

A Study on the "Rejuvenation" Language Strategies and Boundaries of Short Video Newscasting

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ABSTRACT

With the deep development of media integration, short video platforms have become a new position for news dissemination. In order to bridge the communication gap between mainstream media and young audiences, "rejuvenation" language strategy has become the inevitable choice and innovative direction of news broadcasting. This paper analyzes the deep-seated motivation of "rejuvenation" of short-video news broadcasting, systematically combs through its core language strategy, and dialectically examines the potential risks in the process of its practice, and finally puts forward the normative construction path of both attractiveness and authority. In order to provide reference for the construction of a new mainstream discourse system with the adaptability of the times, communication effectiveness and professional rigor.

KEYWORDS

Short video news; Newscasting; Rejuvenation; Language strategies; Communication boundaries

1 Introduction

Iterations in media technology and changes in user habits are profoundly reshaping the landscape of news dissemination. Short video platforms represented by Douyin, WeChat Video Number, etc., have become the main entrance for contemporary young groups to obtain information by virtue of their fragmentation and strong interaction. The serious, solemn and written expression of traditional news broadcasting has encountered a communication bottleneck in this context.

In order to rebuild the influence of mainstream media in young groups, the "rejuvenation" language shift of news broadcasting has emerged. This shift is not only a survival strategy to adapt to the change of communication channels, but also a key path to bridge the intergenerational cognitive differences and compete for the right to speak. However, "rejuvenation" is not unprincipled pandering. How to embrace the new language and connect with the new generation while guarding the professionalism and public value of the news has become an issue that needs to be studied urgently. The purpose of this paper is to systematically explore the linguistic practice, internal logic and boundary norms of "rejuvenation" in short-video news broadcasting, with a view to providing a reference for the discursive shift of short-video news broadcasting.

2 Proof of value: the inevitability of the "rejuvenation" of short-video newscasts

The rise of "rejuvenation" language strategy in short-video news broadcasting is the inevitable result of the joint drive of multiple forces, and is also a strategic choice for mainstream media to seek survival, development and value realization in the era of digital communication.

2.1 Adapting to survive fragmented communication and media turnover

The popularity of mobile Internet has completely deconstructed the traditional pattern of information reception. Information consumption shows a high degree of fragmentation, scene and transient characteristics, individual attention has become precious and easily dispersed, long time, deep immersion information receiving behavior is significantly reduced. The traditional TV news broadcasting model with relatively fixed duration, complete narrative structure and solemn tone faces the risk of declining communication efficiency and decaying reach in this fragmented and fast-paced communication environment.

At the same time, the media form itself is in a dramatic iterative cycle. Short video is a new form of media arising from the mobile Internet era, characterized by mobile, lightweight and fragmentation^[1]. With these characteristics, short videos have quickly become the preferred channel for information dissemination, especially for young groups to obtain information. If the traditional news broadcasting is stuck in a single language, and fails to actively adapt to the communication characteristics of the new media platform, its content will be difficult to be effectively received by the user, and there is a danger of being marginalized or even "lost voice".

Therefore, the core of the "rejuvenation" transformation of short-video news broadcasting lies in the active adaptation to changes in the media environment, such as by adjusting the speed of speech, optimizing the information structure, changing the style of expression, to achieve the effective reach of the information in a limited time and space. This is the

basic law of survival for news media to maintain their sense of existence and communication power in the contemporary communication environment of information overload and attention scarcity.

2.2 The communication key that connects gen z's emotions and perceptions

As digital natives, Generation Z which can be defined as a group of people born and raised in China between 1995 and 2009^[2] is the core user group of short video platforms and the backbone of future society. Growing up in a highly networked and globalized environment, they have formed unique language systems, aesthetic preferences and information reception habits. This group generally shows a strong identification with individual expression, interactive participation, and circle culture. The one-way indoctrination, linguistic detachment, and programmed expression that are prevalent in traditional news broadcasting are significantly different from the online social context and communication methods that Generation Z is familiar with, and it is very easy to create emotional detachment in their hearts.

This intergenerational communication barrier makes it difficult for the carefully crafted content of mainstream media to truly reach the hearts and minds of young audiences. The essence of the "rejuvenation" language strategy is to build a common language that can have an effective dialogue with Generation Z, which requires news broadcasting to take the initiative to follow the expression habits of young people under the premise of maintaining the accuracy of the information and the correctness of the value. Such as adopting a more conversational and approachable tone of voice, flexible use of vocabulary with a sense of the Internet, and moderate integration of light humor to soften serious issues. The goal is not simply to imitate the language form, but to incorporate the emotional structure of Generation Z through the change of language pattern, so as to deliver important news information and social value in a way that they are happy to accept and easy to understand, and to change the abstract grand narrative into concrete emotional resonance. This is an indispensable key for mainstream media to cross the generational divide and realize effective communication with the younger generation.

2.3 Rebuilding the influence of mainstream media among young people

In the current network society, the circling of communication and the 'information cocoon' effect have greatly constrained the penetration of mainstream media influence. In the long history of human beings' acceptance of knowledge and information, preference for specific information has always existed. The channel preference and narrowing of choices brought about by 'selective contact' provide the premise for the formation of the information cocoon^[3]. If the mainstream media continue to rely on traditional channels and language patterns, their authoritative voices and core values will have difficulty effectively penetrating the circle barriers and reaching the target audience. The weakening or absence of mainstream voices often provides space for the dissemination of irrational statements or erroneous thinking, posing a potential risk to the cohesion of social consensus and the shaping of youth values.

Therefore, the transformation of short-video news broadcasting "rejuvenation" is an effective response to the mainstream media to compete for discourse space and rebuild the dominant right of communication. Mainstream media can be effectively embedded in the information acquisition chain of young users by telling news, interpreting policies and disseminating values in a more intimate and vivid way. The deeper significance of this transformation lies in the fact that it is not only an innovation in the form of communication, but also an inevitable path for the mainstream media to rebuild its connection with the younger generation, reshape its credibility and influence among the young groups, and consolidate the mainstream ideological and public opinion positions. Only through such a transformation can the mainstream media consolidate its leading position in the noisy court of public opinion and effectively fulfill its mission of forging social consensus and guiding the growth of young people.

3 Strategy code: the effective path of "rejuvenation" of short video newscasting

Effective "rejuvenation" communication requires the support of refined language strategies. Mainstream media can build up an effective path for "rejuvenation" communication of short-video news in the three dimensions of sentence structure, expression paradigm and discourse system, which can break through the traditional broadcasting mode and at the same time stick to the core of journalistic expertise.

3.1 Sentence reconstruction: balancing rhythmic reinforcement and information density

When the audience's attention threshold is reshaped by the high-speed flow of information, the long sentence structure of traditional news broadcasting urgently needs to be deconstructed into a rhythmic unit that conforms to instantaneous cognition. The short and powerful rhythm fits the fast-scrolling information flow of short videos and the instantaneous focus of users' attention, thus realizing the efficient delivery of information and the optimization of auditory rhythm.

For this reason, news information can be condensed into short sentences and phrases as an alternative to the

traditional long-sentence paradigm when doing news broadcasting. For example, in the report *The Forefront of Great Power Diplomacy*, Gang Qiang adopts the way of refining the key words to express, "here is the venue, three flags, two great powers, a key dialog". Such an expression breaks down the complex current affairs information into independent information units, forming a rhythmic rhythm of language, so that the audience can quickly capture the key information of the news, and effectively enhance the effectiveness of news dissemination.

By accurately refining keywords and using highly generalized phrases, news broadcasting can maximize information density within a limited time, and realize the improvement of thinking from simple time possession to efficient dissemination of information. At the same time, the linear narrative is transformed into multiple fragmented information matrices, so that serious news content is adapted to the communication ecology of the mobile Internet era and the effect of news dissemination is enhanced.

3.2 Morphological flux: paradigm shift from "broadcasting" to "speaking"

New media is a human-rooted culture that needs to inspire user engagement and emphasize human perspectives, emotions and experiences^[4]. Traditional news broadcasting in the solemn, serious ritualized tone, will make the audience produce a sense of distance, affecting the news dissemination effect. Thus, the reconstruction of newscast discourse is a key pivot in rebuilding intergenerational dialog. The presenter should change his role from a sounding board to an individual guide, and on the basis of a deep understanding of the background and connotation of the news, he should transform the news content into a more natural language for telling. Through deep changes in the language and symbol system, the discourse barriers are dissolved, and the cognitive community between the transmitter and the receiver is rebuilt.

For example, Kang Hui said in CCTV Anchors' News Commentary "do you remember last year I said that I wanted to go to Zibo in Shandong Province to have a barbecue." Starting with "my" wish, it quickly establishes an intimate dialog field with the audience, transforming the host from the spokesperson of the organization to the storyteller, and injecting warmth into the news. On the basis of accurate delivery of news facts, moderate integration of personal style and expression of emotional attitude can create a strong sense of communication and break the one-way output mode of traditional news.

This paradigm signals a shift in news discourse, when "Speaking" replaces "Broadcasting", and the focus of communication shifts from the declaration of information to the co-construction of meaning. The host through more vivid language expression, so that the original monotonous news discourse into a palpable and understandable life text, effectively stimulate the audience's emotional resonance, in the dissolution of the distance between the authority at the same time to complete the mainstream value of the flexible transmission.

3.3 Discourse fusion: the selection mechanism and embedding logic of internet hot words

As a symbol of short video culture, after value purification and semantic reengineering, Internet buzzwords can add fun and sense of the times to the news, break the language barrier between the news and the young audience, and then effectively realize the dissemination of mainstream culture among the young audience.

For example, when reporting on the achievements of scientific and technological innovation, CCTV Anchors' News Commentary uses "yyds" (eternal god) to describe the outstanding contributions of scientific researchers, which succinctly and powerfully expresses the praise of scientific researchers and triggers the emotional recognition of young audiences, making the news more communicative. The implantation of Internet buzzwords is not a simple copy, but needs to go through multiple screening. When the current mainstream media expresses itself, it tends to focus on the timeliness of screening and chooses hot words that are on the rise, and in its use, it also strips away the entertaining elements and incorporates mainstream values for reproduction of meaning. This operation is not a linguistic collage, but a further injection of the kernel of mainstream values on the basis of preserving contemporary cultural forms.

This integration strategy is essentially a flexible practice of intergenerational cultural transfer. It realizes the creative transmission of values through symbolic negotiation and promotes the dissemination and exchange of culture on the premise of recognizing the subjectivity of contemporary young discourse. At the same time, it also helps the news media to guide the young audience to establish correct cognition and attitude in the dissemination of news and information, and realize the social value of news dissemination.

4 Discussing boundaries: the risks of "rejuvenation" in broadcasting and the tension of journalism professionalism

While embracing "rejuvenation", we must be aware of the potential tension between it and the core of journalistic professionalism. Neglecting the boundaries may lead to the alienation of the original purpose of communication and the dissolution of professional values.

4.1 Risk of failure: tendency towards vulgarization and dissolution of authority

Defining the reasonable boundaries of the "rejuvenation" strategy is a central prerequisite for maintaining journalistic professionalism. If short video news broadcasting overly pursues the attraction of young groups, allowing entertainment expression to replace objective statements, or emotional presentations to squeeze the core of the facts, the public value of the news may be eroded by the logic of entertainment, leading to the dissolution of the authority of the news. Therefore, it is crucial to establish a double standard for content review, adhering to the principles of factual depth and objectivity at the level of information, and prudent screening and value assessment of Internet terms in the form of expression.

For example, when dealing with public affairs or social issues, we do not use "Internet terriers" or over-emotional dramatization, so as to avoid blurring the boundaries between language affinity and content entertainment, which may cause the public to question the professionalism of the media. Avoid blurring the line between "language affinity" and "content entertainment", which may cause the public to question the professionalism of the media.

The core function of news is to convey information truthfully and objectively. Any innovation in language form should be based on professional ethics, and while pursuing the vitality of communication, attention should be paid to maintaining the credibility and social responsibility of the media at all times.

4.2 The contextual paradox: the game of spoken expression and information accuracy

Short video newscasts have shifted to a colloquial style, which enhances audience intimacy, but also lurks the hidden danger of impaired information accuracy. Especially in specialized fields such as policy interpretation, scientific and technological communication, and financial analysis, oversimplification of terms or concepts may lead to cognitive bias in the audience. A deeper challenge comes from the polysemy and timeliness of Internet buzzwords themselves, whose semantics may change rapidly with the context, and there is a risk of distortion of key information when they are used in news reporting, which reflects the tension between the short-video medium's pursuit of immediate resonance and the nature of news communication that requires semantic precision.

The key to dealing with this problem is to ensure the effective communication of complex information by means of contextual supplementation, logical reinforcement or analogical explanation while retaining oral fluency. News language is an important tool for the public to obtain information, and the fundamental goal of its "rejuvenation" exploration is to deliver true and accurate information more effectively, and the form of innovation should serve rather than weaken this core mission.

4.3 Generational divides: the tension between excessive "stratification" and breadth of communication

If the language strategy of "rejuvenation" overly relies on the symbols of specific young groups, it may inadvertently build up communication barriers and lead to understanding barriers for some audiences, and this intergenerational gap is contrary to the principle of universality that the mass media should have. The news media, as a platform for discussion of public issues, should facilitate the formation of social consensus rather than reinforce the information gap between different age groups.

In response to this possible problem, the media need to avoid the tendency to homogenize audience targeting, focus on audience diversity and the need for universality in cross-generational communication, and at the same time adopt an inclusive language strategy, using socially common and semantically stable expressions to convey the core message of the news. As a social instrument, the media carries the function of communicating with different groups and forging social consensus.

Therefore, the youthful expression of news broadcasting should be an expansion rather than a replacement of traditional news expression, attracting young audiences while maintaining the public nature and wide accessibility of news dissemination and ensuring the breadth and depth of information dissemination.

5 Guideline construction: a "rejuvenation" linguistic norm that is both attractive and authoritative

The key to resolving tensions and preventing risks is to establish a set of clear and feasible norms to ensure that the "rejuvenation" strategy does not compromise the professional dignity and public value of journalism while enhancing its attractiveness.

5.1 Operational guidelines: integration of discourse adaptation and professional undertones

In short-video news broadcasting, constructing a set of discourse adaptation system that takes into account both vitality and norms is a key operational guideline for realizing both attractiveness and authority. Discourse adaptation aims to flexibly adjust the news language according to the communication characteristics of short video platforms and the language habits of young audiences in order to enhance the attractiveness and intimacy of news. The professional

background is the foundation of the news, is to ensure that the news is true, accurate, objective and important protection, both are indispensable.

In sentence processing, in order to adapt to the fast-paced characteristics of short videos, concise and clear sentences can be used, but the logical integrity and cognitive depth of the content must be guaranteed to avoid information fragmentation. In terms of vocabulary selection, a dynamic evaluation mechanism is used to examine the semantic clarity and value orientation of Internet terms, eliminating vulgar or negative words while avoiding ambiguity.

News program hosts in personalized expression at the same time, but also need to ensure that the language is accurate and rigorous, to build a rigorous logical chain to protect the depth of information. Journalism must be based on sound evidence and authoritative sources^[5]. Therefore, you need to support your opinion with clear sources and reliable data when reporting. Only by integrating linguistic adaptation with professional undertones can we produce short video news that is both attractive and authoritative, further satisfy the audience's demand for news, and enhance the effectiveness of news dissemination.

5.2 Core principles: value orientation and adherence to social responsibility

The deeper value of the newscast's "rejuvenation" language strategy ultimately comes down to its practice of social responsibility. This requires adapting flexibly to the expressive logic of contemporary culture, which emphasizes interaction, emotional resonance and symbolic participation, while at the same time always adhering to the core of professional journalistic ethics—truthfulness, objectivity and publicity.

At the specific operational level, the strategy of meaning integration can be applied to naturally embed the core value message and the serious kernel of public issues in the "rejuvenation" narrative, so as to realize the flexible transmission of mainstream values. Through the design of guided interactive sessions, such as selected pop-ups and topic settings, the audience's enthusiasm for participation is transformed into rational concern and constructive discussion of public affairs.

The media is a social instrument and the information it disseminates can have a wide-ranging impact on society. Short video news should give full play to its own communication advantages, actively fulfill its social responsibility, and guide social opinion in the right direction through high-quality news content to promote social progress and development. "Rejuvenation" is not only about updating communication skills, but also about connecting generations, guiding young people from information consumers to become responsible citizens, and maximizing the social value of the media.

6 Conclusions

The "rejuvenation" language strategy of short-video news broadcasting is a positive response and innovative practice made by mainstream media in the stage of deep development of media convergence, facing the challenges of drastic changes in the communication pattern and generational turnover. It is rooted in the survival demand of adapting to the fragmented communication ecology, originated from the value demand of connecting the cognition and emotion of Z-generation, and points to the strategic goal of rebuilding the influence of mainstream discourse. Through the systematic adaptation and innovation of syntax, morphology and discourse, news media can open up new discourse space on the short video platform and significantly increase the reach and acceptance among young groups.

However, "rejuvenation" is by no means unprincipled accommodation and bottomless pandering. At the level of core principles, we must unswervingly adhere to the truthfulness of the news, safeguard the authority derived from professionalism, uphold the ethics of communication that prioritizes publicity over the flow of circles, and consciously assume the social responsibility of value leadership. Only in this way can the "rejuvenation" of short-video news broadcasting embrace the new language, connecting the new generation, while always anchoring the core values of news, and become an innovative force to strengthen mainstream public opinion, cohesion of social consensus, and serve the public interest, which is not only a standardization of the current communication practice, but also a cornerstone for the construction of a mainstream discourse system for the future. This is not only the regulation of the current communication practice, but also the cornerstone for the construction of the future mainstream discourse system.

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