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Postprint: Research on the Positioning of Television Program Hosts in the Converged Media Era

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

Abstract

The advent of the converged media era has imposed more stringent requirements on the personal competencies and professional attributes of program hosts. Major media organizations in China have established the integration of traditional and emerging media as a crucial strategic objective, formulating corresponding convergence plans, which signifies that converged media has begun to permeate people's lives and garner attention from all sectors of society. Consequently, accelerating the pace of media convergence is imperative to satisfy contemporary social development demands. Within this converged media context, the professional positioning of various television program hosts has undergone marked transformations. This paper presents a concise discourse on the positioning of television program hosts, intending to furnish vital references and guidance for relevant practitioners.

Full Text

Study on the Positioning of TV Program Hosts in the Converged Media Era

ChinaXiv Cooperative Journal

Abstract: The advent of the converged media era has imposed more stringent requirements on the personal capabilities and professional qualities of program hosts. Major media organizations in China have embraced the integration of traditional and emerging media as a crucial strategic goal, formulating corresponding convergence plans. This signifies that converged media has begun to enter people's lives and garnered attention from all sectors of society. Therefore, accelerating the pace of media convergence is essential to meet current social development needs. Against this backdrop, the positioning of various types of TV program hosts has undergone significant changes. This paper provides a brief

discussion on the positioning of TV program hosts, aiming to offer important reference and guidance for relevant practitioners.

Keywords: converged media era; TV program host; positioning study

Chinese Library Classification: G222.2 **Document Code:** A **Article ID:** 1671-0134(2018)11-092-02 **DOI:** 10.19483/j.cnki.11-4653/n.2018.11.027

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In the context of the converged media era, traditional media has not only gained new development space but also accelerated its transformation toward new media. TV program hosts have experienced new changes due to updates in program content and structure, with emerging information transmission technologies affecting their personal stances, emotional control, and professional identity. As important spokespersons for media organizations, TV hosts must establish an accurate self-positioning. Such positioning can effectively enhance their personal competence and cultivation while elevating the overall standards of the media organization to a new level.

1. The Role of Converged Media

Converged media represents an inevitable path for the diversified development of global media information. In simple terms, it involves the scientific, rational, and efficient integration of traditional media forms (such as television, radio, newspapers, and magazines) with new media forms (such as computers, mobile network terminals, and tablets) to achieve resource sharing and centralized data processing, subsequently disseminating the processed multi-format information through these platforms. In essence, converged media constitutes a self-development trend of media in the current information age, premised on internet development to integrate various media forms.

Converged media serves two important functions. First, it adapts to new living environments. Social progress has transformed people's thinking patterns and perspectives, rendering traditional, singular, and highly regimented lifestyles unable to meet current needs. People now desire to access and share diversified information resources, compelling traditional media transmission forms to make critical choices for survival and development—a challenge that converged media successfully addresses. Second, it comprehensively enhances media quality. Today's society and internet are saturated with vast amounts of information, much of which loses value within a day. This reality makes it impossible for media relying on single development models to ensure stable profit margins. The credibility and professionalism inherent in traditional media complement the strong interactivity and convenience of new media, creating a synergy that significantly improves overall media quality.

2. Positioning of TV Program Hosts in the Converged Media Era

As traditional and emerging media continue to integrate, changes in conventional television media have become an irreversible trend. Consequently, program hosts must advance with the times, transitioning from closed information disseminators to open, interactive, and improvisational talents suited for converged media. Converged media hosts must master new media content centered on interactive convergence, real-time engagement, and public equality, while breaking through traditional hosting styles to fully demonstrate their value in terms of authenticity, speed, and breadth, thereby meeting the transmission demands of TV programs in the current converged media environment.

2.1 Emphasizing Ethical Cultivation and Professional Journalism Qualities

Based on current TV program development trends, future programs will target networks and mobile terminals as primary markets and platforms, predominantly utilizing live broadcasting. TV program hosts serve as both “filters” for complex, diversified information and crucial “gatekeepers” distinguishing truth from falsehood in news and information. As noted by renowned Chinese educator and scholar Professor Huang Jianfeng in his work, effective news gatekeeping requires satisfying the media organization’s positions, policies, and values while simultaneously screening and selecting news content according to audience requirements and standards to provide users with practical, beneficial, and accurate information.

With the development of the internet, the vast sea of online information contains various dangers and uncertainties. Therefore, hosts must enhance their information processing capabilities, develop sound judgment, and correctly guide public opinion based on objective circumstances. The immediacy of new media does not allow hosts ample time for deliberation and response, necessitating strong cultural accumulation, professional competence, and improved improvisational skills. Only by comprehensively enhancing their self-worth can hosts meet the demands of TV program hosting in the converged media era.

2.2 Mastering Technical Requirements of the Converged Media Era

In the converged media era, hosts must not only possess television production capabilities but also adapt to the demands of all-media environments. They should be proficient in various information technologies, including applications related to text, images, video, networking, and remote interaction, presenting TV program content through diverse methods while effectively engaging with audiences. Additionally, hosts must enhance the immediacy, visual impact, and emotional resonance of TV program content to a new level while strengthening the expressive power of various information resources. Furthermore, TV program hosts must be adept at building popularity through new media to increase

program influence and appeal, thereby strengthening audience engagement and loyalty.

2.3 Transforming Discourse Styles

Compared with traditional media, new media contexts have abandoned the authoritarian “single voice” model in favor of free expression and opinion sharing. When conditions permit, hosts can accept audience questions at any time or express their own viewpoints. Most importantly, the discourse power and participation rights of the masses are not granted by hosts but naturally emerge as network platforms develop. The context of mass communication programs now incorporates substantial situational exchange, achieving equal status between hosts and audiences while enabling interchangeable identities between disseminators and recipients. Due to this face-to-face interaction, the traditional “one-to-many” TV hosting format becomes unnecessary. New media places greater emphasis on the uniqueness of perspectives and the accuracy of information interpretation. Therefore, hosts must prioritize colloquial and natural language, which constitutes the main theme of contemporary new media.

3. Host Positioning by Program Type

3.1 News Program Hosts

News programs constitute an important component of television media, including broadcast-style and talk-commentary formats. Broadcast-style news hosts must focus on conveying government or media perspectives without personal emotion, delivering content directly and concisely. In contrast, talk-commentary hosts must possess extensive knowledge, strong communication skills, and quick improvisational abilities to guide interviewees in expressing information effectively.

3.2 Entertainment Program Hosts

Currently, domestic entertainment programs are highly diverse. To maintain a competitive edge in this fierce market, programs must establish a deep and precise positioning through their hosts. The diversity of hosting styles also creates new development directions for entertainment program hosts.

3.3 Sports Program Hosts

Compared with other TV programs, sports programs feature rich content and fast pacing, with a relatively fixed audience primarily comprising sports and athletics enthusiasts. Therefore, sports program hosts must understand various competition rules, as well as the skill levels and stylistic differences between competing parties. They must be able to quickly analyze athletes’ successes and failures during events, delivering commentary that is concise, clear, emotionally charged, and immersive for viewers.

3.4 Legal Program Hosts

Legal programs use television to comment on and analyze real cases, allowing audiences to experience the entire judicial process vicariously. These programs aim to instill the concept of rule of law, comprehensively improve public legal awareness and rights protection consciousness, and help people understand the importance of law in daily work and study, thereby promoting legal literacy and compliance. Legal program hosts must be neither as spontaneous as entertainment hosts nor as passionate as sports commentators. They must uphold legal authority in their programs—without the solemnity required of news broadcasters—but must remain objective and impartial in commentary and analysis while uncovering deeper content and engaging effectively with audiences.

3.5 Service Program Hosts

Service programs primarily provide lifestyle services for general audiences, including specialized programs on dining, shopping, travel, and similar topics. The core mission of service programs is to provide comprehensive life information and services for the public. Therefore, service program hosts must adopt an amiable, natural style that allows audiences to perceive content authenticity. Additionally, hosts must possess a general understanding of market dynamics and conduct audience research, as only by comprehending viewers' actual needs can they satisfy those needs and gain audience acceptance.

3.6 Children' s Program Hosts

Children' s program hosts must possess strong communication and organizational skills while centering their style and positioning around children. They must understand children' s psychological development patterns and guide them toward establishing correct values. When hosting children' s programs, hosts must employ cheerful, relaxed, child-appropriate expressions to capture young audiences' attention. Simultaneously, hosts need to utilize body language to communicate and interact with children, which plays a crucial role in strengthening information transmission effectiveness.

3.7 Economic Program Hosts

Given the close connection between economics and people' s livelihoods, most people trust advice from authoritative economic experts and scholars on television, making economic programs an important channel for economically active citizens to obtain information resources. Therefore, economic program hosts must possess not only social responsibility and political awareness but also extensive economic knowledge. Consequently, they must recognize...

Conclusion

In summary, the requirement for positioning TV program hosts represents an inevitable product of television industry development reaching a certain level. To elevate TV program quality and effectiveness to new heights, meticulous host positioning design is essential. Only through such positioning can hosts achieve self-actualization while simultaneously improving audience ratings.

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

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