Weibo*, while short video platforms released works like «Wuhan diary» and epidemic prevention vlogs.

However, differences are significant:

1) content. Short video news favors micro, life-oriented, and first-person reports with diverse formats (live shots, animation, vlogs), whereas television news focuses on macro, event-centered coverage with uniform style;

2) channels. Television relies on scheduled broadcasts, while short video news circulates independently via multiple new media platforms, enhancing timeliness;

3) effects. Television limits audience choice under media-set agendas, while new media enables interactive, shareable participation, meeting personalised needs in line with Maslow's theory;

4) audience. Short video news attracts younger viewers: 76.32 % of CCTV's *Douyin* audience is 18–35, with strong curiosity, desire for expression, and innovative spirit.

Both forms influence each other retaining a «media core» unaffected by evolution [11], but short video news compensates for television's limitations through immediacy, interactivity, and diversity.

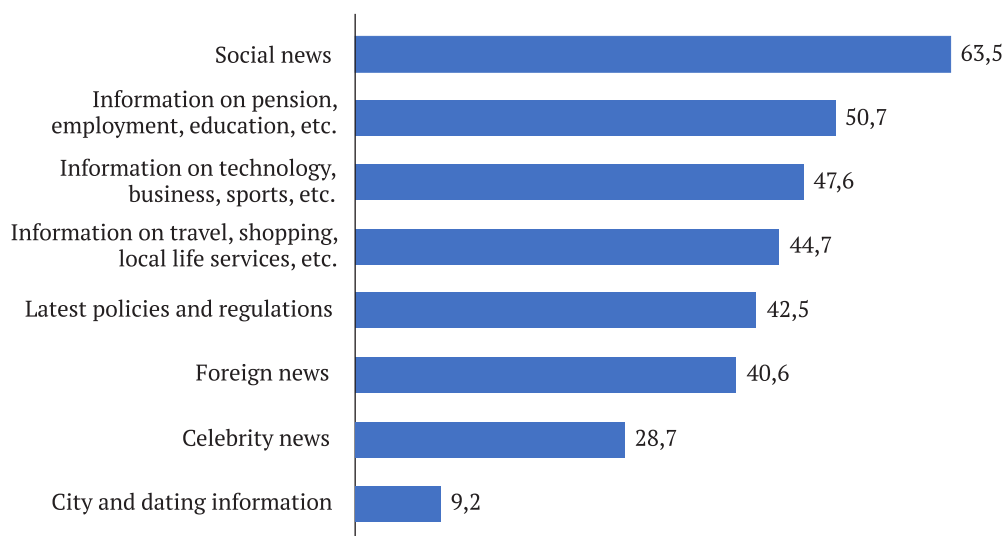


Fig. 1. Proportion of topics that netizens follow on social networks, %

With the rise of digital media, short videos have rapidly become a major form of news dissemination. Over the past 5 years, news organisations and independent bloggers worldwide have leveraged their efficiency,

visual appeal, and fragmented format to meet public demand for short, fast, and new content. According to the Reuters Institute digital news report 2024, short video news is now a primary news source for the 18–34 age

group, with strong user loyalty and growth potential⁷. In China, social networks have become the main information channel, with 1.101 bln users as of December 2024 (99.3 % of netizens) making «social news» the most followed content (see fig. 1).

Short video news has evolved beyond edited television content, developing unique formats influenced by media logic, user habits, and technology. Based on China short video development report (2024), Reuters Institute digital news report 2024, World press trends outlook 2023–2024, and platform observations, five main types emerge of short video news⁸:

1) breaking news are news lasting 30–60 s, focused on speed and timeliness, often sourced from on-site footage or user-generated content (e. g., CCTV's programme «Breaking news» on *Douyin*⁹, BBC's programme «Breaking lead report» on *TikTok*¹⁰);

2) explainer (contextual) news are news longer than 2.0 min, providing background and analysis of complex issues using animation or data visualisation (e. g., Al Jazeera's programme «Middle East in 60 seconds»¹¹, People's

Daily's programme «Digital reading of current affairs»¹²);

3) human-interest (micro) documentary are news 1.0–2.5 min long, storytelling centered on individuals or groups, emphasising emotional resonance (e. g., CCTV's programme «Amazing Chinese» on *Douyin*¹³, New York Times reporter stories on *Instagram*¹⁴);

4) infographic (tech) news are news 30–60 s long, combining concise data and visual presentation, often about tech or industry trends (e. g., Bloomberg Quicktake's account on *Youtube*¹⁵, account «CCTV Finance» on *Douyin*¹⁶);

5) commentary (vox pop) are news between 8 and 285 s, opinion-based or street interviews, encouraging interaction but facing fact-check challenges (e. g., Xinhuanet's news commentary brand column «Xinhua video review»¹⁷, account «News sister» on *Douyin*¹⁸).

With the rise of short video platforms, personal bloggers have gradually broken the monopoly of traditional media in the field of news dissemination and become emerging news content creators and disseminators.

Results and discussion

This study selects three news bloggers from different countries between November 2024 and 15 November 2025, analyses their content in October 2025, and explores their topic selection, dissemination path, and influence.

Hugo Travers (France). Born in 1997, H. Travers has a background in political science. In 2015, he founded the *YouTube* channel «HugoDécrypte» (literally Hugo decrypts), initially explaining political issues through a combination of text and video. He gradually shifted to a core strategy of short videos and multi-platform distribution, focusing on «translating» complex current events into information formats that young audiences could quickly understand. Now, H. Travers is one

of the most influential young news content creators in France.

As of 15 November 2025, Hugo had 7.700 mln followers on *TikTok*, 3.570 mln subscribers on *YouTube*, and 5.129 mln followers on *Instagram*. In terms of audience demographics, H. Travers's followers are primarily concentrated in the 18–34 age group, accounting for 78 %, with university students and those just entering the workforce being the main demographic. These figures demonstrate the widespread influence and high level of acceptance of his short videos among young people.

The content focuses primarily on the EU, emphasising local European perspectives and highlighting a «French viewpoint». The narrative style is rigorous

⁷Reuters Institute digital news report 2024 / N. Newman [et al.] // Reuters Institute : website. URL: https://reutersinstitute.politics.ox.ac.uk/sites/default/files/2024-06/RIS_DNR_2024_Digital_v10%20lr.pdf (date of access: 05.03.2025).

⁸Ibid.

⁹CCTV News Douyin account [Electronic resource]. URL: https://www.douyin.com/user/MS4wLjABAAAAGq8cb7cn9ByhZbmx-XQDdRTvFzmJeBBXOUO4QfIP96M?from_tab_name=main (date of access: 15.03.2025).

¹⁰BBC News TikTok account [Electronic resource]. URL: <https://www.tiktok.com/@bbcnews> (date of access: 15.03.2025).

¹¹Al Jazeera English YouTube account [Electronic resource]. URL: <https://www.youtube.com/@aljazeeraenglish/shorts> (date of access: 15.03.2025).

¹²People's Daily Douyin account [Electronic resource]. URL: https://www.douyin.com/user/MS4wLjABAAA8U_l6rBzmy7bcy6xOJel4v0RzoR_wfAubGPeJimN_4?from_tab_name=main (date of access: 15.03.2025).

¹³CCTV.com Douyin account [Electronic resource]. URL: https://www.douyin.com/user/MS4wLjABAAA4vgRHGrSG6rPlffm3RvwHWL8TBq7O4YnM5jHUNXz0-s?from_tab_name=main (date of access: 15.03.2025).

¹⁴New York Times Instagram account [Electronic resource]. URL: <https://www.instagram.com/nytimes/reels/> (date of access: 15.03.2025).

¹⁵Bloomberg Quicktake YouTube account [Electronic resource]. URL: <https://www.youtube.com/@BloombergQuicktack/shorts> (date of access: 15.03.2025).

¹⁶CCTV Finance Douyin account [Electronic resource]. URL: https://www.douyin.com/user/MS4wLjABAAAAt6AsGhjrHeoxZNkceYg2j0FWvWKzEaTAvF44-sPYco?from_tab_name=main (date of access: 15.03.2025).

¹⁷Xinhuanet.com Douyin account [Electronic resource]. URL: https://www.douyin.com/user/MS4wLjABAAA4ukfxyGQmo3HK9N26B8v6SkhCwbtbjEqIThz1U_zxkcI?from_tab_name=main (date of access: 15.03.2025).

¹⁸News sister Douyin account [Electronic resource]. URL: https://www.douyin.com/user/MS4wLjABAAA33tAlkZmpE53uv1CQcKmvGv3eLN7a9iOm-sEn4T-rYeVN3HefMTzeCruu_B9z6jK?from_tab_name=main (date of access: 15.03.2025).

and media-oriented. It frequently uses «news compilations», a type of content rare on *TikTok*, thus differentiating itself from other content. The style is mild and

rational, avoiding strong opinion-driven inflammatory rhetoric; and it relies heavily on interview segments to enhance credibility and authenticity.

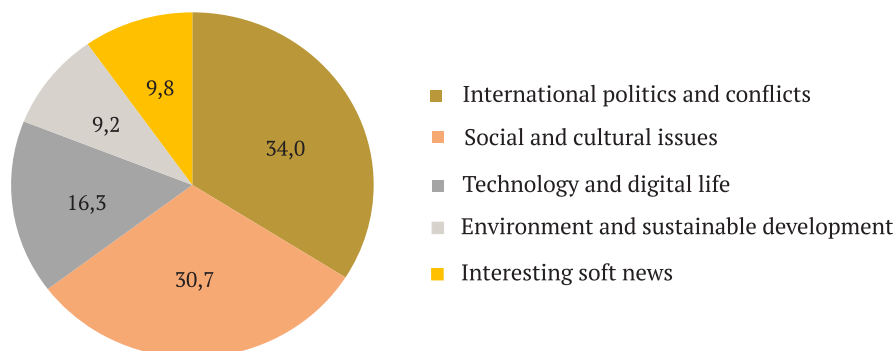


Fig. 2. Distribution of topics in Hugo Travers' short video news, %

Data from October 2025 (see fig. 2) shows that Hugo's video content combines a global perspective with a youthful viewpoint, covering areas such as international affairs, domestic politics, social issues, technology, the environment, and entertainment. He is not limited to French domestic news, but has built a diverse and issue-sensitive content system by covering multiple fields such as international politics, social hotspots, technological innovation, and environmental protection.

Hugo published 153 pieces of content (meeting the definition in this article) in October 2025, with the most updates on October 5th and 6th, both with 11 pieces. The content included on-camera interviews or narration by H. Travers himself, as well as voice-over narration by other team members, without any on-camera appearances. His signature content section, «Les actes du jour» (The acts of the jour), updated 28 times in October, with each video averaging 1.5 to 2.0 min in length. It condensed multiple international and domestic news topics into just a few dozen seconds through rapid factual presentation, keyword highlighting, and enhanced visualisation.

Overall, most videos garnered hundreds of thousands of views, with some «Daily news flash» videos even exceeding 1 mln views, demonstrating extremely high dissemination and interaction. For example, on October 20th, the news about the global internet outage (*Amazon* servers) garnered 12.008 mln views, 1.265 mln likes, and 476 thd shares, making it the most popular content in October; on October 2nd, the news about multiple news briefs (United States of America government shutdown, etc.) received 4.766 mln views. This compilation of multiple topics offered high information density, catering to the «read it all at once» pace preferred by European users; also on October 2nd, the news about *Snapchat*'s new feature received 4.013 mln views. The unexpected popularity of this technology-related topic indicates a younger audience.

Hugo employs a multi-platform publishing strategy, optimising content for different platforms and tailoring

content formats for platforms such as *YouTube*, *TikTok*, and *Instagram*. For example, he publishes selected short videos on *TikTok*, longer analyses on *YouTube*, and simultaneous promotion of text, images, and short videos on *Instagram*. Furthermore, he actively utilises the interactive features of social media to guide audience participation in discussions, effectively enhancing audience engagement and dissemination.

Dylan Page (United Kingdom). D. Page, born in South Africa in 1999 and currently residing in the United Kingdom, has gained a rapid following on *TikTok* since July 2020, posting content there. Known as «news daddy», he is a British news video creator focusing on international current affairs and technology trends. His flagship account «dylan.page» is popular for its strong visual style, rhythmic editing, and bold expression. To date, D. Page has become one of the most influential young news content creators in the United Kingdom.

As of 15 November 2025, D. Page has 17.8 mln followers on *TikTok*, 921 thd subscribers on *YouTube*, and 2.601 mln followers on *Instagram*. He has over 1.5 bln likes on *TikTok*, making him one of the most popular news bloggers on the platform.

His core difference from traditional media lies in his clear subjective stance combined with strong viewpoint output, with almost all of his videos carrying a commentary stance. Dylan has extremely strong digital storytelling ability, making good use of tagged titles and event timelines. His videos are fast-paced and have a high density of compressed information; and he clearly evokes emotions: D. Page's critical tone and strong moral tension make his content more communicative.

Data from October 2025 (fig. 3) shows that D. Page's videos cover a wide range of topics, including politics, society, technology, and entertainment. His focus is primarily on international politics and social news. In addition, he pays attention to science and technology topics, including scientific achievements and data analysis.

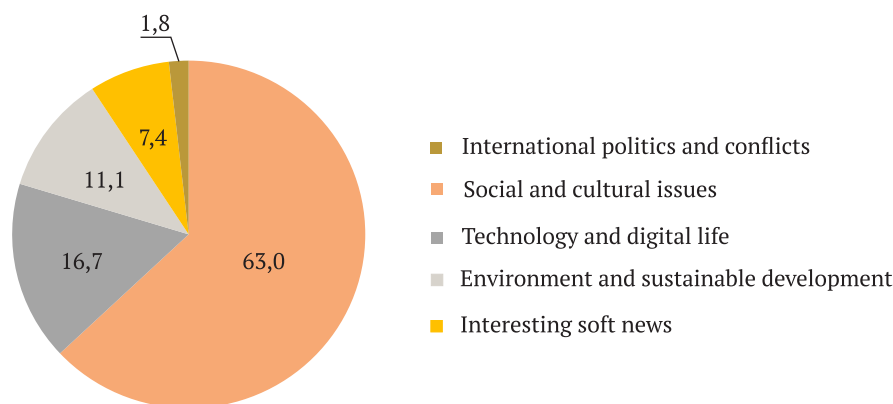


Fig. 3. Distribution of topics in Dylan Page's short video news, %

Dylan published 54 pieces of content (meeting the definition in this article) in October 2025, with the most updates on October 10th and October 30th, with 7 and 6 updates respectively. D. Page updated on 25 days during October 2025. The average video length was approximately 1 min and 10 s, but it achieved immediacy, a concise structure, and a strong emphasis on visual storytelling, making it popular with a young audience.

Overall data shows that views ranged from millions to tens of millions; the number of comments and favorites was also considerable, demonstrating significant interaction. For example, on October 21st, the news about the «Louvre Museum heist» garnered 25.961 mln views and 2.577 mln likes, demonstrating strong international relevance, vivid visuals, and high cross-cultural appeal; on October 31st, the news of 2000 people executed in Sudan garnered 20.306 mln views and 2.342 mln likes. This major humanitarian crisis and globally significant event demonstrates Dylan's generally high reporting numbers on major international human rights incidents; on October 6th, the news of a 22-year-old inventor driving his first «muscle car» garnered 19.565 mln views and 3.556 mln likes. «Youth» innovation aligns with TikTok's user demographics and can significantly boost engagement.

Dylan is active on multiple social media platforms, but primarily on TikTok, where he has the largest news account. He also manages Instagram and YouTube channels to expand his news reach. In terms of engagement, he often guides fans to comment by posing open-ended questions or sharing personal insights, such as posing questions like «What are your thoughts on this?» at the end of videos to encourage discussion. In the comments section, Dylan actively interacts with viewers, answering questions and collecting feedback to enhance fan engagement.

Zou Wen (China). Zou Wen, also known as News sister (新闻姐), is a highly influential news blogger on Chinese short video platforms. Its operator, Zou Wen, was originally a traditional media professional with 15 years of frontline media experience. She transitioned to running the account «News sister» in May 2020. Primarily using a female presenter and voice-over style, she demonstrates exceptional professionalism and persua-

siveness in interpreting domestic and international hot news, social policies, and public events. Her rise showcases the widespread acceptance of «opinion-based» bloggers in the Chinese context and indicates that short video news is becoming an important channel for participating in public opinion. As of 15 November 2025 Zou Wen had 27.265 mln followers on Douyin and received over 950 mln likes.

The content is presented in a plain and clear style, with a moderate level of emotion. It excels at transforming complex issues into easily understandable and popular expressions, creating a unique blend of approachability and authority. It closely aligns with platform hot topics and public concerns, possessing a strong emotional resonance.

Data from October 2025 (fig. 4) shows that Zou Wen's topics include public policy and livelihood issues, as well as social emergencies, international news, and cultural and entertainment news.

In October 2025, Zou Wen published 28 pieces of content (meeting the definition in this article), including one public service advertisement. All videos featured her in interviews or narration. Her videos were typically around 3.5 min long, using concise and clear language combined with a friendly style to make complex news content easy to understand and accept.

In terms of viewership, many videos achieved millions to tens of millions of views. For example, on October 12th, the news article «Interpreting the causes of abnormal weather» received 394 thd likes, 81 thd comments, and 136 thd shares, making it the most popular piece of content in October; on October 20th, the news article «59-Year-old man jumps into the sea to save someone» received 862 thd likes; and on October 7th, the news article «Child's heartwarming apology after scratching a car» received 570 thd likes. These 2 pieces of content reflecting good deeds and acts of kindness generated strong audience interaction.

Zou Wen primarily publishes content on Douyin, while also operating on platforms such as Weibo and WeChat official accounts to expand her influence. Overall, the account «News sister» case showcases the new characteristics and representative significance of integrated media communication at the provincial level

in China. Zou Wen frequently maintains the topic’s popularity by responding promptly to current hot events, such as quickly producing interpretive videos after news

breaks. She also often encourages viewers to leave comments or share experiences at the end of her videos, thereby guiding interactive discussions.

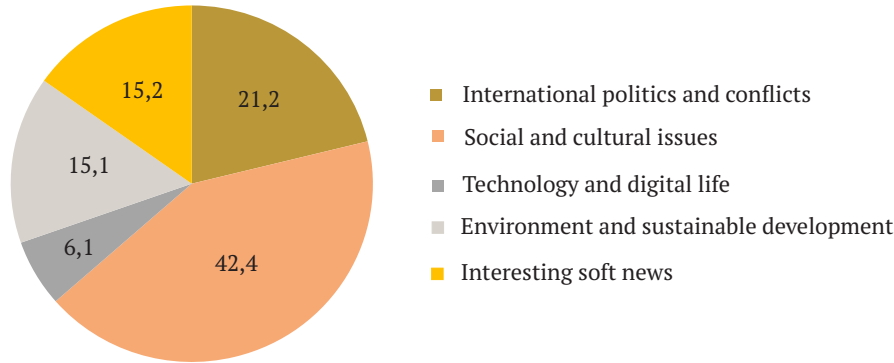


Fig. 4. Distribution of topics in Zou Wen’s short video news, %

As short videos become the new mainstream form of news dissemination, traditional television news media are undergoing an unprecedented structural transformation.

First News (Belarus). The First News Channel of the Belteleradiocompany is a core state news media outlet open to the public, with nearly 5 mln viewers per month, and is one of the most influential official news channels in the country¹⁹. The channel primarily broadcasts information released by the government or officially approved, emphasising national stability, government performance, and institutional legitimacy on political and economic issues, thus cultivating a highly authoritative style of expression. Employing a multi-hour rolling news broadcast model, the channel has constructed a unique «continuous news flow» communication structure in Belarus, making it a crucial platform for the state to convey policies, guide public opinion, and construct national narratives²⁰. At the regional level, the channel plays a significant

bridging role in Belarus – Russia relations and has some influence on information flow and the public opinion environment in Eastern Europe and the Commonwealth of Independent States countries. Overall, First News enjoys high authority and social trust domestically, serving as a key media node in Belarus’s political communication system and an important tool for the state to build influence in regional affairs.

As of 15 October 2025, the First News’s *YouTube* account had 1.4 mln followers, and the *X* account had 2996 followers. In October 2025, its *X* account published 80 short video news articles that met the definitions in this article; its *YouTube* account published 95 short video news articles that met the definitions in this article, covering original analysis, event interpretation, expert commentary, weather forecasts, documentaries, and special reports on the economy, culture, and sports. The following is a statistical table of high-frequency keywords in its short video news content in October (table 1).

Table 1

High-frequency keywords in First News short video news in October

Theme categories	Share of content, %	Examples of main keywords
International politics and conflict	54	Belarus – Poland border, Russia – Ukraine situation, Middle East conflict, NATO developments
Domestic policies and national development	24	National medals, forestry activities, trade policies, education system
Technology and economy	12	National aviation, new banking regulations, and technological cooperation
Disaster and public safety	7	Blizzards, torrential rains, and fires in Europe
Soft	3	National events and festivals

The First News short video content on *YouTube* and *X* stands out for its official, authoritative nature and close relationship with the government. In its news dissemination, it maintains the formality and rigor of traditional television news while establishing a close connection

with its audience through multi-platform dissemination and interaction.

From October 2nd to 5th, multiple news articles about the 3rd Commonwealth of Independent States games were posted on its *YouTube* channel, garnering significant

¹⁹Belarus 1 // News.by : website. URL: <https://news.by/televidenie/belarus-1> (date of access: 11.05.2025) (in Russ.).

²⁰The First News Channel // News.by : website. URL: <https://news.by/televidenie/perviy-informatsionniy> (date of access: 11.05.2025) (in Russ.).

attention. On October 5th, a news article on the *YouTube* channel about a large number of Georgian youths waving European Union and United State of America flags in an attempt to disrupt the election received over 100 thd views and 11 thd likes. From October 29th to 31st, multiple news articles about the Belarus – Poland border issue were posted on the *YouTube* channel, attracting considerable attention. The news article on the 31st, in particular, received over 128 thd views.

In summary, First News content centers on national interests and regional security, with international reporting primarily revolving around the impact of events on Belarus emphasising positive narratives of nation-building, government activities, and public services. Its style follows traditional television approaches, presenting a low-conflict, low-emotional, stable information flow through narration and templated visuals offering high information density but weak interactivity. The account maintains a stable foundation of trust among the local middle-aged and elderly audience and is extending to younger viewers through digital platforms. Overall, it forms a structure of national narrative priority, regional security emphasis, and solid television expression contrasting sharply with

the BBC's global crisis framework and CCTV's comprehensive narrative.

BBC News (United Kingdom). The BBC News channel, one of the world's most influential public media outlets, has been systematically expanding its presence on short-video platforms like *TikTok* in recent years, attempting to disseminate news content in a way that resonates more with younger users. The BBC News *TikTok* account, launched in 2021, has gradually developed a short-video content matrix primarily consisting of breaking news reporting, documentary features, trending topic analysis, and commentary.

As of October 15, 2025, the BBC News *TikTok* account has 10.1 mln followers and 586.5 mln likes.

In October 2025, the account maintained a posting frequency of more than 10 posts per day, publishing a total of 550 short video news items that met the definition in this article. The content covered both major global news and focused on British domestic politics, culture, and lifestyle issues, reflecting the BBC's dual considerations of «public accessibility» and «platform adaptability» in the short video era. The following is a statistical table of high-frequency keywords in its short video news content in October (table 2).

Table 2

High-frequency keywords in BBC News short video news in October

Theme categories	Share of content, %	Examples of main keywords
International politics and conflict	41	Gaza ceasefire, Russia – Ukraine conflict, United States of America politics, refugees, NATO, terrorist attacks
Domestic social problems	29	Crime, child protection, social protests, United Kingdom Parliament press
Technology and economy	15	Artificial intelligence copyright, app outages, financial fraud, digital identity systems
Disasters and environment	10	Hurricanes, floods, volcanoes, extreme cold weather
Soft	5	Entertainment news, sports, royal news

BBC News' short video content on *TikTok* focuses on breaking news and explanation, combining documentary footage and on-site interviews to achieve a two-way fusion of information delivery and emotional resonance. The BBC excels at approaching a single event from multiple perspectives.

On October 1st, 2nd, and 20th, three news articles related to *Snapchat*'s new rules, fees, and network outages garnered over 56 mln views (16.248 mln, 10.566 mln, and 29.851 mln respectively) and over 3.73 mln comments (1.177 mln, 718 thds and 1.836 mln respectively). From October 2nd to 4th, over 10 news articles related to the «Manchester synagogue attack» covered various topics. On October 13th, over 10 news articles related to the «Gaza ceasefire agreement» were published. From October 27th to 30th, over 10 news articles related to the «impact of the Jamaica hurricane» were published.

In summary, BBC News has built an international content system centered on global crises and public

issues on short-video platforms. It frequently covers high-profile topics such as war, conflict, and social movements, enhancing information density and discussionability through fast-paced, conversational language and a combination of explanatory editing and on-site footage. Its content exhibits strong characteristics of public oversight and controversy-driven engagement, with comment sections often becoming breeding grounds for public discourse. Compared to CCTV's more conservative and rational approach, the BBC emphasizes conflict tension, social critique, and open discussion, forming an international public media model characterised by high topic density, global perspective, and strong interaction.

CCTV News (China). As a core institution of China's national media, CCTV News Channel has demonstrated particularly outstanding performance on short video platforms. Its official *Douyin* account «CCTV News» is renowned for its authority and timeliness, becoming a model for the transformation of traditional media.

As of 15 October 2025, it has over 180 mln followers and 11.71 bln likes. In October 2025, CCTV News published 261 short video news items that met the definition in this article on the *Douyin* platform (an average of 8.4 items per day). These covered various types, and its short video strategy emphasised a three-dimensional

approach of platform-led, programme-integrated, matrix-based dissemination, and character development, achieving significant results in content innovation, platform expansion, and audience connection. The following is a statistical table of high-frequency keywords in its October short video news content (table 3).

Table 3

High-frequency keywords in CCTV News short video news in October

Theme categories	Share of content, %	Examples of main keywords
Domestic society and people's livelihood	32	Better life, China's high-speed rail, upgrade of public services, telecommunications fraud, food safety
International politics and conflict	27	United States of America – China meeting, Taiwan Strait issue, Japan – South Korea affairs, and activities of political leaders from various countries around the world
Technology and economy	21	Solid-state displays, eSIM, artificial intelligence military technology, financial anti-fraud, digital economy
Disaster and public safety	10	Typhoon Matmo, extreme weather, highway rescue, damage to navigation aids
Soft	10	Acts of bravery, astronauts, mid-autumn festival greetings, intangible cultural heritage crafts, and teaching in rural areas

It blends serious news with a lighthearted format: «Anchors talking news» uses easy-to-understand language. CCTV News vlog showcases the behind-the-scenes work of anchors in a humorous way. In addition, it uses animation and augmented reality technology to report on science (hot) topics.

On October 17th, news about personnel violating discipline and laws received 7.195 mln likes, 819 thd comments, and 1.456 mln shares. On October 6th, news about mid-autumn festival greetings from space received 73.962 mln likes, 275 thd comments, and 391 thd shares. On October 7th, news about moments of beautiful life received 2.775 mln likes, 102 thd comments, and 451 thd shares. On October 27th, news about US military aircraft crashing into the South China Sea received 2.029 mln likes, 112 thd comments, and 89 thd shares.

Overall, CCTV News's short video content is centered on national narratives, presenting a stable and standardised institutional style. Its topic structure comprises current affairs and diplomacy, national governance, and displays of technological strength, supplemented by heartwarming slice-of-life news to connect with the audience emotionally. While international politics constitutes a significant portion, it focuses primarily on diplomatic issues related to China rather than offering panoramic global coverage. The content emphasises credible information and authoritative discourse, maintaining emotional restraint and adhering to standardised editing, using multi-scene news footage to build the credibility of mainstream media. In essence, CCTV has formed a dual-track framework of institutional authority and moderate relatability, maintaining the authority of a national media outlet while enhancing a gentle connection with public sentiment.

Challenges faced by bloggers. With short video platforms, news dissemination has shifted toward individual-driven, multi-point, emotional communication. Bloggers play a growing role but face clear bottlenecks.

1. Personalisation vs. objectivity. The conflict between personalisation and objectivity. While first-person narration can build trust, it also reduces neutrality. D. Page appears as an «ordinary citizen» while «News sister» in-depth analysis brings her closer to the audience, but both risk excessive subjectivity.

2. Algorithm dependence. Reliance on algorithms. Blog content publishing is often driven by traffic logic. Most of the interactions for «News sister» (who published 28 videos on *Douyin* in October 2025) come from algorithm-driven topics (weather, social life, holiday travel), while deeper structural issues are ignored.

3. Lack of verification. Due to a lack of institutional oversight, bloggers sometimes spread unverified content, sparking controversy.

4. Limited resources and commercial pressure. Limited resources and commercial pressures. Small-scale operations limit the depth and originality of reporting. The monetisation model relies on advertising (brand partnerships). H. Travers' commercial videos are of high quality, but also they blur the lines between news and advertising.

Despite these limits, bloggers complement television news in speed, diversity, and emotional resonance. In major events and policy releases, they often act as «first responders» and «emotional guides» accelerating news diffusion rather than replacing traditional outlets.

Blogger news dissemination is characterised by friendly expression but limited professionalism, flexible rhythm but shallow depth, sensitivity to topics but weak verifi-

cation mechanisms. These traits bring strong platform advantages but also clear bottlenecks when facing major news and public opinion events.

Challenges faced by television channels. Although television channels bring authority and professionalism to short video platforms, they also face structural challenges in adapting to the platform's logic. Based on the performance of CCTV News (261 videos), BBC News (550 videos), and First News (80 and 95 videos) on *TikTok*, *YouTube*, and *X* in October 2025, four key issues stand out.

1. Slow rhythm. Rigid workflows hinder real-time updates. The BBC News is often hours behind. The CCTV News and the First News still rely on «official broadcasts».

2. Weak expression. Institutional language lacks the inherent appeal of the platform. The BBC News's captioned policy news received a lukewarm response. The First News dramatic segments felt «too much like a television programme»; and the CCTV News's rapid-fire commentary lacked visual impact.

3. Poor interaction. The one-way model still exists. The CCTV News videos typically garner over 1 mln views, but receive far fewer likes (comments) than bloggers. The interaction between the BBC News and the First News is limited to controversial topics rather than regular news.

4. Topic gap. Institutional topics (such as parliament and policy) far outperformed hot-button issues

like extreme weather or fraud. Even the BBC News political content couldn't match the «life-view» narratives of bloggers.

The core difficulty lies in the contradiction between traditional news logic and platform logic: slower rhythm, rigid expression, weak interaction, and limited topicality making it harder for television channels to fully leverage short video ecosystems.

The biggest challenge for both bloggers and television channels is the destructive impact of untrue content: fake news, panic-driven rumors, clickbait, concealment, and lack of verification («everyone is a disseminator»). To cope, both sides use strategies such as strengthening fact-checking, personalised expression, interactive mechanisms, and optimising distribution logic. These can be summarised in three dimensions: 1) responding to false information; 2) improving credibility; 3) optimising content and platform practices.

Thus, it can be said that short video news will develop towards verticality, improved quality, and mainstreaming. Emerging technologies (5G, artificial intelligence, extended reality) will transform production and dissemination. Regulation will be more precise, intelligent, and collaborative. Importantly, bloggers and television channels are expected to cooperate through co-creation, channel sharing, and commercial partnerships. This collaboration is seen as the key to a sustainable short video news ecology, enabling innovation and credibility while integrating resources.

Conclusions

The conducted research allows us to draw several conclusions.

1. Short video news, driven by technology and user demand, is marked by fragmentation, interactivity, decentralised production, personalisation, and visual impact. It spreads fast, attracts young audiences, and stimulates social discussions, providing new strategies for media organisations.

2. Short video news is personalised, fragmented, and algorithm-driven, while television news emphasises professionalism and authority. Despite differences, both now form a complementary structure, with television using short video formats and short video evolving toward specialisation.

3. With the rise of mobile Internet and platform algorithms, *TikTok*, *Douyin*, *YouTube*, and *Facebook* dominate distribution, shaping a pattern of decentralisation and algorithmic logic.

4. The main news categories are breaking news, explainers, human-interest (micro documentaries), infographic (tech) news, commentary (vox pop). These are fast-paced, emotion-driven, and decentralised, giving short video news an independent role in the information ecology.

5. Bloggers excel in rhythm and interactivity, while television channels retain strengths in professionalism and depth. The average short video news duration stabilises at 2–4 min, with differences across content types. Together, bloggers and television form a dual-center ecology that is increasingly coordinated.

6. Short video news faces the following challenges: false content (fake news, panic-driven rumors, clickbait, concealment, lack of verification), weakening credibility (user trust shifting from institutions to relationships), algorithm dominance (agenda-setting lacks transparency; rational content limited), expression gap (bloggers vs institutions; co-construction still emerging). Fact-checking, personalised expression, interactivity, platform optimisation can be used to overcome these challenges.

7. In the future, content will move toward verticalisation, quality, and service-orientation; regulation will shift to structural governance; blogger and television cooperation (co-creation, channel sharing, commercial partnerships) will be key for sustainable growth.

8. Short video news is not just a new format but a systemic reconstruction of news concepts, expression, and trust. Valuable news requires both professionalism and warmth, truth and intimacy, algorithms and humanism.

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Received by the editorial board 01.12.2025.