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Development of Creative Forms in Television News Broadcasting and Hosting in the New Media Era (Postprint)

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Abstract

As the era advances and society progresses, information technology and multimedia are experiencing robust growth. Against this social backdrop, traditional television news broadcasting continually assimilates new media technologies based on traditional broadcasting techniques and seeks rapid integration with them. Television news broadcasting and hosting not only inherits the merits of traditional broadcasting and hosting but also incorporates new media technologies, thus realizing the objective of fostering development through innovation, laying a foundation for the healthy and sustainable development of the future television news broadcasting industry, and ensuring a more prosperous future for the television news broadcasting and hosting profession. To this end, this article provides a detailed exposition of the evolution of creative paradigms in television news broadcasting and hosting in the new media era, with the aim of offering valuable reference and guidance for the news broadcasting and hosting industry.

Full Text

Title: The Development of Creative Forms of TV News Broadcasting and Hosting in the New Media Era

Abstract

As society progresses and information technology and multimedia develop vigorously, traditional TV news broadcasting must continuously learn from and integrate with new media technologies. By learning from the strengths of traditional broadcasting while applying new media technologies, the industry can promote development through transformation, laying a foundation for the healthy and

sustainable development of TV news broadcasting. This article discusses in detail the development of creative forms of TV news broadcasting and hosting in the new media era, aiming to provide reference for the industry.

Keywords: new media era; TV news; broadcasting and hosting; creative forms; development

Introduction

Before the internet became widely pervasive, news broadcasting in China mainly consisted of studio-based oral commentary and reporting, or on-camera reporting from news scenes. However, with China's rapid technological development and the vigorous growth of new media and network technologies, the ways people access information have changed, profoundly impacting traditional news broadcasting methods. Therefore, to align with the times, TV news broadcasting and hosting must undertake appropriate reforms and innovations in broadcasting channels, creative forms, and content to meet the diversified needs of audiences. In this environment, a detailed analysis and explanation of the creative forms of TV news broadcasting and hosting in the new media era is essential.

1.1 Immediacy

As a representative of traditional media, television's news dissemination speed is relatively slow compared to new media, which to some extent affects the utilization rate of information resources. Therefore, in the new media era, news dissemination must emphasize authenticity and timeliness, using effective combinations of images and sound to create immersive experiences for audiences. Meanwhile, TV news scripts are generally determined through connections between editors and reporters, then reviewed and broadcast by hosts. While this approach prevents information distortion, it still lags behind new media in terms of broadcasting speed. In the new media context, TV news creative forms face innovation and reform. When reporting major news events, hosts need to actively invite experts as guests or conduct live connections to deeply analyze event trends, connotations, and backgrounds, and should use on-site interviews and broadcasting to interview event participants as much as possible. For example, in the Tianjin chemical explosion incident, new media technology enabled timely live broadcasting, particularly through video connections with rescue police cars, ambulances, and injured individuals, which directly presented information to the public. This fully demonstrated the accuracy, timeliness, and on-site presence of news broadcasting, improved communication efficiency and speed, delivered authentic and intuitive news information to audiences, and made them feel respected. Through new media, effective connection and interaction between hosts, on-site reporters, information, and audiences can be achieved, enhancing the affinity and timeliness of news dissemination and ultimately realizing news sharing and synchronization.

1.2 Broadness

In the past, TV news broadcasting scenes mainly consisted of hosts, commentators, and guests. However, under new media, this rigid news scene has expanded in both hierarchy and space, using network technology to efficiently gather audiences of different identities and information of different levels, effectively breaking through time and space constraints, and presenting authentic and complete news information to audiences through visual impact, sound, attitude, and thought. In the new media news field, hosts shoulder the role of information transmission while also conveying mainstream values and viewpoints to audiences.

First, the new media environment highlights the importance of the studio, and against the backdrop of interactive studio development, news broadcasting has entered a new stage. Currently, interactive studios are widely used by local TV stations and satellite TV channels in China with excellent results. The application and promotion of this model have provided a solid foundation and core support for subsequent economic and cultural marketing of TV stations. In this mode, hosts' roles have changed dramatically, overturning their previous roles as announcers, script readers, and broadcasters, and delivering news information to audiences through interactive communication and visual feasts. By effectively utilizing network resources, hosts can integrate and share information during interactive broadcasting, thereby increasing the speed of TV media information transmission and providing audiences with higher-quality information services.

Second, another mainstream form of news broadcasting development at the current stage is screen-scene interaction. In the new media environment, hosts form effective interactions with screen images, text, and data. For example, CCTV-1's "First Time" news program adopts this screen interaction model. By increasing camera positions and expanding studio scale, hosts can effectively combine broadcasting scenes with content without remaining in fixed positions. The mobility and adjustment of hosts' positions not only promotes diversified development of the television industry but also enhances the appeal and influence of news programs, enabling effective interaction between audiences and programs.

1.3 Personalization of Creative Forms

Most audiences are interested in program personalization and authority, and currently, the personalization of news programs is increasingly important in news broadcasting. This personalization is mainly reflected in the language artistry of hosts. In the new media era, traditional rigid news broadcasting can no longer attract audience attention. To win over viewers, hosts must demonstrate their language artistry and highlight program personality. For example, CCTV host Zhu Guangquan combines serious news broadcasting with internet catchphrases, creating humorous "jingles" that immediately became popular online. This represents a highlight of traditional TV news programs in

the new media era. Through their language artistry, hosts attract audiences, making them feel that news broadcasting can be interesting and close to daily life, narrowing the distance between media and audiences and strengthening their relationship.

1.4 Interest

Nowadays, with the popularization of new media, platforms such as Weibo, QQ, and WeChat have gradually become the new favorites of the era, wielding enormous influence among the public. If these social software platforms are introduced into news programs, they can not only enhance the interactivity and entertainment of news programs but also improve the dissemination function of TV news. Moreover, news programs have introduced new forms such as prize quizzes, voucher distribution, and lotteries, stimulating audience enthusiasm and interest, and enhancing the fun and participation of news broadcasting.

2.1 Improving Professional Quality

In the new media era, TV news hosts need to pay special attention to improving their professional quality. To change the unpopular situation of traditional broadcasting, they must start with themselves, transforming the rigid, fixed, and inflexible patterns of traditional broadcasting and hosting, and enhancing industry competitiveness in the new media context. This includes: emphasizing instant language organization ability, improving text integration and editing capabilities, learning various broadcasting and hosting skills under new technologies, and making full and effective use of new media products.

2.2 Enhancing Acceptance of Emerging Culture and Language Arts

As a qualified TV news host, one must first understand what types of programs audiences prefer and what language styles interest them more, pay close attention to current popular trends, actively learn, and skillfully incorporate popular language patterns in news reporting. Combining various factors to form a unique news broadcasting style is also the path to survival and development for traditional TV news broadcasting and hosting in the new media environment. For TV broadcasting hosts, daily life should not be limited to their own work content; rather, they should focus on and utilize new media to understand people's preferences and needs, thereby comprehensively improving themselves and ensuring their language and culture conform to the development trends of the times. In daily work and life, they should gradually improve their language and cultural level to truly keep pace with the times.

2.3 Strengthening Exploration and Innovation

In the new media environment, requirements for broadcasting and hosting personnel extend beyond the traditional host scope; they need rich broadcasting and creative experience. Hosts must achieve seamless connection with new media

while fully utilizing their own experience. Furthermore, in their work, personnel must continuously explore and innovate, expanding and innovating studio functions based on fully utilizing new media advantages. For example, when broadcasting news, while adjusting language content and tone to convey information, hosts should also use video connections and mobile connections to play and query real-time information for viewers, thereby effectively enhancing the visibility and immediacy of news broadcasting.

2.4 Enhancing Media Literacy

In the current new media context, higher standard requirements are proposed for news hosts' professional abilities and work skills. With the prosperous development of internet culture and new media, the boundaries between network media, TV media, and broadcast media are becoming increasingly blurred, gradually moving toward a trend of continuous integration. Therefore, hosts need to strengthen their media literacy, effectively communicate with audiences and guests in news broadcasting, and adapt to various media.

2.5 Forming Unique Language Style

What excellent news programs cannot lack most is the unique language charm of the host. Although a host's language style may be innate, hosts can combine program positioning with their own voice characteristics to shape unique language highlights. To ensure that the host's language style matches the program style, the program team should timely package the host, which can to some extent help improve program ratings.

Conclusion

Overall, with the rapid development of society, economy, and technology, new media is unprecedentedly prosperous and has increasingly become an important component of people's daily life and work. For TV news broadcasting and hosting, this condition coexists with crises and challenges as well as opportunities and development. Therefore, in the new media context, hosts need to continuously improve their professional level and comprehensive quality, strengthen the construction of moral character, cultural cultivation, and ideological outlook, and truly achieve creative form development under different themes and backgrounds. Only in this way can TV news programs gain a foothold in fierce industry competition and win their own living space.

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

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