

ABSTRACT

The embodiment of the disclosure provides a method, an apparatus, an electronic device and a storage medium for generating media content. The method includes: displaying an editing item of a first effect, the first effect being an effect already posted in a current application, and the editing item being configured to edit the first effect; creating and generating, in response to an effect generation operation, a second effect based on an editing operation on the first effect; generating first media content within the current application based on the second effect.