

---

AI translation · View original & related papers at  
[chinaxiv.org/items/chinaxiv-202310.01333](https://chinaxiv.org/items/chinaxiv-202310.01333)

---

## Integration and Innovation of Television Broadcasting and Hosting Work in the All-Media Era (Postprint)

**Authors:** Liu Ru

**Date:** 2023-10-08T00:00:00+00:00

### Abstract

Currently, as China's economy continues to grow, we have entered the all-media era. In this era, people's lives, work, and learning have undergone tremendous transformations. Various industries not only face development opportunities but also encounter diverse challenges in the all-media context, and the television broadcasting and hosting industry is no exception. To achieve long-term development in the all-media era, television broadcasting and hosting must optimize and refine its work concepts and methodologies, adapt to the requirements of the all-media era, and attract the attention and curiosity of the general public to enhance its influence, thereby ensuring its sustainable development. Therefore, this paper will analyze the theme of integration and innovation in television broadcasting and hosting work in the all-media era and propose feasible strategies to facilitate such integration and innovation.

### Full Text

#### Abstract

As China's economy continues to develop, we have entered the all-media era, which has fundamentally transformed how people live, work, and learn. While various industries face both opportunities and challenges in this new landscape, television broadcasting and hosting is no exception. To achieve long-term development in the all-media era, television broadcasting and hosting must optimize and refine its work concepts and methods to meet the demands of the times, capture public attention and curiosity, and enhance its influence. This paper analyzes the integration and innovation of television broadcasting and hosting work in the all-media era and proposes feasible strategies to promote these processes.

**Keywords:** all-media era; television broadcasting and hosting work; integration and innovation

---

## 1. Characteristics of Television Broadcasting and Hosting in the All-Media Era

In the all-media era, the channels for mass communication have become more extensive, enabling people to disseminate information through mobile phones, magazines, radio, television, and the internet. Compared with traditional media, new media offers greater diversity in information transmission, incorporating not only text but also images, videos, and music. Content has similarly diversified, covering lifestyle, finance, entertainment, and other domains, reflecting the varied nature of information dissemination today. Whether through mobile phones, computers, or tablets, audiences can obtain information instantly, free from temporal and spatial constraints, with rapid access to news events nationwide. Thus, timeliness represents a key characteristic of information dissemination in the all-media era. Furthermore, audiences can follow news anchors based on personal interest, enabling targeted information delivery that satisfies individualized needs.

Television broadcasting and hosting in this environment has also become more diverse, as it can effectively integrate with various program formats to enhance professionalism and modernity. For instance, when hosting news programs, anchors can connect more directly with the content, transforming traditional presentation styles to help audiences gain comprehensive understanding of reports and achieve effective communication with viewers, thereby fostering innovative program development. However, the all-media era has also witnessed a significant shift in media discourse power. As one of the media forms most closely connected with the public, television broadcasting previously granted anchors considerable authority. Today, this authority has gradually diminished as audiences have become integrated into the online news environment. In this context, everyone can become a news disseminator, receiver, and commentator, and the “fragmented” short-form news format has gained popularity for its strong influence and transmission capacity. These developments have substantially reduced the discourse power of television anchors, underscoring the urgent need for integration and innovation to enhance competitiveness and expand development space.

## 2. Current Development Status of Television Broadcasting and Hosting

While television broadcasting and hosting enjoys broader development opportunities in the all-media era, various problems remain to be addressed. The primary challenge involves audience fragmentation. With increasingly numerous platforms and channels for accessing information, television news no longer

monopolizes the market, significantly reducing audience attention and interest in television news broadcasting and hosting. This stems mainly from the failure of television broadcasting and hosting to adapt to social development and enhance its innovative capacity. Traditional formats remain rigid and fixed, with many news programs maintaining outdated hosting styles characterized by stiff, unappealing language and a lack of host personality, ultimately failing to attract audiences. Consequently, television anchors must develop distinctive personal styles to capture audience attention, moving beyond uniform, personality-deficient approaches to create broader market appeal.

### **3. Key Changes in the Television Broadcasting and Hosting Industry**

Against the backdrop of societal development and the emergence of the all-media era, new media has become mainstream, characterized by interconnectivity, efficiency, and integration—qualities that promote the long-term development and quality improvement of radio and television programs. This environment has introduced new requirements for anchor professionalism, demanding capabilities in information collection and screening, investigation, and feedback regulation as anchors face the converged media environment directly and transparently. Three major changes have emerged in the industry:

First, the democratization of television broadcasting and hosting. With continuous social development and the proliferation of platforms such as Weibo, Douyin, and Kuaishou, which have extensive user bases, the barrier to entry for broadcasting and hosting has significantly lowered. Anyone can livestream through these platforms and attract netizens with personal styles, transforming the profession into a civilian occupation.

Second, enhanced interactivity. With the development of internet technology and its widespread application across social domains, television programs require extensive cooperation and communication with audiences for successful production. This has impacted the role of anchors, presenting new challenges that demand strong adaptability, regulation capabilities, and information restructuring skills to engage in broad interaction with audiences.

Third, the diversification of public taste. Audiences now access diverse information through various media programs, no longer passively receiving mass-market television broadcasting content but instead actively selecting personalized audiovisual content aligned with their preferences.

## **4. Strategies for Integration and Innovation**

### **4.1 Meeting the Diverse Needs of the Public**

In the all-media era, television broadcasting and hosting must comprehensively consider and satisfy audience preferences and personalized needs to capture curiosity and attention. Since the primary audience comprises the general public,

program managers should not only hire professional staff to enhance program quality and rationality but also extensively collect public demands and suggestions. Management can solicit assistance online, gathering audience feedback through networks, then comprehensively evaluate and integrate targeted suggestions into program production to enhance popularity.

#### **4.2 Enhancing Linguistic Affinity in Television Broadcasting and Hosting**

In the all-media era, anchors must improve their professional skills and comprehensive qualities. Against the backdrop of emerging technologies, internet slang has proliferated in daily life due to its 趣味性 (interesting) and concise nature, with terms like “newbie,” “lurker,” and “OP” becoming widely circulated. Appropriately incorporating such internet language into television broadcasting and hosting can enhance linguistic artistry. However, anchors must not merely pursue fashion or cater to audiences at the expense of theoretical rigor; instead, they should adopt positive internet slang to disseminate constructive energy. Simultaneously, anchors must cultivate proper professional awareness and enhance personal affinity. In daily life, audiences may develop preferences for programs simply through listening to a host’s voice, demonstrating how anchor affinity promotes program dissemination by bridging the distance with audiences, attracting more followers, and significantly improving ratings. Therefore, anchors should focus on adding compelling elements to programs, developing personalization, and fully leveraging new technologies to present in-depth, objective, and warm television reporting, thereby achieving integration and innovation in the all-media era.

#### **4.3 Scientifically Controlling Broadcasting Rhythm**

Whether a television program can capture and sustain audience attention depends not only on anchors’ professional skills or adoption of new media technologies but also on their ability to control broadcasting rhythm. Only through reasonable rhythm control can anchors attract audience attention and curiosity, generating sustained viewing desire and sensory stimulation. This requires experienced hosts to accumulate and comprehend performance techniques during practice, forming expressive hosting skills. After mastering these techniques, hosts should utilize personal characteristics and vocal modulation to control rhythm, avoiding program gaps that might bore audiences and ensuring sustained interest while preventing negative reactions such as boredom or aversion. Additionally, hosts must accurately grasp emotional program changes, using personal emotions at key moments to foster resonance with audiences and maximize program impact. While news anchors do not require artistic performance forms, they should still modulate expression to provide appropriate emotional rendering of social phenomena and national policies.

To enhance anchor professionalism in the converged media environment, management should focus on three aspects:

First, strengthen anchor training to improve professional skills and comprehensive qualities. Anchors must cultivate lifelong learning awareness, understanding that practical experience drives growth and skill enhancement. This requires maintaining a learning mindset across multiple dimensions: editing and communication, history and current affairs, audience experience, and emotional regulation. Additionally, qualified anchors must develop autonomous learning habits, cultivating adaptability, regulation ability, communication skills, and linguistic expression through daily practice and study.

Second, promote interactive integration. In the converged media environment centered on audiences—where every citizen has the right to become an anchor—professional anchors must maintain authority and value by integrating into current streaming media and enhancing comprehensive qualities. This requires anchors to immerse themselves in various information media and social stages, interacting extensively with audiences and actively participating in real-time information databases and editing-broadcasting processes to significantly improve media literacy and expand development space in the converged media environment.

Third, actively establish self-brand awareness. In the converged media era, the proliferation of media platforms has made anchor information transparent, enabling comprehensive public access. Audience evaluations have become more complex and critical, directly affecting anchor brand value. Therefore, anchors must leverage professional competence to build excellent personal brands, emphasize the dissemination effect of self-media in work and life to enhance influence, achieve comprehensive development, and closely monitor audience feedback. When weaknesses emerge, timely adjustments should be made to achieve distinctive development, creating personalized brands and fundamentally enhancing comprehensive anchor quality to cultivate more outstanding television broadcasting professionals for China.

## Conclusion

In the all-media era, television broadcasting and hosting enjoys broader development space. However, due to extensive communication channels and insufficient innovation, audience fragmentation has emerged, significantly reducing attention and ratings and hindering integration and innovation. Management must recognize these challenges and implement strategies to maximize satisfaction of audience personalized needs, enhance linguistic affinity, and effectively control broadcasting rhythm, thereby improving anchor professionalism and comprehensive quality to promote long-term industry development.

## References

- [1] Yang Lili, Gao Fei. How to Improve Language Expressiveness in Radio and Television Broadcasting and Hosting[J]. West China Broadcasting & TV, 2017(3).

[2] Chen Dong. How to Master Skills in Television News Broadcasting and Hosting[J]. Technology and Economic Guide, 2017(21).

[3] Zhu Lei. Analysis of the Role of Affinity in Broadcasting and Hosting[J]. Technology and Economic Guide, 2017(21).

[4] Wang Huan. Innovation in Broadcasting and Hosting Education in the Internet Era[J]. News Enthusiast, 2017(10): 11.

[5] Yan Weichuan. Discussion on Role Positioning of Traditional Media in the New Media Environment[J]. News World (Second Half Monthly), 2018(6): 13.

(Author' s Affiliation: Zhangjiakou Radio and Television Station)

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

*Source: ChinaXiv –Machine translation. Verify with original.*