

From Legacy to Short-Form: How Short-Video Platforms Transform the Communication Strategies of Professional Media Organisations in the Digital Era

Yu Hang^{1*}, Manual Selvaraj Bexci²

¹ School of Mass Communication, Lincoln University College, Malaysia

² School of Social Sciences, Arts and Humanities, Lincoln University College, Malaysia

*Corresponding author: hang.phdscholar@lincoln.edu.my

Abstract

Short-video platforms have transformed professional media organisations' communication tactics by providing visually appealing and concise material in short videos. Traditional media has struggled in recent years due to a lack of understanding of new communication tactics. The research aimed to examine the interaction between short-video platforms and media organisations' communication strategies in this technologically changing business environment. A cross-sectional and quantitative research methodology collected data from selected 778 media professionals from Chinese media organisations. This research used purposive sampling and distributed survey questionnaires to evaluate basic data using descriptive analysis. Analysis of Variance (ANOVA) was employed to examine the connection between short-video platforms and professional media organisations' digital communication methods. The findings showed that professional media organisations' communication tactics are affected by short-video platforms. This change promoted rapid content dissemination and audience interaction to shape user behaviour and communication patterns. In conclusion, short video platforms are essential for professional media companies to stay competitive and increase business applicability.

Keywords: *Communication Strategies, Digital Media, Professional Media Organisations, Short-Video Platforms*

Introduction

Short video platforms have become a distinguishing characteristic of the modern digital age, creating a potent marketing communication channel for different businesses. These short video platforms are disseminated through a variety of new media channels, where content is regularly promoted to consumers by algorithm-driven systems. Short videos, which usually last a few seconds to a few minutes, are intended to provide clear, interesting, and quickly assimilated information. Their transmission expansion reflects changes in consumer requirements, especially the need for easily available information that can be seen in short bursts. The short video shooting and editing software is constantly updated and upgraded due to the market's needs. The quality of short videos is also constantly improving (Han, 2022). Traditional media outlets have historically relied on long-form content. These media platforms are progressively shifting toward short-form content in the digital era. This transformation reflects the shifting requirements of viewers among younger users who demand visually appealing and quick forms.

Audiences are increasingly favouring rapid and personalised content in the digital information era. Traditional broadcasting tactics are no longer the sole choice for professional media businesses in China. They are passively improving content that is data-informed and interactive exclusively for digital viewers (Tan, 2023).

Short-form video allows organisations to communicate information in easily digestible parts. Subjects that traditionally necessitated lengthy essays or extensive presentations can now be introduced through a series of concise movies, each focusing on a singular subject. This divided method facilitates continuous communication instead of depending on one comprehensive content piece. China has emerged as a crucial player in the methods of reinventing media communication in the modern digital period in the rapid development of platforms that host short videos (Riaz, 2025). Chinese media companies have also been deliberately including short-video storytelling to increase audience impact and involvement in this atmosphere. Moreover, the transformation of professional media organisations in China from legacy designs to short-form communication has been pushed forward by platform-specific trends. These changes have also been accelerated by algorithm-driven distribution (Meng & Zhao, 2023). Chinese platforms for short videos that use algorithmic recommendation technology to represent audiences with relevant short videos. These platforms enable them to rapidly locate content that visitors find enjoyable with a vast array of video options. The speed and manner of communication in the digital age have altered audience participation, becoming more instantaneous and participatory. Consequently, platforms for short videos have forced media creators to use tailored, data-driven communication methods. Additionally, the shift from heritage to the culture of short-form videos represents a reconfiguration of media power to audience engagement and information delivery (Zhang et al., 2026).

Review of Related Literature

Numerous academic fields, such as media studies, marketing and technology, have thoroughly examined the emergence of short-video platforms. Researchers have investigated its impacts on audience engagement, digital marketing tactics, and content consumption. This review of the literature looks at significant research that sheds light on the development and future direction of short-form video. Guo and Sun (2023) emphasised in their research that some short video platforms are usually thought of as platforms used for sharing picture and visual content. They also highlighted that previously known reels were frequently used news consumption strategies among generations of youth. The research study has indicated that despite the requirement of newspaper publication authorities to utilise the visual content of the distinct platform. Combined with the numerous studies, research indicated that it is significant to maintain the content quality of professional media organisations that are posted by news publishers online. Additionally, they also indicated that news publishers benefited from this equilibrium as it increased overall audience engagement (Guo & Sun, 2023). Similarly, some previous analyses emphasised that high user impact and sophisticated online platform frameworks make a special example for professional media organisations. Different internet-based communities have improved worldwide due to their tremendous financial backing. The networking platform of the new digital era is an important catalyst for short video platforms. It is also helping to facilitate efficient information distribution through machine learning methods and big data analytical methods. In cultural tourist-related advertising, short video media platforms are becoming innovative platforms and methodologies for developing the image of Chinese tourists (Li & Liu, 2023).

On the other hand, Research by Yang (2024) demonstrated that short-form video is primarily subject to the growing number of commercial systems in China, where user engagement determines the popularity of content. Brands must employ a variety of ways to execute their marketing plans based on the short-form video platform due to the expansion of big data in the new digital era. Research indicated that brand placement is always the first step in the new digital era for content to be heavily promoted on short-form video (Yang, 2024). The findings supported previous research conducted by Yu (2025) professional media businesses are gradually applying simple narrative compression and short, visually appealing films. The study indicated that short films use soundtracks, visual effects, and language subtitles to create a conversational approach by replacing textual structures with visual speed. This study has explored the efficiency of short movies in meeting customers' desires to read information in the new digital era. According to this study, Chinese media organisations, more specifically, those connected to the government to manage their official online profiles on media platforms aggressively and produce regular content to maintain their importance (Yu, 2025).

According to Agenda-Setting Theory by McCombs and Shaw (1972), the way mass media prioritise individual topics over others affects general perceptions. The thesis suggests that the media's concentration modifies social objectives. The theory indicates that when the professional media cover specific subjects, society views those subjects as being of complete significance. If the professional media organisations choose to focus on one subject over another, the entire trajectory of the discourse of the nation may change. According to the Agenda-Setting Theory, a society's perception of an issue's significance increases with the frequency of professional media coverage. Mass media greatly influence people's thoughts and feelings about topics that affect their lives. In another way, the theory reveals that the media influences people's thoughts (McCombs & Shaw, 1972). In the new digital era, Agenda-Setting Theory represents a useful lens for the transformation of short-video platforms in the communication strategies of professional media. The role has shifted to an algorithm-driven and participatory model after the rise of digital platforms. The engagement of the user and platform logics determines the significance of the content rather than solely editorial decisions in the new digital era. In summary, the relationship with Agenda-Setting Theory is that short video platforms transform their schedule to an algorithm-driven, dynamic one. Professional media transform their communication strategies around trends and the logic of the platform (Liu, 2024). Therefore, Agent-Setting Theory remains significantly relevant between the short-video platforms and communication strategies of professional media organisations in the new digital era of audience-centred methods and algorithm-driven digital communication.

Objectives

- To evaluate the influence of short-video platforms on the communication strategies of professional media organisations, as mediated by the digital era.

Methodology

Research Design and Procedure

A cross-sectional, quantitative research design was used in the current research to analyse the role of short-video platforms on the communication strategies of professional media organisations as mediated by the new digital era. The study promoted the collection of data from 778 media professionals of Chinese media organisations to assess patterns

while evaluating the relationship between research variables. Both the online and offline structured questionnaires were distributed to appropriate responders to complete the data collection. A pilot test was used to confirm the validity of the data, while Cronbach's Alpha was implemented for proper evaluation of reliability. To sufficiently assess the measurable relationships between the short-video platforms and the communication strategies of professional media organisations in the mediating role of the new digital era. The current study was a distributed survey questionnaire to the chosen study sample. Researchers applied 95% confidence intervals to assess the statistical relationship between direction and strength. The statistical significance was set at a p-value of less than 0.05. The researcher also used descriptive analysis to determine the key elements of the data of this study.

Operational Framework



Subjects or Data Sources

A survey will be carried out to collect primary data for this study's analysis. Media specialists from Chinese media organisations in Guangdong province were supplied with data for the study. The survey will be divided into two parts: (a) the respondents' personal information and (b) a 5-point Likert scale with questions about how short-video platforms in the present digital environment affect the communication strategies of the professional media.

Instrumentation and Data Analysis

The purposive sampling technique was applied in the study to select valid and relevant study respondents in the research context. Raosoft tool suggested 710 research participants for the data collection of the study. Henceforth, 860 survey questionnaires were distributed to the respondents. Researchers received 810 questionnaires, from which 32 questionnaires were rejected because of unprofessional or insufficient responses. Therefore, the final sample size was 778. Microsoft Excel and SPSS version 25 were implemented for statistical analysis in the research investigation. The researcher to understand the key elements of the data, even though ANOVA was used to assess the collected data, applied a descriptive analysis.

Limitations

The use of closed-ended survey questions in this digital age prevented respondents from giving thorough explanations. This type of limitation restricted the ability to capture nuanced opinions or contextual factors influencing respondents' experiences of the impact of short-video platforms. The relationships between the variables under study were oversimplified by the quantitative data. In addition, collecting data exclusively from Chinese media sources could result in issues with how generalised conclusions were presented in different geographical contexts. The cross-sectional approach may limit the ability of researchers to demonstrate causation because the data reflected relationships at a single moment in time rather than changes over time. Finally, the results may not be

completely generalisable outside of the population under research, as the short-video platforms on the communication strategies of professional media businesses influenced them, and the mediation of the modern environment, which was only included in the study.

Analysis

- **Factor Analysis**

The goal of factor analysis (FA) is to recognise hidden patterns in otherwise accessible data. This analysis is frequently used where visual indicators are not sufficient to describe the complex relationships among variables in the study. The goal of the simulation is to identify weaknesses, violations, and potential linkages that are visible to the unaided eye. The “Kaiser-Meyer-Olkin (KMO) Test” is applied to evaluate the sufficiency of sampling data and the usefulness of data for FA. It has been shown that the mathematical model and associated variables used for sampling yield accurate results. Duplicate patterns might be found within the data, and these patterns become more apparent when the proportions are reduced. KMO give the investigator a number between 0 and 1 to support the study. An adequate sample population is determined by a KMO value between 0.8 and 1.

Kaiser claims that the following criteria have been considered as the parameters that are suitable: Kaiser must meet the following certification requirements: Middle grades normally range from 0.70 to 0.79; a pitiful range, 0.050 to 0.059; far below the usual range of 0.60 to 0.69.

A quality point rating between 0.80 and 0.89. They are surprised at the range of 0.90 to 1.00.

Table 1: Examination of KMO and Bartlett's Sampling Adequacy

According to the KMO scale: 0.961

The approximate Chi-Square value: 4910.150.

190 is degrees of freedom (df); sig. = 0.000.

Table 1: KMO and Bartlett's Test

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.961
Bartlett's Test of Sphericity	Approx. Chi-Square	4910.150
	df	190
	Sig.	0.000

Using the "Bartlett's Test of Sphericity" Test, the researchers determined if the correlation matrices were statistically significant. If the KMO score was 0.961, the sample size was considered sufficient. The p-value was 0.00 according to Bartlett's Test of Sphericity. Therefore, the significant outcome obtained from Bartlett's Test of Sphericity which is indicated that the correlation matrix is not an identity matrix.

Independent Variable

- **Short-Video Platforms**

Short video platforms have emerged as an essential function in shaping user management and preferences in e-commerce. These platforms improve their video quality to establish themselves as the top channels for brands to connect with customers and influence their buying decisions in the digital marketplace. In contemporary years, short-video platforms have rapidly evolved with the expanding growth of modern video content and viewers' engagement. Short video platforms have been constantly breaking records for the number of videos uploaded and the length of time viewers watch the videos. The large and complex user behaviour data in short video content provides solutions to urgent problems for users (Guo, 2025). Short video content has significantly influenced the youth by providing high-quality content. For instance, advertisements that are represented by short video content are enhancing customers' purchase intention through valuable information and credibility. The rise of short video content has also transformed the habits of traditional consumption. Products promoted by live streaming and group buying activities in short videos enable consumers to buy products without leaving their homes. At the same time, these platforms are encouraging youth to create a channel and provide others with useful information and entertainment (Lin et al., 2022). In summary, short video platforms make users concerned about the world and with national pride.

Mediating Variable

- **The Digital Era**

The digital era is a time frame where a transformation of processes occurs from an industrial context to an informational economy using computers or any other digital technology. The digital era is a period when there is widespread and easy access to information in an advanced and accessible form. The retrieval and transmission of information is mainly based on the internet. Information technology has grown rapidly, resulting in the creation of several cutting-edge tools that make people's everyday lives easier. In addition, these contemporary technologies make it easier to store and change data in electronic forms. Modern devices such as smartphones and tablets are important gadgets for the new generations (Lin, 2022). The digital era has introduced new challenges and considerations in the design of user-friendly digital interfaces and workspaces. The integration of digital technologies in the workplace has led to the need for organisations to prioritise human-centred design principles. The digital platforms are ensuring that the tools are tailored to the needs and abilities of human users. The digital era has brought changes in the workplace as organisations strive to create a flexible and technology-enabled environment that fosters creativity, productivity and employees' well-being (Lyytinen, 2022).

Dependent Variable

- **Communication Strategies of Professional Media Organisations**

Professional media organisations used systematic and goal-oriented approaches to engage and influence their targeted population. These strategies involve platform selection and audience segmentation to fulfil organisational objectives such as brand positioning and revenue generation. The professional media organisations are responsible for the content which is represented to the audience

by short video platforms or any other digital platforms. In the new digital era, the communication strategies are becoming more data-driven and audience-centred, relying on algorithms and user feedback to optimise reach and engagement with the users. The professional media also represent their content with storytelling techniques and visual elements to increase audience participation and engagement (Hartley et al., 2023). The communication strategies improve in response to new technological advancements and changing behaviour of users within the media ecosystem. Communication strategies are becoming more essential and influential for entrepreneurial abilities to improve organisational success and sustainable development. The complexity of business and market situations in the expanding number of communication channels and the requirement to successfully channel the message to the intended audience are all contributing factors to the communication strategies of professional media. Moreover, the communication strategies and performance of the professional media organisations are interconnected and influential for developing organisational effectiveness. The professional media organisations performance decreases without communication strategies. Organisations engage in a variety of activities to achieve their goals (Schnurr, 2024). Overall, the professional media organisations employ strategies to maintain credibility and effectiveness in delivering content while navigating the complexities of the rapidly developing digital environments.

- **Relationship between short video platforms and communication strategies of professional media organisations in the mediating role of the digital era**

The communication strategy of professional media organisations is influenced by short video platforms, taking into consideration the mediation provided by technological improvements and the modifications in user behaviour in the new digital era. Within a new technological context, data-driven distribution and participatory culture serve as a bridge, thereby transforming the way material is supplied to users. Various professional media outlets are transitioning their material from traditional and long-period content to short-period content. Additionally, the content is transformed into a format that is both visually interesting and interactive to facilitate the quick development of technologies and to increase audience participation (Al Hadeed et al., 2024). A greater number of real-time updates and data-induced decision-making approaches in the form of platform analytics are also encouraged because of the mediation service of the advanced technological era. Considering this, the advent of the digital era has made it simpler for platforms that host short videos to grow. The significance of new media in public relations campaigns cannot be overstated. Many media companies now employ new digital technologies for their public relations operations. This transformation indicates several variables that accelerate the usage of new digital media for public relations. Public engagement and input are very crucial to the production and dissemination of information (Luo et al., 2025). On the other hand, it also actively intensifies their impact, which ultimately results in a fundamental rearrangement of media communication techniques towards storytelling that is centred on the audience and customisation.

Based on the discussion, researchers have developed a hypothesis to evaluate the important connection between short-video platforms and the communication strategies of professional media organisations in the mediated digital era.

- ***“H01: There is no significant relationship between short video platforms and the communication strategies of professional media organisations, considering the mediating role of the digital era.”***
- ***“H1: There is a significant relationship between short video platforms and the communication strategies of professional media organisations, considering the mediating role of the digital era.”***

Table 2: H_1 ANOVA Test

ANOVA					
Sum					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	84,758.527	265	5682.769	1177.532	.000
Within Groups	925.810	512	4.826		
Total	85,684.337	777			

This research has produced significant results. With a distinct F-value of 1177.532 and a distinct p-value of 0.000, researchers can determine that the statistical significance is below the 0.05 alpha level. The findings emphasise that the null hypothesis was not accepted, and the alternative hypothesis, ***“H₁: There is a significant relationship between Short video platforms and the Communication Strategies of Professional Media Organisations, considering the mediating role of the Digital Era,”*** was accepted.

Findings and Discussion

The discussion of this study emphasised that short-video platforms had a crucial significance in the communication strategies of professional media organisations in the digital age. The statistical result demonstrated the strong validity and reliability. The KMO value was 0.961, which indicated a suitable sample size. Bartlett’s test also ensured the significance of relationships between variables. The use of the ANOVA test further showed a statistically significant relationship between short video platforms and communication strategies of professional media organisations in the digital era. The null hypothesis was rejected because this ANOVA test evaluated a P-value below 0.05 and a distinct F-value of 1177.532. The F-value suggested that the transformation of communication strategies is highly pronounced.

These results demonstrated that professional media organisations had adapted their communication strategies to relevance with the advancement of short media content. The transformation from conventional media to short-form video content helps to make a relationship with the rapidly changing digital environment. Moreover, the results of this study suggested that platform-oriented content strategies had become central to modern media practices. In summary, the discussion ensured that short video platforms significantly reshaped the communication strategies of professional media organisations to communicate with the audience of the digital age.

The findings of the research study elaborated that professional media organisations employed communication strategies in the modern digital era had been dramatically altered because of the platforms designed for short-video platforms. The findings

suggested that there is a growing relevance of visually engaging and brief material in capturing the audience's attention. The content of short video platforms remains relevant in the highly competitive digital market. The professional media organisations were transitioning their material from longer-term forms to shorter forms and an interactive method. The transformation of content was brought about because of changing audience expectations, particularly among younger audiences, who required valuable and simple information that was easy to understand. In addition, the media organisations had increasingly changed their content quality, aligning with the platform dynamics. Consequently, these modifications made it possible for media firms to develop communication strategies that were appropriate for the rapidly evolving digital world. The organisations of media received considerable support from the short video platforms, which enabled them to communicate in real time and continuously update their content. The findings of the study emphasised that professional media companies began using storytelling techniques and multimedia components in their communication strategies to modify their approaches and increase the attention of audiences.

Conclusion

The current study explored the importance of short video platforms to create communication strategies in media organisations. The findings highlighted the way short video platforms influenced media companies to create and distribute high-value content. The statistical analysis significantly represented the relationship between the professional media groups communication strategies and short video platforms. This analysis indicated that the changes in short video platforms had already taken place with their interactive content. Media organisations prioritised audience engagement and real-time communication to adapt their practices. These changes represent a wider platform for media organisations with accessibility and user participation. Furthermore, the study concluded that the communication strategies of professional media have already been influenced by the interactive content of short video platforms. This research also underscored that real-time communication and audience participation become a priority for professional media organisations. Media firms improved their ability to communicate with audiences with features such as live streaming and algorithms for content distribution. This transformation in the media organisations highlighted the growing importance of audience-centric communication strategies. In summary, the short video platforms play an important role in reshaping the communication strategies of professional media. The incorporation of short video platforms will remain important for professional media organisations to sustain audience engagement and grow connections in the new development of the digital era.

The findings of the study may affect the professional media organisations theoretically and practically in the new digital era. Theoretically, the study had extended the way short-video platforms reshaped the traditional communication system. It had demonstrated Agenda-Setting Theory to evaluate the way audience engagement influenced the prioritisation of content. These changes had highlighted the communication strategies of professional media in a more data-driven environment. On a practical standpoint, this study may indicate significant knowledge to media organisations, adapting the communication strategies to remain competitive and audience-focused through the integration of short video platforms. The findings of the research suggested that the digital tools had become important for improving audience engagement and the effectiveness of communication strategies. In the future, the implications of the research may be beneficial for lawmakers and researchers in reshaping the frameworks of digital communication. In

conclusion, the study suggested that the adaptation of new technologies might improve audience engagement and organisational relevance in the new digital era.

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