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Challenges, Opportunities, and Strategies for the Traditional Media Broadcasting and Hosting Industry in the Media Convergence Era: Postprint

Authors: Zhang Yan

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Abstract

In the era of media convergence, media integration is increasingly becoming a national strategy. Traditional media and conventional broadcasting and hosting approaches are actively transforming and integrating within the tide of platform convergence. Although the broadcasting and hosting industry faces impacts from new media communication modalities, it also encounters promising opportunities for industry-wide integration and innovation. How can one break through amidst these challenges? How can opportunities be seized to achieve leapfrog development? These questions constitute the professional focal point for the broadcasting and hosting sector within traditional media, as well as operational issues that media decision-making echelons are concentrating their efforts to resolve. This article approaches from the perspective of response strategies for the broadcasting and hosting industry, interpreting problem-solving frameworks through developmental patterns in domains such as history, culture, and technology, thereby offering valuable insights to frontline broadcasters, hosts, and communication practitioners.

Full Text

Media Industry Practices: The Impact, Opportunities, and Strategies for Traditional Broadcasting and Hosting in the Era of Media Convergence

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Abstract: In the era of media convergence, the integration of media has increasingly become a national strategy. Traditional media and conventional broadcasting and hosting methods are actively transforming and integrating into the tide of platform convergence. Although the broadcasting and hosting industry

faces impacts from new media communication methods, it also encounters hopeful opportunities for industry integration and innovation. How to break through these challenges? How to seize opportunities for leapfrog development? These are the professional focal points for the traditional media broadcasting and hosting industry, as well as critical business issues that media decision-makers must concentrate on resolving. This article approaches the problem from the perspective of response strategies for the broadcasting and hosting industry, interpreting solutions through the developmental patterns of history, culture, and technology, thereby offering beneficial insights for frontline broadcasters, hosts, and communication practitioners.

Keywords: media convergence; broadcasting and hosting; radio and television; program platforms; audience

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Author: Zhang Yan

“Media convergence” represents a new media form that fully utilizes media carriers to comprehensively integrate different media—such as radio, television, and newspapers—that share common ground while offering complementary advantages, achieving “resource integration, content compatibility, promotional mutual integration, and benefit co-integration” across personnel, content, and promotion dimensions. Media convergence has increasingly become a national strategy, and promoting media integration while building all-media capabilities has become an urgent task we face. Media convergence involves not only institutional integration but also technological transformation and cultural innovation, generating a series of conceptual, model, and methodological innovations in the era of media convergence. Faced with these tremendous changes, the traditional broadcasting and hosting industry has experienced significant impacts while also encountering substantial opportunities.

China Radio & TV Academic Journal states: “The role of broadcasting in radio and television programs can be briefly summarized as the ‘communication frontier,’ ‘intermediary tool,’ and ‘connecting bond.’ ” The art of broadcasting and hosting originated from traditional media. Whether in practice or theoretical research, it ultimately reflects and adapts to continuously evolving social needs and practices. Social needs and practices constitute the premise of broadcasting and hosting work and serve as the source of creation. Broadcasting and hosting art is inseparable from era development and should actively integrate and adapt to the tide of communication evolution. The progress of broadcasting and hosting art directly affects communication quality and effectiveness.

In the media convergence era, the once-glorious broadcasters and hosts of traditional radio and television—who possessed authority, credibility, and informa-

tion monopoly—must now maintain their positions on shared communication platforms while competing with information-rich, vividly communicative new media for the attention of 751 million internet users. How to leverage their professional foundation, utilize platforms effectively, and achieve new communication successes concerns every broadcaster and host.

1.1 Audience Fragmentation and Platform Upgrades

British communication scholar Denis McQuail argues that in the current communication era, audiences are no longer part of the masses but rather self-selecting network members, special publics, or individuals with personalized information needs. This makes audience demand in the media convergence era characterized by “customization.” Additionally, new media enables audiences to access information anytime and anywhere through images, text, audio, and video, providing greater flexibility in choosing information sources and impacting traditional radio and television’s audience retention. Traditional media broadcasters and hosts must not only maintain their original platforms but also expand into new media platforms while simultaneously managing both.

1.2 Transformation of Traditional Broadcasting and Hosting Methods

Mobile internet technology has created a highly open and interactive communication environment. Internet concepts such as “head resources,” “key users,” and “public attention” are continuously renewing the content and form of broadcasting and hosting. The field has evolved from the traditional “I broadcast, you listen” model to limited interactive communication through open hotlines—a challenging development journey. Today, this breakthrough is being challenged by the “smooth communication” of real-time interaction between media convergence hosts and online audiences. In the media convergence era, traditional media broadcasters and hosts must simultaneously embody the dignified temperament and standardized expression that reflect information authority while skillfully employing the “amateur communication” style that is approachable, enthusiastic, and personality-driven.

In 2018, at the Fifth World Internet Conference in Wuzhen, the world’s first fully simulated intelligent synthetic host, developed by Xinhua News Agency in cooperation with Sogou, made its debut, sparking heated discussion about artificial intelligence in the industry. In the future, robots will gain widespread application in fundamental information broadcasting due to improved efficiency and reduced labor costs, impacting positions in information broadcasting within the broadcasting and hosting profession. On the other hand, breakthroughs in new technology enable media programs to present content using high-tech methods. Large amounts of program content have expanded spatially and enriched roles through technological support, making the host’s role in steering programs and connecting elements less prominent and important than before, with hosting space showing signs of reduction and compression.

Changes in communication methods and personal work experiences are realities that every media broadcaster and host must face. Only by discovering opportunities within these impacts, maintaining hope, continuously surpassing themselves, and bravely striving forward can they write new chapters of communication in the media convergence era.

2. Opportunities for Traditional Broadcasting and Hosting in the Media Convergence Era

The practical and contemporary nature of broadcasting and hosting makes it a profession “on the cusp of the wave,” with high public attention and professional standards. Impact is the norm for this profession. The era has evolved from focusing on “declamation-style” and “reading-style” delivery to open live interactive communication. The professional challenges for broadcasters have shifted from “adding flowers to brocade” in scripted broadcasting to “speaking eloquently without preparation” and handling hotline interactions with ease. Change is eternal, while stasis is temporary. Every broadcaster and host working diligently in the industry can only relatively accurately grasp the media 热度 at their career peak. After adjusting their mindset, however, they can discover encouraging positive factors that become their strength for continuous transcendence amid massive media transformation.

2.1 Massive Audience Base and Expanded Influence

Online magazine in the United States defines new media as “communication from everyone to everyone.” Despite fierce competition among communicators in new media applications, communication effects have correspondingly expanded and penetrated everywhere. Many radio and television hosts have expanded their audience base through new media by launching public accounts, such as Shanghai Radio and Television host Yu Fei’ s “Fei Yi Yu Lun,” which became extremely popular. Many radio stations also utilize audio platforms for on-demand programs, while television stations have launched online platforms like CCTV’s “CCTV.com,” Voice of the Strait Radio’s “Strait Broadcasting Network,” and Shanghai People’s Radio’s “Archimedes” audio platform. The ability to listen and watch anytime has broken through time and channel limitations, making “universal, all-weather, and 无死角” communication a reality.

Shanghai People’ s Radio’ s program *Citizen and Society* launched the series *Dialogue with District/County Party Secretaries*, themed around the “13th Five-Year Plan,” inviting citizens to contribute suggestions for their districts and counties. The program innovatively adopted multi-channel, matrix-style, comprehensive communication that was both audible and visible. Beyond its main radio broadcast, it also achieved cross-screen dissemination through WeChat public accounts, Weibo, portal websites, and mobile client platforms. During broadcast, the program not only achieved a peak listenership rating of 1.54% but also garnered over 20 million clicks through its new media matrix. The innova-

tion in program production processes and distribution channels yielded excellent communication effects, earning recognition within the industry as a “media communication event.” The program topics spread simultaneously within Shanghai’s government and citizen circles, even entering discussions at the Shanghai Municipal Party Committee Plenary Session—a successful case of traditional media effectively utilizing new media to achieve communication impact.

2.2 Direct Effects and Highlighted Professional Competence

Compared with traditional media, new media and self-media in media convergence possess advantages such as immediacy, interactivity, openness, personalization, massive information, boundaryless communication, low cost, and convenient searchability. Among these, digital information processing technology and interactive communication methods represent their most essential characteristics, resulting in high communication efficiency and broad reach.

The rapid dissemination of new media and self-media has made us deeply aware of the effects and power of online media. However, since most publishers and disseminators are ordinary citizens, information authority and accuracy are weak, requiring information to undergo repeated reversals before reaching truth. In contrast, traditional media broadcasters and hosts possess solid foundations through professional training in policy level, ideological awareness, communication propriety, and language refinement. In the communication process, their information processing better aligns with social trends, ideology, audience needs, ethical values, and social development—something that untrained “amateur” self-media communicators cannot match. The *China New Media Development Report (2018)* shows that the continuous return of content value has become a new hotspot for new media profit growth. In the “post-truth era,” reports presenting objective facts and in-depth information are particularly precious. Although new media information bombardment dazzles audiences with its novelty and volume, as audiences mature and communication content and values return to fundamentals, the professional competence advantages and mature personality cores of traditional media broadcasters and hosts will gradually stand out and become increasingly excellent in the era of universal and integrated communication.

2.3 Integrating New Technology and Embracing the New Era

Media is a field directly influenced by technology. In this domain, broadcasters and hosts profoundly and vividly experience the revolutionary changes that technological innovation brings to communication styles. We are moving from the “Internet of Everything” era toward the “Intelligence of Everything” era. Not only is traditional media being impacted, but human value itself will also face challenges from robots in the future. The key to media convergence is technological transformation—an unavoidable trend that must be addressed. How to serve the public through technology represents a systematic project for future media. Senior media professionals, especially broadcasters and hosts, are

the first to be impacted, but facing and responding to change is their duty and mission. From the precise use of microphones in the “reading aloud” era to the synthesis of audio workstations and video editing technology in the internet era, they have adapted to numerous changes in work methods brought about by technological advancement. Today, as we develop toward artificial intelligence, everyone must inevitably embrace technology’ s integration into life and work. Broadcasters and hosts with media literacy foundations and inherited advantages in social communication can better embrace the new era by connecting with media convergence, provided they timely supplement and effectively utilize technological knowledge.

3. Development Strategies for Traditional Broadcasting and Hosting in the Media Convergence Era

With impacts and opportunities coexisting and challenges and motivation proceeding together, in this turbulent era of transformation, we must clearly see trends, maintain confidence, and carefully formulate practical strategies. We must inherit the fine traditions of broadcasting and hosting arts, leverage strengths while avoiding weaknesses, keep pace with the times, and achieve the greatest common divisor between personal value and social needs.

3.1 Objectively Facing Changes and Focusing on Problem-Solving

In 2017, Xinhua News Agency’ s all-media reporting platform produced the micro-documentary *The Great Journey* on the “Belt and Road” theme, which became a WeChat hit. The micro-documentary showcased the changes brought by the “Belt and Road” national strategy to China and the world through a grand perspective and powerful, concise language. The documentary used President Xi Jinping’ s voice throughout as narration—solemn, affectionate, and deeply moving. A broadcasting and hosting major wrote after watching: “When a country’ s leader explains the national strategy with such solemnity and deep affection, I envision the magnificent rivers and mountains of our motherland. I believe this is not only personal emotion but also the resonance of all Chinese people witnessing national development!” This represents genuine feedback from a post-1990s youth about a pre-1950s leader’ s application of new media. If national leaders are wholeheartedly using media convergence to interpret and disseminate national strategies through thought and voice, broadcasting and hosting professionals should think more actively, catch up, and conscientiously produce every work and host every program to integrate into this rapidly evolving era.

3.2 Promoting Humanistic Spirit and Strengthening Character Building

The debate between humanistic spirit and technological rationality has been a global concern since the Industrial Revolution, always concluding with the vic-

tory of humanistic spirit. At the 2017 inaugural All-Media Audiobook Internet Application Summit Forum, iFlytek's CEO sincerely expressed: "Although we are in technology, we are deeply concerned whether the vast amount of shoddy audio content online will affect quality voices and artistic works, fearing that truly excellent voices will become even rarer in the future." In reality, no matter how technology develops, communication carrying unique human emotional connotations cannot be cold, massive information itself. What moves audiences more importantly is the eternal human values of truth, goodness, and beauty—carried by human beings themselves. Technology changes rapidly, but the fundamental principle remains unchanged. The broadcasting and hosting principle of "both virtue and talent, excellent voice and presence" represents an unbreakable truth in talent selection, refined through generations of professional teachers and workplace experience. Strengthening one's capabilities, cherishing humanistic values, and actively responding to technological changes constitute the proper approach for the broadcasting and hosting industry in the media convergence era.

3.3 Strengthening Professional Characteristics and Enhancing Professional Quality

In the media convergence era, "cloud computing" and some voice information broadcasting by AI robots have become an inevitable trend. Although large volumes of intelligently synthesized voices facilitate massive, anytime-anywhere information dissemination, robots can never perfectly grasp the delicate emotional changes and humanistic charm required in artistic works that showcase refined human emotions due to their virtual nature. Broadcasting and hosting arts are supported by numerous disciplines including journalism, communication studies, art, linguistics, applied linguistics, literature, psychology, philosophy, and aesthetics. The core advantage lies in language mastery: training in free emotional expression transformation and sophisticated presentation of high-end language arts. The exquisite emotional enjoyment provided by elegant language arts such as recitation, and anchors' precise commentary capabilities on complex news events in news reviews, represent distinctive features of broadcasting and hosting talents and core advantages that differentiate them from intelligent language tools. For traditional media broadcasters and hosts, strengthening professional characteristics and enhancing professional quality in competence development to achieve high-quality communication capabilities in the media convergence era represents a powerful strategy for the broadcasting and hosting profession to break through in the age of media convergence and artificial intelligence.

3.4 Focusing on Changing Communication Needs and Expanding All-Media Communication Capabilities

The media convergence era is also the digital media era. Technologies such as Web 2.0, P2P, broadband, streaming media, and wireless communication are

increasingly mature and combined, providing possibilities for information exchange and sharing between individuals and between media. The identities of communicators and audiences are variable and interactive; audiences no longer passively receive information but actively master, control, and participate in information dissemination. British communication scholar Denis McQuail even argues that audiences are no longer part of the masses but self-selecting network members, special publics, or individuals. Under these circumstances, audience demand tends toward personalization and interactivity, with intrinsic needs and external possibilities for personalized customization of information and communicators.

This interactive communication and personalized demand require broadcasters and hosts to quickly adapt and enhance personalized communication capabilities, interactive abilities, and live broadcasting skills, forming comprehensive expression and communication capabilities centered on all-media hosting.

3.5 Expanding Vision and Focusing on Chinese Culture

Taking the formation of Chinese Broadcasting Studies as a marker, it has become a prominent discipline only in the past decade or two. As broadcasters and hosts who create and communicate through spoken language, as long as they keep pace with the times in the media convergence era, actively utilize communication technology, and adhere to truth-seeking, goodness-oriented, and beauty-pursuing content, their future path is very broad.

The transformation of information technology has brought unprecedented changes to the world. Actively welcoming challenges, seeking motivation under pressure, and turning impacts into opportunities are issues the communication industry must currently face and will ultimately resolve. If the broadcasting and hosting industry can effectively address challenges such as audience fragmentation, platform upgrades, changes in traditional broadcasting methods, the emergence of artificial intelligence, and evolving position requirements; establish firm confidence; exploit advantages of massive audiences and expanded influence in the new media era; seize opportunities where communication effects directly highlight professional competence; actively integrate into new technological communication environments; objectively face changes and focus on problem-solving in professional strategies; promote humanistic spirit and strengthen character building; enhance professional characteristics and improve quality; focus on changing communication needs and expand all-media capabilities; and expand vision while focusing on Chinese culture—then innovative broadcasting and hosting development will surely return to historical coordinates and create new communication achievements in the new era's media convergence environment.

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(Author' s Affiliation: Shanghai Institute of Visual Arts)

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