

Broadcasting and Hosting Arts from a Media Perspective: A Personal View (Postprint)

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Abstract

Since the beginning of the 21st century, the media industry in China has enjoyed a relatively favorable development environment with numerous opportunities, continuously developing at a rapid pace and has become an indispensable part of contemporary life. As the most critical component of broadcasting and hosting arts in television media, emphasis is placed primarily on its artistic image and aesthetic quality, which directly influence public perceptions of television media information dissemination and judgments of media effectiveness. This paper first examines the necessity of broadcasting art and investigates the main content of broadcasting and hosting arts that directly impact media effects, thereby providing certain references for the development of broadcasting and hosting arts in China.

Full Text

My Perspective on Broadcasting and Hosting Art Research in the Media Context

Abstract: Since the beginning of the 21st century, China's media industry has enjoyed a favorable development environment filled with opportunities, evolving rapidly to become an indispensable part of daily life. As the most critical component of television media, broadcasting and hosting art places utmost emphasis on artistic image and aesthetic quality, which directly influence audience perceptions of the effectiveness and overall impact of television media's information dissemination. This paper first examines the necessity of broadcasting art and investigates the key elements of broadcasting and hosting art that affect media transmission outcomes, providing reference points for the development of China's broadcasting and hosting arts.

Keywords: Broadcasting and hosting art; Media; Hosting image

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Against the backdrop of sustained socio-economic growth, television media has become the primary channel through which most audiences receive information. Within the television communication process, broadcasting and hosting occupy an indispensable position. The effectiveness of television program dissemination occurs primarily through the voice and language of broadcasters and hosts, making their professional caliber a direct determinant of program impact. However, the factors influencing broadcasting and hosting arts are not singular but rather result from multiple interacting elements. As China's broadcasting and hosting profession continues to develop, it is showing prospects for diversification. Traditional broadcasting and hosting methods and characteristics are inevitably being phased out as they no longer satisfy audience demands and the requirements of the era. Contemporary media must continuously analyze various factors affecting broadcasting and hosting arts, explore appropriate training methods for broadcasters and hosts, and ultimately enhance both program effectiveness and the overall quality of media work.

2.1 External Image

In today's traditional media environment, film and television communication fundamentally relies on the combination of auditory and visual transmission as an effective approach to information dissemination. This artistic expression is highly comprehensive, meaning that hosts must possess not only certain broadcasting skills but also excellent visual artistic images. To comprehensively analyze and interpret the influence of external image on broadcasting art, it is necessary to systematically examine various aspects of visual image. In film and television communication specifically, audiences are first affected by the broadcaster's visual image before receiving the program's transmitted information. Consequently, the artistic image of broadcasters and hosts constitutes a critical factor.

In-depth research on external image as an artistic element encompasses two important components. The first concerns visual image packaging. A host's artistic image is often influenced by the type and characteristics of their program. Additionally, when modifying a host's physical appearance, it is essential to ensure a certain degree of similarity with the style of the film and television program they host. Only by aligning the host's image with the program's style can broadcasting and hosting be developed into a representative element of the program, enabling effective communication between the audience and the host.

The second component is that broadcasters' and hosts' cultural quality profoundly influences their visual artistic image. A host's favorable external image and temperament are directly affected by their cultural cultivation and per-

sonal charisma. For a film and television program to achieve strong ratings, it is insufficient for the broadcaster or host to merely possess good manners and movements; they must also possess substantial cultural connotation and depth. This serves as a criterion for evaluating a program's popularity and ratings. Only by ensuring hosts possess excellent cultural literacy and substance can the artistic appeal of both the program and the host be enhanced, achieving optimal artistic image.

1. The Importance of Broadcasting and Hosting Art Image

Currently, television media remains the mainstream method of information transmission and the most widely recognized media format among the public. It plays an irreplaceable role in the overall development of media. Within the entire operational chain of television media, broadcasters' and hosts' personal styles and artistic images directly affect audience recognition and appreciation of programs. This functions not only as a relatively intuitive window and pathway for audiences to understand program content but also stands as one of the most crucial factors in broadcasting and hosting art. For broadcasters and hosts to attract larger audiences, they must possess excellent artistic image and temperament to ensure broader viewership. Enhancing broadcasters' and hosts' image, temperament, and artistic quality represents the key to more effectively disseminating television information. Developing the broadcaster's visual artistic image style into an important symbol of their program—creating a concept similar to a brand tag—enables audiences to immediately associate the host's visual image with the film and television program they host, thereby facilitating better program development.

2.2 Inner Temperament

For broadcasting and hosting professionals, consistently focusing on enhancing their cultural connotation and personal charisma significantly influences their artistic image. Simultaneously, broadcasters' and hosts' value orientation and social experience can guide cultural public opinion toward correct development. This demonstrates that contemporary traditional media enterprises must conduct comprehensive examinations of broadcasters' and hosts' cultural and artistic connotations to effectively disseminate correct cultural thinking to audiences and fully realize their responsibilities and values. Under the influence of contemporary traditional media, it is necessary to comprehensively evaluate broadcasters' and hosts' cultural connotations from multiple perspectives to realize their professional values and enable the public to obtain correct cultural values. Furthermore, since film and television programs feature different categories and styles, and hosts possess varying aesthetic sensibilities, programs require hosts to guide cultural and public opinion orientation in a correct direction. For instance, programs on China Central Television and other networks, due to national and other factors, require hosts to establish national and ethnic images and express the collective spirit of the nation and people.

2.3 Language Skills

As film and television programs constitute part of the audible arts, language art represents an integral component of broadcasting and hosting art. For broadcasters and hosts, artistic connotation is inseparable from language artistic connotation. However, during the broadcasting and hosting process, because each host's cultural literacy and professional skills differ, some hosts may pronounce and express according to their personal preferences. For a broadcaster or host, merely possessing a certain degree of personal charisma and cultural literacy is insufficient. To shape a better artistic image, it is necessary to continuously enhance their auditory artistry, enabling audiences to enjoy auditory pleasure during the hosting process and affirming the host's artistic image, thereby laying a foundation for positive word-of-mouth for film and television programs. Additionally, as primary influencing factors in film and television communication, broadcasters and hosts must adjust their characteristics and styles according to different programs, harmonizing them with the film and television programs they host. While maintaining their personal characteristics, they should integrate their actual vocal conditions with the actual style and characteristics of the program, thereby enhancing their personal image.

3. The Role of Television Communication Laws

With technological advancement, film and television media, as primary information transmission channels, not only significantly affect the dissemination of mass culture but also strongly influence the enhancement of transmission impact and overall strength. In reality, as a distinctive form of film and television communication, one of its key influencing factors is comprehensive aesthetics, which plays an indelible role in media communication. This is particularly evident in broadcasting and hosting as the main medium of film and television program transmission, which follows its own special laws. Therefore, while analyzing the main factors of broadcasting and hosting art, it is also necessary to observe and master the primary laws of film and television communication. When hosting programs, broadcasters and hosts must not only fully utilize television program visuals and audio but also ensure smooth transitions between television images. This requires hosts to possess broadcasting art aesthetics and follow the main characteristics and communication laws of film and television programs. Moreover, during program recording, it is essential to ensure that the artistic language form of broadcasting and hosting aligns with film and television content while considering the live atmosphere. Hosts must take into account various situations that may arise during the recording process from an overall perspective to ensure high-quality film and television programs. In film and television communication, audiences receive visual sensations before other aspects when receiving transmitted content; therefore, visual impact also represents an important artistic factor.

4. The Social Value of Broadcasting and Hosting

In reality, social culture is influenced not only by the artistic image and language of broadcasting and hosting itself but also by other social factors. Closely related to broadcasting and hosting art are not only the host's personality type and artistic image but also their social experience and specific social values. To effectively realize the dissemination impact of film and television programs, it is necessary to summarize different social and cultural influencing factors. Additionally, broadcasting and hosting art possesses unique artistic characteristics that enable audiences to affirm a program's reputation while enjoying it, allowing programs to fulfill their social artistic responsibilities and fully exert their social value influence. Overall, as science and technology continue to progress, broadcasting and hosting art has become increasingly indispensable to the prosperity of film and television communication, directly affecting the specific effectiveness and prosperity of television media. Furthermore, as one of the primary methods for promoting mass culture, broadcasting and hosting plays an indispensable role in the growth of the information age. From a media perspective, broadcasting and hosting art is influenced by multiple factors. To become an excellent broadcaster or host requires not only expressing personal life experiences through artistic language but also developing one's own excellent hosting style on the premise of possessing professional skills and cultural connotation to gain greater audience appreciation.

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