

Strategies for Enhancing Professional Competence of Broadcast Hosts in the Context of Media Convergence: Postprint

Authors: Song Fuli

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

Abstract

Currently, China's radio and television industry is undergoing rapid development, gradually integrating new media and self-media into its media forms. The nation has swiftly broken free from the constraints of traditional media, continuously innovating in media operations. The developmental model of media has transitioned from a singular form to a diversified direction. As the image of broadcast hosts is crucial in media, the industry must be more attuned to the times, adhering to the developmental patterns of the era. To forge a highly innovative path in media development, it is essential to comprehensively cultivate the overall competence of broadcast hosting, enabling the professional competence of broadcast hosts to ascend to a higher level and thereby promoting the development of the entire media broadcasting industry. This paper analyzes strategies for enhancing the professional competence of broadcast hosts within the context of media convergence.

Full Text

Abstract

Currently, China's radio and television industry is undergoing rapid development, progressively integrating new media and self-media platforms. The sector has successfully broken through the constraints of traditional media models, continuously innovating its operational approaches. Media development has transitioned from singular to diversified forms. As broadcast hosts serve as crucial public figures in media organizations, the industry must carefully assess the evolving landscape and follow the developmental patterns of the era. To forge a highly innovative path forward, media organizations must cultivate comprehensive qualities among broadcast hosts, elevating their professional literacy

to new heights and thereby promoting the advancement of the entire broadcasting industry. This paper analyzes strategies for improving broadcast hosts' professional literacy within the context of media convergence.

Keywords: media convergence background; broadcast host; professional literacy

1. Current Challenges in Broadcast Host Professional Literacy

1.1 Lack of Global Awareness and Competitive Spirit

In the past, the general public had limited access to knowledge, constrained by narrow platforms such as newspapers, radio, and television. The media industry relied on these channels to disseminate social information, and most people believed that broadcast hosts simply needed to avoid making mistakes on air [1]. However, as the media industry has continuously evolved, people can now acquire knowledge through various channels and methods. The public's knowledge base has expanded significantly, with higher education levels becoming commonplace and individuals developing their own worldviews, values, and outlooks on life [2]. This trend has correspondingly diminished the once-authoritative position of broadcast hosts. Furthermore, the proliferation of media platforms has intensified competition among broadcast hosts. Live streaming has become particularly popular, where anyone can serve as a host, thereby reducing the sacred status traditionally associated with professional broadcasting. Many individuals can earn substantial income through live streaming, which further challenges professional broadcast hosts [3].

1.2 Inadequate Comprehensive Cultural Structure

The diverse forms of new media have created significant challenges for the broadcasting and hosting profession. Every broadcast host should possess a strong sense of crisis and actively learn and master omnimedia knowledge. The entire media industry continues to develop, and broadcast hosts must firmly seize the opportunities this presents, mastering innovative media technologies and applying them flexibly to achieve comprehensive personal development. For instance, in the currently popular Hongyun New Media live streaming technology, a "butel video" system ensures stability and smoothness for new media video transmission through a "high-speed channel" [4]. On this platform, numerous media personnel publish videos and commentary covering a wide range of topics, from everyday life matters to exotic cultural events, attracting countless followers. These media hosts are ordinary people who lack the imposing presence of traditional broadcast hosts, making them more approachable and relatable. They not only gain widespread attention and support but also generate considerable economic benefits. Consequently, traditional broadcast hosts must align themselves with the pace of contemporary development, update their broadcasting concepts, enrich their knowledge and skills, and expand their intel-

lectual horizons by actively engaging with platforms such as WeChat and Weibo while maintaining high program quality.

2. Strategies for Improving Broadcast Host Professional Literacy

2.1 Enhancement of Professional Broadcasting and Hosting Skills

In the context of media convergence, every broadcast host must vigorously improve their professional skills, as only with solid professional capabilities can they better adapt to new developments in the media landscape. Specifically, broadcast hosts must possess excellent language proficiency to enhance overall broadcasting quality. They should first master broadcasting techniques and methods through regular practice, strictly controlling breathing and articulation strength, mastering prosody and rhythm to achieve truly vivid and expressive delivery. Hosts must ensure every word is clearly pronounced and enunciated, imbuing their language with vitality and 感染力. In terms of skills training, hosts can employ self-directed learning methods for individual practice, while their organizations and relevant departments can provide learning platforms, collective training sessions, and additional educational opportunities to effectively enhance professional competencies.

2.2 Keeping Pace with Trends and Strengthening Omnimedia Knowledge Learning

To work in broadcast hosting, every professional must possess advanced comprehensive cultural qualities and extensive knowledge, requiring continuous learning across various fields. Broadcast hosts must establish a comprehensive knowledge system for themselves. Under media convergence, some hosts merely read from scripts without emphasizing continuous learning or accumulating rich knowledge, failing to integrate innovative skills into their work. They approach news reading as their primary task without any sense of crisis or competitive awareness in their professional philosophy, resulting in inadequate comprehensive qualities and low cultural literacy.

2.3 Bold Innovation and Development of Personal Hosting Style

Every artist develops a unique artistic style through their creative process, which becomes their distinctive hallmark. Similarly, broadcast hosts should cultivate their own artistic styles, though this must be built upon a solid cultural foundation. In entertainment programs such as the highly-rated “Happy Camp” and “Day Day Up,” although they are entertainment-oriented and may not receive extensive critical attention, each host demonstrates a unique artistic style during actual broadcasts. For example, hosts like He Jiong and Wang Han possess profound cultural backgrounds that distinguish them from their peers. They have developed distinctive hosting styles, skillfully grasping audience psychology, guiding viewers’ thoughts, engaging in effective interaction, and leaving

lasting impressions on their audience. Each broadcast host can develop a suitable style by summarizing their hosting experiences. Before establishing their style, hosts must clearly assess their personality traits and program strengths, develop a clear professional positioning, and gain confidence in their chosen direction while deepening their knowledge in relevant areas [5]. During actual hosting, broadcast hosts should continuously synthesize and analyze their experiences, identify shortcomings, and make effective improvements. Additionally, they must courageously challenge themselves across various program types, applying different approaches based on program format, content, and target audience.

2.4 Emphasizing Comprehensive Quality Training for Broadcast Hosts

The quality of broadcast hosts significantly impacts the entire radio and television media industry, reflecting the overall caliber of their programs. Organizations must intensify efforts to cultivate comprehensive qualities through layered and graded training models that enhance foundational abilities. Training should include systematic understanding of various specialties, current political affairs, and development of strong psychological resilience to comprehensively improve host quality. Under media convergence, as the entire media industry continues to develop, broadcast hosting must keep pace with this progress. Relevant personnel must possess rich cultural knowledge, solid professional skills, and accumulate extensive experience to promote rapid development of their comprehensive qualities.

References

- [1] Li Hailu. On Strategies for Improving Professional Literacy of Broadcast Hosts under Media Convergence Background [J]. News Writing & Editing, 2017(3): 123-124.
- [2] Tian Wei. A Preliminary Discussion on Improving Professional Literacy of Broadcast Hosts under Media Convergence Background [J]. News Research Guide, 2015(22): 31-31.
- [3] Wang Xiaoling. A Preliminary Exploration of Improving Professional Literacy of Broadcast Hosts under Media Convergence Background [J]. TV Guide, 2017(19).
- [4] Yang An, Liu Qing. Approaches to Enhancing Host Professional Competence under Media Convergence Background [J]. West China Broadcasting TV, 2017(3): 137-138.
- [5] Chen Nan. Exploration of Talent Training Models for Broadcasting and Hosting Arts under Media Convergence Background—Taking Anhui Broadcasting Movie and Television College as an Example [J]. Science & Technology Education Guide: Electronic Edition, 2016(12): 55-55.

(Author's Affiliation: School of Journalism and Communication, Nanyang Normal University)

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

Source: ChinaXiv — Machine translation. Verify with original.