

Hot Topics and Frontier Evolution of Broadcasting and Hosting Art Talent Cultivation Research: Keyword Co-Occurrence Analysis Based on CiteSpace

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Abstract: Based on the method of bibliometrics, this paper conducts a visual analysis of the related researches on the cultivation of broadcasting and hosting artistic talents. The research finds that the research on the training of broadcasting and hosting artistic talents has entered a stage of stable development. "Modern Communication" is an important publication platform for broadcasting and hosting art Talent Cultivation Research; the number of scientific research institutions has greatly increased since 2010. Communication University of China, Sichuan Film & Television College, and Jilin University of Arts are important research units for the cultivation of broadcasting and hosting artistic talents; a stable research team and cooperation network have not yet formed in this field; Focus on the three major themes of "research on training mode under technological and industrial transformation", "research on characteristic training mode based on the college's own positioning" and "research on curriculum construction, classroom teaching and practical teaching based on training mode", and presents Out of the research trend from macro to micro. From the perspective of research evolution, the training of broadcasting and hosting art talents is divided into three stages. The information entropy value of each development stage is fluctuating, and the overall information entropy value of the latter stage is higher than that of the previous stage, that is As the research is further refined, less new knowledge is generated; the research on the training mode of broadcasting and hosting art talents has become more refined, and the amount of information has gradually decreased, but the overall fluctuation state shows that this field is still full of vitality.

Keywords: Talent cultivation of broadcasting and hosting art; Hotspot; Frontier; Bibliometrics; Visualization

1. Introduction

The exploration of the training mode of broadcasting and hosting art talents is an important field of broadcasting and hosting art. It summarizes the related researches on the training of broadcasting and hosting art talents, innovating and assisting the training of broadcasting and hosting artistic talents, and helping to promote the development of radio, television and new media. The development of audio language communication. Most of the current broadcast and host art talent training research is a case study^[1], or put it in the dimension of comprehensive research to investigate^[2], but traditional empirical research is limited by the number of research cases, the value of researchers and other factors, it is difficult to grasp the implicit evolution path of broadcasting and hosting art talent cultivation, lack of strong knowledge support for subsequent in-depth research. Based on this, this study attempts to use the bibliometric analysis method to conduct a visual analysis through the cultivation of broadcasting and hosting art talents, and explore the general overview of the training of broadcasting and hosting art talents in my country, the hot topics of current research and possible future development directions.

2. Research Design

2.1. Research methods

The earliest bibliometric research began in the early 20th century, starting with bibliographic research conducted by F.T.Cole and N.B.Eales. Bibliometrics was first proposed by British intelligence scientist Alan Pritchard in 1969, marking the birth of bibliographers. Bibliometrics is a scientific method that uses mathematical statistical methods to analyze and analyze the characteristics of documents themselves, researchers and research techniques, and is now widely used in natural and social sciences. Its greatest significance lies in theoretically summarizing various empirical laws, enriching the depth of the theory, and providing theoretical guidance for practical work.^[3]

CiteSpace is a citation data and information visualization software developed by Professor Chen Chaomei of Dressel University. Based on the concepts of scientific development model theory, scientific frontier theory, structural hole theory, information foraging theory, and knowledge unit dispersion and reorganization theory, the potential knowledge production in scientific analysis is analyzed. Analysis projects have expanded from co-citation analysis and knowledge clustering to collaborative analysis of authors, institutions, countries, and regions. At present, CiteSpace is suitable for natural science and social science research, and it is widely used in the field of natural science, but the analysis of social science evidence has the same value.^[4]This paper mainly adopts the co-occurrence analysis of keywords to explore the temporal and spatial evolution, thematic hotspots, research frontiers and changes of information entropy in the cultivation of broadcasting and hosting art talents.

2.2. Data sources

This paper conducts advanced search on CNKI database, and through the preliminary screening of a large number of related researches on Broadcasting and Hosting Art Talent Cultivation in the early stage, the retrieval conditions are set as: subject = "broadcasting host talent training", publication time = unlimited; source journal = no Limited, retrieval time = November 15, 2021, a total of 862 documents were retrieved, and then through manual screening, duplicate documents, cutting-edge information reports, conference notices, no authors, no units, no keywords and other information documents and texts were selected. Literature whose contents were not related to talent cultivation was eliminated, and finally 731 literature was obtained.

3. Data analysis

3.1. General overview of the cultivation of broadcasting and hosting artistic talents

3.1.1. Yearly publication volume

Statistics on the training results of broadcasting and hosting art talents in 2001 and later are shown in Figure 1: The training of broadcasting and hosting art talents is divided into three developmental stages. From 2001 to 2010, it was in a slow development stage, with a total of 35 articles published, with an average annual publication of 5.8 articles. The earliest article titled "Requirements for the Professional Education of Broadcasting and Hosting Arts in the 21st Century" were published in *Modern Communication* in 2001 by Professor Fu Cheng from the School of Broadcasting and Hosting Arts, Communication University of China. Under the background of development, the adaptive training of broadcasting and hosting professional education is considered from the perspective of reforming ideas, optimizing teaching and curriculum systems, and establishing business standards for talent selection.^[5]

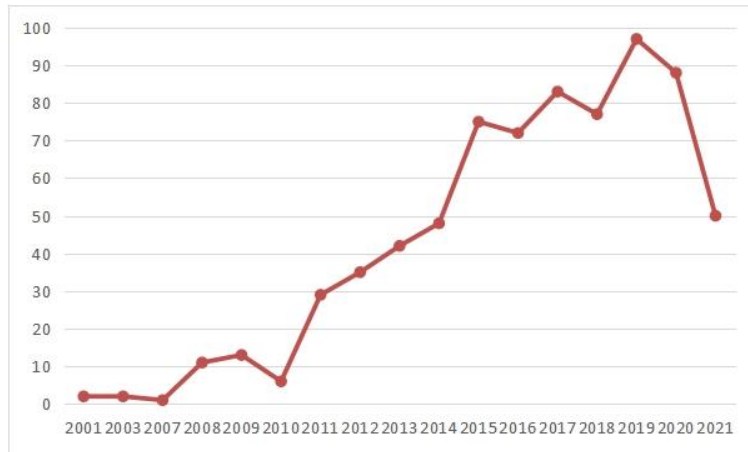


Figure 1: Trend chart of annual publication volume for broadcasting and hosting art talent cultivation

The period from 2011 to 2014 was a period of steady growth. The total number of published papers in this stage was 154, with an average annual publication of 38.5, which was 6.64 times that of the period 2001-2010. Since 2015, he has entered a stage of rapid development in the research on the cultivation of broadcasting and hosting artistic talents. As of November 15, 2021, a totals of 542 articles have been published, with an average annual publication of 77.4 articles, which is 13.34 times that of the period of 2001-2010 and 3.52 times that of the period of 2011-2014. There were two research peaks during this period, in 2017 and 2019. It can be seen that the training of broadcasting and hosting art talents has generally increased from less to more, from cold to hot, and the results of Broadcasting and hosting art Talent cultivation has shown a sharp increase at important nodes.

3.1.2. Journal distribution

The research sample involved 207 journals, and the journals of articles were relatively scattered, and the number of journals with one article amounted to 125. According to Price's law, the top ten core journals and general journals in terms of publication volume were counted respectively. According to Table 1, 316 articles were published in the 10 general journals, accounting for 43.2% of the total; 55 articles were published in the 10 core journals, accounting for 7.5% of the total. The publication with the largest number of articles published in general journals is "Western Radio and Television", with a total of 69 articles, accounting for 9.4% of the total number of articles published. The core journal with the largest number of publications is "Modern Communication", with a total of 12 publications, accounting for 1.6% of the total publication volume. At the same time, "Modern communication" is also the journal with the earliest and longest publication time. It began to publish articles in 2001 and lasted for 20 years.

Table 1: Statistics of TOP10 publications in general journals

Journal Title	Published Volume	Compound Impact Factor	Comprehensive Impact Factor	Publication Duration
West China Broadcasting TV	69	/	/	2013-2021
Journal of News Research	54	0.200	0.039	2014-2021
Research on Transmission Competence	40	/	/	2017-2020
Media Forum	35	/	/	2018-2021
Journalism & Communication	34	0.191	0.042	2011-2021
TV Guide	22	/	/	2017-2018

Art Education	21	0.130	0.044	2009-2019
Home Drama	21	/	/	2013-2020
RADIO&TV JOURNAL	20	/	/	2015-2021
Voice & Screen World	14	0.172	0.039	2009-2021

Table 2: Statistics of TOP10 publications of core journals

Journal Title	Published Volume	Compound Impact Factor	Comprehensive Impact Factor	Publication Duration
Modern Communication	12	1.907	0.926	2001-2020
Media	11	0.621	0.216	2013-2021
Youth Journalist	10	0.430	0.110	2012-2019
China Radio & TV Academic Journal	4	0.486	0.182	2013-2021
Press Circles	4	2.270	1.066	2011-2013
Contemporary TV	4	0.355	0.060	2015-2021
Vocational & Technical Education Forum	3	1.113	0.740	2013-2016
Journalism Lover	3	0.875	0.406	2008-2018
Future Communication	2	0.576	0.342	2019-2020
Education and Vocation	2	1.120	0.835	2013-2016

3.1.3. Research institute

A total of 292 research institutions have carried out research on the cultivation of broadcasting and hosting art talents. There are 132 research institutions that publish one paper. Currently, for research on broadcasting and hosting art Talent Cultivation, the publishing units are relatively scattered. In order to present a more important research subject, this article ranks the top 10 research institutions by the number of published papers. According to Table 3, there are 12 acting institutions in the top 10, 6 art colleges and one research institution are a higher vocational college. A total of 116 papers were published by 12 research institutions, accounting for 15.9% of the total. Jilin Art Institute ranked first in the number of published articles with 18, and its publication duration was 7 years; the longest publication duration of Communication University of China was 21 years.

It can be seen from this that the research institutions are relatively scattered, and the research institutions involved in the training of broadcasting and hosting arts talents, in addition to colleges and universities, include national four-level radio and television stations and radio and television management agencies, indicating that the research on the training of broadcasting and hosting arts talents has become a major part of the academic and industry circles. Research hotspots of common concern. Judging from the two indicators of publication volume and publication duration, Communication University of China, Sichuan Film and Television Academy, and Jilin Academy of Arts are important research units for the cultivation of broadcasting and hosting art talents. Due to the current changes in media technology and media ecology. It has had an important impact on the cultivation of broadcasting

and hosting art talents. Many studies have come from discussions in the industry. Although the number of publishing papers is small, it cannot be ignored.

Table 3: Statistical table of publications of TOP10 Research Institutions

Institution Name	Publication Volume	Proportion of Publications	Study on Duration
Jilin University of Arts	18	2.5%	2013-2019
Sichuan Film & Television College	17	2.3%	2003-2020
Communication University of China	16	2.2%	2001-2021
Communication University of Zhejiang	15	2.1%	2008-2013
Harbin Normal University	10	1.4%	2013-2016
Pingdingshan University	8	1.1%	2008-2015
Hunan Mass Media Vocational and Technical College	8	1.1%	2008-2017
Nanyang Institute of Technology	6	0.8%	2010-2015
Hunan Women's University	6	0.8%	2009-2016
Zhongyuan University of Technology	4	0.5%	2015-2020
Xinjiang Arts University	4	0.5%	2009-2015
Leshan Normal University	4	0.5%	2017-2020
TOTAL	116	15.9%	2001-2021

3.1.4. Core Authors and Collaborative Network

There are a total of 701 researchers in the field of broadcasting and hosting art Talent Cultivation, of which 582 researchers published only one paper. Among the 731 research results, 623 were independent studies, accounting for 85.2% of the overall research; 108 were cooperative studies, accounting for 14.8% of the overall research. Table 4 summarizes the top 30 researchers in this field by the number of published papers. These 30 researchers published a total of 101 articles, accounting for 13.8% of the total number of publications.

Using CiteSpace software for author cooperation analysis, the analysis obtained $N=331$, $E=51$, $Density=0.0009$, which means that there are 331 nodes, 51 connections, and a density of 0.0009. This result shows that a total of 331 authors are involved in the analysis of author cooperation in the field of broadcasting and hosting art Talent Cultivation. Combined with the overall literature of 761, it can be seen that there are more authors in the study but the per capita publication volume is low; the number of connections is 51, indicating the number of collaborations between authors is 51 times; the density is 0.0009, indicating a low intensity of cooperation between authors. It can be seen that the research in this field is mostly scattered research, and a stable research team has not been formed.

Table 4: Statistical table of publications of TOP30 Authors

Author	Publication Volume	Author	Publication Volume
Luo Xing	6	Wang Wen	3
Liu Yilin	5	Xiao Xiao	3
Liu Qiong	5	Li Mei	3
Li Dan	4	Li Weina	3
Tie Hongyu	4	Li Yanxiang	3
Zeng Zi	4	Tan Li	3
Wang Yaomin	4	Li Yan	3
Wang Da	3	Li Kezhen	3
Qu Yizhi	3	Ren Yunfang	3
Wang Xueyujie	3	He Chao	3
Luo Saiqing	3	Fu Yan	3
Ma Jia	3	Leng Yan	3
Tian Guangwei	3	Li Bin	3
Wu Sheng	3	Wang Yuan	3
Zhang Jiya	3	Hong Yu	3

3.2. Hot topics of broadcasting and hosting artistic talent training

3.2.1. Word frequency analysis and keyword co-occurrence

Word frequency is the number of occurrences of words in the text to be analyzed. In bibliometrics, word frequency analysis extracts the keywords that can express the core content of the literature in the literature information, and studies the development trends and research hotspots in this field according to the distribution of keywords.^[6] Through the word frequency statistics of the keywords of 761 documents, a total of There are 978 keywords for Broadcasting and Hosting Art Talent Cultivation, generate a keyword table, and import the data into word clouds to generate a word cloud map for Broadcasting and Hosting Art Talent Cultivation. Among them, the top ten words in terms of frequency are: broadcast host (306 times), talent training (108 times), broadcast and host professional (113 times), new media (45 times), talent training model (39 times), teaching reform (35 times) times, training mode (35 times), broadcasting and hosting (32 times), practical teaching (31 times), broadcasting and hosting art (31 times). Keywords with high frequency can reflect hot issues in a research field to a certain extent. The high-frequency words in the above statistics, such as training mode, teaching reform, practical teaching, etc., reflect the current key issues in the training of broadcasting and hosting art talents.

Co-occurrence analysis of keywords is an analysis of the keywords provided by the authors in the dataset.^[7] A list of keywords for the cultivation of broadcasting and hosting art talents mentioned above Import CiteSpace for keyword co-occurrence analysis, set the threshold in keyword labels to 12, font size to 8, node size to 31, and get the keyword co-occurrence diagram of Broadcasting and Hosting Art Talent Cultivation. Hosting and talent training are at the core of all keywords, while teaching mode, teaching reform, practical teaching, new media, media integration, and media integration are closely connected with the two, indicating that talent training around broadcasting and hosting is affected by media ecology and media. The greater impact of technology has received more attention from the academic community.

3.2.2. Cluster Analysis and Hot Topics

Cluster analysis of keywords is performed by CiteSpace software, TIME SLICING is set to 2001.1-2021.12, #YEARS PER SLICE=2, so as to generate a knowledge map of hot topics. It is generally believed that the clustering module value (Q value) > 0.3 means that the cluster structure is significant; the cluster average contour value (S value) > 0.5 is reason for clustering, and S > 0.7 has high cluster reliability. The cluster analysis result of broadcasting and hosting art Talent Cultivation Modularity Q=0.5085, the clustering result is significant; Silhouette S=0.8705, the clustering reliability is high. A total of 10 groups have been formed in the training of broadcasting and hosting art talents, representing 10 hot areas of broadcasting and hosting artistic talent training respectively. Combined with the text analysis method, through careful reading of the important literature in the corresponding hot areas, the corresponding three major research themes are summarized.

Theme 1 is the research on training mode under technological and industrial transformation. Faced with the changes in the way of transmission, usage habits and thinking patterns brought about by the current integration development trend of traditional media and new media, from the perspective of technology and ecology, the research on training models is mostly connected with the current development of convergent media^[8], changes in new media^[9] and the approach of all media^[10]. From the perspective of research methods, speculative research accounts for the majority and has become the mainstream of research in this field. There are also a small number of studies that use quantitative research methods, mainly using questionnaires to investigate an industry need. For example, Zhang Huixin took the industry research data conducted by Sanya University as an example is analyzed^[11], Chen Yiming and Chen Lian conducted a study on the status qua of broadcasting and hosting education in the Pearl River Delta^[12]; In addition, Professor Lu Jingchao used a combination of questionnaire method and interview method to conduct a diachronic study on the impact and needs of media industry changes on the training of broadcast host talents, spanning more than 50 years, with strong guidance significance.^[13]

Theme 2 is the research on the characteristic training model based on the college's own positioning. From the perspective of the type of institutions, from the central subordinate undergraduate colleges to local higher vocational colleges are involved, such as comprehensive colleges^[14], professional art colleges^[15], Sports Colleges^[16]Characteristic training, supply-side reform of independent colleges^[17], three-year system in higher vocational colleges^[18], Exploration of the five-year training mode^[19]; From the perspective of the college area, including external communication, that is, the cultivation of bilingual talents in foreign language and Chinese^{[20][21]}, also including ethnic language areas and dialect areas, such as Xinjiang Min-Han bilingual^[22], Inner Mongolia Min-Chinese bilingual^[23], Dehong Min-Chinese Bilingual^[24], Mandarin and Cantonese bilingual training^[25].

Theme 3 is the research on curriculum construction, classroom teaching and practical teaching based on the training model. In terms of teaching mode research, a more representative research is "Oral Communication Based on Scenario Matching: Broadcasting and Hosting Education in the Age of Intelligent Media" by Chen Hong and Yang Qifei from the School of Communication, East China Normal University. Based on the characteristics of mobilization and mobilization, it is proposed to sort out the concept of oral communication, build a full (integrated) media practice platform and a three-dimensional talent training system of "value, knowledge, and ability" to match the communication scene^[26]. In the research of teaching system design, Professor Fu Cheng believes that a qualified curriculum and teaching system should meet the principles of party spirit, meet policy requirements, maintain the independence of disciplines, ensure the scientific nature and flexibility of the content, and properly deal with the differences between professional education and quality education. There are eight aspects: the relationship, equal emphasis on theory and practice, solving the contradiction between professional course and professional basic course, and optimizing the structure of subject knowledge.^[27] On the basis of focusing on curriculum design and textbook compilation, Chen Lian also put forward suggestions for adjusting the admission method, standardizing the number of admissions, and paying close attention to the advantages of location and dialect for localized training.^[28] In terms of practical teaching, Tang Yinguo proposed a three-level "post" type practical teaching system, namely professional course post, exclusive project post, primary semester practice and professional practice post^[29]; Meng Xianlin put forward the practical teaching mode of school and Taiwan co-construction of TV columns^[30]; Chen Jia proposed a "project + module" practical teaching system, combined with innovation and entrepreneurship education, so that students can integrate and integrate in professional learning, ability training, skill display, social practice and other links^[31].

3.3. Frontier Evolution of Broadcasting and Hosting Artistic Talent Cultivation

Using CiteSpace software to generate the timeline map and timezone view of Broadcasting and Hosting Art Talent Cultivation from 2001 to 2021, we can clearly see the key process of Broadcasting and Hosting Art Talent Cultivation Research.

Combined with previous hotspot analysis and timeline map, it can be seen that talent training last for a long time and a large amount of papers. This topic has always been at the core of research on the characteristic training model based on the college's own positioning. School broadcast host talent training is an important branch of this research topic. The discussion on talent cultivation under the perspective of media technology and ecological changes is also derived from the characteristic cultivation model. Research on the combination of all media, new media and even artificial intelligence technology.

Combined with timezone view, it is concluded that the training of broadcasting and hosting artistic talents has mainly concentrated in three stages since 2001. The first stage was from 2001 to 2010. Training of broadcasting and hosting art talents mainly focused on the characteristic training model designed by the major colleges and departments for broadcasting and hosting art majors for their own positioning; the second stage was from 2011 to 2016. , the research on the cultivation of broadcasting and hosting art talents mainly focuses on the micro curriculum system, curriculum construction, classroom teaching and practical teaching reform; research on the innovation of training mode driven by demand change.

According to the Burst Detection of Broadcasting and Hosting Artistic Talent Cultivation, new media, convergent media and artificial intelligence have played an important role in the reform of Broadcasting and Hosting Art Talent Cultivation models since 2015, 2017 and 2019 respectively, just in time for each round of technological innovation in the technological revolution, and the high-frequency hotspots in this field continue to evolve with technological development.

Entropy analysis of 731 documents was carried out, and the information entropy map of Broadcasting and hosting art Talent Cultivation was obtained. We found that the information entropy of Broadcasting and hosting Artistic Talent Cultivation generally increases with the increase of research results, but the smaller the amount of information, the smaller the new knowledge generated. However, the information entropy fluctuates both in general and in parts, which show that this field is full of vitality. After a period of silence, new academic growth points will appear and new knowledge will emerge.

4. Conclusions

Through the quantitative analysis of the literature related to the training of broadcasting and hosting art talents in the CNKI database from 2001 to 2021, the research found that:

From a general overview, before 2011, the development of broadcasting and hosting art talent training was slow, and since then it has entered a stage of rapid development, reaching the historical peak of research in 2017 and 2019. Although the research results have declined since 2020, but entered a stage of steady development. There are many journals involved in the research on broadcasting and hosting artistic talents, and the research is relatively scattered. "Modern Communication" is the first core journal to publish research on talent training models, and it is also the core journal with the longest duration, while "Western Radio and Television" publish the most articles among all types of journals. There are currently 292 research institutions conducting research on the cultivation of broadcasting and hosting art talents, but the main research results are produced by 12 research institutions. Communication University of China, Sichuan Film & Television College, and Jilin University of the Arts is important research units for the cultivation of broadcasting and hosting artistic talents, but no stable research team has been formed.

From the perspective of research topics, through cluster analysis, broadcasting and hosting art talent training has formed 10 groups, representing 10 hotspots in broadcasting and hosting art talent training. It focuses on the three major themes of "research on training mode under technological and industrial transformation", "research on characteristic training mode based on the college's own positioning", and "research on curriculum construction, classroom teaching and practical teaching based on training mode", and presents Research trends from macro to micro.

From the perspective of research evolution, the training of broadcasting and hosting art talents is divided into three stages, that is, the first stage is from 2001 to 2010. Training of broadcasting and hosting art talents is mainly concentrated in major colleges that offer broadcasting and hosting art majors. The

characteristic training mode designed by schools and departments for their own positioning; the second stage is from 2011 to 2016, the research on the training of broadcasting and hosting art talents mainly focuses on the micro curriculum system, curriculum construction, classroom teaching and practical teaching reform, etc. The third stage is the research on the innovation of the training model, which has focused on technological development and industrial transformation on the demand for broadcasting and hosting art talents since 2017. The information entropy values of the three development stages are all fluctuating, and the overall appearance is that the information entropy value of the latter stage is higher than that of the previous stage, that is, less new knowledge is generated as the research is further refined; the training of broadcasting and hosting art talents Model research is becoming more refined and less informative. However, the overall fluctuation state shows that this field is still full of vitality, and it is expected to explore new growth points and open up new research topics on the basis of previous research.

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