

Exploring the Techniques and Characteristics of Radio Broadcasting and Hosting in the New Media Era: Postprint

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Abstract

In the context of new media, people are no longer confined to obtaining required information solely from traditional media, which has significantly impacted the radio broadcasting industry. This necessitates that radio broadcasting practitioners adopt practical measures to enrich their professional knowledge and enhance their professional skills to confront various challenges. Grounded in current realities and situated within the broader context of new media, this paper provides an in-depth analysis of the techniques, characteristics, and features of radio broadcast hosting, and explores specific pathways for new media technology to advance radio broadcast hosting, aiming to provide valuable insights and references for research in this field.

Full Text

Exploration of Techniques and Characteristics of Radio Broadcasting and Hosting from the Perspective of New Media

Abstract: In the era of new media, people are no longer limited to obtaining information from traditional media alone, which has significantly impacted the radio broadcasting industry. Radio professionals must take concrete measures to enrich their professional knowledge and strengthen their skills to address these challenges. Based on current realities and against the backdrop of new media, this paper provides an in-depth analysis of the various techniques and characteristics of radio broadcasting and hosting, and explores specific pathways for new media technologies to advance radio broadcasting and hosting practices. It is hoped that this research will provide useful insights and references for scholars in this field.

Keywords: new media; radio broadcasting; broadcasting host; techniques; characteristics

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Radio broadcasting represents an important component of the broader media industry and constitutes a relatively traditional yet common form of media communication. For the radio broadcasting industry to maintain its position and advantages in today's fierce media competition, it must better adapt to and meet the daily needs of its audience. Since radio hosts can only present their voices to listeners during broadcasts, they must employ practical and innovative broadcasting techniques to effectively convey ideas and emotions. Under the influence of the new media environment, radio hosts must not only master broadcasting techniques and characteristics but also use their voices in reasonable and novel ways to enhance the appeal, attraction, and infectiousness of reported events, thereby resonating with listeners and capturing their attention. In general, radio hosts need to continuously improve their broadcasting skills and enhance their professional level in accordance with the laws and features of the times. This paper examines the fundamental characteristics and main techniques of radio broadcasting and hosting.

1. Characteristics of Radio Broadcasting and Hosting in the New Media Era

New media has introduced novel features to the entire communication landscape, which in turn has endowed radio broadcasting and hosting with many new characteristics under the new media perspective. Only by comprehensively, clearly, and deeply understanding these features can radio broadcasting and hosting develop in a more scientific and standardized direction.

(1) Era Characteristics. Among the various new features presented by radio broadcasting in the new media era, the most typical is its era characteristic. This is primarily because, against the backdrop of rapid new media development, audiences have strong selectivity regarding broadcasting programs. If a program fails to reflect contemporary characteristics, it will struggle to keep pace with the times. For instance, hosts of livelihood-focused programs must embody natural, approachable, and accessible contemporary qualities, while hosts of issue-oriented programs need to demonstrate passionate and dynamic era characteristics; otherwise, they will fail to attract listeners.

(2) Aesthetic Characteristics. In the new media era, audiences increasingly value the aesthetic qualities of radio broadcasting and hosting. During program listening, whether the host's language achieves natural, social, and artistic beauty directly affects listeners' interest and psychology. Therefore, radio hosts

must actively adapt to the new media context, strengthen their own aesthetic features, and skillfully analyze and research the basic needs of different audiences. By creatively integrating aesthetic conception, they can fully embody the fundamental concept of “splendor as supplement, substance as foundation,” thereby enhancing the competitiveness and appeal of broadcasting programs.

(3) Openness Characteristics. New media possesses strong openness, requiring hosts to develop unique hosting styles that strengthen their competitiveness against similar programs. In particular, they must focus on listeners as the starting point and actively promote the transformation toward the “three integrations” of broadcasting (speaking, listening, and broadcasting) to advance the relationship between program hosts and audiences.

2. Analysis of Main Techniques for Radio Broadcasting and Hosting in the New Media Era

2.1 Integrating Rich Emotions into Broadcasting

Radio has the power to penetrate human souls, enabling ideological and spiritual exchanges and collisions between people through communication. In this process, the broadcaster serves as a connecting “bridge” for deep integration between listeners and radio programs. Listeners can understand the format, basic 流程, and specific content of radio programs through the broadcaster’s narration and description. Therefore, if broadcasters can integrate rich emotions into programs according to actual needs during live broadcasting, they can effectively narrow the distance between programs and listeners, eliminate disconnects, and increase audience affection and satisfaction for the entire program. Broadcasters should ideally participate in the collection and organization of program content, gaining advance understanding of the basic content to purposefully increase their emotional investment in this aspect. During actual broadcasting, this enables them to present the most direct, authentic, and smooth emotional expression to listeners rather than fabricating emotional content. Additionally, this approach can guide listeners to voluntarily integrate into the artistic conception created by the program.

2.2 Broadcasters Should Understand and Appreciate Life

Since radio broadcasting lacks visual elements, language and voice become the fundamental conditions for information transmission. If a broadcaster’s language expression lacks vitality, appears pale and powerless, and shows no fluctuations during broadcasting, it will be difficult to meet audiences’ diversified audio-visual requirements. The excellence of broadcasting work primarily depends on whether it can capture listeners’ inner thoughts, emotions, and genuine perceptions. Therefore, during hosting, broadcasters should use more language with appeal, affinity, and penetration to better mobilize listeners and stimulate resonance. Moreover, broadcasters must grasp the basic framework of socialist cultural development and actively promote correct and noble values and out-

looks on life to the public. Simultaneously, broadcasters need to be adept at appreciating life and comprehending its true meaning. Only by experiencing the warmth and coldness of daily life can they better understand the meaning of life and more genuinely perceive listeners' real thoughts and inner worlds.

2.3 Broadcasters Must Regulate Their Rhythm and Speech Rate

During broadcasting, hosts must not only possess pleasant and elegant vocal qualities but also pay attention to speech rate with appropriate variations in intensity and tempo. Human attention cannot easily be maintained at a high concentration level for extended periods. Therefore, during broadcasting, hosts need to use variations in pitch and tone to capture listeners' attention and mobilize their participation and enthusiasm. Additionally, broadcasters must skillfully grasp the core and key points of content, emphasizing important parts when reporting event climaxes to help listeners more accurately identify crucial information and actively receive it.

2.4 Broadcasters Should Have Rich Work Experience and Extensive Social Knowledge

During broadcasting and hosting, radio hosts must consistently maintain: first, smoothness and fluency in broadcasting language; second, orderliness, coherence, and integrity in content. Initially, when hosting programs, broadcasters need to purposefully and systematically expand, enrich, and develop broadcasting content according to different topics. If broadcasters possess extensive social knowledge, they can better ensure multi-angle elaboration on topics, thereby avoiding dullness and monotony in content and preventing listeners from experiencing repetitive, verbose, and uninteresting feelings, thus maximizing broadcasting quality and efficiency. Secondly, the most undesirable situation during live broadcasting is content interruption. To avoid this, broadcasters must fully utilize their previous work experience and professional knowledge to adapt to circumstances, minimizing various serious consequences caused by such situations. Experienced broadcasters can purposefully expand on topics according to actual conditions and needs, fully leveraging their capabilities to complete broadcasting tasks smoothly and with high quality. Furthermore, broadcasters' language expression should not be overly colloquial or one-sided; they must employ various methods to enhance the rigor of broadcasting work and strengthen the authenticity and credibility of content.

2.5 Broadcasters Should Leverage Their Excellent Vocal Qualities

In radio broadcasting, high-quality and unique vocal qualities can establish significant advantages for hosts. Only by maximizing their superior vocal qualities according to broadcasting needs can hosts enrich their program content, making it more distinctive, flavorful, and attractive to audiences. In this way, they can successfully create unique broadcasting programs that align with listener preferences.

erences, ultimately achieving the goal of increasing audience size and satisfying their listening tastes.

3. Analysis of Fundamental Characteristics of Radio Broadcasting and Hosting

Radio stations rely on hosts' voices to transmit information to listeners, which imposes stricter requirements on hosts' personal capabilities. Under the current new media perspective, the broadcasting industry faces increasingly greater challenges. Therefore, how to seize opportunities amidst these challenges is an urgent problem that the radio industry must solve. Fundamentally, the characteristics of radio broadcasting and hosting mainly include the following aspects:

(1) Timeliness of Broadcasting Content. In the new media era, both information transmission speed and reception speed have significantly improved. Against this backdrop, the broadcasting industry must take concrete measures to enhance the timeliness of broadcasting content; only in this way can it keep pace with social development. Broadcasting program content should focus on recently occurred major events or topics with high public attention, as this can better stimulate listener interest, inspire their enthusiasm, and satisfy their curiosity.

(2) Authenticity of Broadcasting Events. For radio broadcasting, ensuring content authenticity represents a fundamental principle. Only by guaranteeing content authenticity can broadcasting better serve the people and protect their right to know. Therefore, before broadcasting content, radio stations must conduct multi-level, in-depth verification and review, ensuring that content does not contain false, one-sided information or the broadcaster's personal emotions. Additionally, program viewpoints must withstand social scrutiny and questioning.

(3) Conciseness of Broadcasting Content. Broadcasters should skillfully use their experience and professional knowledge to simplify and summarize various content elements of broadcasting events. During broadcasting, they should achieve a form that is "dispersed in form but concentrated in spirit," avoiding being long-winded. When summarizing event processes, they should also effectively highlight the topicality of events, which helps enhance the authenticity and value of broadcasting content.

(4) Uniqueness of Broadcasting Content. Against the new media backdrop, information dissemination platforms continue to proliferate, allowing people to access social information through various channels and methods. Consequently, radio broadcasting often finds itself at a disadvantage in competition. Therefore, to compete effectively, radio broadcasting must blaze new trails by securing more exclusive and novel news stories with certain appeal, which constitutes an important guarantee for the future development of radio broadcasting.

(5) Affinity of Broadcasters. Broadcasters must possess good affinity, treat-

ing listeners as confidants during hosting while expressing their genuine emotions, allowing their warm and passionate voices to integrate into programs and reach listeners' hearts. Therefore, broadcasters need to use tone control to better express their emotions and thoughts about programs, making listeners feel that the broadcaster is a friend they can meet daily and truly connect with, rather than a dull, emotionless playback machine.

(6) Innovation in Broadcasting Content and Methods. Only by maintaining an innovative posture can one avoid being eliminated by society. Broadcasters must not only actively learn new knowledge but also draw on beneficial experiences from other industry professionals, combining acquired knowledge with their own practical experience to enrich program content and diversify broadcasting methods.

4. Promoting the Transformation and Development of Radio Broadcasting and Hosting Through New Media Technology

4.1 Optimizing Radio Broadcasting Content Through New Media Technology

In the transformation and development of the radio broadcasting and hosting industry, content products remain the cornerstone for retaining listeners. Particularly when user preferences, attention, and focus are easily attracted and divided by other media, presenting high-quality, novel, and comprehensive broadcasting content to listeners becomes especially important and necessary. For instance, radio stations can develop distinctive local programs by leveraging regional characteristics and inherent advantages, using their geographical attributes as a foundation to enhance credibility and influence. Specifically, when producing livelihood-related news content, broadcasters can develop specific content based on local livelihood conditions, using various content editing and voice optimization software to present novel and creative content to listeners, thereby strengthening audience appeal. Additionally, they can promote continuous innovation in service and content production models through user-generated content and strengthen communication and interaction with listeners via telephone and WeChat platforms to make presented content more relevant to listeners' actual situations.

4.2 Promoting Technical Upgrades in Radio Broadcasting Through New Media Technology

Radio broadcasting has already adopted many new technologies in both service provision and content presentation, but continuous improvement and optimization are still needed in the application of new media technology. Therefore, radio stations must continue integrating with new media technology based on their actual conditions to achieve better upgrades and transformations. First, in broadcasting and transmitting digital news information, they need to optimize

digital broadcast control systems, such as the comprehensive construction of audio satellite 转播车 systems. Second, they should develop integrated network platform construction around management, operation, and production links to promote the high-quality and sustainable expansion of radio broadcasting work. Against this backdrop, especially with the continuous advancement of new media technology, radio broadcasting and hosting work can be better supported, facilitating the innovation of novel hosting methods.

4.3 Actively Developing Mobile Platforms Using New Media Transmission Technology

Radio stations can develop business using smart terminals, such as utilizing new media transmission technology to develop and utilize mobile platforms. Mobile platforms offer obvious advantages, being portable and allowing users to listen to news information anytime according to their needs. New media transmission technology plays a crucial role in this process, such as DASH and other technologies. In terms of applied transmission technology, for example, Tile-based transmission at the backend not only helps reduce transmission workload but also strengthens signal quality, thereby providing listeners with higher-quality information experiences. Currently, developing and utilizing mobile platforms has become a major trend for enhancing the external competitiveness and dissemination power of radio broadcasting and hosting programs. Therefore, to better optimize broadcasting program content and novelty, mobile platform technology must be leveraged to promote high-quality, real-time program broadcasting and improve fluency, interest, and novelty.

In summary, doing a good job in broadcasting and hosting contributes to the prosperity and development of the entire radio industry. The industry faces problems at various levels with varying depths. At the micro level, broadcasting and hosting affects the sustainable development of the broadcasting enterprise, while at the macro level, it directly impacts overall socio-economic development. Therefore, in the new media era, broadcasters must continuously strengthen their innovation capabilities and levels according to the constantly changing social situation, integrating various novel and practical broadcasting techniques into their work to better promote the development of broadcasting practices.

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

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