Vlog: A New Communication Practice in Post Pandemic

HongLin Liu
School of Journalism and Communication, Nanjing Normal University, Nanjing, China
lhlnxxz@163.com
Diserahkan: 7 Juni 2021; Direvisi: 27 Juni 2021; Diterima: 27 Juni 2021

Abstract
The COVID-19 epidemic has triggered a large-scale global transmission event, and Vlog has emerged from many transmission media. It quickly adapts to the new trend of online social media during the epidemic, and represents the new trend of video-based social media. Based on the theoretical basis of user production, this article sorts out the development history of Vlog, lists typical cases of vlog during the epidemic, analyzes the new thinking of social interaction brought about by the spread of vlog, and analyzes the new communication practice in post pandemic.
Keywords: Epidemic, Social Practice, User Production, Vlog.

Abstrak
Epidemi COVID-19 telah memicu peristiwa transmisi global skala besar, dan Vlog telah muncul dari banyak media transmisi. Ini dengan cepat beradaptasi dengan tren baru media sosial online selama epidemii, dan mewakili tren baru media sosial berbasis video. Berdasarkan landasan teori produksi pengguna, artikel ini memilah sejarah perkembangan Vlog, daftar kasus khas vlog selama epidemii, menganalisis pemikiran baru interaksi sosial yang dibawa oleh penyebaran vlog, dan menganalisis praktik komunikasi baru di pasca pandemi.
Kata Kunci: Epidemii, Praktik Sosial, Produksi Pengguna, Vlog.
INTRODUCTION

The Covid-19 epidemic, which is still raging around the world, can be regarded as a transmission event—not only the spread of the virus, but also the spread of information about the epidemic. In this large-scale global communication event, in addition to traditional media such as newspapers, radio, and television, many new media have joined it, and Vlog is one of them.

With the development of communication technology and the popularization of mobile terminals, short videos have become an important source of information, entertainment and leisure for the public. But short video market is gradually saturated, and it is difficult for extensive fast food content to continue to meet the audience's viewing needs. Vlog (Video Blog), which records daily life as the main content, has begun to target the next trend as a vertical supplement to short videos. The article analyzes the user production and social interaction of vlog during the epidemic period to give a detailed explanation of this emerging communication practice.

LITERATURE REVIEW

Vlog (Video Blog) refers to a blog log written by means of images. The vlogger records events and moments in personal life, or trivial daily life. It is created by using special visual elements such as editing, scoring, and adding subtitles. Short-term programs have a large flexibility in duration, mostly ranging from 5 to 15 minutes.

Vlog originated on Youtube. After 2012, it started on a small scale. It started in China in 2016. Thanks to some overseas students importing the form of Vlog to domestic communication platforms, sharing their experience of studying abroad and comforting homesickness. In 2018, major video platforms such as Douyin, Kuaishou, and Weishi heated up the short video market. Vlog built on this basis.

Short videos almost entered the Red Sea market in 2019. “Homogeneous PGC and extensive UGC” It has been unable to meet the increasing demands of users for personalized and diversified content. Short videos rely on 15-second shallow reading to obtain “fast food” traffic “that is under pressure.”

As a result, Vlog, a branch between short videos and long videos, has become a vertical supplement to the bottleneck period of video products, setting off a wave of "Vlog for all people". From online video bloggers, professional Vloggers to Ouyang Nana and other celebrities entering the venue, CCTV’s preparation for the establishment of Kanghui Vlog, etc., Vlog text is becoming more and more abundant, and more and more people are watching Vlog.

Compared with the exaggerated performances presented in fast-paced short videos and the climax "moment" in certain life situations, Vlog uses a real perspective and a slow-paced style to create a sense of simplicity that is loyal to the reality of life. It is different from other videos and is more like a condensed documentary.

A more sophisticated, highly thematic, and story-telling narrative technique is the inherent advantage of this form of Vlog. The curiosity of staring at the world of others and the desire to pry into others' behind-the-scenes behavior are psychologically driven. This advantage is magnified in post epidemic. More and more people are beginning to shoot Vlogs, or record their lives faithfully to the sense of ritual, to satisfy their personal desires for expression, or to attract attention to create traffic myths.
RESULT AND DISCUSSION
FROM AUDIENCE TO USER

The users we refer to are those "people who were originally called audiences." Digital media gives people more control in the process of collecting, reporting, filtering, analyzing, and disseminating news. In terms of reflecting the more active relationship between people and news production and dissemination, media users—"users" have become more powerful than ever. A more appropriate academic concept of "audience" framed by mass communication theory.

Entering the era of digital media, the audience's reading, use, and sharing of information is of greater significance to the media. The impact on information production ranges from indirect to direct, from affecting certain aspects to affecting all links of information production. Not only that, the original audience can even use digital media to invade the domain of professional media and become independent information producers. As a result, most of the promoters of public journalism have turned to concepts such as citizen journalism and participatory journalism to discuss the new role of audiences in digital journalism. Citizen news is in the same line as public news, and also emphasizes the political identity of the audience as citizens. It generally refers to people without professional training engaged in news production and dissemination, especially during periods of natural disasters and political crises.

Henry Jenkins, a representative of participatory cultural studies, believes that the emergence of participatory culture stems from the absorption and response of culture to the explosive development of new media technologies. Ordinary consumers can archive, annotate, process and redistribute media content in a powerful way. In this sense, participatory culture means that consumers can take the media in their own hands through the Internet and reconstruct its content to serve their personal and collective interests. In addition, professional media attracting ordinary users and letting them participate in the news production link is also considered an important mode of participatory news.

Regardless of whether it is public news, citizen news, or participatory news, although they all emphasize the indispensable role of audiences (users) in information dissemination, they still place professional media in the position of the main body and users in the position of auxiliary actions. And it is often an object existence absorbed by professional journalism.

With the rise of Internet communication, users are not only audiences, but also producers and disseminators of information. Raw materials—once original news materials—have become products, and the Internet has also changed from "publishing media" to "The medium of communication", the video has changed from a cultural medium distributed by the center to an "extension of the interpersonal network." The audience in the sense of mass communication no longer exists, and users have become one of the focuses of communication research. The new interactive technology puts explanatory activities at the center of media design and use, and diversified, diversified, decentralized, and personalized "users" challenge the concept of "audience" in mass communication research. Axel Bruns coined the term "produsage" with a wide range of influence to cover the phenomenon of collaborative content creation led by users in media use.

The rapid development of social media and mobile Internet has further blurred the boundaries between public and private domains, making media technology deeply embedded in people's daily life and even the body, user dynamic, continuous, and permeable communication practices embedded in daily life, and communication and media have become the main body of construction. Power, WeChat and other social media have become a way for people to exist in the world. Users are no longer an "indefinite majority", but "nodes" with a clear sense of existence. The boundaries between production-consumption and online-offline have been difficult to distinguish clearly. The user-centered research path has received more and more attention. User production has begun to become the main force in news production, and a richer and more diverse user production has been developed from this platform.
USER PRODUCTION OF VLOG IN POST PANDEMIC.

In this part, the author wants to demonstrate with a case. Since the 2020 epidemic, Wuhan's anti-epidemic situation has received widespread attention. A large number of Vlogs taken by ordinary people on media platforms have become an important window for the public to understand Wuhan. On a media platform on Sina Weibo alone, the topic of “Wuhan Vlog” has been extremely hot. These Vlogs run through the entire process of Wuhan's fight against the epidemic in the form of video diaries, touching all aspects of people's lives, no matter if it is a shelter. Hospital doctors treated patients, patients with new coronary pneumonia recovered and discharged, or "post-90s" teacher mothers both online classes and bringing babies, takeaway brothers shuttled through the streets and lanes to deliver meals and deliveries... These show that ordinary people are actively fighting the epidemic and staying at home. The Vlog of life constitutes a typical case of user production:

The amount of reading on this topic is as high as 2.31 billion, and the amount of discussion under the topic is 190,000. A total of 4396 vlogs are gathered in this topic. They involve various issues such as daily life during the epidemic period, people's epidemic prevention methods, their views on the epidemic and soon. 1,564 vloggers made original creations on this topic. Under the influence of the epidemic, more people have participated in the discussion and practice of the topic.

NEW COMMUNICATION PRACTICE CHANGES SOCIAL INTERACTION

The popularity of Vlog during the epidemic has created a viewing scene focused on individual daily life. When we gather it into a whole again to discuss its extensive impact, we can find that whether it is to "share" Vlogger's virtual life beyond time and space or from it The new knowledge experience gained gives the audience a full sense of fulfillment. Different from the emptiness of Douyin and Kuaishou fast-food short videos, the rich audio-visual aesthetic content and the insight of fresh knowledge make Vlog a video text that can be communicated in depth.

RECONSTRUCTION OF THE AESTHETIC MEANING OF DAILY LIFE

"Recently we are undoubtedly experiencing a kind of aesthetic expansion. It has expanded from individual stylization, urban design and organization to the theoretical field. More and more realistic factors are shrouded in aesthetics. Reality as a whole Gradually regarded as an aesthetic construct.” With the expansion and generalization of aesthetic meaning, aesthetic objects have spread from master paintings, clothing decorations, and architecture to things that don't look like works of art. The "sinking" of aesthetics reflects profound cultural changes, and "aestheticization of daily life" breaks through classic aesthetics and becomes a new aesthetic principle. Video text is a cultural product related to beauty. Compared with the fictional nature of movies and TV series, Vlog, which focuses on daily life, has become the best field for reconstructing the aesthetic meaning of daily life.

Vlog shows a full range of daily behaviors in the Central District and provides an opportunity to observe life moments and fragments like a magnifying glass. Both the Vlogger and the audience can gaze repeatedly and in detail at the moment that was just a glimpse. The meaning is slowly brewing in the long time of speculation and sorting. We will discover behaviors that we have not paid attention to, and certain symbols behind the scene. And meaning. The epidemic has magnified the significance of Vlog's reconstruction of daily aesthetics, and people living at home have more time and energy to interpret the daily life they used to take for granted.

Vlog does not simply pile up or piece together daily fragments and behaviors. Incorporating ordinary things into the aesthetic category requires a certain sense of choreography, such as the use of expressive techniques such as fast slow motion and montage. The soundtrack is the most commonly used upgrade technique in Vlog, and different styles of soundtracks give different artistic effects to Vlog and the daily life in it. "The media society has entered "visualized" post-modern society, and visual phenomena and visual life constitute our present visual landscape." Vlog, through its powerful landscape depiction and construction capabilities, first allows us to patiently see the bits and pieces of
life. The "life" during the epidemic period began to be treated as an aesthetic object, and gradually sublimated in our gaze and thinking. Here is the connotation A level of growth that disenchant daily life and then re-enchant. Following this path of in-depth aesthetics, the reality of life becomes a kind of "daily landscape" that can be viewed. The understanding and deep reflection of life are all integrated in In the daily minutiae.

**ALTERNATIVE SATISFACTION AND THE TRANSFER OF NEW KNOWLEDGE AND EXPERIENCE**

McLuhan believes that electronic media relies on pictures and sounds to further extend and strengthen the senses of the human body, and the convenience of network communication promotes the formation of communication that can get immediate feedback. "Electronic Man" appears, "Human His body lost its meaning, and people became'Discarnate Man'". With the virtual identities given by the Internet, the public can experience the big and small things in the world with virtual senses through the crisscrossing media channels.

Vlog, which is known for its real experience, provides space for the extension of the senses. Under the epidemic, the Vlog dedicated to presenting the colorful lives of others has become a rich text that enables viewers to explore the world and acquire new knowledge and new experiences. As Vlog reveals the mystery of multiple scenes and behaviors, it gradually serves as a new way to transmit new knowledge. The enhancement of the senses also sublimates the knowledge content contained in Vlog.

Vlog redefines the connotation of new knowledge and new experience in the process of secondly expressing knowledge. Vlog dissected and subdivided "knowledge" with unique attributes. The form of new knowledge is no longer limited to intuitively suggesting ways to deal with affairs and content with personal characteristics. Vlog integrates new knowledge through the psychological infection of alternative satisfaction. In it, the form of "knowledge" that the audience obtains does not seem to be how to see and how to do it, but a force, a mode of thinking, and an abstract emotion that is indescribable but indeed injected.

This is clearly reflected in the case "Wuhan Vlog". In his series Vlog "Fengcheng Diary", @ Spider Baoshu uses his own unique language and soundtrack, which is very important for the staff who stick to their posts and the ordinary people who cooperate with the work. The public encourages them, and at the same time they share various scientific methods of epidemic prevention with everyone. In Vlogs like this, knowledge has changed from visible and audible to sensible form.

**PERSONAL EXPRESSION IN THE FACE OF THE EPIDEMIC**

Under the epidemic situation, Vlog has brought the voices of countless ordinary users to the surface. Just like the two sentences that have been repeatedly mentioned during the epidemic: a dust of the times, falling on a person is a mountain; the disaster is not the death of 20,000 people, but the death of one person. Twenty thousand times.

During the epidemic, in addition to professional media reports, what is even more remarkable is that ordinary people are struggling to speak out, telling their own personal stories, and spreading fragmentally and diffusely through digital media, which greatly aroused public resonance. Nick Couldry believes that this is "a new communication situation" brought about by digital media, which expands individual social practice methods, allowing those who have never participated in story sharing to start telling in the form of digital communication Personal stories, storage and exchange of shared stories on the Internet. Without the Internet, these stories would not have existed, but now, precisely because of the "remediation" capability of digital media, there are multiple possibilities for the transmission, retransmission, and even change of these stories.

The development of the media form represented by Vlog has created an open flow of information, breaking the structured news field controlled by the institutional media. The line forming the "News Network" is the professional norms of the journalism industry, and the "framework set up for events
through a complex administrative system and mutual cooperation between editors and reporters" is precisely through the routines of journalism, ensuring that media organizations are on time. Produce news by volume. And the rise of user news will form a "news network" network cables are twisted and even broken. Because users produce and disseminate news in the process of using digital media, it has the characteristics of unstructured and de-institutionalized. The media is also living as life media. User news mixes facts, opinions, emotions, etc., and facts It is mixed with facts that have happened, facts that may happen, facts that want to happen, and so on. Not only that, in the process of sharing and forwarding, users continue to iterate the text and reproduce the meaning, presenting open news that is always in an unfinished state of evolution, one after another in an endless flow of space, before and after. Simultaneous sharing.

Similarly, the proliferation of personal media such as Vlog has also brought about the collision of multiple voices. The sudden outbreak caused panicked people to forward a large number of rumors, and the WHO issued a warning of "information epidemic" (WHO, 2020); discussions on the epidemic in many online communities showed the phenomenon of "you say yours, I say mine", even A crisis that causes the community to tear apart. The American philosopher Chomsky severely criticized "social media" once again proving that, in addition to their role in enriching the wallets of billionaires, first of all, it is a place: it is full of propaganda by mentally paralyzed, unassuming people. Uncontrolled rumors, the discovery of old-fashioned "novelties", and even fascist obscurantism.

Indeed, in addition to the demonstration of the power of ordinary users and the contribution to the diversification of content, the Vlog, which is mainly spread through social media, has its amateurish nature also causes various problems with content quality. This needs to be further discussed in the special article, and this article will I hope to point out that in the new media environment where multiple subjects coexist, various narratives are juxtaposed in the public space, and their differences and conflicts are fully revealed, and these multiple narratives cannot be integrated, adapted, and brought together through an effective mechanism. In the complete narrative framework, this is different from the era when the mass media dominated the world.

This is already the basic environment in which we live today and cannot be rejected or avoided. Recognizing the huge influence of user production and emerging media, learning to "listen" and "speak" in new communication practices may be even more urgent.

CONCLUSION

The French philosopher Regis Debray once defined human society as three eras from the perspective of media: the era of writing, the era of printing, and the era of audiovisual. At present, we are in an era when audio-visual culture dominates. As an independent native personal video creation form, Vlog uses a full of personalized expressions to convey the true and non-fictional content of the story, and has its own unique and self-evident audience attraction.

As a collection of ordinary people's video diaries based on a specific time, a specific environment, and a specific topic under the epidemic, Vlog has a certain degree of representativeness and research value. Using this as the research object, analyze the user production and social interaction of Vlog under the epidemic. It has positive practical significance for exploring social media and communication methods in a new environment.

ACKNOWLEDGEMENT

My heartfelt thanks to the organizers of the 3nd Jogjakarta Communication Conference and Jurnal Audiens.
REFERENCES
Bruns, A. (2008). *Blogs, Wikipedia, Second Life, and Beyond: From Production to Produsage*. New York, NY: Peter Lang Inc.

Bruns, A. (2010). From reader to writer: Citizen journalism as news produsage. In *Hunsinger, J., Klastrup, L. & Matthew, A.* (Eds.). *International Handbook of Internet Research* (pp. 119-134). Blacksburg, VA: Springer.

Boyd, D. (2006). A Blogger’s Blog: Exploring the Definition of a Medium. *Reconstruction, 6*(4), 1-21.

Bucher, T. (2012). Want to be on the top? Algorithmic power and the threat of invisibility on Facebook. *New media & society, 14*(7), 1164–1180.

Bird, S. E. (2011). Are we all produsers now? -- Convergence and media audience practices. *Cultural Studies, 25*(4-5), 502-516.

Cotter, K. (2019). Playing the visibility game: How digital influencers and algorithms negotiate influence on Instagram. *New Media & Society, 21*(4), 895-913.