
AI translation · View original & related papers at
chinaxiv.org/items/chinaxiv-202310.02477

On the Innovation of Program Hosts in the New Media Era (Postprint)

Authors: Wei Huimin

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

Abstract

Television program hosts function as gatekeepers whose influence permeates the entire program. In China, the majority of hosts remain at a superficial level as mere program figureheads, with most of their work still manifested in desk preparation. It can be posited that an excellent host's ability to steer a program, along with their linguistic expressiveness, is of paramount importance. Against the backdrop of increasingly intense competition in integrated media, how can media organizations at all levels maintain vigorous vitality and radiate dynamic momentum for continuous development that advances with the times? This necessitates that hosts continuously enhance their capacity to adapt to new environments, as well as their planning, research, innovation, and practical abilities. Outstanding program hosts can garner audience affirmation and support, win favorable reviews for their programs, and simultaneously cultivate a stable audience base. Therefore, the cultivation of excellent innovative radio and television hosts in the new media era represents both a subject requiring serious contemplation and research, as well as a significant topic in the deepening reform of the new media era.

Full Text

Research, Discussion and Exchange: On the Innovation of Program Hosts in the New Media Era

ChinaXiv Cooperative Journal

Abstract: Television program hosts, serving as gatekeepers, permeate the entire program. In China, most hosts remain at a superficial level of program endorsement, with the majority of their work still manifesting in desk preparation. It can be said that an excellent host's ability to control the program and express themselves linguistically is crucial. Against the backdrop of increasingly

fierce competition in converged media, how can media at all levels maintain vigorous vitality and demonstrate thriving development that keeps pace with the times? This requires hosts to continuously improve their ability to adapt to new environments, as well as their planning, research, innovation, and practical capabilities. Outstanding program hosts can gain audience affirmation and support, win praise for their programs, and simultaneously build a fixed audience base. Therefore, the cultivation of excellent innovative radio and television hosts in the new media era is a question requiring serious consideration and research, as well as an important topic in the deepening reform of the new media age.

Keywords: new media; host; innovation

CLC Number: G224

Document Code: A

Article ID: 1671-0134(2017)12-102-02

DOI: 10.19483/j.cnki.11-4653/n.2017.12.038

Author: Wei Huimin

In the new situation, how radio and television hosts can find a path of integrated innovation is a rather urgent issue. In the converged media era, where new technologies and industries constantly update, undoubtedly higher demands are placed on program hosts. A program host is not simply an announcer or microphone holder, but the leader and soul of the program, who must possess their own thoughts, viewpoints, style, and temperament, along with solid foundational skills and positive, agile adaptability. All of this is based on profound knowledge accumulation, which enables them to firmly grasp the unique style and touching temperament of the audience. The artistic beauty of language must first arouse the host's own emotions. When facing an article, the host should thoroughly understand the author's intent and emotional trajectory, striving to authentically reproduce the scenarios described, allowing the people, events, objects, emotions, scenes, and reasoning in the manuscript to inspire them, generating genuine resonance with the content, and enabling the audience to perceive the linguistic and artistic beauty of literature.

1. Strengthen Personal Professional Competence

The rapid development of mass media has given people more and better choices, and even auditory communication has entered a completely new period, with audiences increasingly expecting high-style, high-quality programs. An excellent program host should first be an outstanding journalist, proficient in resource collection and channel diversification, constantly excavating relevant reporting topics, exercising through frontline interviews, experiencing and handling various complex and changeable issues, integrating the advantages of new media, strengthening public event handling capabilities, and correctly guiding social public opinion. The prerequisite for host innovation is knowledge accumulation, which should be approached from a practical perspective—broad, novel, and specialized. Today's society has entered the information age, and interna-

tionalization, networking, and digitization will be the inevitable trends in the development and transformation of mass media. Therefore, program hosts need to engage in multiple fields and have the responsibility to promote, innovate, and popularize this new knowledge. Creating quality programs, reshaping images, staying close to life, and serving the people are the basic directions that every host should grasp.

2. Possess Strong Language Expression Ability

Broadcasting and hosting is an artistic creation, a creative activity that transforms visual text symbols into auditory “emotional symbols.” Good broadcasting and hosting awakens people with facts, convinces them with reason, and moves them with emotion, inspiring them subtly. As disseminators and leaders of media, television program hosts’ language expression ability is a basic quality and skill requirement. This requires television program hosts to possess information integration and innovation abilities, so they can use language organization skills to edit programs and improve program quality.

3. Possess Distinctive Personal Style

Style refers to personal characteristics—it is unique, distinctive, and the internal basis of a program host’s style. An excellent program host should have their own style, and beyond meeting standard requirements, should also possess the comprehensive quality of remaining calm in crisis and performing naturally. Uniform hosts lack the foundation for survival and development. While adhering to principles and discipline, many places provide hosts with broad space for free expression, advocating styles with distinct personalities and actively encouraging hosts to step into society and out of the studio. For example, moving the studio to a glass house in a busy downtown area or holding large-scale outdoor events where thousands of participants join and watch the program reduces the audience’s sense of mystery about radio and television and eliminates their strangeness toward hosts, filling the period with exceptional closeness and warm atmosphere, creating good social effects. As one scholar once said: “No computer can help them understand the circumstances of events and distinguish priorities; behind communication methods are social factors and comprehensive qualities. While humans use technology to transcend time and space, they need even more to transcend themselves,” bringing deeper enlightenment to program hosts in the new era.

4. Shape a Good Voice Image

The veteran educator Ye Shengtao offered many beneficial insights on radio and television language: “Broadcast manuscripts are entirely for people to listen to,” particularly emphasizing the unique characteristics of broadcast language, which precisely captures the essence of broadcast language. Things that are listened to are sometimes understood and sometimes not; newspaper language

is for people to see and read, while broadcast language is for people to speak and listen to. Broadcast scripts should be written for easy listening, making them understandable at first hearing—this is the requirement of broadcast language, making them pleasant or agreeable to the ear. Radio program hosts exist within programs, and voice is first and foremost the representative of the program's image. When shaping a voice image, the program's purpose, content, target audience, and nature are all issues that hosts should consider and arrange. Voices that deviate from the program image and abandon the principle of harmonious and unified shaping will ultimately be forgotten by listeners. To shape a voice image that conforms to the program image, radio program hosts should clarify the program's purpose. What to do, for whom to do it, how to do it... Every program undergoes such careful planning before broadcast, which is essentially establishing the program's purpose, and the program's purpose will be concretized into program content, connected by the host's vocal language. Purpose is the goal of behavior and the source of thought and emotion. Without the guidance of purpose, the host's verbal behavior and thoughts and emotions will lose direction and deviate. Therefore, a host's vivid voice image must be rooted in the program's purpose.

5. Reflect Aesthetic Orientation

The thoughts and aesthetic orientation of program hosts are important factors affecting program quality, and complete aesthetic orientation transcends the knowledge level to reach the intellectual domain. Different types of television program hosts embody different levels of aesthetic realms, and certain thoughts and aesthetic orientations endow programs with soul. The aesthetic activities in hosts' program hosting have become an important component of the audience's spiritual needs. Even in programs with stronger current affairs and political commentary characteristics, although they must serve more the constraints and norms of society, nation, and ideology, they can still reflect their own strong emotional characteristics and basic aesthetic orientation. In more programs, such as science and technology, culture, entertainment, life, law, sports, and other program hosting processes, hosts' thoughts and aesthetic orientation can be more fully expressed, serving as an effective way to enhance program quality. The revelation of unique thoughts, emotions, and aesthetic orientation more easily infects the audience, enabling them to obtain maximum spiritual pleasure and aesthetic enjoyment. Some hosts demonstrate in their hosting a pursuit and exploration of culture, science, technology, and other knowledge, appearing elegant, refined, and full of charm, often showing intense interest in scientific mysteries and strong thirst for knowledge about the world during the exploration of certain topics, as well as deep love for nature and the world, guiding people to immerse themselves in the ocean of science and culture and obtaining great spiritual enjoyment. Some hosts demonstrate in their hosting a yearning and love for social truth, goodness, and beauty, as well as hatred for falsehood, evil, and ugliness, with a commanding momentum and firm belief in truth, sparing no effort to uphold worldly truth and justice, calling for human

conscience, displaying the host's strong love and hatred and deep affection for the motherland, nation, and people. Some hosts demonstrate in their hosting a love for life and sincere yearning, sometimes transforming serious life topics into lighthearted and interesting jokes, sometimes expressing understanding of life interest through childlike manifestation, and sometimes revealing cognition and insights about life through humor and implicitness. Details also require careful attention—even a tie or a small accessory, if worn inappropriately, will cause negative reactions among the audience, and some may even create adverse effects.

6. Precise Positioning in the Wilderness of Social Informatization

In the information ocean of new media, traditional media can only choose “precise,” “true,” and “deep” as the best strategy, and to ensure precision, authenticity, and depth, the individualized expression of radio and television program hosts is particularly important, requiring transcendence of tradition, copying, and self. Program host positioning is a life-or-death issue for any host. Whether positioning is accurate and proper determines the future and destiny of program hosts. Program host positioning is influenced by many factors, such as the host's internal knowledge, experience, language mastery ability, voice, appearance, personality, etc. These internal factors of the host play a crucial role in their positioning. The difference in program host brand positioning determines the personality and competitiveness of the program. Each program host's experience, knowledge level, voice expression, and personality characteristics are all different, so brand building naturally cannot be uniform. All excellent program hosts have undoubtedly found and grasped the differences in their positioning, truly achieving uniqueness and irreplaceability. In summary, program host positioning must be highly unified with brand building while highlighting the host's own differences, truly achieving harmonious unity of individuality and commonality. Only by properly handling the relationship between program host positioning and brand building can it facilitate the promotion of brand and host image, benefit team integration and innovation, and more importantly, help program hosts stand out, thereby possessing the audience and occupying the market.

References

- [1] Luo Li. Practical Broadcasting Tutorial: Television Broadcasting and Hosting [M]. Beijing: Communication University of China Press, 2003.
- [2] Cheng Yun. The Positioning of Hosts in Various Programs [J]. Journalism Lover, 2009(21).
- [3] Cao Kefan. Introduction to Program Hosting [M]. Beijing: Communication University of China Press, 2007.

Author Affiliation: Lücheng City Radio and Television Station

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

Source: ChinaXiv — Machine translation. Verify with original.