

Diversified Development Path of Broadcasting and Hosting Art from the Perspective of New Media

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Abstract: With the rapid development of new media, the traditional broadcasting and hosting art is facing unprecedented challenges and opportunities. Under this background, announcers and hosts need to adapt to the new communication environment and realize the diversified development of art forms. This paper aims to explore the diversified development path of broadcasting and hosting art from the perspective of new media.

Keywords: New media; Broadcasting and hosting art; Pluralism; Development path; Challenges and countermeasures

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1. Introduction

The rapid development of information technology has led the arrival of the new media era. These scientific and technological advances have greatly promoted the speed and coverage of information, and laid a solid scientific and technological foundation for the vigorous development of new media. The extensive coverage of the Internet marks the rise of the new media era. A growing number of Internet users access information, exchange views and transmit culture through digital platforms, forming a huge online community. This trend has laid a broad market stage and a solid audience foundation for the growth of new media. Under the influence of digital technology, the transmission carrier of news content is gradually shifting to the network platform, and more news content appears in the network community^[1]. Under the background of the new media era, the boundary of time and space is no longer a barrier, and the scope of information transmission can cross national boundaries and reach all corners of the world. This has not only built a convenient platform for cross-cultural exchanges and cooperation, but also further catalyzed the deepening development process of globalization.

2. The importance of broadcasting and hosting art in the new media era

The art of broadcasting and hosting plays the role of communication medium between information and

audience. The language of broadcasting and hosting becomes a bridge between the message and the receiver, not only transmitting the surface text information but also conveying the cultural connotation and emotional temperature at a deeper level ^[2]. In the face of the wave of the new media era, the diffusion rate and coverage breadth of information has increased significantly and the practice of broadcasting and hosting art is committed to conveying this massive information to a vast audience in a clear, accurate and vivid form, ensuring the effectiveness and wide reach of information transmission.

The advent of the new media era has brought about great changes in media communication. In this wave of media changes, broadcast hosts use sound as the medium to express and transmit information through language, which affects the thoughts and emotions of the audience ^[3]. The art of speech communication and hosting builds a solid emotional bond with the audience under the presentation of language rhythm, sound charm and emotional depth. The broadcast host must make full use of the text content and unique voice to deliver diversified content to the audience ^[4]. Under the background of the new media era, the public's desire for emotional resonance is becoming more and more intense, prompting announcers and hosts to inspire profound resonance and a strong sense of identity through sincere dialogue and communication, touching storytelling, and touching emotional transmission.

From the perspective of new media, the host of network talk shows is defined as the messenger of information, the moderator of program atmosphere, the guide of audience emotion and the planner of content through the Internet platform, using video, audio and other multimedia forms. The work of network talk show host crosses the boundary of traditional TV and radio, and enters a broader and more interactive new media space ^[5]. Under the background of the new media era, the channels of information transmission show diversified characteristics, covering the forms of Internet live broadcasts, short videos and audio podcasts. Under this trend, the art of broadcasting and hosting shows a high degree of adaptability, providing the public with a more colorful and diversified audio-visual experience. At the same time, announcers and presenters can also use social media and other platforms to achieve direct interaction with the audience, and effectively enhance the audience's participation and sense of belonging.

Because of the deepening of globalization, cross-border cultural interaction and communication have become an irreversible trend. The art of broadcasting and hosting, as a bridge of language and culture transmission, plays a vital role in promoting dialogue and understanding among countries and regions. An outstanding broadcaster or presenter not only needs to be proficient in his or her mother tongue and culture but also has cultural and linguistic knowledge that transcends national boundaries, thus playing a key role in promoting global cross-cultural communication.

3. The impact of new media on the art of broadcasting and hosting

The emergence of new media forms has injected unprecedented diversity of communication channels into the media field. The public can obtain more open and three-dimensional information through mobile Internet terminals ^[6]. Compared with traditional media methods, these new digital media platforms quickly occupy a prominent position in the market with their unique communication strategies and efficient information transmission rates.

In the contemporary new media environment, forms of information transmission such as video, audio, and social media occupy a dominant position, replacing the communication model of text and image as the main body in the traditional media period. In the process of media fusion, Voice of China Central Radio Network

specially developed media fusion products according to the rules of media development and made use of the functions of new media applications to create panoramic photography. This mode of communication can provide users with a rich sensory experience ^[7].

The rise of new media poses a challenge to the status of traditional media, resulting in the latter facing the loss of audiences and advertisers. At the same time, the development of new media has also spawned several media giants, such as Tencent and Alibaba, which have occupied an important position in the media field by relying on their strong technical force and resources.

The advertising strategies of new media show more flexibility and pertinence and can implement personalized promotion according to users' preferences and behavior habits, thus enhancing the influence of advertising. In contrast, the traditional forms of media advertising mostly rely on layout ads and TV spots, which have a wide coverage, but the effect evaluation is more difficult. Under the background of owning an exclusive media platform, radio media can also carry out a second attempt to sell advertising products, carry out online sales business, and promote the development of media advertising business ^[8].

The rise of new media technology has promoted the transformation of the information and entertainment consumption model, and the content demand of users has also presented a new trend. In the face of this change, traditional media must adapt to the changes in user needs, and actively promote content innovation and service optimization strategies, aiming at presenting more personalized and diversified content experiences. To carry out innovation, it is necessary to use new media platforms to enrich the content of radio and television programs, break through the time and space limit of information transmission, expand the scope of transmission, and increase the audience rating ^[9]. The rise of new and emerging media has driven the transformation of the media field to the digital direction, covering many aspects such as the digitalization of content production, the digital transformation of communication channels and the digital upgrading of operation and management processes.

4. Diversified development paths of broadcasting and hosting arts

The first factor lies in the strengthening of the diversity of content in the field of broadcasting and hosting art. With the development and progress of society and the increasingly diversified demands of the public, the scope of broadcasting and hosting has gone beyond the traditional functions of news transmission and program guidance in the past. The continuous wave of scientific and technological progress has promoted the continuous innovation of the forms of broadcasting and hosting. From the early audio and video recording technology, it has evolved to the current cutting-edge applications such as online live broadcasting and virtual reality. The forms of news and information transmission have become more diversified. It satisfies the demand for more people to know the world without leaving their homes ^[10]. At the same time, the enhanced interactivity and engagement features enable listeners to be more deeply involved in the content of the program, which not only enhances the appeal of the program but also enhances its social influence. Finally, the development of the art of broadcasting and hosting inevitably leads to the diversification of communication channels. New communication platforms, especially the Internet and social media, are emerging as the key carriers for the spread of this art form. Compared with the new media, the traditional radio and television media has a significant defect of poor interaction, and it is difficult for radio and television media workers to timely understand the audience's perception and feedback, resulting in a certain blindness in the selection of program materials and content production of traditional radio and television media ^[11]. With the characteristics of rapid dissemination, extensive coverage and high interaction, these emerging channels have opened up a broader field

of communication and rich opportunities for the art of broadcasting and hosting.

To sum up, the multi-dimensional development of broadcasting and hosting art constitutes a key trend in today's media ecology. Through the progress in content innovation, variety of forms, and expansion of communication channels, this field will more effectively adapt to the diverse needs of listeners, enhance the connotation and extension influence of programs, and further promote the development of the media industry to a new height.

5. Challenges and countermeasures of the diversified development of broadcasting and hosting art

5.1. Challenges

Under the background of the new media era, the amount of information is exploding, and people can receive rich and diverse information all the time. This situation intensifies the competitive situation in the field of broadcasting and hosting arts, forcing the field to continue to innovate to gain an advantage in attracting and maintaining the audience's attention.

The rise of new media has had a profound impact on the mode of information dissemination, transforming it from a single transmission to a two-way interaction. The host can enter the mountains, rivers, deserts and oceans in the studio, giving the audience a feeling of being there ^[12]. This requires that the art field of broadcasting and hosting must adapt to this new communication pattern, not only acting as a messenger but also realizing instant interaction with the audience. Undoubtedly, this change has increased the challenge of the profession.

In the context of the contemporary new media environment, the audience's demands for information content are increasingly diversified. They not only attach importance to the dissemination of information but also pay more attention to the innovation and personalized characteristics of the content. Therefore, the field of broadcasting and hosting art must continue to innovate to meet the diversified appreciation needs of the vast audience, which puts forward more stringent standards for the professional quality and innovative thinking ability of practitioners. On the contrary, if the announcer and host are incoherent and stumbling, the audience will feel that they do not know what they are talking about. Naturally, they will not be loved and supported by the audience, thus losing the power of diversified development and long-term development ^[13].

With the continuous iteration and development of AI and big data technology, the future AI technology will make it possible to complete the workload of more than 10 people in a week with dozens of minutes, which will form a huge challenge for junior practitioners in the industry ^[14]. This trend challenges broadcasters and presenters to continuously learn and quickly adapt to these new technologies, turning them into a driving force for career development.

In the new era of the media environment, the public opinion landscape takes on a more complex character. Announcers and presenters are responsible for information dissemination, are faced with the test of diverse public opinion and doubts. This puts forward higher requirements for them. They not only need to have profound media literacy but also need to have flexible and effective coping strategies to cope calmly with various complex public opinion situations.

5.2. Coping Strategies

Faced with the increasingly severe situation of information surplus and competition, the field of broadcasting and hosting art needs to innovate in content and form to effectively capture and maintain the audience's

attention. The ways to achieve this goal include: adding new elements to the freshness of the program, adopting innovative expression methods to deepen the validity of information transmission, and to create unique program characteristics, and strengthening the recognition and attraction of the program, to enhance its competitiveness in the industry.

In the face of the multi-dimensional development needs in the field of broadcasting and hosting art under the vision of new media, it is the key to cultivating talents with all-round abilities. This covers many aspects, such as exquisite language expression, active creative thinking, the strengthening of team spirit and the skilled application of technology. At the same time, it is also important to pay attention to and promote the personalized growth path of talents, and encourage them to make full use of their advantages and expertise in their respective professional fields.

6. Conclusions

6.1. Diversified development trend of broadcasting and hosting art from the perspective of new media

New media technology has opened up a broader stage and abundant material library for the field of broadcasting and hosting art. The new media technology has brought innovative influence to the field of broadcasting and hosting art. In addition, the new media also integrates rich audio-visual resources, which greatly enhances the expression and attraction of the content of broadcasting and hosting, making it more interesting. In the interactive dimension of new media, the art of broadcasting and hosting has been enhanced by an unprecedented closeness to the audience. New media technology has had a profound impact on the field of broadcasting and hosting art, among which the integration of artificial intelligence and big data marks an innovation. The formation of diversified trends in the field of broadcasting and hosting art is the general trend of the era. In this context, announcers and presenters must continue to cater to the characteristics and needs of new media, improve their professional skills and innovative thinking ability, and aim to fully meet the expectations and needs of the audience. At the same time, relevant organizations and enterprises should also strengthen the research and development of new media technology and its practical application, to lay a solid foundation and guarantee for the vigorous progress of broadcasting and hosting art.

6.2. Outlook on the development of broadcasting and hosting art in the future

The future development trend in the field of broadcasting and hosting art shows endless potential and possibilities, which is due to the rapid pace of scientific and technological progress and the profound transformation of media ecology. It can be predicted that this field will move towards the direction of diversification, personalization and intelligence, and show a more colorful face.

An important development trend in the field of broadcasting and hosting art will be the integration of intelligence. For example, advanced intelligent speech synthesis technology can reproduce the human voice, adding rich resources to the artistic creation of announcers and presenters. AI virtual anchors, as the product of the era of big data, depend on social networks and have obvious technical attributes^[15]. At the same time, the in-depth analysis of audience behavior by artificial intelligence technology enables broadcasting and hosting professionals to more accurately grasp the needs and preferences of the audience to provide more high-quality artistic presentation and service experience.

In short, the future development trend of broadcasting and hosting art will face many opportunities and challenges. Only continuous innovation, flexible adaptation to the new media ecology and technological

innovation trends to maintain a competitive and stable position in this industry.

Disclosure statement

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