

Application and Research of New Media Technology in Television Broadcasting and Hosting: Postprint

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Abstract

In recent years, as China's modernization construction level has continuously improved, people have attained substantial material satisfaction while gradually beginning to pursue spiritual enjoyment. The development of the new media era precisely caters to these intrinsic human needs. This paper, based on the current application status of new media technology in China, conducts a comprehensive investigation and exploration of the effective application of new media technology in television broadcasting and hosting, aiming to promote the development level of new media technology in China and lay a solid and reliable technical foundation for the development of the television broadcasting industry.

Full Text

Preamble

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Application and Exploration of New Media Technology in Television Broadcasting and Hosting

Abstract: With the continuous improvement of China's modernization in recent years, people have begun to pursue spiritual enjoyment after achieving great material satisfaction, and the development of the new media era precisely aligns with these intrinsic human needs. This paper examines the current application status of new media technology in China and conducts a comprehensive investigation into its effective application in television broadcasting and hosting, aiming to promote the development level of new media technology in China while establishing a solid and reliable technical foundation for the advancement of the television broadcasting industry.

Keywords: New Media Technology; Television Broadcasting and Hosting; Application; Exploration

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1. Overview of New Media Technology

As information technology continues to develop, China's information service level has gradually reached and even surpassed that of Western countries. Both the quantity and quality of information dissemination media in China have exceeded any previous era, a pace that can be described as advancing with each passing day. However, as the volume of information continues to grow, the characteristics of complexity and redundancy in current news information transmission have gradually emerged. To address these objectively existing problems, new media technology has arisen in response to the needs of the times.

The birth of new media technology is not a single point in time but rather a process of information dissemination and a stage of technological sublimation. The continuous application and development of new media technology have spawned numerous new media forms, expanded the scope of information dissemination, and increased audience numbers. Consequently, we could even argue that China's current information dissemination carriers themselves represent the embryonic form of new media. The author believes that the current definition of new media in China focuses on the character "new"—in contrast to old media, new media is not only new in content but also new in methods of dissemination. As the key core technology of new media communication, the development of new media technology also serves as a breakthrough point for industry-wide technological advances and large-scale innovation. With the continuous development of the era and the ongoing application of new media technology, a bridge has been established between traditional industries and the media and network economy, providing a continuous stream of information and energy for China's modernization efforts.

2.1 Limitations of Traditional Media Technology

With the continuous progress and development of the times, people have gradually become aware of the various limitations in traditional media development. These limitations not only severely constrain the application and development

of new media technology but also hinder its effective utilization. The main limitations are reflected in the following aspects.

2.1.1 Update Issues in Traditional Media Technology

As the industry continues to develop and transform, new media technology has demonstrated many advantages that traditional media technology lacks, with the most significant disadvantage of traditional media being its update speed. Since traditional media was established with certain fixed patterns from the beginning, it tends to adhere to conventions during dissemination. This not only reduces the effectiveness of traditional media technology but also delays its update speed and quality, ultimately preventing technological application from aligning with the development of the times and resulting in elimination by history and the era. From another perspective, because traditional media technology often lacks freshness during application, it fails to meet modern people's pursuit and desire for media and news. Once people lose their sense of novelty toward news and their desire for knowledge diminishes, the application effectiveness of such news media technology approaches obsolescence and extinction.

2.1.2 Medium Matters More Than Content

In the application process of new media technology, we can easily observe that due to the continuous application and popularization of mobile phones, the explosive growth of various online self-media platforms has significantly constrained the development of traditional media. Analyzing from the perspective of new media technology application fields, this is not only due to gaps in dissemination content but also, more importantly, gaps in dissemination mediums. For example, with the continuous development of mobile platforms, the market share occupied by PC and even television terminals is constantly shrinking. Even if television programs can achieve higher-level content through self-reform, they still cannot reverse their disadvantage in terms of medium. This represents the greatest limitation in the current application process of traditional media technology and exerts an irreversible negative restrictive effect on the development of the entire traditional media industry.

2.1.3 Lack of Integration

In the application process of traditional media technology, because local television stations each have their own broadcasting systems and characteristics, obvious competitive relationships often exist between them. However, due to their independent operations and mutual influence, few television stations can achieve organic integration. Long-term competitive relationships have led to information blockages, which have become common problems in traditional media technology application. Such issues fundamentally do not exist in online new media construction, where various forms of forwarding can greatly enhance information circulation efficiency while also providing a foundation and guarantee for achieving prosperity across the entire industry. Therefore, the integration

problem in traditional media technology application also constitutes a major factor limiting its development.

2.2 Advantages of New Media Technology

The advantages of new media technology are mainly reflected in three key aspects. First, new media technology encompasses the characteristics of sound, text, images, and language, reintegrating these elements to achieve the fusion and communication of multimedia information and enabling higher-level information sharing. For contemporary human social life, the vast majority of information comes from visual transmission, and the method of delivering information to audiences through images has become deeply ingrained. New media achieves leapfrog information transmission through multi-angle visual delivery modes supplemented by influences on other senses, effectively expanding both the efficiency and quality of information transmission.

Second, new media technology can deliver more excellent and dynamic visual effects. With the continuous development of new media technology, it can now provide audiences with rich layers of sound and music enjoyment while also delivering dynamic images and artistic effects through high-resolution graphics. Moreover, due to the continuous development of augmented reality and virtual reality technologies, the actual effects of spatial experience are extraordinary. These new technologies not only bring many fresh experiences to people's lives but also provide good feedback for achieving timely information dissemination and communication.

Third, new media technology possesses real-time and rapid characteristics. Unlike traditional media communication technology, new media technology is essentially technology born in the Internet environment, giving it obvious real-time and rapid features. By abandoning traditional information dissemination methods that use paper as the medium and instead using networks with stronger communication performance and better interactivity as the dissemination channel, information transmission efficiency has been greatly enhanced while also demonstrating the timeliness characteristics of news, which is conducive to the rapid development of the broadcasting and hosting industry.

3. Specific Measures for Applying New Media Technology in Television Broadcasting and Hosting

The specific measures for applying new media technology in the television broadcasting and hosting industry can be elaborated through the following aspects.

3.1 Enhancing the Personalization of Broadcasting and Hosting

With the arrival of the new media era, television news broadcasting and hosting not only bear the responsibility of reviving the traditional broadcasting and hosting industry but also must inherit and promote the excellent qualities of broadcasting and hosting while achieving continuous innovation in language aesthetics. In such an environment, broadcasting and hosting professionals must maintain good professional quality while using language appeal to fully demonstrate personal charisma. To achieve this, they must manifest a high degree of personalization in broadcasting and hosting. The application of new media technology in the dissemination process can precisely meet this developmental demand. By integrating personal viewpoints with factual news content, broadcasting hosts can display more noble personal charisma and unique explanatory styles while promoting mainstream culture. This approach not only allows them to effectively integrate their own experiences into news programs but also enables them to enhance program format and content variations on the basis of ensuring news authenticity and reliability, thereby establishing differentiated effects through personalization. Only in this way can the true revival of the traditional broadcasting and hosting industry be achieved.

3.2 Improving Real-Time Editing Capabilities for Live Reporting

In the past, traditional broadcasting and hosting tended to use live broadcast formats for on-site news reporting, processing the sound and images from ongoing news scenes, adding the broadcaster's commentary, and finally transmitting to audiences through television platforms. However, with the continuous development of the times, to improve broadcast quality and reduce errors, many television stations now prefer to have frontline journalists collect on-site information first, then have professionals review the manuscripts, and finally broadcast from the studio. The most serious consequence of this approach is lag, which not only affects the value of news dissemination but also hinders traditional broadcasting and hosting industries from achieving timeliness and appeal, posing obvious obstacles to industry development. To address this issue, broadcasting hosts must possess certain real-time editing capabilities. To achieve this goal, hosts must organize and effectively edit multi-level, multi-form news information, then control program rhythm and flow based on editing results to achieve tightly linked program effects. This requires television broadcasting hosts to have in-depth understanding of each news item and program process while also focusing on developing their reflexes and real-time editing awareness, which can effectively shorten the distance between hosts and audiences and greatly enhance communication affinity and hosting effectiveness.

3.3 Demonstrating the Mainstream Guidance Role of Broadcasting and Hosting in Interactive Processes

With the arrival of the new media era, the news media studio is no longer a simple information release platform but tends to function more as a network infor-

mation sharing platform for multi-angle, multi-level media information dissemination. As important disseminators guiding mainstream viewpoints, television broadcasting and hosting professionals must clearly recognize the transformation of their functions and positioning. Through the effective application of new media technology, they must shift from the original one-way information output state to an interactive broadcasting model to enhance audience attention, implementing interactive functions effectively according to different audience needs. This approach not only enhances the flexibility of broadcasting and hosting but also helps improve audience satisfaction.

4. Conclusion

In summary, with the continuous development of the new media era and increasingly widespread application of new media technology, television news broadcasting hosts are currently facing tremendous opportunities and challenges. How to achieve transformation in the current environment of explosive new media development has become an issue that every television station professional must address. This paper provides a detailed exposition of the development and application status of new media technology and proposes corresponding technical countermeasures based on the problems existing in broadcasting and hosting under the new era background. The author hopes that broadcasting hosts can enhance their professional quality and moral standards while making hosting activities more comprehensive and concrete, thereby making positive contributions to the comprehensive and healthy development of the traditional television news broadcasting industry.

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

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