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Research on the Personalized Style of Television News Anchors and Hosts: Postprint

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Abstract

With the continuous development of society, people's living standards continue to improve. The advancement of science and technology has continuously enhanced information dissemination methods and communication means. Television enables people to receive external information without leaving their homes, and the television industry has garnered significant attention from the general public. The development of television news production standards has also placed higher demands on the personalization of television news broadcasting and hosting, which has simultaneously attracted increasing attention from people. This paper investigates research on the personalized style of television broadcasting and hosting.

Full Text

Abstract

With the continuous development of society and improvement in living standards, advances in science and technology have transformed information dissemination methods and communication tools. Television enables people to receive information from the outside world without leaving their homes, making the television industry a focus of widespread public attention. As television news production standards continue to evolve, higher demands are placed on the personalization of TV news broadcasting and hosting, attracting increasing attention from audiences. This paper explores the research on personalized styles in television broadcasting and hosting.

Keywords: Television news; Broadcasting and hosting; Style research

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With China's continuous economic development, we have gradually entered an information society. Television news has a long history, and as society continues to progress, audience demands for news programs have grown increasingly sophisticated. While a serious hosting approach can convey the importance of news programs and demonstrate the rigor of journalism, thereby enhancing the value of news dissemination, traditional news programs have faced significant challenges in the current information society. Today, audiences gravitate more toward dynamic, entertaining programs, and conventional TV news broadcasting can no longer meet their needs. This has made it increasingly difficult to capture viewers' interest, reducing their enthusiasm for watching news and ultimately preventing news content from reaching audiences—creating a detrimental situation for news program development. The quality of news broadcasting and hosting significantly impacts program ratings, and to improve them, news anchors must master personalized hosting styles that present news content effectively to audiences, thereby satisfying the diverse needs of the public.

1. The Importance of Developing Personalized Style in TV News Broadcasting and Hosting

As the information society continues to develop, smart devices such as mobile phones and televisions have become integral to daily life. People use mobile terminals to obtain information in real time, with apps recommending relevant content. The rise of online programs and streaming hosts has diversified program formats and multiplied program varieties, posing significant challenges to television news. Traditionally characterized by its serious approach and service to the masses, Chinese journalism now faces an era where audiences prefer energetic, entertaining content, leading to declining news program ratings and intensifying competitive pressure. TV news anchors must adapt to these trends by developing distinctive personalized hosting styles to transform their approach, improve program ratings, and promote their own professional development.

2. Challenges in Constructing Personalized Style for TV News Broadcasting and Hosting

2.1 Framework-Based Language Style

As the information society evolves and the internet becomes ubiquitous, people access information through various online platforms. Television news aims to connect with people's livelihoods and inform audiences about current events, emphasizing both timeliness and social impact. However, with the proliferation of mobile information platforms that enable instant access to events, television news struggles to keep pace with online platforms. TV news anchors cannot immediately provide objective commentary on breaking events, resulting in a

timeliness lag that drives viewers away and hinders the development of television news programs.

2.2 Uneven Professional Competence

As China's most authoritative program type, news programs place high demands on their anchors, who serve as the direct representation of the program. To meet contemporary development needs, over 130 universities in China have established broadcasting and hosting majors, with the most prestigious being the Communication University of China, Zhejiang Media Institute, and Shanghai Theatre Academy. Additionally, numerous private training institutions specialize in cultivating broadcasting talent. Professional anchors must master broadcasting studies, Chinese language and literature, and arts, while possessing broad vision and high cultural literacy—these being essential qualifications for the profession.

3. Stylistic Characteristics of TV News Broadcasting and Hosting

As the most authoritative program type, television news holds a significant position in the public consciousness. Traditional news programs typically employed fixed language styles, with anchors delivering content through single-mode reading. In the current media landscape, this monotonous approach fails to engage audiences. Over time, viewers lose interest in news programs, reducing ratings and negatively impacting program development. Anchors serve as the critical link in news delivery, and effective hosting styles substantially enhance program quality. However, some anchors maintain monotonous styles with flat intonation, lacking emotional engagement and reading mechanically, which gradually erodes audience interest.

4. Techniques for Cultivating Personalized Style in TV News Broadcasting and Hosting

4.1 Employing Personalized Language

Current demands require TV news anchors to use personalized language, transforming the delivery from reading to speaking to infuse hosting with greater emotional resonance. While news content maintains its authoritative nature and must be conveyed accurately, anchors should express information through personalized language that preserves authenticity while demonstrating affability, providing audiences with fresh experiences. For instance, anchors who employ humorous, personalized language are particularly popular, as this style creates a relaxed atmosphere that attracts more viewers and improves program ratings.

4.2 Establishing a Comprehensive Talent Development Model

To adapt to contemporary developments, relevant departments must emphasize talent cultivation and improve the selection system for broadcasting and hosting professionals to advance the news industry. To enhance talent quality, television stations should establish internship bases tailored to their actual circumstances to cultivate broadcasting professionals. During anchor selection, comprehensive evaluation should extend beyond theoretical knowledge to emphasize practical abilities. Furthermore, television stations can partner with local universities to select outstanding students as anchor candidates, providing them with superior platforms for advanced training that strengthens professional competence. This approach motivates staff and plays a vital role in developing TV news broadcasting and hosting.

4.3 Maintaining a Positive Mental State

TV news anchors play a crucial role in news programs, demonstrating personalized hosting styles while maintaining a positive mental state. In practice, anchors must prepare news scripts meticulously, practicing repeatedly to achieve thorough familiarity with content and avoid on-air errors. Additionally, news anchors should undergo professional training to establish a solid foundation for personalized hosting. Approaching broadcasting with a positive attitude can improve program ratings and accelerate the development of the TV news broadcasting and hosting profession.

Conclusion

In summary, as the information age arrives, we must enhance the value of news editing and improve information quality based on actual conditions to keep pace with network development—an approach that significantly impacts news development. As public figures, news anchors should improve their language expression skills, constantly remembering their responsibilities and obligations. By demonstrating personalized techniques during broadcasts, they can capture audience attention, thereby improving TV news ratings and advancing the TV news broadcasting and hosting industry.

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