



# INTERNATIONAL JOURNAL OF MULTIDISCIPLINARY RESEARCH

IN SCIENCE, ENGINEERING, TECHNOLOGY AND MANAGEMENT

Volume 10, Issue 6, June 2023



INTERNATIONAL  
STANDARD  
SERIAL  
NUMBER  
INDIA

**Impact Factor: 7.580**



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# A Comparative Analysis of Video Editing Style: Traditional Media vs Digital Media

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**ABSTRACT :** The comparative analysis of video editing style in traditional media as opposed to digital media examines the differences in techniques and strategies used inside the mediums. Traditional media, consisting of tv and movie, has a long records of installed editing conventions that have been refined over many years. These conventions encompass shot continuity, in shape cuts, and the usage of montage to deliver that means. In comparison, virtual media offers a much broader range of editing options, inclusive of non-linear enhancing, special effects, and animation. This look at compares the 2 methods and explores how each medium can gain from the alternative. Ultimately, this study goals to offer insights into the strength sand limitations of every approach and to help video editors make informed decisions about which strategies to apply of their work.

**Keywords:** comparative analysis, video editing style, traditional media, virtual Media

## I.INTRODUCTION

### Traditional vs Digital Video Editing

#### A Comparative Analysis of Video Editing Style: Traditional Media vs Digital Media

Video editing is a important factor of media production that enhances the project and visible appeal of the post production part. The advancement in era has caused the emergence of digital media, which has substantially impacted the video editing style. This article provides a comparative analysis of the video editing style of traditional media and digital media.

### A .Explanation of Video Editing

Video editing is the method of manipulating and rearranging video pictures to create a brand-new work. Video editing may be used to create a huge sort of content material, from brief movies and documentaries to advertisements and track videos. The video editing process typically involves several stages, including organizing the footage, selecting the best shots, assembling the footage in the desired order, adding special effects and transitions, adjusting the colour and brightness of the footage, and adding sound effects and music. The final product is often exported into a specific format suitable for distribution, such as a digital file for online sharing or a physical DVD. Video editing requires both technical skill and creativity, as the editor must not only understand the software they are using but also have a strong sense of visual storytelling and pacing.

### B.Importance of Video Editing

Video editing plays a crucial role in enhancing the quality of video content. It helps to create a smooth flow of the story, remove unwanted elements, and add visual effects to make the video more engaging. It is the process of selecting, combining, and manipulating video footage and audio to create a final video that tells a story or communicates a message effectively. The following are some reasons why video editing is important:

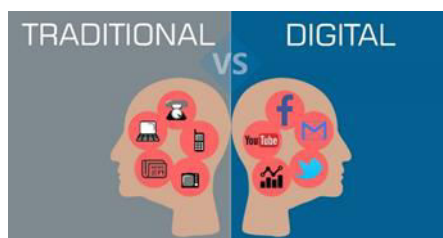
**Storytelling:** Video editing is essential for telling a story effectively. By combining footage, adding transitions, and manipulating the timing and pace of the video, an editor can create an emotional impact that engages and resonates with the audience.

**Enhancing visual appeal:** Video editing helps enhance the visual appeal of a video. By using techniques like colour grading, adding special effects, and adjusting the lighting, an editor can create a visually stunning and polished final product.

### C. Traditional Media vs Digital Media

Traditional media refers to the conventional form of media consisting of print, radio, and tv. In contrast, digital media refers to media this is distributed via virtual channels such as the internet and social media. Traditional media refers to communicate channels which have been in use for a long term, together with print (newspapers, magazines, books), broadcast (television and radio), and outdoor advertising and marketing (billboards and posters). Digital media,

however, refers to communication channels that rely upon digital technologies, inclusive of the net, social media, mobile devices, and virtual billboards.



Here are a few differences among traditional media and digital media:

**Reach:** Traditional media typically has a wider reach than digital media, as it can reach audiences who may not have access to digital devices or the internet. However, digital media can reach a global audience instantaneously.

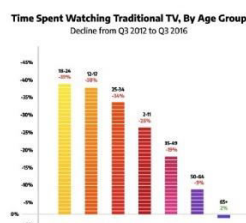
**Interactivity:** Digital media offers more opportunities for interactivity, such as comments and likes on social media, whereas traditional media is generally more one-way and does not provide as much opportunity for audience feedback.

**Cost:** Traditional media advertising can be expensive, whereas digital media advertising is often more cost-effective, especially for small businesses.

## II. TRADITIONAL MEDIA

### A. Definition of Traditional Media

Traditional media refers to the traditional forms of media such as print, radio, and television. Traditional media video editing involves linear editing, where the video is edited in a sequential order. These forms of media typically involve a one-way flow of information from the source to the audience, with little or no opportunity for interaction or feedback. Traditional media have been the primary means of mass communication for many years, and they have played a crucial role in shaping public opinion and influencing societal norms and values. However, with the upward push of digital media and the internet, the dominance of conventional media has been challenged, and the manner in which humans eat and engage with media has changed extensively.



### B. Characteristics of Traditional Media Video Editing

Traditional media video editing involves a linear process, where video clips are edited in a sequential order. The editing method involves physically slicing and splicing the photos to create the preferred sequence. Traditional media video enhancing is a time-consuming manner and calls for a enormous amount of assets. Traditional media video editing typically involves physical film editing, where the editor manually cuts and splices physical film strips together to create a coherent sequence of shots.

Here are some of the key characteristics of traditional media video editing:

**Non-linear editing:** Traditional media video editing is a linear process, which means that edits must be made in sequential order on the physical film strips.

**Manual editing:** The editor cuts and splices physical film strips together manually to create a cohesive sequence of shots.

**Time-consuming:** Traditional media video editing can be a time-ingesting technique, because the editor must cautiously splice together every shot in the correct collection.

### C. Examples of Traditional Media Video Editing

Examples of traditional media video editing include news broadcasts, documentaries, and feature films. Traditional media video editing is characterized by long shots and continuous takes. Here are some examples of traditional media video editing techniques:

**Cutting and splicing:** This involves physically cutting the film strips and splicing them together to create the desired sequence. This was the primary method of video editing before the digital era.

**Rewinding and Fast forwarding:** This technique is used to create the desired pacing of a scene by rewinding or fast-forwarding the film strip.

**Overlaying:** This involves layering multiple film strips on top of each other to create a composite image. These strategies are nevertheless utilized in some film schools and unbiased productions today, but most video editing is now executed digitally the use of software such as Adobe Premiere, Final Cut Pro, or Avid Media Composer.

### III. DIGITAL MEDIA

#### A. Definition of Digital Media

Digital media refers to media this is allotted via digital channels together with the net and social media. Digital media video enhancing includes non-linear modifying, in which the video is edited in a non-sequential order. Digital media refers to any sort of content or communicate that is created, dispensed, and fed on via digital devices and structures. Digital media has converted the way we speak, eat information, and interact with each different. With the upward thrust of the net and the proliferation of digital gadgets, virtual media has grow to be an more and more vital a part of our everyday lives.

Some examples of virtual media embody social media structures like Facebook, Instagram, and Twitter, online information belongings, blogs, podcasts, streaming video offerings like Netflix and YouTube, and on line advertising and advertising. The rapid pace of technological innovation has moreover brought about the emergence of new types of digital media, together with augmented truth, virtual fact, and immersive reviews that blur the bounds amongst physical and virtual worlds.

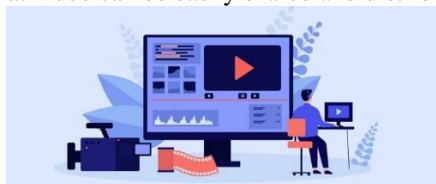


#### B. Characteristics of Digital Media Video Editing

Digital media video editing involves a non-linear process, where video clips can be rearranged and edited in any order. Digital media video editing is a less time-consuming process and requires less physical resources than traditional media video editing. Video editing is the system of manipulating and rearranging video photographs to create a brand-new paintings. Here are a few the important thing characteristics of digital media video enhancing:

**Non-linear editing:** Digital media video editing is non-linear, which means that video clips can be edited out of sequence and rearranged in any order. This is in contrast to traditional linear editing, where footage had to be edited in the order it was shot.

**Digital format:** Video editing in the digital age means that all footage is stored in digital format, making it easier to manipulate and edit. This also means that video can be easily shared and distributed online.



#### C. Examples of Digital Media Video Editing

Examples of digital media video editing include vlogs, short films, and social media content. Digital media video editing is characterized by short shots and rapid cuts. Video Editing Example.

Here is an example of digital media video editing:



Suppose you have raw footage of a vacation you took, and you want to create a highlights video to share with your friends and family. You can use video editing software program, including Adobe Premiere Pro or Final Cut Pro, to edit the footage and create a polished final product.. Here are the steps you might take:

- Import the footage into the editing software and create a new project.
- Review the footage and pick out the exceptional clips to use inside the final video.
- Arrange the clips in a logical order, considering factors such as chronological order or thematic coherence.
- Trim the clips to remove any unwanted footage or pauses.
- Add transitions between clips, such as fades or cuts.
- Add music or sound effects to enhance the video.
- Adjust the colour, brightness, and contrast of the clips to ensure consistency throughout the video.
- Add text or captions to provide context or additional information.
- Preview the video and make any necessary adjustments.
- Export the final video in a format suitable for sharing, such as MP4 or MOV.
- Through this process, you can transform raw footage into a well-crafted video that tells a compelling story and captures the essence of your video.

## II. METHODOLOGY

This research paper objectives to analyse and examine the video modifying style in conventional media and virtual media. The observe will consciousness on the variations and similarities in the techniques utilized in each media to create enticing and compelling video content material.

**A. Research Design :** The research design will describe the method used to conduct the comparative evaluation. This section will define the information collection strategies, the character of the information accumulated, the populace and pattern size, and the technique used to select participants. The assessment will involve qualitative data evaluation wherein video modifying styles in both media could be described and in comparison.

**B. Data Collection :** Data will be gathered through a combination of observational research and interviews with the industry professionals. Traditional media samples might be drawn from TV shows, films, and song motion pictures whilst virtual media samples will be taken from short-shape video structures. Interviewees could be professionals who have worked on different tasks in each traditional and digital media and have a deep information of video editing patterns.

**C. Data Analysis :** The facts collected could be analysed qualitatively. The video samples might be analysed for his or her composition, enhancing fashion, visible outcomes, and sound mixing. The analysis will compare splendid variations among conventional media and virtual media on video modifying styles.

## III. LITERATURE REVIEW

- **Comparison of Traditional Media and Digital Media Video Editing**

### A. Technical Differences

**Traditional vs Digital Video Editing.** The main technical difference between traditional media and digital media video editing lies in the tools and techniques used to edit video content. Traditional media video editing typically involves physically cutting and splicing together pieces of film, while digital media video editing is done using specialized software on a computer. Here are some of the key technical differences between the two approaches:

Editing tools: Traditional media editing tools include film-slicing machines, splicers, and tape recorders. Digital media editing tools consist of video modifying software programs which include Adobe Premiere Pro, Final Cut Pro, and Avid Media Composer.

Workflow: Traditional media editing requires the use of physical film reels, which have to be carefully prepared and cut via hand. Digital media enhancing, on the other hand, lets in for a extra streamlined workflow, with videos effortlessly imported into the enhancing software program and manipulated as needed.

Special effects: Traditional media editing regularly involves developing computer graphics using bodily strategies, inclusive of in-digital camera outcomes or optical printing.

### B. Workflow Differences

Traditional media video enhancing commonly includes a linear workflow, this means that that video footage is organized and edited in a sequential fashion. Here are some of the important thing workflow differences between conventional media video editing and cutting-edge virtual video enhancing:



**Capture:** In traditional media video modifying, video pictures is captured the use of tape-primarily based or movie-based gadget, which ought to then be transferred onto a computer or modifying machine. In contemporary virtual video modifying, pictures is captured the use of virtual cameras or mobile devices, and may be without problems transferred to a laptop or cloud-primarily based system.

**Editing:** Traditional media video editing is generally achieved on a linear modifying gadget, where pictures is reduce and spliced collectively in a sequential order. In contrast, cutting-edge digital video editing software permits for non-linear enhancing, where footage can be rearranged, trimmed, and edited in any order.

### C. Creative Differences

There are some key creative variations among traditional media video editing and modern-day video editing:

**Linear vs. Non-Linear Editing:** Traditional media video enhancing became a linear procedure, wherein editors might bodily reduce and splice collectively strips of movie to create a very last product. Non-linear modifying, on the other hand, lets in editors to govern virtual video documents in a non-linear fashion, making it simpler to arrange, trim, and add results to pictures.

**Collaboration:** In traditional media video editing, collaboration changed into regularly restricted to a small crew working collectively in a bodily enhancing suite. Modern video editing software program permits for far flung collaboration, with more than one editors and stakeholders capable of paintings at the same mission simultaneously from one-of-a-kind locations.

**Effects and Transitions:** Traditional media video modifying had a restrained choice of results and transitions to be had, and these had to be bodily created or manipulated in-digicam all through the capturing technique. Modern video enhancing software offers a wide style of effects and transitions that can be without problems applied to photos after it's been shot.

## IV. RESEARCH METHODOLOGY

The purpose of this research paper is to provide a comparative analysis of video editing style used in traditional media vs digital media. To behaviour this research, I become used qualitative technique, and on this interviews were carried out with professionals in the area of video modifying, together with those who've worked in conventional media and those who've worked in digital media. The members have been selected based totally on their experience, expertise, and understanding of both traditional and digital media.

The interviews have been carried out face-to-face, and the questions were designed to elicit facts approximately the variations in video editing patterns among traditional media and digital media. The interviews had been recorded and transcribed for analysis.

### Objectives

1. To know about software traditional and digital media style of video editing
2. A comparative analysis about traditional and digital media
3. To know about traditional and digital media

### Focus Interview discussion Data

In this my first guest is Ms Arpita Singh who is the faculty of Amity University Lucknow. And these are some questions that I asked her.

Question 1. Which kind of movies do you prefer to watch more and why?

Answer 1. According to Miss Arpita Singh, she pick to watch coloured movies due to the fact in her opinion, they gives a more magnificent experience on audience. And in this she also stated the colours used within the films assist to draw the characters into the story and also create a more sensible environment for viewers. Lastly she stated coloured movies additionally give a positive temper and environment to her and it additionally provide emotionally attractive environment for the target audience.

Question 2. In your opinion doing video editing of which media is difficult and why ?

Answer 2. According to her doing video editing of traditional media is tough because it requires lot of technical expertise in order to properly manage the medium. It is likewise time consuming and require lot of trails and errors to get the favoured result. Lastly she said in jobs it is tough to find the proper software program or hardware to do the work.

Question 3. What type of editing software is difficult for beginners to use ?

Answer 3. In her opinion final cut pro is a difficult software because it take lot of time to learn that a way to use it efficiently. Its tools and features are complex and hard to grasp in it. Additionally, it has a steep gaining knowledge of curve and require sure stage of information to grasp's in it.

Question 4. What tip or advice you would give to someone who is new to video editing?

Answer 4. According to her practice makes best is a incredible piece of recommendation for someone who's new to video enhancing. In this the more you practice of the software program in it the extra secure you will become with the equipment and techniques of video editing abilities and at final the higher your very last product can be.

My next expert is Mr. Amit Massey who is the assistant professor of amity university. And these some questions that I asked him.

Question 1. Which type of movie do you prefer more and why ?

Answer 1. In this question according to Mr. Amit Massey he like any form of movies which include animation or VFX associated however commonly he like to look at coloured movies because in keeping with him coloured films provide a more realistic and spell binding experience in examine to black and white films. In his opinion colourings also evoke sturdy emotion at the viewers that can enhance the story and character of the film.

Question 2. In your opinion doing video editing of which media is difficult and why ?

Answer 2. According to him doing video editing in both the media is difficult and challenging because at end of the day it is video that's more important not the medium through which we have to edit it.

Question 3. What type of editing software is difficult for beginners to use ?

Answer 3. In his opinion doing for beginners on all type of software is difficult and challenging but premiere pro and final cut pro are having more technical based approach so it takes lot of time and practice to master in it. And on the other side there is mobile based software that very easy for beginners to doing the editing on it because they provide ready to use presets through which beginners can do editing very easily but for their video editing career these type of software are very harmful for them. So for the purpose of professional level editing they have to do it on premiere pro and final cut pro.

Question 4. What tip or advice you would give to someone who is new to video editing ?

Answer 4. In this his only advice is that use professional based editing software not the mobile editing software either you have for your Instagram reels or for the purpose doing the editing of any professional video use only professional based video editing softwares because in future these softwares are only important for you not the mobile based software. Lastly he said if any student have to do the video editing they should use only professional editing software not mobile editing because the provide already cooked things which are not beneficial for them in future.

My next expert is Mr. Rajan Mishra who is on post of video editor in ASCO department of Amity University Lucknow. And these are some question that I asked him.

Question 1. Which kind of movies do you prefer to watch more and why ?

Answer 1. According to him he like all type of movies such as coloured, animation. But mostly he like to those movies which is in trend i.e. coloured movies and under this he like to watch films related to animation and VFX either it is from Bollywood or south film industry. So basically he prefer to watch VFX related movie because in today's scenario these movies are in trend.

Question 2. In your opinion doing video of which media is difficult and why ?

Answer 2. According to him both traditional media and digital media are challenging in case of video editing. In traditional media video editing is done with the help of VHS tapes and in this editing is very time consuming process either it is done for the purpose of creating movies or editing the news package. But according to him if someone done video editing in traditional media, so using digital media softwares is not much difficult for him or her. It is possible in starting they faces some challenges but later then they become use to of it.

Question 3. What type of editing software is difficult for beginners to use ?

Answer 3. According to him their many one of a kind forms of beginners both it is student or professional and technical stage individual, so its rely on that who is doing the modifying basically in his opinion some beginners are like that they may be use to with anyone precise software program consisting of top of the line pro so for them final reduce seasoned is hard. At closing he said essentially enhancing is finished in the thoughts of the character and editor on this method software program is most effective the device and medium via which we have to doing the enhancing.

Question 4. What tip or advice you would give to someone who is new to video editing ?

Answer 4. According to him the person who is new to video editing firstly he or she should know the content that on which they want to create their video because as we all know video editing comes in post-production part so the person who is going to the editing of any movie or package, he or she should know about the previous two stages i.e. pre - production and post production. Lastly, he said first of all understand the work that you are going to do and give your proper time practice to it.

In this focus interview discussion my last expert is Mr. Shivanshu Pathak who is the faculty of Amity University Lucknow. And these are some question that I asked him.

Question 1. Which kind of movies do you prefer to watch more and why ?

Answer 1. According to him its very hard to choose that which type of movies he prefer to watch but basically he like to see stories either it is in coloured form or black and white because in his opinion if he like the story of any movie so he prefer to watch that particular movie and in this he also said that movies are created on the basis of stories. So according to him it depends that what story you are going to tell. Lastly, he said for him story is the most important part of any movie and on that basis like to watch any film now either it is in black and white or coloured.

Question 2. In your opinion doing video editing of which media is difficult and why ?

Answer 2. According to him doing video editing of traditional media is more difficult and challenging in compare to digital media because in traditional media editing is done in a manual form with the help of machines and it is a very time consuming process and in doing colour correction is also very difficult. But on the other with the help of digital media editing is become more easy and time saving now we can edit with the help of software which is very helpful and this we can also take different other projects of editing in our hand also.

Question 3. What type of editing software is difficult for beginners to use ?

Answer 3. According to him in starting every software is difficult for beginners to use due to their complex features and user interface basically in his opinion if you give the time to any particular software, so definitely you can become use to of it. Lastly, he said it's just a matter of time. So give your proper time and dedication to any one software you will surely become expert in it.

Question 4. What tip or advice you would give to someone who is new to video editing?

Answer 4. According to him the person who is new to video modifying first of all try to recognize the story that on which she or he need to create their films or movie because in his opinion doing video modifying at the software may be very smooth with the help of proper time and practice every person can do it effortlessly but on this the most hard part is to understand the story so in starting of doing any task to start with recognise the story that on which you need to create your films or film. At last he said don't be afraid to revel in and try and do new editing strategies as this may result in you specific and innovative content material.

#### **Moderator's View on focus interview discussion :-**

In this interview my moderator is Ms Tanya Arya and as the moderator of the this focus interview discussion on video editing style in conventional media vs virtual media she ensures that communication stay informative and on-topic.

## **V. CONCLUSION**

### **A. Recap of differences**

Overall, even as traditional media and digital media may also differ in their method to video modifying, each have their own specific strengths and demanding situations. It's up to the editor to choose the proper gear and workflow that best suit their wishes and desires for the task.

### **B. Significance of differences**

The significance of differences between traditional media and video editing lies in the technology, methods, and tools used in each. Traditional media refers to media formats that existed before the digital age, such as film, television, and print media. In traditional media, video editing was a more labour intensive process that involved physically cutting and splicing the film to create a final product. On the other hand, video editing in the digital age involves the use of computer software to edit video footage.

### **C. Future Implications**

Traditional video editing has played a significant role in the media industry, and its future implications are expected to continue shaping the industry. Here are some potential implications:

Enhanced content creation: Traditional video editing has been a powerful tool in the creation of high-quality content, and with advancements in technology, it is expected to become even more sophisticated. In the future, traditional video





editing software is likely to incorporate features that make it easier to create high-quality videos, which will increase the demand for video content.

Integration with other technologies: Traditional video editing software is likely to be integrated with other technologies, such as virtual and augmented reality, making it easier for video editors to create immersive content. This integration will also allow for greater interactivity and engagement with audiences.

Overall, the future implications of traditional video editing are exciting, and the industry is expected to continue growing and evolving as new technologies and trends emerged.

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The content written in this is project researched and has been taken through following sources such as:-  
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