
AI translation · View original & related papers at
chinaxiv.org/items/chinaxiv-202310.01358

Postprint: The Development Research Trajectory of Broadcasting and Hosting Under Media Environment Transformation

Authors: Jiang Shixin

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

Abstract

Broadcasting and Hosting, as a major, constitutes a crucial component of journalism and communication, holding a core position. In the contemporary era, environmental transformations have precipitated corresponding changes in the media landscape. With the increasing diversification of news program formats, Broadcasting and Hosting demands elevated professional standards. As the market and discipline continue to evolve, higher education institutions are undergoing continuous reforms in their talent cultivation approaches. Within this new environment, an overview is required regarding how media can develop effectively to secure broader development prospects for relevant practitioners. This paper analyzes the issue from multiple perspectives and proposes corresponding feasible measures for talent cultivation, thereby advancing the continuous progress of Broadcasting and Hosting amid epochal transformations.

Full Text

Preamble

Abstract: Broadcasting and hosting constitute a crucial component of journalism and communication, holding a central position in the field. Today's environmental transformations have precipitated significant changes in the media landscape. As news programs become increasingly diverse, broadcasting and hosting face elevated professional standards. With continuous market upgrades and professional evolution, universities are actively reforming their talent cultivation approaches. This paper provides an overview of how media can develop effectively in this new environment to create broader prospects for practitioners. Through multi-angle analysis, the study proposes feasible measures for talent cultivation to continuously advance broadcasting and hosting amid ongoing transformations.

Keywords: media ecology; broadcasting and hosting; development status; coping strategies

CLC Number: G632

Document Code: A

Article ID: 1671-0134(2019)10-095-03

DOI: 10.19483/j.cnki.11-4653/n.2019.10.029

Author: Jiang Shixin

Media Education • Media Industry

Introduction

In China, the broadcasting and hosting industry developed relatively late. With gradual economic growth, a traditional media environment formed, primarily comprising newspapers, magazines, and radio as communication channels. News information was effectively disseminated through sound, and in an era of imbalanced educational resources, journalism and communication seemed to gain new vitality, attracting many young people to study broadcasting and pursue careers as announcers. Subsequently, the emergence of television brought a qualitative leap to the industry's development. Various media outlets sprang up like bamboo shoots after rain, laying the foundation for industry growth. However, today's news communication environment is not optimistic: traditional media are declining, while new media have not yet fully formed or secured bright prospects. Moreover, broadcasting and hosting education has become disconnected from social needs. Increasingly professional teams require ever-smaller market spaces, leading to talent unemployment. Therefore, exploring the development of this industry is imperative.

1. Characteristics of Media Environment Transformation

1.1 Diversified Organizational Types

State-constructed news communication platforms serve as the central pillar of China's media system, primarily functioning to propagate mainstream ideology and represent national will. However, with the continuous popularization and widespread adoption of internet and mobile network technologies, an increasing number of private enterprises have turned their attention to the emerging media market, investing capital and actively building infrastructure. Today, private enterprises control most resources in the online audio-visual market, driving greater diversification in the industry. Their participation has provided the public with broader entertainment options and multiple channels for accessing information, thereby diversifying knowledge acquisition methods. People can now obtain news information through numerous approaches, satisfying various needs.

1.2 Media Environment Transcending Time and Space

New media employ digital transmission methods. This novel communication approach has diversified media content. Additionally, media devices have shifted toward mobile phones and terminals, which enjoy widespread usage and enhance news transmission timeliness. Traditional media have not lost their advantage—they can transcend time and space, breaking temporal and spatial barriers to information dissemination and enabling cross-temporal communication. Furthermore, the proliferation of equipment in news and media production facilitates real-time information transmission, free from temporal and spatial constraints.

1.3 Audience Groups Becoming Universal and Younger

Today, Chinese youth increasingly prefer using mobile phones to handle various affairs. The internet has opened doors across industries, effectively connecting different sectors, which optimizes social consumption and enhances national image. Under the influence of media technology, the sharing economy and culture have developed effectively. With new media's widespread application, people's life rhythms accelerate and living standards continuously improve. Every industry develops in an orderly fashion, and participants in the information communication environment multiply.

1.4 Emergence of Customized Services

As the media environment continuously transforms, social and media development is based on interactivity. Essentially, new media possess a novel function that traditional media lack—bidirectional interactivity. This functionality has prompted the emergence of customized media services, enabling mainstream media to obtain superior service. Additionally, it can reduce unnecessary time spent searching for information based on user choices, thereby improving work efficiency.

2. Impact of Media Transformation on Broadcasting and Hosting

Changes in communication media trigger a series of transformations in broadcasting and hosting-related industries. In the new era, information spreads faster and more extensively. This paper summarizes the impacts of these changes on broadcasting and hosting as follows:

2.1 Impact on Broadcasting and Hosting Professionals

China has numerous broadcasting and hosting professionals trained under rigorous, standardized systems. Consequently, they share similar professional qualities and follow general principles in program production. Under contemporary demands, these personnel require both editorial skills and solid foundational abilities, mastering substantial professional knowledge to handle programs flexibly

and respond effectively to various issues. In the new media environment, practitioners need greater individuality, developing unique personal styles through personalized hosting while breaking free from various constraints. Moreover, internet-based programs require interaction and communication, demanding strong communication skills from relevant personnel. Only through flexible, personalized approaches can program effects be optimized.

2.3 Impact on Related Industries

An industry's development relies on talent, necessitating relevant personnel cultivation. Universities and talent institutions must adopt targeted approaches, providing personalized training based on individual characteristics. In the new media environment, this promotes modernization of teaching environments, optimization of teaching quality, and enhancement of learning efficiency. Additionally, effective cooperation with media institutions invigorates teaching, building a platform for industry-academia-research integration that facilitates the creation of more professional teams. Strengthening pilot programs for academic qualifications will cultivate more high-quality talent, providing greater possibilities for development.

3. Current State of Training Models in Universities and Society

For the broadcasting and hosting industry, talent cultivation requires special attention. China's universities and society exhibit the following characteristics in their training models:

3.1 Unsystematic and Incomplete Discipline Setup

The rapid development of new media has caused the education sector to lag behind. Consequently, many professions face similar issues, but broadcasting and hosting has stronger ties to society. In China, broadcasting and hosting programs started late and lack systematic development frameworks. No scientific, professional, or systematic textbooks on new media theory systems exist domestically for student use. Many schools continue using traditional education models, with educational resources that are neither balanced nor unified, and lack high-level, high-quality teaching faculties. Consequently, students cannot grasp the education system from the forefront or effectively research relevant professional knowledge.

3.2 Inaccurate Professional Positioning

Many teachers in this field recognize that the profession currently lacks clear positioning. The discipline comprises three important components: art, language, and journalism. However, many graduates' diplomas do not correspond to their studies. Many students receive literature degrees upon graduation, though the

field now belongs to arts studies. Consequently, students with literature degrees struggle to obtain equivalent employment based on their credentials. Society's unclear understanding of the profession's positioning creates numerous obstacles for graduates seeking employment.

3.3 Shallow Integration with Social Environment

Broadcasting and hosting are highly practical, requiring the integration of theoretical learning with practice to play an active social role. However, broadcasting and hosting are not equivalent to arts studies—they require effective connection with society. Moreover, China's industry and professional development lack systematic, professional equipment, preventing graduates from acquiring sufficient social skills. Today's education and society are disconnected, and the outdated cultivation model represents a primary reason why many students cannot stand out in employment.

4. Development Exploration for Broadcasting and Hosting in the Current Environment

In today's society, comprehensive quality and all-around development are actively advocated. Therefore, broadcasting and hosting personnel must continuously develop alongside societal progress. They should enhance their information acquisition capabilities and cultivate agile thinking. Beyond improving professional knowledge, they must constantly exercise psychological qualities to independently solve problems when emergencies arise. Furthermore, as globalization deepens, personnel in this field require global awareness, considering the psychology of broader audiences, optimizing contradictions from a macro perspective, and expanding communication scope and effectiveness.

An individual's connotation is manifested through cultural literacy, which is reflected not only in speech but also in posture and external image. Chinese culture is profound and time-honored, emphasizing modesty and steadiness in conduct. Consequently, as broadcasting hosts, they must pay attention to their speech and behavior, demonstrating cultural literacy through details. Such cultivation is not achieved overnight but requires continuous improvement in daily life and attention to detail. Only when personal charisma is enhanced can program influence be elevated.

Media technology innovation drives media environment transformation—a necessary stage in social media industry development. How to control the challenges and opportunities brought by media environment changes to provide more opportunities for industry development requires deep consideration from practitioners. Today's social culture is diverse and fragmented. Changes in media ecology play a pivotal role in information communication processes and forms. Talent cultivation for broadcasting and hosting represents a key task for practitioners in the new media environment and a direction for educational institutions to strengthen. How to connect theory with social reality, culti-

vate specialized talent for society, advocate comprehensive quality development, emphasize integration with social production environments, and strengthen personal cultural literacy cultivation to better adapt to social development needs requires joint efforts from all stakeholders.

References

- [1] Lu Jingchao. Broadcasting and Hosting Art [M]. Beijing: Communication University of China Press,
- [2] Han Jinye. Research on the Current Demand for Broadcasting and Hosting Professionals [D]. Harbin Normal University, 2013.
- [3] Zhao Xin. Discussion on the Transformation and Upgrading of Radio and Television Broadcasting Hosts in the All-Media Era [J]. *West China Broadcasting TV*, 2016(22).
- [4] Liu Pai. Analysis of Affinity Application in Broadcasting and Hosting [J]. *Communication Power Research*, 2019(21).
- [5] Yang Jin. Broadcasting, Hosting and Professional Talent Cultivation [J]. *West China Broadcasting TV*, 2019(14).
- [6] Zhang Lili. Reflections on the Characteristics and Skills of Broadcasting and Hosting from a Media Perspective [J]. *West China Broadcasting TV*, 2019(14).
- [7] Tian Sha. Exploration of Affinity Application in Broadcasting and Hosting [J]. *Media Forum*, 2019(17).
- [8] Xie Zhenghua. Exploring the Guiding Role of Performance Foundations in Broadcasting and Hosting Learning [J]. *Communication Power Research*, 2019(23).
- [9] Zhang Mengjiao. Discussion on Language Standardization in Broadcasting and Hosting [J]. *Popular Literature and Art*, 2019(1).
- [10] Yang Liuyingzi. Discussion on Innovative Teaching Models for Broadcasting and Hosting in Universities Under the New Media Background [J]. *West China Broadcasting TV*, 2018(22).
- [11] Zhang Zhengfa. New Approaches for Broadcasting and Hosting Disciplines: Concepts, Positioning, Structure [J]. *Modern Communication (Journal of Communication University of China)*, 2018(11).
- [12] Wang Yang. Practical Exploration of the Artistic Charm of Broadcasting and Hosting [J]. *West China Broadcasting TV*, 2018(21).

(Author' s Affiliation: Rong Media Center of Da' an City, Jilin Province)

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

Source: ChinaXiv –Machine translation. Verify with original.