

Preliminary Exploration of Innovation in Radio and Television Broadcasting and Hosting Arts in the New Era (Postprint)

Authors: Zhi Dan

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

Abstract

Continuous socioeconomic development, coupled with improvements in living standards and spiritual pursuits, has generated new demands for cultural and artistic endeavors. At present, the state places increasing emphasis on the enhancement of soft power, which bears practical significance for enhancing national competitiveness and international influence. Consequently, state requirements for television media are becoming increasingly stringent. In the context of the new era, the question of how the art of broadcasting and hosting can better adapt to media development merits attention. Accordingly, this paper discusses and analyzes innovation issues concerning radio and television broadcasting and hosting art in the new era, and proposes specific innovative measures, with the aim of providing some assistance to China's broadcasting and hosting industry.

Full Text

A Preliminary Exploration of Innovation in Radio and Television Broadcasting and Hosting Arts in the New Era

Abstract: With continuous socioeconomic development and improvements in people's quality of life and spiritual standards, new demands have emerged for culture and arts. Today, the nation increasingly emphasizes enhancing soft power, which holds practical significance for improving national competitiveness and international influence. Consequently, the state has imposed increasingly stringent requirements on television media. In this context, how to better adapt broadcasting and hosting arts to media development in the new era has become a matter of considerable importance. This paper discusses and analyzes the innovation of radio and television broadcasting and hosting arts in the new

era, proposing specific innovative measures to provide assistance to China' s broadcasting and hosting industry.

Keywords: Radio and television broadcasting and hosting; Television programs; Hosting arts; Television stations

CLC Number: G222

Document Code: A

Article ID: 1671-0134(2019)04-087-02

DOI: 10.19483/j.cnki.11-4653/n.2019.04.028

Author: Zhi Dan

Radio and television programs have evolved into a nationwide medium that serves as an important avenue for public entertainment and information acquisition. The reform and opening-up policy has brought transformative changes to China' s domestic environment. Against this historical backdrop, the personal qualities of Chinese citizens have continuously improved, driving the advancement of spiritual and cultural demands. As an integral component of China' s traditional media landscape, radio and television programs disseminate the latest social developments to the public through sound, text, and images, while simultaneously providing new forms of recreation.

As China' s socialist modernization accelerates, radio and television programs have undergone gradual transformation. Traditional broadcasting and hosting methods can no longer satisfy contemporary social demands. Therefore, propelled by high technologies such as electronic information technology and the internet, new forms of broadcasting and hosting have emerged, intensifying competition among various radio and television stations. In this process, developing novel broadcasting methods that capture audience attention has become a major challenge facing television stations. In response, major stations have continuously incorporated lifelike and diversified elements to enrich radio and television media. Overall, radio and television broadcasting serves as a primary means of cultural inheritance in contemporary society. Innovation in this domain can gradually consolidate the status of broadcasting while enhancing China' s international influence.

2. The Importance of Hosting Innovation for Radio and Television Programs

Broadcasting hosts constitute the most fundamental and core personnel at radio and television stations, undertaking numerous roles including off-screen narration and program commentary. Moreover, in an era where competitive and talk shows are immensely popular, hosts' performance, improvisation, and innovation directly impact program ratings. An excellent broadcasting host must not only possess strong communication skills but also demonstrate diligent learning and accumulated experience.

Against the backdrop of mass media concepts, innovation capability has gar-

nered significant attention from industry professionals, who regard it as the essential means of talent cultivation. Given the current situation where many television station programs are similar, equipping China's radio and television personnel with innovative capacity and vitality has become a pressing consideration. Furthermore, innovation can lead the further development of China's radio and television industry. Broadcasting professionals with innovative spirit and capability can utilize these qualities to transform rigid broadcasting content, promoting the sublimation of program formats. Such transformations may also influence the broader society. Therefore, given the importance of broadcasting hosts in television programs and the driving role of innovative spirit and capability in radio and television programming, this topic has become one of the most worthy subjects for research.

1. Development History of the Broadcasting and Hosting Industry

Following the founding of the People's Republic of China, Beijing Television emerged after nearly a decade of development. With continuous progress, China Central Television was established after the reform and opening-up, and subsequently, numerous television stations have flourished in competition, providing entertainment for people's lives. Broadcasting and hosting represents the most fundamental and important professional identity in this industry. Currently, many Chinese universities have established relevant training programs to meet public demand, cultivating professional broadcasting talents. While achieving certain successes, the industry's artistic requirements have also gradually increased.

3. Approaches and Strategies for Innovation in Broadcasting and Hosting Arts

Whether the broadcasting and hosting industry can innovate determines the future development of China's radio and television sector. Broadcasting and hosting play a crucial role in every radio and television program, with innovation determining future prospects. Therefore, for China's current radio and television industry, innovative spirit and capability are essential to break free from the predicament of homogenization and uniformity. Radio and television broadcasting represents a popular modern medium that disseminates not only culture but also art. Through different artistic expression methods, comprehensive innovation can be achieved to satisfy contemporary radio and television audiences, providing them with an auditory feast.

3.1 Character Innovation Based on Personal Qualities

As broadcasting and hosting professionals, hosts reveal their tone, image, and emotions through their speech. What audiences see and hear from hosts becomes their primary criterion for evaluating programs. In the new era, innovation in

hosts' personal qualities and character traits represents a relatively effective way to make broadcasting programs popular with audiences. Various aspects including host image selection and program rhythm arrangement require repositioning, allowing audiences to feel that broadcasting programs are developing in directions they envision.

For current competitive review programs, innovation can be based on existing programs. Broadcasting and hosting professionals should actively embrace new developments and understand the latest trends to incorporate them into their scripts. This approach enables audiences to gain knowledge while being entertained during broadcasts. Such transformations can also expand these formats and attract audiences. The internet serves as a crucial channel today. While media companies shape host images, they should continuously enhance hosts' professional dedication and broad knowledge to meet public needs and improve program ratings. Moreover, hosts can utilize self-media or modern communication methods to shorten distances with audiences, develop personal charisma, and provide better content for programs.

3.2 Innovation in Content, Methods, and Formats Based on New Media

Radio and television media constitute an important component of traditional media in China with a fixed audience base. However, the development of internet and computer technologies has gradually influenced demand for traditional media, with audiences increasingly preferring online television news media. Therefore, modern broadcasting and hosting professionals should better grasp the rhythm and introduce this new model into radio and television hosting work based on audience perspectives. Simultaneously, they can participate in new media program recording to gradually improve their innovative capabilities through firsthand experience.

Given the current situation of strong similarity and homogenization in radio and television media programs, media workers should possess awareness for innovation. Broadcasting and hosting professionals should understand the foundations of their work, dare to break shackles, and achieve the shaping of their personal style, thereby realizing innovation in new media communication formats, content, and methods.

References

- [1] Zhao Yi. An Analysis of Innovative Methods for Radio and Television Broadcasting and Hosting Arts in the New Era[J]. *News Dissemination*, 2017(20).
- [2] Anonymous. Research on Innovation of Radio and Television Broadcasting and Hosting Arts in the New Era[J]. *Media Forum*, 2018, 1(17): 36-37.
- [3] Ba Shuai. Analysis of Innovative Strategies for Radio and Television Broadcasting and Hosting Arts in the New Era[J]. *News Research Guide*, 2018(4).

[4] Anonymous. A Brief Analysis of Innovation in Radio and Television Broadcasting and Hosting Arts in the New Era[J]. *Communication Power Research*, 2018, 2(29): 158.

[5] Ba Shuai. Analysis of Innovative Strategies for Radio and Television Broadcasting and Hosting Arts in the New Era[J]. *News Research Guide*, 2018(4).

[6] Wang Lixiang. Development Trends and Artistic Innovation of Radio and Television Broadcasting and Hosting in the New Era[J]. *News Research Guide*, 2016, 7(11).

Author Affiliation: Caofeidian Radio and Television Station, Tangshan City, Hebei Province

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

Source: ChinaXiv –Machine translation. Verify with original.