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Research on Style Positioning of Radio and Television Announcers and Hosts - Postprint

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Abstract

Radio and television constitute one of the important media for news dissemination, playing a very significant role in the propagation of news. The audience ratings of radio and television are largely influenced by the host's style. When the host's style can gain audience recognition and approval, the ratings will increase; conversely, the ratings will decrease. In radio and television, different programs require different hosting styles. This study primarily investigates the positioning of broadcasting and hosting styles in radio and television.

Full Text

Research on Style Positioning of Radio and Television Broadcasting Hosts

Abstract

Radio and television represent one of the most important media for news dissemination, playing a vital role in information propagation. The audience ratings of radio and television programs are largely influenced by the hosting style of presenters. When a host's style resonates with and gains recognition from the audience, ratings increase; conversely, they decrease. Different programs in radio and television require different hosting styles. This article primarily analyzes the positioning of broadcasting and hosting styles in radio and television.

Keywords: Broadcasting and Hosting; Radio and Television; Hosting Style

1.1 Current State of Radio and Television Broadcasting and Hosting

Radio and television serve as primary channels for disseminating authoritative information, enabling audiences to obtain needed updates on local and societal

developments. Before the internet era, audiences relied exclusively on radio and television programs for social news. However, with the rapid development of the information society, people now have access to increasingly diverse information sources. In attempts to attract listeners and viewers, some radio and television programs have resorted to false reporting and exaggeration of facts. Additionally, some hosts continue to employ outdated, rigid hosting styles that fail to meet contemporary societal demands. To better engage audiences and enhance the popularity of local radio and television programs, broadcasting hosts must transform their hosting styles, developing diverse approaches that align with audience preferences.

1.2 Historical Evolution of Radio and Television Broadcasting and Hosting

Radio and television programs have undergone considerable development and transformation over many years. In the context of rapid information age advancement, these programs have continuously adapted to the times, with significant changes occurring in content, format, and target audiences. Most importantly, hosting styles have evolved from the traditional “字正腔圆” (standard articulation) approach to a coexistence of multiple styles. Regional hosts now embody distinctive local characteristics while gradually adapting their styles to social development. As people’s living standards have improved alongside economic growth, demands for entertainment have increased accordingly. Consequently, contemporary radio and television programs must continue to adjust and transform based on audience requirements, with hosts developing toward diversification and personalization.

2. Characteristics of Radio and Television Broadcasting and Hosting

2.1 “Standard Articulation” Characteristic Broadcasting hosts are strictly trained to deliver announcements using the “字正腔圆” method, commonly known as the “broadcasting tone.” This approach requires hosts to sit upright and meticulous, delivering content entirely from scripts. While this style is highly suitable for programs like *Xinwen Lianbo* (News Broadcast) due to its standardized and rigorous nature, its universal application can create an impression of excessive seriousness lacking in warmth.

2.2 “Narrative News” Characteristic The narrative news style involves hosts sharing personal experiences and insights with the audience. Based on their own understanding, combined with contemporary perspectives and ideas, hosts present news stories in a conversational manner. This approach demands that hosts possess profound knowledge of their professional content and effectively integrate personal examples with news material. Additionally, it requires hosts to employ a gentle, amiable style that allows audiences to gain news knowledge while experiencing the host’s unique personality. A prominent example

is *A Date with Luyu*, which utilizes this narrative approach to create a relaxed atmosphere where authentic personal stories generate audience intimacy and appreciation for the host's distinctive charm. This style replaces rigid, serious presentation with approachable, interactive communication that eliminates distance between host and audience, enabling hosts to use their own language to resonate with viewers.

2.3 “Commentary” Characteristic The commentary style requires hosts to hold and express unique perspectives on reported events. This approach demands high levels of professional competence and social observation ability. Hosts' viewpoints must be fair, just, reasonable, philosophical, and logical. Critically, hosts should propose reasonable solutions to issues they raise, thereby guiding public opinion in the correct direction. The commentary style imposes strict requirements on hosts, allowing audiences to perceive different hosts' levels of logical thinking through their delivery. When evaluating news, hosts must maintain objectivity and avoid generalizing from partial information.

3. Principles of Hosting Style Positioning

3.1 Aligning with Program Requirements Broadcasting hosts play a crucial role in program success, with their style directly impacting ratings. Positioning must first align with fundamental broadcasting requirements. Hosts must deliver content clearly and articulately, maintaining complete, structured presentations with thorough familiarity with program flow to avoid stumbling or forgetting lines. Second, hosted content must possess freshness. In today's fast-paced information age, audiences access news through multiple channels, requiring hosts to monitor real-time developments and deliver timely content that attracts viewership. Third, host language must be truthful and objective. Hosts must avoid exaggeration or distorting facts based on personal opinions, as such practices seriously mislead audiences.

3.2 Integrating Personal Unique Style Even when hosting serious content, broadcasting hosts should incorporate their personal style characteristics. The same news story assumes different qualities when presented by different hosts. Positioning should align with hosts' personal experiences; when selecting hosts, priority may be given to candidates with backgrounds as reporters or editors, as these professionals possess keen news observation and comprehension abilities alongside distinctive personal styles that facilitate audience recognition. Furthermore, hosts must maintain high professional competence, as specialized knowledge is essential in any industry. Contemporary society also demands personalized characteristics, requiring hosts to integrate their unique traits. For instance, mature and steady hosts are well-suited for *Xinwen Lianbo*, while outgoing hosts are appropriate for humorous, witty programs. Hosts' distinctive personality traits should inform their broadcasting style positioning.

3.3 Conforming to Social Trend Evolution Radio and television programs are undergoing tremendous transformation. As audience expectations escalate, hosts must continuously evolve, necessitating the cultivation of diversified hosting styles. Broadcasting hosts must possess cultural literacy while keeping pace with contemporary trends, enabling them to comment on and summarize events through their own capabilities. By deriving latest conceptual insights from daily life practice, hosts can present unique perspectives on social developments. As hosts continuously enrich and improve themselves according to societal trends, their hosting styles evolve, gaining audience appreciation and recognition.

Conclusion

In summary, to gain greater audience appreciation and recognition, radio and television programs should cultivate excellent hosts according to contemporary social development characteristics. Hosts must abandon traditional, overly serious styles in favor of diversified, multi-faceted development. Television program hosts must first meet basic program requirements while integrating their unique personal styles to create distinctive characteristics. Additionally, hosts must adjust their hosting approaches according to social development. Radio and television stations should also provide appropriate training for their hosts to continuously improve staff comprehensive qualities, thereby enhancing host competence and program ratings.

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