Competition between Short Video and Written Words

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Abstract

In the past two years, the world has been committed to promoting 5g network. With the sweeping of a new wave of science and technology, the way of cultural communication will show new characteristics. At present, traditional media and new media have always been regarded as a pair of contradictions in the field of communication. Both have three functions: entertainment, publicity and education. The impact and integration of each other to meet people's needs for information acquisition and entertainment consumption in the gap between fast-paced leisure and high pressure. According to the current media practice and media integration, short video communication has become an important position for the voice of mainstream media. Therefore, many people put forward the view that short video will replace words. Will it really replace it? This paper discusses this problem from different angles and demonstrates that text reading can not be replaced by short video.

Keywords

5g; Media; Short Video; Text Reading.

1. Introduction

Last October, there was a topic in Weibo hot search - can video replace text? It has read 150 million times and discussed 18000 times, moving the problem to reality. In the context of the Internet, the symbol competition and information competition of hypertext structure, the time fragmentation of daily life, people increasingly like the visual environment, short videos have become the focus and destination of culture, and their interest in traditional media, namely text reading, will be declining day by day, Language sense gradually lost. The exchange of short videos and words is projected into the book entertainment to death. The author Neil Bozeman believes that the contemporary culture with television as the main information medium is gradually losing its vitality because of its entertainment, vulgarization and fragmentation. Although the author is aiming at the TV culture at that time, his view that generalizing the worry about the prospect of human culture as "entertainment to death" is of far-reaching significance. Next, the article will use the 3W model, namely "what why will", to analyze and compare short video and text reading, and demonstrate that there is a relationship of opposition and unity between text reading and short video. Either party says that replacing it is a false proposition. They should complement each other and be a medium that should work together to promote cultural inheritance and communication.

2. The Rise of Short Video

Today, the advent of 5g is to turn Bill Gates's prediction that everything is interconnected, controllable and manageable in the road to the future into a blue ocean of reality. China's mobile video industry has sprung up and developed rapidly with the help of mobile Internet. Both established portals and emerging news networks and clients are striving for more users for the platform through unique short video content. In 2017, known as the "first year of short video", a large number of content producers led by capital poured into the proprietary platform of

short video. Alibaba announced that it would transform the old video website Tudou into pugc (New Tudou), which focuses on short video content, with technical support provided by Alibaba cloud; Tencent's "grain in ear 2.0 plan" invested 1 billion in cash to reward short video creators with high-quality content; Volcano video also announced that it will continue to invest funds in the next year to encourage excellent content exporters on the platform... According to the statistical report on the development of China's Internet and the Research Report on the development of China's Internet audio-visual Development released in 2019, the number of short video users in China has reached 648 million, accounting for more than 3 / 4 of network users. Nowadays, short videos including life diary (vlog), video tutorials, short news, performance show, store exploration experience and other content forms are loved by Chinese users. The spectacular content of short video platform has become a prominent scene in a new round of media iteration marked by mobile Internet.

2.1. Basic Definition of Short Video

Why does short video have such a great impact on traditional reading in a short time? We should know that short videos, as the name suggests, that is, short videos, are usually played on new media on the Internet. The content duration is no more than 5 minutes. They can be either a separate film or a series of columns. With the popularity of mobile terminals and the acceleration of the network, the large flow dissemination of short video has gradually attracted the attention of capital. On the one hand, it has a wide range of broadcasting channels and the free fragmentation of viewing time; On the other hand, it has rich themes, including skill sharing, humor, fashion, social hot spots, street interviews, public welfare education, advertising creativity, etc.

2.2. The Reason for the Rapid Emergence of Short Videos Tiktok APP, the First Global Downloads in May 2020

2.2.1. Accurate Product Positioning

Fierce competition is a major norm in China's short video industry, and social software is emerging one after another. Tiktok APP appears faster than Kwai Fu and the US, but its "record" is the top. This is closely related to its clear positioning strategy. The APP products launched by jitter tiktok mainly lock in the preferences of young users. To some extent, young people represent a new trend. With the help of mobile phones and the Internet, they create new forms of entertainment activities and information sharing channels. Compared with traditional videos with long shooting time and complex preparation process, short videos are "minimalists". The behind the scenes worker of a video is a mobile phone with "multiple duties", which is responsible for shooting + cutting. Therefore, this easy-to-use advantage allows people from all walks of life to become video producers.

2.2.2. Detailed Personalized Functions

Most short videos are short and fast. Specifically, they are a combination of "short", "close to life" and "rapid dissemination". In addition, it is quite different from the sharing process in the past. In the past, a video had to be shot by a video recording device, uploaded to the Internet platform, and then played; Now it's time to share on all Internet platforms without hindrance. You can share with your friends immediately after taking photos. In this way, tiktok short video has become the latest popular social mode.

2.2.3. Effective Communication Strategy

Tiktok APP most incisive users tiktok tiktok, to attract more users, and tiktok the "celebrity effects". Invite different types of stars to enter the platform. For example, from the 2018 voice report of the big voice released by the platform, the mainland's little flower Dan Li hot bar won the top 50 million 479 thousand fans, and she won 130 million points. The second is Chen he, who gained popularity from the reality show "run brothers". It is mutually beneficial for stars

to settle on the platform. They promote communication with fans through video, which increases the number of users and attention of the platform. Tiktok's platform is also a good marketing strategy for tiktok. On the other hand, the cooperative marketing strategy is adopted in content operation. The operation team of the platform is good at catching up with the popular TV series. (this also causes great controversy between copyright and Tencent. Variety shows, such as the recently popular cooperation of "brother through thorns", users can directly watch clips of the program, and open a new mode of short video advertising with major brands of Chevrolet and Harbin beer.

2.2.4. Strong Social Media Attributes

Traditional video websites focus on single line transmission. There are a large number of videos for users to choose to watch, and the mode is similar to that of TV. The short video platform is a two-line interactive mode. It can be used as a channel for transmitting information or a way of social interaction; Interactive shows that users use the short video platform to show their creativity and share their lives. At the same time, the platform also invites users to participate in the establishment of hot topics, which breaks the restrictions of people, time and space. Interactive experience not only improves the attention of users, but also improves the popularity of the platform. The so-called "water rises and ships rise".

2.2.5. The Content can Resonate

Returning to the essence, the mode of short video is "UGC" (user generated content), that is, user created content. Platform registrants can freely watch the content they are interested in, and can also upload daily videos to the platform. Naturally, videos are becoming more and more abundant. The platform does not fix a certain type of form, so as to "accept all rivers in the sea". Moreover, different from the elaborate production of TV dramas and movies, on the short video app, everyone is the protagonist of their own video. This kind of video shot with the creative inspiration of daily life will be more grounded and attract more attention. For example, many videos shot casually have a large number of broadcasts and likes. People have a perceptual side. A video can touch people's emotions and cause social resonance. Naturally, there are many praise points. However, on this platform facing tens of millions of netizens, sometimes it will produce bad results. For example, a hot topic has attracted the attention of tens of thousands of Internet users in an instant, with different opinions. Accelerating the spread of public opinion may eventually evolve into cyber violence. Therefore, the platform should be controlled according to law and try to avoid the possibility brought by this viral communication as much as possible.The topics of short videos mentioned above are rich, which is somewhat related to how users operate videos. In other words, how to master traffic passwords, in addition to clear fields, they should also insist on shooting videos for a long time. Familiar themes include beauty, fitness, cute pet, food, film commentary and so on. The video should not only have careful post production, but also meet the needs of many young people's favorite beauty control, food, learning and quality. However, some acts of goodwill are photographed by the creator without modification, and will also get a lot of forwarding, such as taking care of stray animals and sanitation workers, which is an embodiment of the public's emotional resonance. It has to be said that people in real society are facing pressure from many aspects such as life and work. Video falls into the eyes, content touches the soul, and is transformed into a touch screen of fingers. The natural catalyst for communication is the touch of the soul. In this way, it is not difficult for us to understand why short videos have such a great impact on traditional reading.

2.3. Development Prospect of Short Video

According to the data analysis released by the "forward looking Industry Research Institute", the short video will develop in the following directions: the realization shows a diversified trend; The form of realization is easier to be personified; When the pattern is established, the group will become the main force; Content based MCN (multi channel network) becomes inevitable;

The video of vertical sub category (relatively horizontal market concept, which is small and refined in vertical distribution) has more business prospects... No matter what kind of development, the author believes that everything should start from people, everyone's emotional needs are diverse, which runs through the mainstream values, and everyone's collective and self pursuit are always changing. Therefore, there is no complete definition to frame people's aesthetics and no accurate standard to measure people's value. At different stages of growth, people have corresponding needs and basically follow Maslow's demand curve. There is still a long way to go for the development of short video. In addition to continuously improving the management system of the platform, we should also study the changes of users' dynamic needs to facilitate higher-level promotion in content. Tiktok is experiencing a period of exploration, growth, maturity and recession. For example, before the shaking, the US and the small coffee show are also in the top. The two or three years of the scene are falling rapidly. So we should pay attention to the following points in the application of the shake, first of all, in the video aspect, we should pay attention to quality, innovation and originality. Secondly, in terms of market expansion, faced with competition with overseas videos, whether to make some strategic adjustments in layout expansion. For example, how to deal with the situation that India once again banned 118 apps in China in September 2020; Finally, in terms of user experience, to avoid users' visual fatigue and mental numbness, and the polarization of comments, we should follow Freud's "three self" structure of personality, namely "ID, ego and superego", from the unconscious, perceptual and low-level hedonism principle to the display principle of adjusting the contradiction between ID and superego in the middle, Finally, realize high-level self-improvement and follow moral principles.

3. Current Situation of Text Reading

3.1. Background of Text Reading

When it comes to text reading at this stage, we might as well recall the development process of traditional media. As we all know, media is different from media. Media is information. Broad understanding is a variety of intermediaries that make the relationship between both parties (people, people and things, things and things). Generally, it corresponds to the medium in English. Since human beings have mastered language, the media has changed four times, and the invention of words is the first change, which has changed the relationship between human beings and the past. Media is a kind of media to spread information. It is the material and tool to carry information or transmit and control information. Traditional media mainly include newspapers, magazines, radio and television. Reading is an important spiritual activity based on the material medium to help people acquire knowledge and enhance wisdom. Characters and symbols act as the medium in people's reading. Return to reality, under the long-term immersion of the Internet, the amount of text reading is declining day by day. According to the results of the 17th national reading survey [3], the per capita reading volume of paper books and e-books shows a downward trend. In 2019, the per capita reading volume of paper books of China's adult citizens was only 4.65, a decrease of 0.02 compared with 4.67 in 2018, and the per capita reading volume of e-books was 2.84, a decrease of 0.48 compared with 3.32 in 2018. I can't help asking, is text reading really being eliminated?

3.2. Characteristics of Text Reading

3.2.1. Facial Features Mobilization, Spiritual Feast

Manguel once said: "when you are reading, your five senses are used: your eyes distinguish words from books, your ears listen to what is read, your nose smells familiar smells such as paper, glue, ink, cardboard or leather, your hands touch rough or soft paper pages, and even taste. Sometimes, readers lick their fingers with their tongue." The whole staff of the facial

features let the readers enjoy this spiritual feast wholeheartedly, just like "Tao Jun's literary thoughts are valued in emptiness and stillness; the spirit of dredging the five internal organs and bathing snow" has entered a state of aesthetic silence.

3.2.2. Eat Hot Food and Make Innovations and Differences

Mr. Ye Shengtao, an educator, believes that reading has two advantages: one is to acquire knowledge, the other is to train thinking. The beginning of postgraduates is a stage of learning knowledge. When the author talked with her classmates about who is efficient in reading and watching the video, she compared the video explanation to eating the food chewed by others. Reading is a direct communication between herself and the author, which is fresh and not influenced by the views of a third party. It is easy to understand that she eats a mouthful of hot rice. The reader can decode the text in the five stages of reading. Among them, readers are thinking when inputting the author's views. Thinking is divergent. Chewing and digestion provides greater possibilities for coding innovation.

3.2.3. Entertainment to Death, Self-cultivation

Los ROP Frye once said, "the written word is far more than a simple reminder. It creates the past in reality and gives us shocking and concentrated imagination rather than ordinary memory." In today's world, the economy is developing rapidly by high-speed rail, material desire and hydrogen expand people's hearts, and people run on the marathon track of life with utilitarian hats. The impetuosity of the younger generation is coming, eager for success, pursuing popularity, and taking shortcuts with all kinds of tricks. The videos are full of eye-catching titles such as "teaching you to realize wealth freedom at the age of 20", "how to earn six figures in four years of College", "six tips to teach you to become rich", The days of "watching the flowers bloom and fall in front of the court and looking at the clouds in the sky" can only be between the poet's pen and ink. Many people can spend an afternoon brushing short videos and even feel tired, but holding a book, the time seems to be clicked and played slowly. In less than 15 minutes, the eye ball is full of dynamics.

4. Short Video and Text Reading

4.1. Short Video Meeting

Short video has a rapid development momentum, which is to make peace with people with the help of favorable time and place. Technological innovation is the time. As a medium rising with the help of mobile Internet technology, short video platform constantly updates itself in the process of media iteration, and has the conditions to become a new mainstream media; Cross regional communication is advantageous, and short video effectively makes up for the shortcomings exposed by traditional media in communication scope, coverage and scalability; Low threshold and unlimited are the harmony of people. Behind the huge daily traffic and clicks is the deep-rooted curiosity and peeping desire in human deep psychology. Looking around you, men, women, young and old are filling the imbalance and insufficiency in the growing beautiful material life. You may not like it, but you must accept its existence.

4.2. Text Reading will Last Forever

First of all, text has the inherent advantages of high information density and abstract expression, and no way can replace it. For example, the artistic conception of "in the past, cars and horses were very slow, letters were far away, and you could only love one person in your life" can not be achieved in a short video. Secondly, text reading is a cultural heritage of thousands of years and has tenacious vitality. No matter how fast the video develops, it is still young. For example, after watching a video, you will habitually browse the comments with the most likes, because that is the summary of your grateful class representatives. Finally, what text reading obtains is a holistic thinking, which is the whole book that people need to read from the beginning to the

end and experience repeatedly, just like a book. The video is the construction of a plate, just like the directory of a book you are holding. Use a passage from entertainment to death: "The changes in the symbolic environment are the same as those in the natural environment. At first, they accumulate, and then suddenly reach what physicists call the critical point. A gradually polluted river will suddenly become toxic, most fish will become extinct, and swimming becomes a danger. But even if this is the case, the river looks normal, and people can row on it instead of writing That's the river. "

4.3.　Text Reading and Short Video are not Opposite but Unified

Can video consumption replace text reading? The answer is No. We should apply the most basic law in the materialist dialectics of the basic principles of Marxism - the law of the unity of opposites.First of all, everyone is an independent individual, and there is no absolute unity in the choice of ways. Some people like listening to books, some people like reading books, and some people like watching videos. More people combine the two. As mentioned earlier, there are only three functions of media. They are available tools and one of the carriers of cultural communication. Short videos and words can be interdependent and mutually conditional. No words in videos is like a camera without focus, The text will also be more expressive through video processing. Therefore, the financial media technology called houlang has become the latest media form.Secondly, with the development of the times, new things are bound to appear. Outdated and bad things will be eliminated after time detection, and people will no longer use practice, but the words of good wine always need good wine. Short videos and words are connected with each other, and each party contains and permeates each other's factors and attributes. You have me and I have you. Therefore, under certain conditions, the two can be transformed into each other.

5.　Concluding Remarks

Using comparative analysis, under the background of the collision between traditional media and new media, this paper expounds the respective concepts, characteristics and functions of short video and text reading with the "3W" mode. By citing a large number of examples and citing cutting-edge data, it can be concluded that short video and text are not like fish and bear's paw. On the contrary, they complement each other, Complementary media plays a vital role in the inheritance and dissemination of culture, and is also an indispensable part of people's daily life. At the same time, text reading should also be valued by the whole people again.

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