

On the Integrated Enhancement of Announcers' Professional Skills in the Context of Media Convergence: Post-Print

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Abstract

With the advent of the converged media era, information dissemination modes are evolving rapidly, posing tremendous challenges and impacts to the survival and development of traditional media. Broadcasters constitute an indispensable symbol within the media landscape and play an irreplaceable role in the process of information transmission. However, some broadcasters hold the view that, against this broad backdrop, broadcasting professional skills are no longer of significance, that there is no necessity to strive for further perfection, and that integration and enhancement of such skills are even less worthy of consideration. This paper presents perspectives on the mission and professional responsibilities shouldered by broadcasters, as well as how they should re-examine their job responsibilities in the new era; simultaneously, from a professional standpoint, it explores scientific approaches to the integration and enhancement of broadcasting professional skills with broadcasters themselves within the context of media convergence.

Full Text

On the Integration and Enhancement of Broadcasting Skills for Announcers in the Context of Media Convergence

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Abstract: With the advent of the media convergence era, information dissemination methods are evolving rapidly, posing tremendous impact and challenges to the survival and development of traditional media. Announcers represent an indispensable symbol in the media field and play an irreplaceable role in the information dissemination process. However, some announcers believe that under these circumstances, broadcasting skills are no longer important, there

is no need for continuous improvement, let alone integration and enhancement of broadcasting techniques. This paper presents perspectives on the mission and professional responsibilities of announcers, as well as how to re-examine their job responsibilities in the new era, while professionally exploring scientific methods for integrating and enhancing broadcasting skills within the context of media convergence.

Keywords: Media convergence era; Facing challenges; Exploration and practice; Technical proficiency; Accumulation and enhancement

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1. Respecting Tradition and Technology as Prerequisites for Integration and Enhancement

Language constitutes the fundamental skill for announcers. The accuracy of pronunciation, clarity of articulation, and distinctive vocal characteristics directly influence program dissemination effectiveness.[1] Broadcasting is an independent discipline with its own professional attributes and a highly practical technical endeavor that demands extensive experience and accumulation. However, merely working hard without summarizing and exploring makes it difficult to reach creative peaks and achieve optimal output. Only through the arduous, cyclical process of practice, cognition, further practice, and further cognition can qualitative leaps be achieved and brilliance attained. Broadcasting in the media convergence era requires announcers to continuously refine their professional precision and technical methods amidst evolving new media platforms, upholding and promoting a meticulous research spirit to address various formats including radio and television live broadcasts, online live streaming, on-site reporting, Douyin short videos, and Kuaishou storytelling.

I have always regarded China's traditional broadcasting as a sacred profession, profound and possessing an inherently captivating power. What is tradition? Tradition refers to social factors passed down through generations. The characteristics of "clear-cut love and hate, firm yet gentle, rigorous yet vivid, cordial yet unadorned" represent a high-level summary of broadcasting styles developed over decades. This embodies the Chinese national character, demonstrates Chinese work style, expresses Chinese ethos, and represents Chinese characteristics.

Technology may seem unrelated to broadcasting, but in reality, the two complement each other, manifested in the technical integration of voice application

and broadcasting equipment. Microphone settings, recording studio design, and audio configurations all affect broadcasting effectiveness. Veteran broadcasting artists such as Xia Qing, Ge Lan, and Fang Ming created emotional experiences and inspirational impact for audiences on-site, in studios, and recording booths. Their intuitive feel for the microphone represents our inner respect for technology—a prerequisite and the perfect fusion of professional technique with technological application. Integration and enhancement are progress built upon this foundation, and both elements are indispensable.

2. Technique Innovation and Technical Proficiency as the Only Way Forward in Media Convergence

As the poem asks, “How can the channel remain so clear? Because fresh water flows from its source.” Announcers conduct creative vocal language activities at the forefront of radio and television—the space before the microphone. They are both journalists and language artists. In the media convergence era, intensifying competition among major platforms demands that traditional media voices develop a completely new understanding of their professional dedication. Put simply, improvement in broadcasting skills must begin with an ideological transformation. Approaching today’s fast-paced, constantly evolving work environment with a “coasting” mentality inevitably harms the survival and development of the entire industry.[2] To achieve higher technical standards, prevent professional stagnation, and better adapt to media convergence development, I believe it is essential to consistently excel in the following aspects.

Inheriting tradition does not mean rigidly adhering to it. We must transcend tradition based on understanding it and innovate upon it while preserving it. Tradition serves as the fundamental tone—it both regulates and constrains broadcasting creation while simultaneously requiring broadcasting expression to adapt according to different circumstances. Specific historical periods possess specific temporal characteristics, and this fundamental tone should continuously evolve with the times. This evolution constitutes a concrete factor in forming the era’s tone while remaining governed and constrained by tradition as the overarching tone. Such evolution in tone can be regarded as technique innovation, with the key to innovation in the new era being the capture of a sense of the times. The sense of the times and innovation are intimately connected; divorced from the specific environment of an era, innovation loses its foundation, and broadcasting lacking temporal characteristics becomes incompatible with social reality. For instance, some announcers who have worked for many years have long lost their initial passion, mechanically repeating the same steady, unhurried delivery regardless of content or format. This reluctance to seek change clearly clashes with the contemporary atmosphere and fails to keep pace with the high-efficiency, fast-paced nature of the media convergence era—likely a significant reason why some reject the traditional broadcasting style.

So how does one achieve technical proficiency? Different people hold different understandings and approaches. Some propose accelerating speech rate.

While increasing pace represents a general trend, blindly pursuing speed with tightly compressed articulation inevitably compromises program effectiveness. My experience suggests that in the media convergence era, tone serves as the breakthrough point for technical proficiency. Specifically, this involves grasping the holistic expression of sentence groups during broadcasting, reducing habitual pauses, and increasing psychological connections. A sentence group comprises two or more sentences combined through tight logical relationships to collectively express a relatively complex idea, forming a relatively independent linguistic unit. As relatively independent units, they should maintain their integrity in broadcasting. Excessive pauses precisely destroy the internal coherence of sentence groups, causing scattered and unfocused meaning. Practice demonstrates that grasping sentence groups, reducing pauses, and increasing connections constitute an effective method for accelerating speech rate. Naturally, this requires coordination of numerous factors including agile thinking, rapid response, effortless breath control, sophisticated technique, profound foundation, and clear manuscript comprehension—without which no effect can be discussed.

3. Technical Enhancement and Development Hinge on Personalized Language Mastery and Cultivation

For a mature announcer, beyond inheriting tradition and embracing innovation, the most important aspect is demonstrating unique personality. Personality refers to relatively fixed characteristics formed under certain social conditions and educational influences. For example, CCTV's Kang Hui and Xu Li consistently reveal positivity, composure, and precise control over manuscript content in their delivery. The manifestation of such personal broadcasting style derives not only from individual cultural cultivation, personality, experience, and ideology but also from unique perception of manuscripts. Unique perception represents an announcer's distinctive aesthetic understanding, discovery, and comprehension of a manuscript's deeper meaning. Relatively stable expression modes emerge from long-term practice; only with unique and profound perception can creation become vibrant and personalized, demonstrating depth and strength. Every successful broadcasting work inevitably incorporates the announcer's personal experiences, perceptions, and concepts.

The establishment of broadcasting personality style divides into conscious and unconscious categories. Unconscious development occurs when one naturally forms a fixed style through accumulated work experience without any deliberate awareness. Conscious development involves summarizing and outlining a directional goal suitable for one's own development after brief broadcasting practice, based on comprehensive qualities, vocal characteristics, and usage patterns, then consciously establishing and continuously improving it. Every announcer should possess this conscious awareness, actively seeking a suitable developmental path and proactively establishing a personal style. Only then can they be remembered and leave deep impressions among the numerous infor-

mation channels in the media convergence era.

4. Maintaining Individuality and Perfecting Technology Integration as the Foundation for Survival in the Media Convergence Era

Opinions have long differed on whether broadcasting creation requires imitation. Some advocate imitation as a stepping stone and shortcut to success, while others oppose it as the enemy of creation and the beginning of failure. I subscribe to the latter view. Imitation means learning to do something according to an existing model. Broadcasting differs from traditional opera. Opera possesses a unique set of standardized expression forms known as operatic conventions. Different schools have different conventions, with strict regulations governing every aspect of singing, speech, acting, and combat—without imitation, school characteristics cannot be expressed. When watching Mei School opera, audiences boo and reject actors who fail to imitate properly. Broadcasting has no schools or conventional constraints. It is individual labor that advocates self-established style, promotes a hundred flowers blooming, and allows everyone to fully display colorful personalities.

Imitation can only superficially replicate another's vocal expression, masking one's own natural voice while burying the manuscript's profound connotations. I recall when I first entered broadcasting, I insisted on listening to numerous CCTV programs daily, focusing not on worshipfully imitating any individual but on comprehension. First developing a holistic, macro-level understanding of broadcasting to broadly absorb influences in the larger environment, then microscopically analyzing specific individuals' broadcasting techniques to gain true knowledge in a smaller context. In recent years, with new media's rapid development, a mobile phone and Douyin account can constitute a new self-media platform. At this juncture, ignoring technology while stubbornly clinging to traditional positions will inevitably result in being eliminated by the tide. Technology breeds a sense of the times, which in turn generates freshness in technique, bringing unprecedented insights. It is through these repeated insights that announcers' creative inspiration is stimulated and broadcasting is sublimated. I believe no imitator can achieve the realm of "gathering the world's essence while promoting unique advantages." Only by being "myself, like no one else" can one keep pace with the rapidly evolving media rhythm and be remembered by diverse audiences.

5. Specific Paths for Integration and Enhancement

The four points mentioned above essentially constitute a process of understanding, accumulation, practice, and improvement—in other words, the announcer's self-precipitation and sublimation. Its importance is self-evident; without this precipitation and sublimation, further enhancement cannot be addressed. So how can announcers specifically achieve integration and enhancement of broadcasting skills in the media convergence context? I believe they should persistently focus on the following aspects.

5.1 Focusing on Fundamentals to Strengthen Linguistic Competence

Broadcasting achievements are not accomplished overnight; they require both intuitive sublimation and relentless refinement. A profound and solid foundation constitutes the key to success. Perceptions of basic skills seem somewhat misguided. Some believe that purely natural, technique-free expression brings them closer to life and the masses, taking pride in serving audiences “plain boiled water” daily. But what can audiences taste or appreciate in something devoid of color or flavor? There once was an apple variety called “Weijin,” visually appealing and delightful to behold, yet particularly unpalatable—people refused to buy it. This variety has now been eliminated. Popular varieties today include Hanfu, Golden Delicious, and Red Banana because their delicate flesh offers unique flavors. Similarly, tasteless “plain boiled water” cannot satisfy audiences’ deeper aesthetic needs.

To achieve unity between comprehension and expression, unity between thought/emotion and linguistic technique, and unity between content and stylistic genre—enabling instant adaptation to various broadcasting formats and styles in the media convergence era—one must diligently practice basic skills. Starting from every minute detail, one must enhance understanding and develop talent through ordinary yet persistent study and training. As Nietzsche said, “What geniuses do is merely learn to lay foundations, build, constantly seek raw materials, and constantly ponder processing.” To construct towering buildings, everyone must start from laying the foundation.

5.2 Focusing on Details to Strengthen Emotional Engagement

Emotion represents a psychological response of affirmation or negation to external stimuli. Transforming this psychological response into sound that reaches listeners completes the broadcasting creative process. This conversion from mental activity to linguistic expression undergoes a process of concrete perception; only profound perception enables accurate expression. Expressing emotion through mouth and brain yields only superficial success; creating with heart and life achieves eternal immortality. Announcers should regularly enrich their own emotions, their feelings toward nature, and their sentiments toward surrounding people and events, storing these limited experiences in memory as references and sources for emotional inspiration.

The media convergence era demands varied approaches: sometimes solemn and dignified, sometimes conversational and 娓娓道来的, sometimes righteous and forceful, sometimes gentle as breeze and rain. My experience suggests focusing more on excavating touching content and less on rendering emotional words; allowing more inner 触动 and less self-numbness. Announcers broadcast content, not words; they must convey both sound and emotion, merging personal feelings with the manuscript’s emotional content, using emotion to drive voice and voice to transmit emotion. Emotional expression also requires proper measure and 火候; expression must be spot-on. One must skillfully locate sparks of inspiration and atmospheres suitable for expression, most appropriately and directly dedi-

cating genuine feelings to listeners, releasing inner laughter and tears. “Emotion arising from seeing words” is opposed not only in broadcasting but across artistic fields because audiences detest false sentiment and crave authenticity. Any affected or insincere expression must be abandoned by language artists.

5.3 Focusing on Tone to Strengthen Modulation Control The “tone” referenced here refers not to tonal pitch but to vocal quality—the flavor of broadcasting. Proper quality and rich flavor depend critically on tonal values, stress patterns, and overall tone. Tonal values belong to the scope of Mandarin phonetics. Achieving proper tonal values constitutes a prerequisite for correct vocal quality, and ensuring this requires overcoming dialectal influences—addressing dialects through tonal values represents the best approach. For instance, two-character words generally follow a middle-heavy stress pattern; rendering them as heavy-middle or middle-light, especially when such words continuously appear at sentence endings, creates top-heavy construction and causes declining sentence momentum. The most fundamental elements are often the most easily overlooked.

Tone serves as the foundation for ensuring proper vocal quality. It is the most crucial technique in broadcasting expression and the core means of conveying meaning and emotion. Whether reading, singing, speaking, or broadcasting news, tone determines the outcome. The narrative and reportorial nature of news broadcasting will not change for a considerable time. To make news broadcasts cordial and natural, lively and fluent, vivid yet solemn, accurate and distinct, one must master tone technique. That purely natural, “cool,” and “objective” tone devoid of technique loses the proper flavor and taste of news broadcasting. While maintaining and promoting pure broadcasting tone remains every broadcaster’s duty, the current media convergence era demands distinguishing which vocal style suits which occasion. For example, when I record Douyin case narratives, the strong sense of immersion, suspense-building, and narrative tension are all achieved through technical control of tone states. Using old-fashioned tones would never attract mobile viewers or generate 500 million views! Therefore, keeping pace with the times and innovating represents sensitivity that journalists must constantly maintain.

5.4 Focusing on Training to Strengthen Breath Fluency Currently, discussion and training of breath control in broadcasting remain weak links that many overlook. Little do they realize that breath serves as the body’s energy reserve and the fuel station for emotional eruption; effortless, fluent breath control guarantees longevity in broadcasting artistry. In the media convergence context, a single long-form broadcast may last several or even dozens of minutes. The saying “Youth’s toil benefits lifelong endeavors; waste not a moment’s effort” holds absolutely true. Breath has helped me maintain my post and overcome difficulties even during physical discomfort. Training breath requires skillfully locating emotional excitement points and organically combining this excited psychological state with breath movement, making them interdependent

and mutually supplementary—what’ s known as “Excitement relaxes the ribs, and breath comes naturally without conscious inhalation.”

Many complain of sore throats after broadcasting for one reason only: lack of scientific training. Sustaining language arts work with a natural voice is difficult to maintain long-term. Broadcasting is not natural speech but artistically processed expression. Besides inadequate voice training, poor breath fluency and endurance constitute a major factor causing vocal fatigue.

5.5 Focusing on Sensory Perception to Strengthen Harmonic Vocal Beauty Whether announcers or hosts, as practitioners of language arts, all should emphasize linguistic artistry. Chinese phonetics inherently possess characteristics of graceful harmony, rhythmic sonority, and melodious phonology. As the “art of mouth and ear,” broadcasting should leverage these advantages to showcase the vocal beauty, uniformity, circular beauty, and cadence of our national language. While vocal timbre is innate, mastery comes from training. Undoubtedly, basic skills are paramount. Truly becoming a language artist depends on ability, talent, technique, and foundation. Voice as a tool requires not just usage but mastery; merely learning the basics upon entry is insufficient—refinement and perfection are necessary.

Training articulation and voice achieves proper pronunciation and standardized clarity, thereby attaining vocal beauty and uniformity. Training breath and emotion creates undulating waves and soul-stirring resonance, thereby achieving circular beauty and cadence. When emotion supports breath, breath supports voice, and voice transmits emotion, their combination produces the most beautiful and melodious sound. Practice proves a world of difference exists between training and not training. While training cannot alter one’ s inherent vocal timbre, it can expand vocal range, increase power, adjust vocal flexibility, and deepen breath control—truly adding flowers to brocade. Announcers should cherish their voice’ s expressive power, which differs from ordinary hosting. News, features, communications, stories, and poetry may all appear within a single program. The media convergence era demands creators and performers of language arts; only by focusing on sensory perception can the harmonious vocal beauty of broadcasting artistry be revealed.

Conclusion

“Without experiencing bone-chilling cold, how can one enjoy the fragrance of plum blossoms?” Broadcasting work resembles aged wine—it should become more aromatic with time. Without persistent precipitation, it will certainly leave no deep impression on connoisseurs. Since the 18th Party Congress, the Party Central Committee with Comrade Xi Jinping at its core has attached great importance to radio and television development. As media convergence accelerates, it demonstrates a spirit of promoting tradition while upholding innovation.[3] The primary requirement for a successful announcer is not talent or opportunity but this proactive, unbreakable, continuously transcendent innovative spirit and re-

lentless pursuit of broadcasting technical excellence. Precisely this spirit forges announcers' inner temperament and masterly bearing. It is this willingness to tirelessly polish, carve, inlay, and continuously improve that enables maximum integration and enhancement of broadcasting skills within the constantly evolving media convergence context, ensuring broadcasting artistry remains eternally brilliant and dazzling.

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Note: Figure translations are in progress. See original paper for figures.

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