

# Analysis of Ways to Enhance Cultural Influence of Network Variety Show Hosts

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**Abstract:** *With the rapid development of network technology, more and more people are involved in Internet life, and the media is constantly transforming and upgrading with the development of network technology. Compared with traditional TV variety shows, online variety shows occupy the audio-visual entertainment and cultural consumption market that more young viewers pay attention to. As an important role of a program, the host should keep his own cultural influence, constantly enrich his own inner connotation and enhance his own self-cultivation. Through three or two cases, this paper analyzes the ways to enhance the cultural influence of network variety show hosts, and puts forward some suggestions for enhancing the cultural influence of hosts around the aspects of enhancing cultural literacy and building personal characteristics. Looking to the future at present, we will examine what requirements the promotion of the cultural influence of the host has put forward for the development of China's media.*

**Keywords:** *Network Variety; Moderator; Cultural Influence*

## 1. Introduction

With the rapid development of network technology, more and more people are involved in Internet life, and the media is constantly transforming and upgrading with the development of network technology. Today, everyone can't live without mobile phones. With the help of new media, the Internet video platform is more user-sticky. Therefore, the network variety show is a very important part of the modern media market. Compared with the traditional TV variety show, the network variety show occupies the audio-visual entertainment and cultural consumption market that more young audiences pay attention to. However, it is not difficult to find a problem in the development of network variety show: the network variety show a trend of diversification of host roles. In the network variety shows such as Mars Intelligence Agency, Star Detective, Strange Tales, Creation 101, the hosts all seem to exist in other roles, such as director, detective, sponsor, etc. In this trend, the network variety show host should take on the responsibility and mission, show cultural influence in the show, and contribute to the development of the media.

## 2. Connotation of the cultural influence of the host

Professor Zeng Zhihua put forward in "Research on the cultural influence of China TV hosts" that the host's cultural influence refers to the ability to exert cultural influence on the audience's spiritual level. Some famous hosts' information with cultural connotations produced during the production and dissemination of TV programs is an effective response to the participants, which is the host's ability to exert cultural influence on the participants' spiritual level.<sup>[1]</sup>In the program, the host promotes truth, goodness, beauty and social fashion, understands social conditions and public opinion, guides public sentiment and spreads advanced culture. Taking TV programs as a carrier to spread and carry forward culture will play a positive role in promoting the development of China's media and the building of a harmonious socialist society.<sup>[2]</sup>

The cultural influence of TV presenters is an important part of TV culture. It is not only the norm of TV presenters' cultural responsibilities, but also the path guide of TV media's own cultural character promotion, and also the strategic thinking of building a harmonious culture and providing people with a spiritual motivation, public opinion support and cultural conditions.

Professor Gao Guiwu of Renmin University of China's Analysis of Host Communication also indirectly examines the cultural influence of the host. Taking "communication" and "interpersonal

communication" as the breakthrough point, Hosting Communication is incorporated into the theoretical system of communication, and combined with the knowledge of sociology, psychology and other related disciplines, it makes a comprehensive investigation on the communication subject, communication object and communication environment of Hosting Communication, and digs into the social root of Hosting Communication. The essential characteristics of Hosting Communication are not only analysis, but also analysis of its essential characteristics.

In short, the cultural influence of TV presenters involves the following points: first, the presenters should enjoy a certain popularity; second, they should have the ability to enjoy, filter and export culture; third, they should have their own personal style.

### **3. The inevitability and path analysis of the cultural influence of network variety show hosts**

#### ***3.1. The inevitability of the cultural influence of network variety show hosts.***

With the continuous development of the Internet and the popularity of intelligent terminals, people's video viewing habits are constantly changing, and there are more and more websites for video applications. In recent years, network variety shows have risen rapidly and developed at an explosive speed, becoming the most important traffic source of network video platforms. Because of its interactive and entertaining features, online variety shows have become an irreplaceable part of the public, and they play an important role in transmitting diverse information and providing entertainment. The network variety show host is the most active and vivid media in the TV media. Its position in TV programs is very prominent, and it also plays an important role in the promotion and dissemination of programs. TV presenters are spokesmen of the party and the government. While advocating mainstream culture, they should also guide the healthy and orderly development of popular culture to prevent it from becoming vulgar and vulgar.

According to Professor Lu's sole theory, every part of the sole has the opportunity to touch the ground, but only a small part of the sole is in close contact with the ground.<sup>[3]</sup> As far as the current situation is concerned, the homogenization and low quality of online variety shows make some people with no thoughts or even no culture mingle with the program production groups, which makes the development of China's media industry slow or even stagnate. In this era of entertainment to death, we are in great need of TV practitioners with higher cultural accomplishment, which will help promote the development of China's media industry.

In "Informal Talks", Ming Chen, as the vice president of the program, deepened the topics of each program and used his knowledge to analyze problems in simple terms. As an interview program of cultural exchange between China and foreign countries, Ming Chen conveys China culture and thoughts through his own cultural influence, which makes more Chinese people strengthen their cultural confidence and makes more foreign friends willing to learn about China culture and China culture. As a reasoning variety show, Star Detective reflects some social problems through a series of cases, and Sa Beining also popularizes legal knowledge for the audience on this basis. Although the audit of online variety shows is not as strict as that of TV variety shows, it should also bear the social responsibility of promoting truth, goodness, beauty and righteousness. Therefore, the host of online variety shows should still maintain his own cultural influence, constantly enrich his inner connotation and enhance his own self-cultivation.

#### ***3.2. Analysis of the path to enhance the cultural influence of network variety show hosts***

##### ***3.2.1. Enhancing cultural accomplishment***

As mentioned earlier, the homogenization and low quality of network variety shows make some people with no thoughts or even no culture mingle with the program production groups, which makes the development of China's media industry slow or even stagnant. The depth of a program host's cultural accomplishment directly determines whether his vision of the world is long-term, and his vision of the world will also be mapped into the program, which directly determines the program's taste, shapes the host's image on the screen, and also determines his influence and radiation on the audience. The cultural influence of the host should give priority to mainstream culture and advanced culture, and give strength to the spiritual life of the audience on the basis of advocating Socialism with Chinese characteristics culture and carrying forward the fine traditions of the Chinese nation.

Qipa Shuo, produced by iQiyi and Miwei Media, is the first talent talk show in China, aiming at

discovering Chinese talent show of young people with unique perspective and eloquence. It is conducted in the form of program debate competition, and the contestants are selected by sea election, which has both common ground and respective characteristics. "Qipa Shuo" is a self-made online variety show, which has achieved great success in ratings. In debate programs, the role of the host is very important. Debaters are selected through sea elections, and they are all speculative, daring and expressive people. As the host, Ma Dong also has ideological power and good eloquence. On the basis of promoting the program process, he sublimates the debaters' thoughts and gives the program "the bottom". Imagine, if a host with no ink on his chest sits in this position, what kind of program effect will it present? It's not necessarily bad, but it's certainly not as good as a program presented by a well-educated host.

Connecting the Internet to all corners of the world, our online variety shows will also be seen by audiences in other countries. We can't expect the cultural influence of the host to carry on and carry forward the mission of culture alone, but what the host can do is to pass on our culture on the basis of completing the program flow, so that Chinese culture can be known by more people and the audience can accept the subtle influence.

### ***3.2.2. Creating personal characteristics***

In the increasingly fierce media age, the individual's personality charm has had an increasing impact on the ratings of TV programs. For TV program hosts, it is necessary to combine their own professionalism and hosting style, find their own unique development path, and gradually establish their own brand, which will help to enhance the popularity and influence of the program. And the host complement each other, and both sides are mutually beneficial. On the one hand, through the host's unique personal style, the program has distinctive content and characteristics, so that it can better attract the audience; The development and wide promotion of the program can also help the host to form his own brand. TV presenters should examine themselves comprehensively, deeply, objectively and accurately, grasp their own strengths and weaknesses, constantly learn, improve their overall quality, give full play to their strengths and specialties, and gradually form their own characteristics and brands.<sup>[4]</sup>

It's a cliché to personalize the host, but there are still very few hosts with distinctive personalities. Perhaps personality is a trait of inner temperament, such as Dong Qing's intellectuality with a sense of humor; Or, this is a skill that she is better than other peers. For example, Sa Beining is known as "Pavarotti of CCTV"; Maybe it's because the host's style is unique. For example, Lin Miao, the host of Voice of China, explains sports in the form of storytelling; Maybe it's because the host content is too diverse. For example, Long Yang of the Financial Channel of the General Television Station entered the news talk show as the host, trying to make serious knowledge soft and easy to understand.

To cultivate the personality of the host is not to fix the host in a program, but to let the host find his own advantages, discover his potential and enhance his ability, so as to achieve irreplaceable.

### ***3.2.3. Increase affinity and appeal***

For a program, the host, as the main body of the news dissemination and control process, can be said to be the center of the whole program. Therefore, the working condition of the host will have a great influence on the quality of the whole program. Generally speaking, if a host wants to host a good program, he should not only have basic skills, but also have enough personality charm. The host is the center of the program, but in order to improve the quality of the program, we must pay attention to the emotions of the guests and the audience, take care of all the people, make the program more human and better reflect the value of the program. To achieve this goal, we must have a calm heart and communicate effectively with the audience and guests to achieve the value of the program.

In the all-media era, people's access to information is becoming more and more convenient. Therefore, the image-building of traditional mainstream media hosts is not limited to pure voice, but words, pictures and videos are a brand-new form of expression. At present, the program host should not only settle in WeChat, Weibo and short video platforms, but also expand the audience's access to information, better interact with the audience, and close the relationship with the audience, so as to form a personalized image to meet the diverse needs of the audience and improve their attention.<sup>[5]</sup> In addition, in the all-media era, the role-building of the program host should break through the traditional way of thinking, be more humanized, and raise the audience's attention to the host. At the same time, through the all-media platform, the host can approach the audience, let the audience feel fresh, improve their affinity and appeal, and improve the audience's stickiness.

The column "Friends Please Listen" recorded that guests used voice interaction to solve the troubles of domestic audiences. In the program, guests answered questions such as generational relationship, love relationship and career dream from various angles. And provided them with companionship and advice by voice, so that every audience in front of the screen can find their own shadow and answers from their lives.

After the audience calls, try your best to bring warm comfort to friends, and send "friends' words" as a blessing before hanging up. Therefore, in this program, the host's appeal and affinity are particularly important.

#### 4. Conclusions

To sum up, in the new media era, TV hosts must improve their competitiveness by improving their comprehensive quality if they want to be loved by the audience and win the favor of the market. With the continuous progress of science and technology and the continuous development of media, the host is facing greater pressure in the current environment. How to enhance his cultural influence is an urgent problem to be solved.

TV host is the window and link of TV station's information dissemination and image dissemination. Therefore, in the new media era, in order to make TV presenters have good influence and appeal, the first thing is to constantly improve their language expression ability and adaptability on the basis of constantly enriching their own connotations; Secondly, it is necessary to strengthen the cultivation of political awareness, sense of responsibility and new media communication forms. Finally, we should keep pace with the times and actively absorb new ideas and technologies brought by the development of the times to improve ourselves. Under the background of today's times, the host should constantly enrich his own connotation, improve his cultural accomplishment, be thoughtful, literate and expressive, and become a host with high cultural accomplishment, obvious personal characteristics, infectivity and affinity.

In addition, the host should strengthen the accumulation of knowledge, the basic skills of hosting, the cultivation of temperament, the sense of responsibility of the media, establish a positive and professional host image, better guide the public, and enhance the influence and communication of the program.

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