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## On the Cultivation of Broadcasters and Hosts in the New Media Era: Postprint

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### Abstract

Broadcasting and hosting professionals constitute key personnel in program production within the new media era, particularly during this critical period of transformation in the media industry, rendering the cultivation of outstanding broadcasting and hosting talent increasingly paramount. The current talent cultivation system for broadcasting and hosting necessitates adjustments to specialized curricula and comprehensive skills training; moreover, the cultivation model may be rendered more diversified to accommodate the industry's talent requirements.

### Full Text

## Research · Seminar and Exchange: On the Cultivation of Broadcasters and Hosts in the New Media Era

**Abstract:** Broadcasting and hosting are key personnel in program production in the new media era. Particularly during this critical period of transformation in the media industry, the cultivation of outstanding broadcasting and hosting talent becomes even more important. The current talent cultivation system for broadcasting and hosting requires adjustments to professional curricula and training in comprehensive skills, and the training models can also be more diversified to meet the industry's talent demands.

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### 1.3 Problems in Broadcasting and Hosting Talent Cultivation

The problems in broadcasting and hosting talent cultivation are multifaceted. In general, they stem from the lack of core competitiveness in broadcasting and hosting education, which fails to meet industry demands. On the one hand, students in institutions generally focus only on developing a few professional skills while neglecting the enhancement of their cultural literacy, which cannot satisfy the new media era's demand for interdisciplinary talent. On the other hand, the lack of teaching resources and inadequate supporting facilities in institutions are also important causes of these problems.

China's broadcasting and hosting industry has made considerable progress since the 1950s, cultivating a large number of outstanding talents. With the continuous development of the media industry, the requirements for broadcasting and hosting professionals have become increasingly demanding. However, the teaching and training models of professional institutions have gradually shown a trend of disconnection from industry needs. Therefore, how to improve the training model for broadcasting and hosting professionals has become a research focus in related fields.

### 2.1 Comprehensive Qualities of Broadcasters and Hosts

Broadcasters and hosts serve as both integrators and disseminators of information resources in the information age, as well as image ambassadors for media outlets and programs. Therefore, they must possess outstanding language abilities on the one hand, skillfully employing broadcasting and hosting techniques for expression, while on the other hand maintaining a rich knowledge base that enables them to quickly and effectively receive various professional and non-professional knowledge and disseminate it accurately and vividly. In essence, the comprehensive qualities of broadcasters and hosts encompass four major aspects: ideological and moral cultivation, professional competence, psychological quality, and sense of responsibility. First, they must be strict with themselves, correctly understand the values that broadcasting and hosting work should uphold, and demonstrate good self-cultivation. Broadcasting and hosting constitute a highly challenging technical profession; thus, to achieve high standards, one needs not only certain innate talent but also diligent training and continuous learning of new skills to avoid being eliminated by the industry. As a highly real-time program format, broadcasting and hosting requires strong adaptability and quick reflexes; when encountering emergencies, one must remain calm and be able to flexibly and rapidly correct any mistakes. For broadcasting and hosting professionals, the most important attribute is a strong sense of responsibility. Only by maintaining a sincere attitude toward their profession, integrating tolerance, rational thinking, and humanistic care into their programs, can they

sustain their passion for the career and become outstanding broadcasters and hosts.

## 1.2 Current Training Methods for Broadcasting and Hosting Talent

Since the establishment of the first broadcasting specialty institution, nearly 500 institutions in China have now established broadcasting and hosting programs, with considerable progress in discipline construction and multiple talent levels including bachelor's, master's, and doctoral degrees. In terms of curriculum design, there are not only professional courses closely related to broadcasting and hosting such as news broadcasting, voice production, and physical performance, but also cultural and theoretical courses covering journalism and communication studies. Although training models and curriculum systems have taken initial shape, there remains significant room for improvement.

## 2.2 Characteristics of Broadcasting and Hosting Work

Compared with other media professions, the broadcasting and hosting profession has distinctive characteristics. Broadcasting and hosting personnel exert strong subjective influence over the programs they host and the content they disseminate, affecting the audience's judgment to a certain extent. Interpersonal communication psychology shows that if the communicator is well-liked by the audience, the audience will be more receptive to the information and viewpoints being communicated; if the communicator possesses the "name card effect" and becomes a public figure, it will be more conducive to generating influence for their communicated information. However, compared with print media, information disseminated through broadcasting and hosting has disadvantages in terms of authority. Especially with the current rise of new media, programs of various forms and content are mixed in quality, making it difficult to leave a lasting impression on the audience.

## 3.1 Strengthening Discipline Construction and Professional Curriculum Improvement

In current broadcasting and hosting curricula, some practical courses can be directly supplemented with internship activities. For example, courses such as phonetics, broadcasting voice production, and language expression could have their class hours appropriately reduced from the current schedule to make room for corresponding internships and practical activities, reserving more time for senior-year internships. Regarding teaching materials, some broadcasting textbooks currently used in institutions contain outdated content that does not align with contemporary genres and formats, affecting students' learning and comprehension. Therefore, it is necessary to organize industry experts and scholars to revise broadcasting and hosting textbooks. When broadcasters and hosts seek employment, Mandarin proficiency certification and professional qualifications

are particularly important. However, institutional curriculum plans rarely have explicit requirements for professional skills. To improve graduate quality and meet industry demands, institutions should incorporate these essential professional skills into assessments and even award academic credits for them.

## **4. New Requirements for Broadcasting and Hosting Work in the New Era**

### **4.1 Requirements for Unscripted Broadcasting Ability**

Unscripted broadcasting represents a new requirement for broadcasting and hosting professionals following the rapid development of media program formats. Unlike traditional broadcasting training, thinking ability training is particularly important for improving unscripted broadcasting capabilities. Language expression is ultimately the external reflection of one's thinking; therefore, the thinking ability and writing foundation of broadcasters and hosts are crucial for cultivating unscripted broadcasting skills. Additionally, practical experience must be enhanced, as only by facing various unexpected situations in practice can strong adaptability be developed.

### **4.2 Requirements for Comprehensive Practical Ability**

Comprehensive practical ability refers to practical activity skills beyond conventional broadcasting and hosting capabilities, involving language expression and artistic performance, such as acting and drama skills. This is also a new requirement for broadcasting and hosting talent in the new media era following the diversification of program formats. To cultivate comprehensive practical ability, students can be required to extensively observe various excellent programs, learn the comprehensive skills of outstanding hosts, and strive to obtain more practical opportunities.

## **3.2 Adjustment of Training Models**

Traditional broadcasting and hosting training models resemble assembly-line production, cultivating homogeneous talent that cannot meet the diverse demands for broadcasting and hosting professionals in the new media era. Therefore, institutions should consider diversifying their training models for broadcasting and hosting programs and propose more distinctive training directions. For example, institutions with disciplinary advantages in journalism and communication could establish broadcasting and hosting programs oriented toward news reporting specialties; those with practical experience and capabilities in producing independent programs could cultivate broadcasting and hosting talent with producer characteristics. Enriching training models for broadcasting and hosting not only helps cultivate outstanding talent that meets current industry demands but also facilitates interdisciplinary construction and exchange learning among institutions.

### 3.3 Strengthening Language Expression Skills Training

Although language expression skills are compulsory for students in this major, the professional depth of this skill cannot be fully covered in the classroom. Flexible and distinctive language expression ability is a fundamental skill for broadcasters and hosts to establish themselves and develop their careers; therefore, strengthening language expression skills training beyond classroom learning is essential. Numerous programs are language-based, and the host's role is to use language expression techniques to increase the intimacy between information and the audience, thereby improving program quality. During daily script training, students need to cultivate their ability to recreate scenarios—that is, to personally experience the emotions and logic contained in scripts and express them vividly, giving soul to their broadcasting and hosting work. Currently, broadcasting and hosting students still reveal problems such as weak foundational skills in language expression, lacking in Mandarin training and writing ability. Therefore, to improve broadcasting quality, on the one hand, it is necessary to standardize pronunciation and advocate the use of normative language; when communicating with interlocutors, one must be full of emotion and demonstrate care for the audience. Simultaneously, in terms of language expression techniques, emphasis should be placed on aesthetic conception and thoroughly grasping the emotions contained in the broadcast content. Cultivating one's literary temperament and aesthetics is also crucial, as a solid literary foundation is key to inspiring broadcasting creativity.

### 3.4 Strengthening Thinking Ability Training

The so-called thinking ability training aims to enhance creative thinking and divergent thinking, enabling thought to break free from conventions and be full of innovation. Divergent thinking requires the thinking subject to exercise imagination toward the object of thought, reorganizing the knowledge base to consider problems from different angles and logical connections and seek solutions. Divergent thinking has three main characteristics: the ability to respond to problems quickly and fluently; the capacity to adapt to unexpected situations; and the capability to provide unique insights into novel things. In addition, divergent thinking includes elements such as reverse thinking and three-dimensional thinking. To train the thinking ability of broadcasters and hosts, the first step is to conduct thinking speed exercises, such as naming as many items as possible in the same category within a limited time, or quickly generating multiple solutions to a problem. The ability to quickly analyze and summarize information is also crucial; students can be tasked with adding titles to short stories to more accurately summarize their main ideas.

## Conclusion

The characteristics of radio and television communication in the new era have brought tremendous challenges to the broadcasting and hosting industry. To

change the current situation where outstanding talent in this field is in short supply, professionals must possess not only specialized skills but also additional professional qualities to enrich and improve the industry in more diverse forms. This paper offers some simple suggestions based on the current state of the industry, hoping to provide certain reference value for related reform efforts.

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