

## On the Cultivation of Multifaceted Competencies for Hosts in the Integrated Media Context: Post-print

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### Abstract

This study employs literature review and case analysis methods to investigate the cultivation of diversified capabilities for hosts in the context of media convergence, aiming to understand the opportunities and challenges they encounter in the new communication environment, and to propose relevant recommendations.

### Full Text

#### Preamble

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#### A Brief Discussion on the Cultivation of Hosts' Diverse Abilities in the Context of Media Convergence

**Abstract:** This study employs literature review and case analysis methods to investigate the cultivation of hosts' diverse abilities within the media convergence landscape. It examines both the opportunities and challenges that hosts encounter in this new communication environment and proposes relevant recommendations.

**Keywords:** media convergence; host; diverse abilities; journalist-host

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In today' s media convergence environment, the public' s demands for comprehensive capabilities among media professionals are increasingly high, making the cultivation and enhancement of diverse abilities an essential task for hosts. Beyond possessing solid fundamentals in interviewing and hosting, they must also demonstrate strong eloquence and flexible improvisational skills. In the context of media convergence, hosts serve not only as program guides responsible for overseeing entire program flows but must also complete numerous additional tasks. Therefore, only by upgrading their capabilities in this new media landscape can hosts better serve both the media industry and the general public.

### 1.1 The Transformation of Journalist-Hosts in Television News Programs

In the communication environment shaped by media convergence, traditional print media conglomerates have begun seeking new technology-based platforms and exploring novel practices for news gathering, editing, publishing, and feedback. Under these new media conditions, we require an increasing number of “four-in-one” journalists—multimedia journalism practitioners, also referred to as mobile journalists, all-media journalists, or multimedia journalists—who can independently complete text, photo, audio, and video news collection, editing, and publication within deadline constraints. This comprehensive reporting approach significantly enhances communication effectiveness.

Journalist-hosts possess strong narrative skills for news reporting, keen observational abilities, deep capacity to comprehend the causes and contexts of events, excellent editing capabilities, program and scene control skills, language expression abilities, rigorous thinking capacity, and editorial competencies. An outstanding journalist-host can elucidate the background of news events through their commentary abilities, scene reconstruction skills, and objective perspectives, providing audiences with direct and intuitive experiences through concise, incisive commentary. Faced with an ever-evolving media environment, hosts must continuously strengthen their innovation and self-improvement to gradually keep pace with the speed of communication in the new media context. Details and processes from news scenes constitute the soul of reporting, making storytelling expression and narrative essential language capabilities for journalist-hosts to develop.

As Bai Yansong once stated: “Observation is my profession.” What matters in commentary is the angle rather than the commentator' s identity. While everyone has the right to express their views on events, the responsibility that comes with a journalist' s voice is significantly greater. Therefore, the ability to articulate viewpoints that address current social issues with clear, well-founded reasoning represents crucial professional qualities. On-site commentary involves presenting one' s thoughts and perspectives on an event or theme, making the host' s direction and angle more important than the news itself during the commentary process.

## 1.2 The Transformation of Dominant Hosts in Cultural Programs

Hosts serve as the personified manifestation of television's cultural image, and shaping their cultural image holds significant importance for television media to exert cultural influence. Dominant hosts, also known as commanding hosts, refer to those who concurrently serve as television program producers or radio program directors. They control program production rights, financial authority, and sometimes hiring power, playing an organizational and leadership role within the program production team. This mechanism is also termed the host-centered system. The cultural influence of television program hosts enables them to transmit culturally significant information to audiences during program production and dissemination—a capability that impacts audiences' spiritual dimensions and exerts cultural influence. As audiences gradually accept this subtle cultural guidance at the spiritual level, they develop positioning and recognition of the host's program, becoming its followers.

In the program *The Reader*, Dong Qing exemplifies a guide of media culture, a presenter of national aesthetic interests, and an interpreter of core social values. Throughout the program, she leads topic discussions, evokes cultural memories, and reshapes cultural identity, infusing the program with this media cultural influence. Under the media convergence context, hosts increasingly need to shoulder new communication responsibilities in the new media environment, making positive image guidance and active energy transmission the key tasks for dominant hosts in cultural programs.

## 2. The Cultivation of Hosts' Abilities in the Context of Media Convergence

Media convergence represents an entirely new media form that integrates multiple traditional and emerging media, characterized by distinct unity and integrity. Amid the developmental shifts of media convergence, television hosts—as crucial components of the media industry—must adapt to the era's trends and changes, undergo accurate transformation and upgrading, and effectively enhance their capabilities across various dimensions. Only through continuously improving program quality can they maintain their original position in fierce competition. In the media convergence era, everyone has a microphone; everyone can be a journalist; everyone can become an anchor.

Simultaneously, as program interactivity intensifies, hosts must not only understand audience needs but also clarify their own communication responsibilities. They must also promote transformation in their ideological concepts, adapt to program development trends in the media industry, and continuously improve their abilities to collect, filter, and integrate information and resources. Program hosts appearing in media are individuals who host various programs for listeners, viewers, and netizens. Their primary responsibilities involve organizing and connecting various program segments, controlling overall rhythm, and

coordinating relationships among all parties on scene.

The traditional role positioning of program hosts is that of program leaders—not performers, nor mere announcers. Their communication mode generally appears in first-person form, directly facing audiences as individuals with distinct personalities. So how can we seek core competitiveness in this increasingly severe environment? We must first clarify what our core competitiveness truly is. With the rapid development of the media industry and the mutual integration of television, internet, and mobile screens, demands for hosts' diversified abilities are increasingly high. Therefore, how hosts can survive in the rapidly changing media environment and maintain their core competitiveness amid the gradual development of artificial intelligence to find their professional moat constitutes a topic requiring serious research.

First, our basic standard is that, in terms of personal image, one must have sound

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

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