

---

AI translation · View original & related papers at  
[chinaxiv.org/items/chinaxiv-202310.01761](https://chinaxiv.org/items/chinaxiv-202310.01761)

---

## Reflections on the Formation and Innovation of Broadcasting Hosts' Hosting Styles: Postprint

**Authors:** Ni Kehua

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

### Abstract

This paper briefly analyzes the formation of broadcasting hosts' hosting styles, explores the origins and functions underlying such style formation, and elaborately discusses measures for the formation and innovation of broadcasting hosts' hosting styles from seven aspects: possessing solid fundamental skills, fully grasping new media development trends, comprehensively mastering language techniques, enhancing improvisational abilities, strengthening affability, scientifically positioning hosting style, and emphasizing closeness to daily life, with the aim of providing references for broadcasting hosting work.

### Full Text

#### Preamble

**Title:** Reflections on the Formation and Innovation of Broadcasting Host Styles

**Abstract:** This paper briefly analyzes the formation of broadcasting host styles, explores the origins and functions of such styles, and discusses in detail seven key measures for developing and innovating hosting styles: establishing solid foundational skills, fully grasping new media trends, mastering language techniques comprehensively, enhancing improvisation abilities, strengthening affinity, scientifically positioning one's hosting style, and emphasizing closeness to daily life. The aim is to provide reference points for broadcasting and hosting practices.

**Keywords:** Broadcasting host; Hosting style; Audience ratings

**Classification Code:** G222.2

**Document Code:** A

**Article ID:** 1671-0134(2019)04-089-03

**DOI:** 10.19483/j.cnki.11-4653/n.2019.04.029

**Author:** Ni Kehua

A broadcasting host's style can, to a certain extent, improve program ratings and enhance a program's emotional resonance and appeal, playing a vital role in the development of the news media industry. However, the process of developing a hosting style is often plagued by issues such as unclear style positioning, limited innovation capacity, and weak improvisational skills, all of which hinder the evolution of hosting styles. Consequently, broadcasting hosts must deeply recognize the importance and necessity of developing a distinctive style, continuously acquire relevant knowledge, actively adopt excellent hosting styles, and innovate according to their own characteristics to cultivate a style that suits program development.

## 1. Brief Analysis of Broadcasting Host Style Formation

The evolution of broadcasting host styles represents an inevitable trend of social development and a crucial means of improving program ratings, particularly in an era of rapid news media industry growth. A well-defined hosting style ensures effective dissemination of program content and facilitates audience understanding and acceptance. The formation of a broadcasting host's style is a lengthy process during which hosts accumulate extensive work and life experience, absorbing and summarizing elements conducive to style development. Through continuous experimentation and accumulation, they gradually forge their own unique hosting style. Numerous factors influence hosting style, including a host's cultural attainment, personal cultivation, and individual qualities, while physical appearance also plays a role. Against this backdrop, developing a unique personal style becomes a key consideration for every broadcasting host and a critical factor in enhancing comprehensive competitiveness. Compared with other countries, most Chinese programs remain relatively traditional. Since the reform and opening-up period, under the influence of foreign television programs and those from Hong Kong and Taiwan, Chinese television hosting styles have continuously innovated. However, overall, Chinese broadcasting hosts still lack distinctive personal characteristics, with many exhibiting rigid and inflexible styles that create a stiff, mechanical impression. Consequently, many new media enterprises have established new standards for broadcasting host styles.

## 2. Origins of Broadcasting Host Style Formation

Representative figures among China's first generation of broadcasting hosts include Shen Li, Lü Dayu, and Zhao Zhongxiang. Their hosting style was characterized by rigor, standardization, and dignity, shaping the aesthetic and reading abilities of an entire generation through news broadcasting. Today, television hosting styles have gradually diversified, yet traditional styles remain indispensable and continue to play important roles in certain programs, such as news broadcasts. For younger generation hosts, cherishing the first generation's style while continuously innovating modern approaches is essential for healthy

professional development. Currently, people' s livelihood and entertainment programs are proliferating, providing broadcasting hosts with greater flexibility to fully display their linguistic characteristics, present their personal hosting styles, and highlight both individual and program features. In this environment, hosting styles increasingly trend toward life-orientation, civilian perspective, 趣味性 (interestingness), vividness, and humor, enabling audiences to maintain interest during prolonged viewing. Under these new circumstances, broadcasting hosts should explore hosting style elements that align with contemporary characteristics based on new media convergence features, combined with audience aesthetic requirements and psychological development needs. They should also strengthen summarization of practical work to extract elements conducive to shaping a style appropriate for the times, thereby continuously improving their hosting proficiency.

### 3.1 Improving Program Ratings

With the rapid development of the media industry, television program types have multiplied and content depth has increased. Programs are currently classified into different categories based on content, each requiring distinct hosting styles. The formation of a broadcasting host' s style primarily involves shaping an approach that suits program development by aligning with program style and characteristics while incorporating personal features. This cultivated style can fully demonstrate program characteristics, promote audience understanding of content, enhance program appeal, and consequently improve ratings.

### 3.2 Promoting Healthy Media Industry Development

Behind every program lies the effort of dozens or even hundreds of people, yet program success ultimately depends on the host. Since hosting style determines program effectiveness, the importance and necessity of developing a broadcasting host style becomes evident. In today' s competitive market environment, the media industry' s rapid development necessitates improved program quality, which in turn depends on broadcasting host styles. Through this relational structure, we can deduce that developing a broadcasting host style can effectively enhance broadcast effects and propel the media industry' s further development.

### 4.1 Establishing Solid Foundational Skills

The formation and innovation of a broadcasting host' s style must be built upon a solid foundation, enabling the host to shape and flexibly apply their style. First, during hosting, broadcasting hosts must ensure clear, accurate articulation and standard pronunciation—these are fundamental requirements for qualified hosts. To solidify basic broadcasting skills, hosts should conduct targeted training based on their Putonghua proficiency to avoid issues such as non-standard pronunciation, unclear articulation, and mispronunciations during programs. Sec-

ond, hosts should actively learn from, reference, and imitate popular hosting styles, innovating according to their own characteristics and strengths to improve their hosting proficiency. Third, to ensure accurate information delivery and broadcast quality, hosts must thoroughly familiarize themselves with content, controlling volume at a comfortable level—neither too loud nor too soft—while ensuring a rich, resonant voice, moderate pace, fluent delivery, and clear pronunciation to achieve excellent broadcast effects. For live broadcasts with significant ambient noise that may disturb audiences, hosts should appropriately increase volume to ensure smooth information access. Finally, broadcasting hosts must engage in continuous learning and training, regularly summarizing their work, refining content, and adjusting direction to continuously improve hosting capabilities. To this end, broadcasting personnel should actively engage with the outside world, immerse themselves in social groups, expand their horizons through diverse practical activities, and describe observations from unique perspectives to forge their own distinctive hosting style.

## 4.2 Fully Grasping New Media Development Trends

In the era of rapid new media development, broadcasting hosts must effectively grasp new media trends and fully understand industry development requirements to achieve professional growth and style innovation. The new media era has posed tremendous challenges to traditional media, encompassing characteristics of mobile media, network media, and traditional media. Under these conditions, broadcasting host style formation and innovation face numerous challenges. To quickly adapt to the new media environment and achieve style development, hosts should focus on the following aspects. First, hosts should summarize practical and work experience, clearly identify new media audience types, and thoroughly understand new media hosting requirements. In the new media convergence environment, audiences no longer rely solely on television programs for information. Therefore, to effectively enhance program appeal, hosting styles must satisfy new media convergence development needs and audience aesthetic psychology. In a media environment where new media prevails and convergence leads, information transmission and exchange occur rapidly, with people focusing not merely on information itself but increasingly on the spiritual pleasure it provides. Accordingly, broadcasting hosts should appropriately incorporate humorous elements into their styles based on new media developments and audience psychological needs to enhance program effects. To this end, hosts should actively learn from successful hosts, extract humorous elements from their programs, continuously read relevant books, and cultivate a sense of humor to shape a new hosting style that brings joy to viewers. Second, strengthen interaction. In the new media environment, broadcasting hosts must possess strong interactive and communication abilities, engaging with audiences through various methods to shorten the distance between hosts and viewers, allowing audiences to fully appreciate host charisma. To ensure the scientific validity and sustainability of a hosting style, it must satisfy new media development trends. Today's new media industry places greater emphasis on

audience interaction; therefore, when developing and innovating hosting styles, broadcasting hosts should prioritize this aspect. Beyond work, hosts should actively learn effective communication techniques with audiences, exchange ideas with peers, and continuously improve their communication abilities. During programs, hosts should flexibly apply audience interaction methods while controlling interaction timing and scale to cultivate an effective hosting style.

### 4.3 Comprehensively Mastering Language Techniques

During program hosting, broadcasting hosts must not only maintain external elegance but also master language techniques proficiently to demonstrate versatile styles, enhance hosting artistry and 趣味性 (interestingness), and achieve excellent viewing effects. Each broadcasting host's cultivation and style differ, and only through unique, appropriate expression techniques can they highlight their distinctive charm and effectively meet audience expectations. Throughout this process, hosts should express subjects objectively to ensure authenticity and scientific validity, avoiding excessive exaggeration that distorts facts. When evaluating broadcasting hosts, audiences consider not only style and expression ability but also overall program effects. Therefore, during hosting, hosts should not focus entirely on performance; instead, they should employ lively, vivid methods to present program content while ensuring hosting effectiveness without overshadowing the main content, thereby securing positive audience evaluations. During this process, hosts should emphasize highlighting program content rather than showcasing their own colorful, rich language style in ways that diverge from program content—a crucial issue all broadcasting hosts must address. Effective mastery of language techniques can significantly promote broadcasting host style formation and innovation, while improper or excessive use directly impacts overall program quality. Consequently, broadcasting hosts should combine program content with rational, scientific application of various language expression techniques to fully manifest their personal hosting style.

### 4.4 Enhancing Improvisational Abilities

Typically, broadcasting hosts conduct programs based on prepared scripts without face-to-face audience communication, making improvisation and information gaps uncommon. Consequently, hosts' improvisational abilities generally require improvement. However, current new media development trends show various programs increasingly emphasizing audience communication and interaction, demanding strong improvisational skills from hosts. Moreover, improvisation ability serves as a primary means of enhancing program effects and achieving personal style formation and innovation. Therefore, broadcasting hosts should strengthen improvisational ability training, continuously improve communication skills, and enhance emergency response capabilities to effectively forge unique personal hosting styles. Different eras feature different program hosting styles, which fully reflect each era's characteristics. Against today's backdrop of continuous new media technology development, broadcasting hosts

enjoy greater space for improvisation. For instance, traditional variety shows primarily displayed thematic content with minimal audience interaction, whereas contemporary variety shows highly value audience communication and interaction, greeting audiences before programs begin and posing questions during hosting to engage viewers. Modern television programs increasingly emphasize hosts' improvisational abilities; accordingly, to improve program quality and innovate hosting styles, broadcasting hosts should practice repeatedly, study relevant theoretical knowledge, and pay attention to work and daily life to discover unique hosting style elements. They should continuously attempt hosting without scripts, increase audience interaction and communication, and then summarize and refine corresponding hosting elements through practice to perfect their style, ultimately forming a hosting style that corresponds to the times.

#### 4.5 Strengthening Affinity

Strong affinity not only facilitates effective communication between broadcasting hosts and audiences, enhancing personal charisma, but also improves the uniqueness and distinctiveness of hosting styles. Accordingly, in the new media environment, when innovating and developing hosting styles, broadcasting hosts should scientifically apply language expression techniques, reasonably control broadcast volume and pace, smooth vocal tone, and manage their words and deeds to continuously enhance personal affinity. Among all expression methods, affinity is the most appealing and infectious approach, effectively shortening the distance between audiences and hosts, enabling good, close-range communication, and triggering audience thinking and reflection. In practice, broadcasting hosts should deeply explore methods and actions for enhancing affinity, effectively implement these methods in specific work, and then refine corresponding hosting details through practice to continuously improve personal affinity.

#### 4.6 Scientifically Positioning Hosting Style

Different programs require different hosting styles from broadcasting hosts. To ensure correct style formation, hosts should position their style according to program characteristics and use this as a standard for innovating existing styles. During style innovation, broadcasting hosts should effectively combine program style with personal features to ensure the hosting style satisfies program requirements. For example, regarding news programs, this category encompasses complex, diverse types with varying host requirements. For current affairs news programs, hosts should demonstrate capable, steady, dignified styles; for dynamic reporting programs, witty, humorous styles; and for life programs, popularized, civilian styles. Once a program style is established, it rarely changes; therefore, broadcasting hosts should determine their personal style according to program style and quickly identify connections and 契合点 (meeting points) to adapt to program style. Simultaneously, hosts should fully absorb and understand program content, maintain clear self-awareness, and gradually infuse their own thoughts into programs to form a unique, one-of-a-kind hosting style.

## 4.7 Emphasizing Closeness to Daily Life

Regardless of program type, connecting content with people's actual lives is essential for achieving good ratings and attracting audience enthusiasm. Therefore, when developing and innovating hosting styles, broadcasting hosts should use daily life as a foundation, mining hosting style elements from it to ensure broad public acceptance. Currently, many programs have become popularized and life-oriented, filled with life 气息 (atmosphere) that makes program content more accessible and increases audience acceptance. Accordingly, during program hosting, broadcasting hosts should appropriately integrate cultural elements, process life content using artistic techniques, and ensure authenticity to avoid excessive decoration that might distort reality and alienate audiences. Simultaneously, hosts should immerse themselves in life to thoroughly understand people's daily lives, providing a scientific basis for hosting style innovation. Additionally, broadcasting hosts should continuously learn from practice, identify hosting style formation elements, types, and requirements from relevant theoretical knowledge, add life elements to hosting styles from daily life, and summarize language techniques and refine hosting styles from work experience to form relatively stable, mature hosting styles.

The formation and innovation of broadcasting host styles play a crucial role in improving program broadcast effects and promoting the healthy development of China's news media industry, demonstrating significant practical value. Accordingly, broadcasting hosts should regularly summarize work experience, continuously refine and improve hosting styles, and innovate their approaches based on program requirements and audience information needs to enhance program hosting quality.

## References

- [1] Huang Conghui. On the Formation and Innovation of Broadcasting Host Styles[J]. News Dissemination, 2017(8): 113, 115.
- [2] Yu Qingyang. A Brief Discussion on the Formation and Innovation of Broadcasting Host Styles[J]. West China Broadcasting TV, 2017(5): 155-156.
- [3] Ailiyaer · Aierken. The Formation and Innovation of Broadcasting Host Styles[J]. West China Broadcasting TV, 2017(8): 157.
- [4] Anonymous. On How Broadcasters Can Develop Their Own Broadcasting and Hosting Personality[J]. Media Forum, 2018(13): 76-77.
- [5] Sun YINUO. Analysis of the Formation of Personal Broadcasting and Hosting Style[J]. West China Broadcasting TV, 2017(1): 158.
- [6] Hu Haizhen. Thoughts on Style Positioning of Radio and Television News Broadcasting and Hosting[J]. West China Broadcasting TV, 2018(3): 124.
- [7] Xie Ning. Reflections on Innovation in TV Broadcasting and Hosting in the New Era[J]. West China Broadcasting TV, 2017(8): 149.

[8] Chen Xuanyu. Several Thoughts on the Creative Individualization of TV Broadcasting Hosts[J]. West China Broadcasting TV, 2017(2): 110.

(Author' s affiliation: Guangdong Heyuan Radio and Television Station)

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

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