

Transformation, Upgrading, and Capability Enhancement of TV Hosts in the Converged Media Era: Postprint

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

Abstract

With the continuous development of the globalized economy and technology, public demands and requirements for television media are increasingly growing. The mutual integration between traditional television media and new media has become an inevitable trend, the era of media convergence has fully arrived, and television hosts are facing severe challenges. In the context of media convergence, television hosts must undergo comprehensive adjustment and transformation, cultivating corresponding competencies and skills, in order to better address the various demands of the converged media era, thereby enhancing the overall quality of television programs and gaining public recognition.

Full Text

Research, Integration and Development: On the Transformation, Upgrading and Capability Enhancement of TV Hosts in the Era of Media Convergence

Abstract: With the continuous development of the global economy and technology, public demands and expectations for television media are increasing. The integration of traditional television media and new media has become an inevitable trend, and the era of media convergence has fully arrived, posing severe challenges to television hosts. In this context, television hosts must make comprehensive adjustments and transformations, cultivating more relevant capabilities and skills to better meet the diverse requirements of the converged media era, thereby enhancing overall program quality and gaining public recognition.

Keywords: media convergence; television host; transformation; capability; enhancement; strategies

CLC Number: G222.2

Document Code: A

Article ID: 1671-0134(2017)05-048-02

DOI: 10.19483/j.cnki.11-4653/n.2017.05.010

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In the era of media convergence, significant changes have occurred in technologies, concepts, and ideologies, gradually creating conflicts and competition between traditional and new media. This integration also provides opportunities for the transformation, upgrading, and capability enhancement of television hosts. Only by actively seizing the initiative in this convergence and comprehensively improving their abilities, skills, and qualities in accordance with specific job requirements can television hosts better cope with future pressures and competition, and enhance their professional competence.

1.1 The Meaning of the Media Convergence Era

The term “media convergence era” is a new concept emerging in the new era, representing the mutual integration of media and mediums. Converged media has evolved into a new media epoch that, while preserving the excellent elements and philosophies of traditional media, incorporates more components of “development, innovation, diversity, and technology.” This fusion fully leverages the strengths of both traditional and new media, thereby enhancing media competitiveness under new circumstances and injecting fresh elements and energy into the development of the new-era media landscape. This convergence has further broadened the distribution channels for television programs and better satisfies the public’s diverse information needs, demanding that television hosts possess stronger adaptive and emergency response capabilities to handle various unexpected incidents and public demands effectively.

Television hosts must first embrace the era of media convergence with an open mindset, avoiding resistance while actively transforming and adjusting their own perspectives. They should achieve ideological recognition and understanding, research the characteristics and demands of the converged media era, and translate these insights into concrete job performance. By aligning with the specific requirements of media convergence, hosts can develop personalized career plans and development pathways, thereby increasing the relevance of their professional growth.

2.2 Program Richness and Watchability Require Stronger Host Capabilities

Television hosts can no longer rely solely on language skills to improve program ratings and audience recognition. In the media convergence era, the public demands programs that are more watchable, rich, and authentic. This requires television hosts to possess not only excellent language expression abilities but

also the capacity to integrate into specific contexts and conduct frontline reporting, transforming these experiences into their own performance skills. By doing so, they enhance program appeal and attract public attention through situational construction, making hosting more authentic, vivid, and engaging. Moreover, with the development of digital imaging technology, program switching has imposed higher demands, requiring television hosts to demonstrate stronger improvisation and live performance abilities.

2.3 The Impact of New Technologies and Media Demands Stronger Information Integration and Language Expression

As a television host, language expression ability is a fundamental quality and skill requirement. However, against the backdrop of media convergence, new technologies and methods continue to emerge, requiring television hosts to control program rhythm and innovate program types and content. Only with stronger information integration capabilities can hosts better organize, edit, and express what they see and hear through language. They must also fully consider the influence and demands of online audiences, take into account program quality and connotation, and convey event dynamics to the public using the most comprehensive information and more vivid expression methods.

3.2.2 Enhancing Information and Resource Collection, Screening, and Integration Capabilities

In the media convergence era, the constant influx and emergence of various technologies and information demand that hosts possess stronger capabilities in collecting, screening, and integrating information and resources. They must fully recognize the power of online media and dialectically understand the relationship between the rapidity of network dissemination, the diversity of distribution channels, network security, and the rationality of public demands. Hosts should continuously excavate more topics related to relevant reports and integrate them using multimedia technologies. Naturally, television hosts must continuously learn and adopt new technologies and knowledge related to converged media, strengthen vocational quality training and capability enhancement programs, and reinforce their ability to handle and analyze public events, thereby improving the effectiveness and comprehensiveness of information.

3.2.3 Enhancing Sensitivity and Embracing Media Convergence Era Competition with an Open Mindset and Innovative Concepts

Television hosts in the media convergence era must, on the basis of fully grasping program requirements, further narrow the distance with the public. By combining public attention to certain topics and online research, they should excavate more innovative themes. In terms of promotion, they can effectively

disseminate content and publicize positive energy through various tools such as WeChat and Weibo. Throughout the processes of hosting, reporting, editing, and interviewing, hosts must enhance their sensitivity to handle issues more meticulously and keenly, process information, build distinctive program brands, and improve program professionalism.

3. Specific Measures for the Transformation, Upgrading, and Capability Enhancement of Television Hosts in the Media Convergence Era

As important disseminators, guides, and leaders of media, television hosts must actively break through and bravely explore in the context of media convergence. By implementing multiple measures in concept transformation, professional quality improvement, and innovation capability cultivation, they can better adapt to the environment, become “all-round” talents, and build their own distinctive host brands, thereby providing human resources support for enhancing television news competitiveness.

The arrival of the media convergence era has brought more development opportunities and challenges to television hosts. Only through continuous breakthroughs, innovation, and adaptation to trends can they enhance their political literacy, humanistic quality, professional competence, and comprehensive hosting abilities, thus becoming versatile talents adapted to media convergence development.

3.1 The Role Transformation of Television Hosts in the Media Convergence Era

A television host is not merely a profession or a position but also a disseminator of media consciousness, advanced culture, and influence. Through reasonable language expression and behavioral demonstration, hosts convey the core values and significance of media to viewers and listeners. Through interaction with the public and audiences, they can both convey the expressive ideas of programs and timely understand public demands and evaluations. Television hosts are also disseminators of advanced culture.

Television hosts must fully integrate position characteristics and industry requirements. They should not only demonstrate and disseminate news trends to the public using excellent language expression and performance abilities but also go deep into the frontlines to understand more comprehensive information. Naturally, they must also perform editing work, using multimedia technology and computer network technology to beautify images and create stronger visual impact for the public. Therefore, the cultivation of all-round talents is essential.

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

Source: ChinaXiv — Machine translation. Verify with original.