

Research on the Training Model of Broadcasting and Hosting Talents under the Background of AI Anchors

Xuya Wang*

School of Communication, Mianyang Teachers' College, Mianyang 621000, China
*Corresponding Author

Abstract: *With the development of artificial intelligence in the media field, the traditional art of broadcasting and hosting is facing huge challenges in teaching and practice. In particular, the advent of artificial intelligence synthetic anchors has caused a huge impact on the host and announcer industry. Many practitioners are full of doubts about whether they will be replaced by artificial intelligence anchors. AI anchors can not only broadcast news without error, spread information across languages but also work uninterrupted 24 hours a day, 365 days a day, which greatly improves work efficiency. In 2019, foreign media such as The Times, Newsweek, and Los Angeles Times reported that news anchors in China may face some new competition because AI anchors can imitate human facial expressions and behaviors when broadcasting news. This means that from the screen, the simulation level of the artificial intelligence anchor is almost the same as that of a real person. This undoubtedly puts those live-action anchors facing the risk of being eliminated, and it puts forward new requirements for the teaching and training of the art of broadcasting and hosting. Therefore, in the context of AI anchors, it is urgent to explore how to train competitive announcers and hosts. This paper studies the development of the talent training model for broadcasting and hosting under the background of artificial intelligence. The results will help to cultivate industry-competitive broadcasting and hosting talents and greatly improve the professional ability of students majoring in broadcasting and hosting arts.*

Keywords: *artificial intelligence, AI anchor, broadcast host, talent training*

1. Overview of artificial intelligence

Artificial intelligence is a broad concept, covering many fields, algorithms, and technologies. In recent years, artificial intelligence has also been widely used in fields such as visual recognition, computer audio, robotics, new drug development, and autonomous vehicles. Through the use of artificial intelligence, it can autonomously respond to the external environment of autonomous vehicles. Some large companies including IBM, Google, and Microsoft Azure have developed artificial intelligence systems to automate repetitive processes and tasks. Especially in the media management and production sectors, artificial intelligence is used in the audio-visual field, and it is becoming more and more important in the media field. In November 2018, Xinhua News Agency released the world's first "AI synthetic anchor" at the Internet Conference. So far, the development of artificial intelligence in the field of broadcast hosting has opened a new door. Xinhua News Agency has successively launched the AI smart anchor Xiaoxin series, which broadcasts news in an almost human manner, saving a lot of manpower and material resources, and showing the appearance of future news broadcasts. As a result, people are worried and confused about professional broadcasting and hosting.

The development of artificial intelligence AI anchors in my country has gradually improved in terms of technology and simulation. Since November 2008, the virtual composite anchor based on the CCTV news anchor Qiu Hao was released at the Fifth Internet Conference until the 3D AI anchor Xin Xiaowei came out in May 2020. In just over a year, my country has in the field of artificial intelligence anchors, it has once again attracted the attention of countries all over the world. As of May 2020, the 3D version of AI synthesis has reached the level of fakery. This is not only a breakthrough and upgrade of my country's technology in the media field but also an opportunity for my country to show itself to the world.

2. Research on the training model of broadcasting and hosting talents

Judging from the technology developed so far, AI anchors can only convey the literal meaning of the text in the broadcast manuscript, and cannot convey the deep meaning behind the language and text. Secondly, AI anchors cannot use them flexibly in terms of tone, pitch, and pause. The audience will have a strong sense of mechanical hearing, which will affect the effect of communication. Especially in large-scale live broadcasts, AI anchors do not have in-depth thinking and communication skills, and cannot communicate and interact with the audience, while live anchors can break through these obstacles through training and learning. Therefore, it is necessary to actively explore a feasible training model and propose targeted training for the learning of broadcasting and hosting students under the background of artificial intelligence. Focus on cultivating students' emotional expression ability, interaction ability, logical thinking ability, etc., and improve students' irreplaceability in the context of AI anchors.

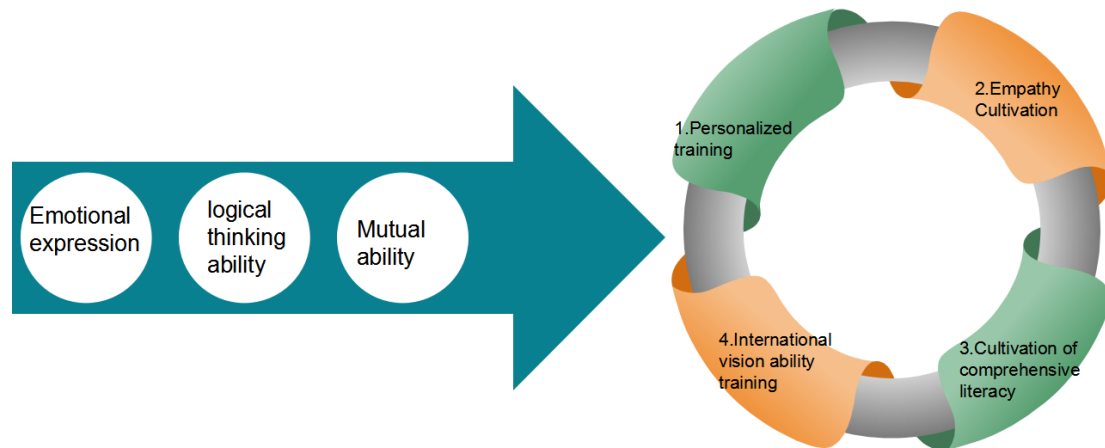


Figure 1. The training model of live-action anchors in the context of AI anchors

2.1 Strengthen the personalization of students.

In the process of training the art of broadcasting and hosting, students learn general education. From the beginning of art training to the end of the four-year undergraduate degree, the theoretical knowledge and courses are the same. The personalized training of students is lacking, and it is difficult to stand out. In the context of artificial intelligence AI anchors, students majoring in the art of broadcasting and hosting must have their characteristics, rather than being the same as a machine. Throughout the industry, good announcers and hosts have unique personality traits. For example, when it comes to Dong Qing, people will think of intellectuality as her pronoun, and when it comes to He Jiong, people will think of the word-wise. Announcers and presenters must be good at tapping their advantages if they want to achieve long-term development. Students who want to strengthen their irreplaceability must pay attention to the personalized training of their professions.

2.2 Strengthen the cultivation of students' empathy

The famous broadcasting industry master Zhang Song once said that the ultimate goal of a broadcasting host is to achieve information sharing, pleasant resonance, and to achieve the role of agitating people. Therefore, as an announcer of the party's mouthpiece, he must be able to express his voice with emotion, speak and do things with attitude and emotion, to move people and enhance the dissemination of information. AI anchors are machines with no emotions and attitudes. They can only transmit information based on codes. AI anchors are completely unknown about the emotions, emotions, and deep meaning of the manuscript, and cannot meet the physical and mental needs of the audience. Therefore, in the teaching process, we must pay attention to cultivating students' empathy training and mastery. Any manuscript must convey its due attitude and emotion, better convey the manuscript information, and serve the audience.

2.3 Strengthen the cultivation of students' comprehensive literacy

The art of broadcasting and hosting is an interdisciplinary major, which involves the fields of linguistics, communication, literature, semiotics, and psychology. Without a strong comprehensive learning ability, it is difficult to effectively and timely deliver information to the audience. Therefore, it is necessary to improve the cultural literacy of students, strengthen the learning of marginal subjects, so that students have extensive cultural knowledge and strong professional literacy. At present, our professional students generally have the problems of lack of cultural knowledge, lack of in-depth thinking, and single professional ability. Most of them can only complete the initial stage of vocal creation of text manuscripts, and it is difficult to achieve unscripted broadcast and quality export. In the world of AI anchors, the ability to improvise and broadcast without writing is lacking. Therefore, we must attach great importance to the cultivation of students' improvisational oral expression ability, the cultivation of students' logical thinking ability, and the strengthening of students' comprehensive literacy learning.

2.4 Strengthen students' international vision ability.

AI anchors can broadcast in multiple languages, spread Chinese voices, and tell Chinese stories well. This is where the live-action anchor can't fight at all. Therefore, students majoring in broadcasting and hosting must enhance their international vision, and let this international awareness be reflected in their professional qualities, to surpass the pure translation and broadcasting function of the machine. In today's increasingly complex ideology at home and abroad, strengthen students' learning and understanding of international forms. As an important base for the training and delivery of media professionals, colleges and universities should strengthen students' international awareness, enhance the cultivation of students' patriotism, tell Chinese stories well, strengthen the voice of Chinese media in the world, and enhance China's international influence and world significance, to better respond to related challenges, and to better realize the promotion of China's diplomatic discourse power.

3. Conclusion

Artificial intelligence technology makes robot writing, data news, virtual anchors, etc. profoundly affect the role positioning of traditional reporters and announcers. Algorithm push is more accurate and efficient than traditional editing. AI editors have at least surpassed traditional editing in terms of efficiency. The large-scale appearance of the above-mentioned virtual hosts in national cultural events has even challenged the traditional host. The live-action anchor deeply felt that "whether physical, skill, physical strength or mentality are already at a disadvantage." Indeed, the advantages of AI anchors in terms of content production efficiency, program broadcast accuracy, and visual freshness are obvious to all. But audiences and users, as well as researchers in different fields, are refreshing, but also feel the gap in empathy and affinity between them and the live-action anchors. In addition to the philosophical significance and media professionalism considerations, the concerns of academia and the industry have all touched on the personification and interactivity of the AI anchors themselves. Compared with real people, AI anchors are "better" than real anchors at the physical level such as skills, but their lack of emotional expression, lack of logical thinking ability, and lack of interactive ability will be the main factors affecting the effective application of this technology in the field of information dissemination factor. In addition, the ethical issues brought about by AI anchors have also attracted widespread attention from the academic community and the industry. On March 4, 2019, the Second Session of the 13th National People's Congress held a press conference. Closely related legislative items are included in the legislative plan. Ling Jiwei, the editor of the People's Liberation Army Daily, said that in the future, humans and machines will be cooperative rather than competitive. Therefore, the teaching and training model of broadcasting and hosting is bound to face a new round of reforms, and students majoring in broadcasting and hosting are also facing more and more uncertainties and challenges.

Acknowledgments

This work was supported by the Teaching Quality and Teaching Reform Research Project of 2020 School-level Undergraduate (NO. Mnu-JY20097).

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