

# Exploring the style transformation strategies of TV program hosts in the era of melting media

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**Abstract:** *At a time when integrated media is booming, TV programs stand out with their all-round, personalized communication features and diversified interactive modes. Television program hosts not only need to focus on the shape of the external image, but also need to deepen the inner cultivation, the two complement each other, indispensable. In the face of the changing times, hosts should have a deep insight into the nature of the integrated media, continue to broaden their knowledge horizons, strengthen the deep interaction with the audience, and be brave enough to explore and practice the transformation of the hosting style. This series of efforts will not only significantly enhance the attractiveness and market competitiveness of the program, but will also further promote the deep integration of media and market, and fully satisfy the audience's growing diversified information needs and aesthetic expectations.*

**Keywords:** *Fusion media, Television program, Host, Style*

## 1. Introduction

As the wave of integrated media sweeps across the world, the style transformation of TV program hosts has become a central topic of discussion now. In view of the diversification of information dissemination channels and the personalized needs of audience preferences, the traditional hosting model is facing the serious challenges of the era of integrated media, and its adaptability is significantly weakened. The purpose of this paper is to analyze the unique style of TV programs in the context of media integration and the internal logic of the evolution of the host's style, and then put forward a series of strategic recommendations aimed at promoting the transformation of the host's style. Through in-depth analysis of the qualities of TV programs and the style of hosts in the era of integrated media, targeted suggestions are put forward to provide theoretical references and practical guidance for hosts to adapt to the new environment and enhance the communication effect.

## 2. Characteristics of Television Programs in the Era of Fusion Media

### 2.1. A full range of communication channels

With the steady progress of society and the rapid change of technology, the field of information dissemination is stepping into a broad wave of change. As a pioneering force of the new era, fusion media is broadening the channels of information exchange and communication in an unprecedented way. From the single dissemination of newspapers, magazines and TV news in the past, to the booming development of network platforms today, the access to information has become increasingly rich and diverse, which fully meets the increasingly diversified information needs of audience groups. In this context, TV programs must follow the trend of the times, explore innovative broadcasting forms, enhance the attractiveness and view-ability of the program, so as to win the attention of a wider range of audiences, and to ensure that in the fierce media competition to achieve more excellent results.

In the tide of the era of integrated media, the efficient operation of the information dissemination model not only greatly accelerates the rate of information flow, but also significantly broadens its coverage, ensuring the immediacy and wide influence of information. Unlike the limitations of traditional social media, platforms like WeChat and Weibo leverage their widely popularized advantages to break time and space constraints, enabling instant interaction and seamless information exchange across distances. Against this background, TV programs have responded positively to the change by skillfully transforming the recording format into live broadcasting to build a real-time communication bridge with

viewers; at the same time, following the hotspots of current events, interviewing relevant figures and collecting public opinions not only strengthens the timeliness and relevance of the programs, but also further closes the psychological distance between the programs and the viewers.

## ***2.2. Individualized program style***

Broadcasting style as a dynamic artistic display, its evolution process is always close to the pulse of the times, constantly undergoing innovation and transformation. Therefore, the shaping and revolutionizing of the presenter's style is a long-lasting practical exploration and self-challenge.<sup>[1]</sup> In the era of integrated media, in order to stand out in the industry and become a trend-setting leader, hosts need to accurately grasp the trend of the times and the aesthetic trends of the audience, have a broad vision and keen insight to keep pace with social change, and also need profound professional knowledge and rich life experience to deeply understand and accurately deliver the news and information. At the same time, the work experience they have accumulated is a solid cornerstone for their steady progress, pushing the broadcasting career to break the waves in the tide of the new era.

The roots of the program's style are deeply rooted in the harmonious interplay of content and presentation. When hosting a specific program, the first task is to gain a deep understanding of the program's unique content, establish a self-positioning, and gradually sculpt a unique and personalized hosting style. This process requires the presenter to make a detailed analysis of the content, essential characteristics and expected results of the program, with the aim of achieving a perfect fit between the style and the program, and avoiding any bias.

For example, when hosting a children's program, the host needs to show excellent resilience, warmth and affinity, as well as good control of the atmosphere; and when switching to the field of sports broadcasting, it should be a passionate tone to stimulate the enthusiasm of the listeners. Therefore, the hosting style must be closely linked to the core of the program, and the slightest carelessness may cause damage to the overall texture of the program.

To sum up, in the face of the rich and colorful program forms, the host shows a high degree of flexibility and precise control, timely adjustment and precise control of the hosting style, can enhance the quality of the program, enhance the audience's attraction of the core strategy.

## ***2.3. Multi-format interactive experience***

In today's integrated media environment, the amount of information has expanded dramatically, and the public's participation in the screening and dissemination of information has reached an unprecedented breadth and depth. As a hub for disseminating information, TV programs must keep pace with the times, continue to optimize quality, enrich program content, and continue to innovate program formats to meet the growing expectations of viewers and win the favor and recognition of today's times.

At the same time, interactivity has jumped up to become one of the core competitiveness, and has become the highlight of attracting viewers' attention. Compared with the traditional interview program's monolithic host-guest interaction mode, the current rapid progress of integrated media technology has given rise to a variety of interactive media, completely breaking down the barriers of geography and time, so that viewers can seamlessly integrate into the program site, and achieve instant and in-depth interactive dialogue with the host, guests and even the global audience.

Specifically, TV programs are leveraging today's popular social media platforms to accurately communicate and present content to viewers in ways never before possible. Viewers are not only able to provide instant feedback on the program content with the help of pop-ups, instant comments and other mechanisms, but also express their views, exchange their insights and share their feelings under the Weibo hot topics associated with the program, forming a wide range of discussions and resonance. This two-way interactive mechanism not only enables viewers to participate enthusiastically and gain a sense of belonging, but also provides the program creation team with rich audience feedback and data analysis, helping them to accurately understand viewer preferences and flexibly adjust program strategies, thus building a more efficient, harmonious and energetic interactive community environment.

### 3. Embodiment of the style of TV program hosts

#### 3.1. Style

The host plays multiple roles such as opening lead, process linkage, topic guidance, detail explanation and rhythm control, etc. The importance of external appearance as the first visual focus of the audience is self-evident. This requires the host to focus on color harmony in the dress code, hair and makeup also need to pay attention to, at the same time, the natural flow of body language is also an indispensable part. The host's overall makeup and image should be closely linked to the program's main theme to deepen the program's unique flavor and style characteristics. As well as facing diverse guest lineups, rich and varied story situations and scene transitions, the host is able to flexibly adjust his or her external image to ensure harmonious symbiosis with the overall atmosphere of the current program, thus achieving the best visual and emotional resonance.

<sup>[2]</sup>In recent years, the widely acclaimed arts and culture interview program, for example, the host of the dress often choose texture, gentle tone, simple and elegant cut casual dress or long skirt, supplemented by brooch jewelry and other details embellishments, to create a simple, elegant, casual and comfortable, and a sense of solemnity and coexistence of visual experience. Coupled with the program site light and shadow interlacing, different shapes and colors of light and shadow and the host's wear each other, complement each other. Therefore, the host's dress code should be based on the specific conditions of the program, without the need to pursue the cutting edge of fashion or luxury and expensive, mainly because of the perfect integration with the program's context.

In different programs, the host's external style needs to fit closely with the tone of the program. Cultural programs, hosts often echo the atmosphere of the program with elegant artistic style; while in the news broadcast, they tend to wear serious and solemn dark-colored professional attire; interview occasions, the hosts choose mild color tone, elegant makeup to create a sense of cordiality, to bring the audience closer to the distance. At the same time, the host's voice tone, body language and eye contact, need to show the focus on the narrator and respect, to promote effective communication.

To sum up, these external styles are not only the visual display of the program's content, but also the iconic symbols of the program's qualities. They are integrated with the overall style of the program to create a unique and attractive program image.

#### 3.2. Innate style

In the context of the integrated media era, TV programs are competing to create a unique style in order to stand out. The shaping of the host's style is the result of long-term exploration and practice, and can only be widely recognized if it conforms to the times and the audience's aesthetics.

Clear role positioning is crucial. While the traditional announcer serves as a bridge of information, it is essential to innovate the hosting style to maintain a smooth flow and ensure accurate information delivery. The host is not only a content presenter, but also an atmosphere creator. The success or failure of the program depends largely on whether the host can accurately position himself to create a suitable atmosphere for communication. Therefore, in the interview program, finding the appropriate "communication posture" has become the key to enhance the host's inner style, improve the quality of the program, and enhance the audience's empathy.

As one of the core planners of the program, the host should have a deep understanding of the program, so thorough preparation before recording the program is indispensable. The host should conduct in-depth research on the program topics in advance, master the relevant knowledge background, and gain insight into the audience's interest points, in order to avoid the recording process is fragmented and disorderly, which affects the depth of the program and the audience's understanding. This requires the facilitator to work closely with the team to gather information and refine the outline of the interview.

Control is equally central to the presenter's intrinsic style. The hosts need to use a variety of strategies to guide the guests to share more in-depth and comprehensive insights based on the unique positioning of the program. In addition, hosts need to sharpen their keen insights, flexible adaptability and deep empathy so that they can deal with various situations in the program process with ease and build a deep and sincere emotional bond with the guests.

In the process of program hosting, the host inadvertently displays linguistic habits that may become part of the charm of a unique style, but may also become a barrier to the accuracy of the message.

Therefore, the host's language expression not only needs to fit his or her personal identity, but also needs to complement the program's style characteristics, which requires the host to continuously study and refine in professional practice. In addition, the host can tailor-make unique phrases for the opening and closing of each program according to his/her personality traits and language preferences, and gradually build up his/her own unique personal style by delicately arranging the rhythm and structure of the program.

#### **4. Stylistic Transformation Strategies of TV Program Hosts in the Era of Fusion Media**

##### **4.1. Enhancing awareness of inclusive media**

The increasingly relaxed social atmosphere is one of the by-products of rapid economic development, which has not only greatly enriched the material world, but also prompted Chinese society to integrate into the world in a more open and inclusive manner.

<sup>[3]</sup>After more than thirty years of change, China's political, public opinion, and cultural environments have become more relaxed. As a cultural mirror, the style of TV program hosting profoundly reflects the characteristics of the times, serves the development of society and plays a unique social function. In the context of globalization, foreign cultures are quietly changing the appearance and hosting style of Chinese TV programs.

The rapid rise of fusion media marks the pluralistic change of media ecology, which is an important turning point in the history of media development. With the popularization of Internet and mobile media, traditional TV media are facing great competitive pressure. By virtue of its boundary-crossing communication mode and unlimited extension of content presentation capability, the fusion media covers almost all the functions of traditional media. This change has led to a greater diversity of means of communication, from electronic newspapers and magazines to Internet television and Internet radio, and the rebirth of traditional media content in cyberspace. This has not only broadened the distribution channels of TV programs, making their influence more far-reaching and long-lasting, but also led to the rise of network programs, which have attracted a large number of young viewers. Network programs also rely on hosts with distinctive styles, who continue to adapt to new media environments, in which they continue to explore new hosting styles and contribute to the diversification of the media ecosystem. This series of changes not only reflects the progress of the times, but also signals a new direction for future media development.

At the same time, the richness of communication content has reached an unprecedented level. Globalization and the cross-border nature of the Internet have contributed to the explosion of online programs, and the introduction of foreign TV programs has greatly influenced the style of Chinese hosts. TV entertainment programs in Europe, America and South Korea have accumulated a large number of loyal viewers on the Internet, while China's learning and borrowing from the best international programs have directly shaped the new style of domestic TV program hosts, covering a wide range of areas such as news, interviews, entertainment and reality shows.

Television audience groups are diversified, and the individualization of needs is gradually significant. Viewers of different ages have different preferences for TV programs, from the nostalgia of the "Post-80s" to the active participation of the "Post-90s" to the momentum of the "Post-00s", each generation has its own unique viewing style and information needs. Each generation of viewers has its own unique viewing style and information needs. This has made the Chinese TV industry gradually bid farewell to the era of "universal popularity" and shift to precisely targeting the audience.

In this context, hosts need to have a unique style that appeals to a specific group of viewers in order to stand out in a competitive market and promote the sustainable development of China's television industry.

##### **4.2. Strengthening one's professional skills**

Accurately managing the style of the program requires a solid refining of the basics and strengthening the professional skills of the presenter.

As the core of the presenter, the business ability constructs a professional image and scales the professional standard, which covers broad cultural background, agile language construction power, meticulous thinking and logic, together with precise and fluent expression skills. In short, only a rich knowledge base, excellent hosting skills and hands-on experience can enable the host to be at ease in the

program.

<sup>[4]</sup>Deep knowledge is the foundation of the host's inner style, and he or she needs to be well-informed and knowledgeable in order to cope with the challenges of the camera and show extraordinary charm. This knowledge not only comes from the daily work of the accumulation, but also can not be separated from the persistent learning and reserves. In the interviews and commentaries, the moderator's interviewing skills, depth of questions and analytical ability will be displayed visually, while the cultural heritage will help the moderator to be confident and comfortable in front of the camera.

In the program hosting, the host needs to integrate creativity and audience interest to stimulate the audience's enthusiasm to watch, so that the program becomes a distinctive personality and integration of the whole. The key is that the presenter should demonstrate clear and rigorous logic to communicate the material or the writer-director's intentions in an organized manner, avoiding empty or unclear expressions. At the same time, the ability to adapt and improvise on the spot is the essence of the host's unique style, responding quickly to emergencies and cleverly coping with them to optimize the effect of the program.

To create a harmonious communication atmosphere, the hosts need to accurately position their own hosting style, carefully plan the links, and comfortably respond to changes in the scene to ensure the smoothness of the program recording. In addition, the host should avoid blindly pursuing specific effects, but should adjust the expression according to the nature of the program and the atmosphere to ensure the best presentation. In the face of recording interruptions, the host should maintain a clear program structure and reasonable pace, guide the audience to immerse in the program situation in a natural and smooth manner, and demonstrate professional style and adaptability.

#### ***4.3. Enhance communication and interaction with the audience***

To be a good and outstanding presenter, it is indispensable to strengthen the ability to communicate and interact with the audience, one of the core of which is to have an excellent command of language. The cornerstone of the program is that the language must be coherent and fluent throughout the course of the program. The presenter needs to be articulate and make sure that every sentence is legible, especially when stringing together long lines, so that it flows smoothly and makes for a good viewing experience, thus winning the trust and empathy of the audience. Therefore, the host must persistently refine the language and speech flow skills, carve each sentence with care, strengthen the basic training of pronunciation and rhyme, and strive to speak accurately, smoothly, fluently and with ingenuity and flavor.

<sup>[4]</sup>Going further, the presenter needs to be well versed in the art of verbal expression, with two essentials being particularly critical: precision and pacing. At the level of precision, moderators should strive to be approachable and natural, and use sincerity to impress and get close to the audience, creating a warm and interactive atmosphere. A proper sense of proportion is like a bridge that enhances emotional communication and deepens the audience's empathy, while the opposite tends to build up communication barriers. Therefore, presenters need to be precise in their positioning and fine-tune their words. As for the rhythmic scheduling, it seeks to convey information efficiently and compactly. Within the time limit, the essence of the idea needs to be efficiently integrated to stimulate the audience's interest and lead the flow of their thoughts. This requires the presenter to carefully plan the speech and rationalize the layout to ensure that each sentence is precisely guided so that the audience can enjoy the rhythm of the language and at the same time obtain effective information.

## **5. Conclusions**

Under the background of integrated media, TV programs put forward higher requirements for hosts, who need to cultivate both inside and outside, integrate communication, distinctive personality and interactive diversity. Hosts should deepen their knowledge of media integration, broaden their knowledge boundaries, strengthen their interactive skills and flexibly adjust their hosting style. This not only helps personal career development, but also promotes program innovation and media integration. As a bridge, the moderator needs to continuously improve his language skills, accurately grasp the position, control the rhythm, win the trust of the audience with his profound knowledge and unique charm, promote emotional resonance and information transfer, and jointly draw a new blueprint for media integration.

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