

## **ABSTRACT**

Embodiments of the present disclosure provide an information publishing method, an identification method, an electronic device, and a medium. The method comprises: displaying target media content on a display interface; in response to determining that the target media content is the identified media content having a preset effect, displaying a preset template effect control on the display interface, the preset effect being obtained on the basis of identification of audio information and/or image information of the target media content; in response to the preset template effect control on the display interface being triggered, displaying a media content generation interface, the media content generation interface comprising a target template determined on the basis of the preset effect; and in response to a media content generation operation on the media content generation interface, generating media content on the basis of the target template.