

## Professional Ethics of Broadcasters and Hosts in the New Media Era (Postprint)

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### Abstract

With the changing times and rapid economic development, we have entered the new media era. In this context of new media convergence, television announcers and hosts, by virtue of their professional requirements, appear with increasing frequency before the general public and on television screens, gradually becoming public figures of widespread societal attention. In the current information age, public demands for television programs are escalating. As a bridge between media and audiences, announcers and hosts must continuously accumulate experience, expand their knowledge base, and accurately position their communication roles to satisfy the audio-visual requirements of the masses. This paper investigates the professional responsibilities of announcers and hosts, and proposes strategies for fostering professional ethics.

### Full Text

#### Preamble

#### Professional Ethics of Radio and Television Announcers and Hosts in the New Media Era

**Abstract:** As times change and the economy develops rapidly, we have entered the new media era. Against this backdrop of integrated media development, radio and television announcers and hosts—due to the nature of their work—appear before the public and on television screens with increasing frequency, gradually becoming public figures of social concern. In this information age, people’s demands for television programs are growing ever higher. As the bridge between media and audiences, announcers and hosts must continuously accumulate experience, expand their knowledge, and properly grasp their communication role to satisfy the public’s audio-visual needs. This paper explores the professional responsibilities of announcers and hosts and proposes strategies for cultivating professional ethics.

**Keywords:** new media era; announcers and hosts; professional ethics

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## 1. Characteristics of the New Media Era

### 1.1 Convenient Information Dissemination

Compared with traditional media, new media offers significantly faster transmission speeds and more pronounced synchronization and immediacy, particularly when contrasted with print-based traditional media. In the development of the new media era, the rapid dissemination of information enables people to obtain the latest news at all times. This immersive communication method has won widespread public acclaim, truly expanding the channels for “knowing world affairs without leaving home” and effectively enhancing people’s learning and work efficiency.

### 1.2 Comprehensive Coverage of Information

In the new media era, people have abandoned the high-cost information model of traditional media. Through new media platforms, they can autonomously express their thoughts and ideas, aided by diverse and popular internet products that allow them to more freely showcase their attitudes, concepts, and values to others. While traditional media features a singular information dissemination subject, new media offers pluralistic transmission, which provides prominent advantages in strengthening comprehensive information coverage and effectively breaks free from previous communication constraints. For example, leveraging the interactive nature of new media, the public frequently uses platforms like WeChat and Weibo to share valuable information, gaining beneficial attention in the shortest time possible. Information that resonates with popular sentiment may directly go viral across major online platforms, driving rapid dissemination of information focal points and fully demonstrating the characteristics of comprehensive coverage.

### 1.3 Fragmentation of Communication Subjects

The fragmentation of communication subjects represents one of the most distinctive features of the new media era, signifying both the diversification of news information sources and the acceleration of dissemination speed. In simple terms, fragmented communication primarily includes viral news information, typically presented in text or video formats—such as Weibo’s character limit (within 140 characters) or the time constraints for hot video posts (within 5 minutes). These limitations on content and browsing time directly hinder people’s ability to effectively comprehend the true meaning of disseminated information. Moreover,

to please the public, some information disseminators typically focus on trivial matters, showing serious insufficiency in attention to people's livelihood topics, thereby lowering the professional quality of diversified communication subjects and diminishing the caliber of information. As a public opinion guide for traditional media, new media's diversified communication basically aligns with public psychological characteristics, with hot topics spread through the internet and social circles becoming commonplace, making the fragmentation characteristic of communication subjects distinctly evident. Currently, traditional media has gradually recognized the rapid development of new media, proposing concepts and objectives of media convergence and attempting to utilize new media to expand information dissemination channels, laying a solid foundation for media development in the information age. For example, CCTV's establishment of China Network Television and Hunan Satellite TV's launch of Mango TV demonstrate how traditional media can leverage internet video platforms to build official websites, facilitating more efficient and effective information dissemination.

## 2. Challenges in the New Media Era

### 2.1 Lack of Supervision in Dissemination

In the new media era, media and information dissemination suffer from inadequate supervision, with relevant management systems yet to be effectively perfected. For instance, while the public typically uses the internet and new media to express their opinions and views, this indirectly creates obvious drawbacks. The main manifestation is the proliferation of false information and spam due to information published by non-professionals or new media personnel lacking gatekeeping oversight. The absence of information dissemination supervision causes some information to gain undue popularity among netizens, exacerbating the spread of negative online information. Influenced by the immediacy and replaceability of information, all media compete for click rates. Some online news may contain falsehoods, lacking specialized investigation and verification processes, which undermines media authority and credibility—an issue requiring urgent attention from relevant departments.

### 2.2 Pronounced Commercial Tendencies

Some media workers overemphasize material pursuits while neglecting their original intentions for engaging in media work, indirectly transforming media into tools for profit-seeking. In new media development, some media often overlook the dissemination of major issues concerning people's livelihood and social development, leading to the emergence of "paid news" and abandoning the purpose of serving the people in pursuit of maximizing their own interests. This severely impacts news communication development, reduces information authenticity, and renders information dissemination significantly commercialized. Overall, while the market economy system allows media to generate revenue, this must be premised on relevant laws and regulations. Exploiting legal loopholes for

excessive profit is highly inadvisable, harming not only public interests but also causing adverse effects on media platform development.

### **2.3 Declining Authenticity and Guidance**

In the new media era, competing for first-time release of information resources constitutes an important strategic means for media outlets, determining whether they can become commercial winners. Under the influence of intense competition, once media outlets overly focus on information timeliness while neglecting content verification, they will inevitably risk publishing erroneous or false information. Due to fast-paced lifestyles, contemporary audiences engage in “shallow reading” characterized by fast-food style and skip-reading patterns, failing to contemplate news content deeply but instead only superficially scanning headlines and images rather than reading and pondering each word and sentence. Some media take statements out of context or adopt one-sided viewpoints, merely indulging in hype, resulting in an overflow of sensationalized news that seriously weakens the authenticity and seriousness of news dissemination. Neglecting to spread positive social energy information directly intensifies social trust crises and moral decline.

### **2.4 Notable Influence of Public Interests**

Public interests vary according to differences in political background, economic status, cultural level, and individual psychology. If media prioritize catering to vulgar interests as the focus of entertainment news production, they will inevitably lead to malignant media development over time. In the new media era, media outlets easily view mass interest as a commercial resource, following the principles of media consumerism—that is, under the influence of profit-maximizing commercial logic, they neglect the public welfare and public service characteristics that media should possess, causing negative effects that far outweigh positive outcomes. This represents one of the key challenges requiring resolution.

## **3. Strategies for Cultivating Professional Ethics**

### **3.1 Establishing a Marxist View of Journalism**

In the new media era, announcers and hosts serve as the mouthpiece of the Party and the people, and should take safeguarding the fundamental interests of the Party and the masses as their foundation, adopting an attitude of speaking truthfully and handling practical matters, and steadfastly maintaining their stance. Announcers and hosts must adhere to the principle of news authenticity, consciously uphold the guiding spirit of General Secretary Xi Jinping’s series of important speeches, courageously disseminate news messages that align with the people’s interests, actively publicize reports that reflect the achievements of socialism with Chinese characteristics, resolutely resist bad events that sacrifice news authenticity for profit, and maintain the basic professional ethics of

announcers and hosts.

### **3.2 Cultivating Correct Values**

In such a rapidly disseminating environment with extremely strong information interaction, particularly strong public participation, audiences may question or challenge announcers and hosts at any time, placing high demands on their improvisational expression and field control abilities. Therefore, relevant departments must make adequate preparations to vigorously cultivate ideological education for announcers and hosts, guide them to develop correct values, continuously promote media workers to strengthen their professional moral cultivation, and establish proper values. They should enhance the study of journalism theory, strengthen political quality through theoretical cultivation, increase enthusiasm for broadcasting and hosting careers, and thereby cultivate noble sentiments.

### **3.3 Upholding Correct Guidance of Public Opinion**

In the new media era, upholding correct guidance of public opinion constitutes a principle that television communication must observe and is closely related to the work of announcers and hosts. Therefore, announcers and hosts must adhere to correct guidance in news and entertainment, using positive information reports—such as coverage of positive social events or role models—to motivate the people to jointly maintain social positivity. In the process of transforming their subjective world, they should cultivate a responsible attitude and sense of mission toward the Party and the people, strengthen noble journalistic responsibility, and demonstrate their good image through media platforms to guide the public to actively focus on social reality, reduce attention to sensationalist negative news, and realize the true value of media platforms.

### **3.4 Regulating Professional Ethics Through Institutional Norms**

Reasonably regulating the professional behavior of announcers and hosts helps ensure the implementation and enforcement of professional ethics supervision mechanisms. Therefore, relevant departments need to strengthen professional standards for announcers and hosts, formulate complete and strict institutional norms, particularly regarding professional ethics education and management. Through these institutional norms, announcers and hosts are required to strictly comply, and through work assessment and scoring methods, regulate their behavior to achieve the goal of delivering positive messages to society.

### **3.5 Enhancing Professional Literacy Through Media Convergence**

First, enhance host capabilities. Traditional hosts should leverage their professional strengths while mastering digital processing capabilities in the converged media era, utilizing network resources to integrate and optimize disseminated

information and attracting audiences with high-quality content. Second, transform traditional thinking. Hosts should improve their ability to quickly identify valuable information, rapidly selecting precise and suitable information from numerous sources for their own field. Third, cultivate news sensitivity. They should enhance their information sensitivity, diligently gather information from online media and self-media channels, excavate news hotspots, and timely feedback on topics of public concern. Fourth, utilize diverse information dissemination. While media workers previously specialized in specific areas, the current era demands proficiency not only in writing but also in comprehensively employing various information types such as photography and video for dissemination.

In summary, the professional literacy of announcers and hosts in the new media era concerns whether media development can achieve better results and holds significant meaning for guiding the masses toward healthy ideological development.

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

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