Persistence and innovation of traditional broadcast hosts in the digital age

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Abstract: *Today, with the continuous development of network technology, digital technology, and media technology, telecommunication networks, the Internet, and radio and television networks are gradually integrated, and the digital media era has officially arrived. In this context, this paper analyzes the inheritance and innovation of broadcasting and hosting, and puts forward feasible strategies for inheritance and innovation for reference after a brief understanding of the development status of broadcasting and hosting.*

Keywords: *Digital age; Broadcast hosts; Opportunities and Challenges; Persistence and innovation*

1. Introduction

At present, China's economy is entering a new stage and a new journey of digital development. The "14th Five-Year Plan for National Economic and Social Development of the People's Republic of China and the Outline of Vision 2035" clearly proposes to carry out digital development. As the voices and pioneers of the media industry, broadcast hosts must not only keep up with the trend of the times, make innovations and improvements to their own development, but also clarify the bottom line and principles, adhere to their responsibilities and missions in the new era, be upright and innovative. Stabilize themselves in the digital age, and keep moving forward.

2. Challenges of the times: The impact of the digital age

2.1. Internet platform creates the era of "Everyone We Media "

With the increasing maturity of network technology, major live broadcast platforms compete to stand, and the dissemination forms originally belonging to radio and television media have become popularized, and a new era of " Everyone We Media " has gradually formed. The "low threshold" of the live broadcast platforms have created a group of "amateur anchors" with various styles, occupying part of the space of traditional broadcast hosts and attracting more public attention, although the self-media era provides more choices for broadcast hosts and opportunities, but at the same time, it also has a certain degree of impact on the stereotyped image[1] of traditional broadcast hosts.

2.2. Technical support, AI anchors have low cost and high efficiency

"Listening" and "speaking" are the most basic professional requirements for broadcast hosts. In the digital age, through intelligent language technology and text-to-speech conversion systems (recording and storing sound materials in advance, and completing speech synthesis and output according to the input text), through learning from real voice data, marking out different tone phenomena in pronunciation (including pauses, accents, monosyllabic duration, etc.) and realizing speech data modeling, the new AI anchor (artificial intelligence anchor) form has entered the public eye.[2] The AI anchor of Xinhua News Agency is based on the form and voice data of Chinese news broadcast hosts as the main material, comprehensively extracts the characteristics of their voice, lip shape, posture, behavior, etc., and adopts methods such as voice, lip shape, action fusion and deep learning, etc. jointly trained with various simulation technologies. AI anchors can break the physiological limitations of human beings, and can run continuously for 24 hours, without being affected by human emotions or making slips of the tongue. However, in actual use at present, people still need to improve some of the problems of uneven accents, blunt pauses, and rigid speech in AI anchors, but standard basic news broadcast can already be completed.

2.3. Fragmentation of time, short videos content are richer and more convenient than traditional TV programs

The speed of development of the times has accelerated the life pace of modern people. In the digital age, high-speed data transmission and multi-functional digital devices are integrated into people's lives, which provides the conditional basis for watching news, videos and other content anytime, anywhere. In such a social environment, traditional radio and television media gradually show their own disadvantages in the competition with short video platforms. The differences are mainly reflected in the limited content curing, relatively weak timeliness, and relatively low efficiency of information acquisition.

Taking news program as an example, the objectivity and seriousness of news limit the singleness and normativeness of its program forms. However, the short videos platform will combine the cultural advantages of the public, By way of broadcast reading and commenting by the hosts, add comments, background contrast and other innovative forms of expression, make "hard" news "soft" through media broadcasts, and on the premise of ensuring the objectivity of the reported content, it will be compared with traditional TV programs. In comparison, short video news with a clear standpoint and warmth is closer to the audiences' lives and more attractive. In terms of timeliness, from the perspective of media producers, in radio and television media, programs can only be broadcast at a fixed time, while new media can maintain the real-time nature of information, and can be transmitted to the Internet as soon as news occurs. From the audience's point of view, the audience can obtain news information from the network anytime and anywhere through various devices connected to the network, so it has strong timeliness and convenience. It can be seen that the relative lack of timeliness of radio and television media is also one of the factors that make it difficult to attract audiences.

3. The advantages of traditional broadcast hosts

3.1. More professional

In the era of traditional media, due to the influence of modern information technology, the process of news dissemination is mainly one-way linear[3], that is, the communication-oriented type in which the broadcast hosts are dominant, and the information content is conveyed to the audience only. In this period, the broadcast hosts are responsible for Information dissemination, public opinion guidance and other functions. The one-way linear communication makes the traditional broadcast hosts have a very high voice and authority, and correspondingly, it also regulates and requires the technical professionalism of the traditional broadcast hosts at all times. Therefore, the competition of broadcast hosts in this period mainly focused on the skill level and professional quality. The situation of numerous live broadcast platforms in the digital age has created a group of popular "amateur" anchors, and the low-cost live broadcast environment requires extremely low professional skills for broadcasting and hosting, which has generated a variety of individual anchors who use vulgar personal Image-building and pan-entertainment vulgar content to gain attention. However, due to the increasing level of knowledge and civilization of the audience, the demand for high-quality content is gradually increasing. Accordingly, the live broadcast platform is also gradually increasing supervision and becoming more standardized in the development. As a result, the requirements for the anchor's personal quality, professional quality and the quality of program content are further improved. After the mass carnival subsided, the audience broke away from the pan-entertainment kitsch, and the aesthetic demand for high-quality content was further enhanced. The professionalism of traditional broadcast hosts, in the current era of the overflow of non-professional network hosts, gradually entered the public vision, attracting attention. Contrasts the two, traditional broadcast hosts showing more prominent advantages.

3.2. More rigorous of content

The Chinese culture is extensive, profound and has a long history. Five thousand years of culture has created the polysemy of Chinese.[4] The standardized educational environment and the strict requirements of traditional media for broadcast hosts ensure that traditional broadcast hosts have a certain level of language and culture and professional skills. Accurate use of words can not only improve the quality of the program, but also make the program culturally professional and authoritative. Secondly, in the traditional media environment, the program production links are complete, and the review system and regulations are standardized. In the real production environment, media content producers are responsible for the dissemination of content and social feedback under the constraints of layers of systems and social environment. Therefore, traditional broadcast hosts will strictly regulate themselves, avoid inappropriate

remarks, and ensure the seriousness and authority of TV news programs and the positivity of their own images.

3.3. A more formal aesthetic and a clear bottom line

TV broadcasting and hosting work, in addition to program production, shoulders more diverse humanistic value dissemination functions, including the transmission of socialist core values, the guidance of social public opinion, and cultural inheritance. Under the training regulations such as cultural education, work system norms, etc., traditional broadcast hosts are in the mainstream thinking and mainstream cultural environment of official media production institutions. It has formed a unique personality charm full of positive energy, with an aesthetic awareness and a clear bottom line in line with social values. In line with the country's requirements for broadcast hosts, it plays a positive role in leading the audience's thinking.

4. Persistence and innovation path -- Persistence

4.1. Professional quality of broadcasting and hosting

In 2020, China has successfully completed the task of poverty alleviation in the new era. The material needs of the Chinese people have been basically solved, and the people's more urgent requirements for spiritual civilization will follow. With the enhancement of the masses' aesthetic ability, the requirements for radio hosts will increase day by day. For broadcast hosts, standard language and voice are indispensable components and the basis for testing the professional ability of the host. In the digital era of "chaotic flowers becoming more attractive", only by sticking to the original intention, continuously solidifying the basic skills of voice, improving professional ability and professional quality, and enhancing knowledge reserve, can we better stand in the industry, and be able to gain a better foothold in the digital torrent of various forms of hosts, adaptable to different situations.

4.2. The sense of responsibility

The digital age has provided a variety of employment channels for the field of broadcasting and hosting, and the generalization of webcasting has brought more employment opportunities for traditional broadcasting and hosting art professionals. With the improvement of the Internet, online shopping platforms such as "Taobao" and "Tmall" are also flourishing. The prosperity of the Internet market has made the employment content of broadcasting and hosting art professionals on the basis of traditional radio and television program hosts, anchors and other occupations, adding new content such as online live broadcast anchors. Compared with traditional media, the employment threshold of the network environment is low, which leads to a mixed situation in the broadcasting and hosting industry. In the complex competitive environment, it is inevitable that some anchors take advantage of the audience's curiosity and use vulgar and kitsch methods to attract the audience's attention to gain traffic and economic benefits.

Facing the new changes in the new era, keeping pace with the times is a necessary media literacy for media people, and keeping upright before innovating is a higher requirement for broadcast hosts in the new era. It is important to keep up with the pace of the times and quickly adjust the positioning to integrate into the trend of the times, but at the same time, it is necessary to uphold the correct concept, clarify the sense of responsibility, and abide by the bottom line of law and morality. In a changing environment, choosing a legal, reasonable and appropriate way of expression is not only responsible for the audience, but also for oneself.

4.3. Inheriting culture, history and spirit

The creator of social media content is not only the disseminator of the content, but also bears the responsibility and obligation of cultural inheritance. Broadcast hosts are the mouthpieces of the party and the government, and they are the pioneers of media broadcasting. They play a very important role in the information dissemination process. Traditional media work has always adhered to the principle of giving priority to social benefits. In recent years, many good programs about cultural promotion and publicity activities have been created, such as the cultural program "Chinese Poetry Conference" hosted by Qing Dong / Yang Long; The program "The Reader" created and hosted by Qing Dong; "National Treasure" hosted by Guoli Zhang; "China in Classics" hosted by Beining Sa / Jianing Wang / Shuyue Zhang, etc.,

spread the traditional Chinese culture, national history and nationality in different creative forms. Broadcast hosts as one of the creators of the program, only with rich cultural connotation can they support a strong sense of culture and history. Therefore, excellent hosts should not only strive for perfection in broadcasting skills, but also enrich their own cultural heritage, improve moral cultivation, and take the initiative to undertake and adhere to the national and historical mission of the inheritance and development of Chinese culture, history and spirit.

5. Persistence and innovation path-- Innovation

5.1. Style innovation: weaken the stereotyped "preaching" image, break through the mechanized "announcer" image, and create a vivid and personalized new image of "host"

The traditional TV media host maintains the official and authoritative image of the media person with the ritualized image of "being upright", and there is a certain sense of distance from the audience. With the economic development of the times, the rise of major digital platforms has enriched the spiritual and cultural life of the public. With the improvement of public awareness of social life, the initiative to participate in the media is gradually enhanced, and the media literacy is also improved. In today's era when the dominant form of media is gradually weakening, continuing to maintain the image of a "preacher" will cause the audience's rebellious emotions and greatly reduce the effect of communication. The announcer and host should have a moderate attitude. In the process of hosting, the transition from "communicator-based" to "audience-based" should be completed, so as to shorten the sense of distance with the audience, in order to gain the love of the masses and let the communication stronger and warmer.

Every major has its own aesthetic standards in its own field, and the broadcasting and hosting major is no exception. Professional standards always regulate the basic voice skills of broadcast hosts. This results in the stereotype and simplification of the broadcast host's image, which leads to the audience's aesthetic fatigue. The ever-changing and endless new landscape in the digital age requires the host to get rid of the "mechanized" image of the announcer and establish his own unique style in the torrent of the times. For example, Hui Kang, who speaks sharply and has a rigorous attitude; The humorous and rhythmic "Punster" Guangquan Zhu, have won the favor of the audience with their own personal style and personal demeanor. They have maintained their own vitality in the digital media era of continuous updating and iteration.

5.2. Mode innovation: multi-media form, multi-platform interaction, transfer of the right to speak

Traditional video media programs are mainly recorded in advance and broadcast at a specified time for content dissemination. The host mode is mainly based on the one-way linear "you come and listen to me", and the interaction with the audience is limited to "One-to-one connection" or "one-to-one live dialogue", the form of interaction is extremely limited. After the program is broadcast, it cannot receive audience feedback in real time or there is no feedback channel at all. The digital age provides more convenient and broad interaction platforms for the public and media content producers, such as Tic Tok, Weibo, Bilibili, WeChat official account and other information dissemination and real-time interaction platforms. The new media platform shows distinctive interaction features. Users have the right to freedom of speech, and the information dissemination path is open and timely. The audience can obtain information in a short period of time, participate in program discussions through online channels, and communicate with others, express their opinion. It is no longer limited to on-site connections and oral broadcasts by traditional media hosts, breaking the constraints of time and space. The traditional broadcast hosts should actively adapt to the new media environment, actively integrate into different forms of new media, open communication channels, realize multi-platform interaction with the audience, appropriately transfer the right to speak to the audience, and transform "Speaking Only" to The audience-based model of "Inviting Audience to Speak" effectively disseminates the content of public concern and conveys the voice of the people.

5.3. Concept innovation: accept high-quality mass culture, keep up with the pace of the times, and cultivate the thinking of "breaking the circle"

As the official media propaganda channel, radio and television media have high professionalism and rigor. In TV broadcasting and hosting, the host should broadcast objective events in strict accordance with their professional requirements and disseminate high-quality content to the audience. From the perspective of new media, TV broadcast hosts should also strengthen innovation in work modes, be

flexible in work forms, accept high-quality popular culture that conforms to the current mainstream context, scientifically use network language, and combine it with professional terms, Realize the networking and colloquialization of radio and television hosting, and create a communication style and context that the public likes and hears, not only to reflect the seriousness of radio and television programs, but also to build an interesting work mode and spread to audiences of more age structures and in different circles to expand the scope of dissemination. Therefore, in recent years, my country's official media program CCTV "News Network", which uses serious words, has also begun to actively accept new languages. For example, the host Hui Kang broadcasts the International Sharp Comment that "The U.S. government is a stumbling block to the process of global cooperation". Using words such as "running the train with a mouth full of grievances" and "resentful women's psychology". In the broadcast of "Who is bullying and intimidating others all over the world?", when to mention that the U.S. government's unreasonable criticism of the Chinese government for harming world peace, he used "It is so ridiculous that making people spurt out his food by laughing ". Once these hot and vivid words and sentences were broadcast, they immediately triggered the second creation of netizens on the Internet, and caused a new wave of communication. Many young people started chasing "CCTV News" at Bilibili APP, and posted bullet-screen comments saying that CCTV news was "out of the circle", and they have since become fans of it.[5] This is the effect of language reconstruction in the online field when traditional TV news keeps pace with the times and accepts popular culture.

6. Conclusions

The digital age has come, bringing new opportunities and challenges to traditional broadcast hosts. So that they need to keep pace with the times, seize opportunities and meet challenges in order to achieve innovative development and self-breakthrough. They should also actively analyze the advantages and disadvantages of TV news programs in the digital environment of media integration, make use of the advantages and avoid disadvantages in the subsequent development process, clarify what one should innovate and stick to, and open up new opportunities and development route for oneself in the future.

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