

# Breakthrough and innovation of news broadcast hosts in short video platform

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**Abstract:** Under the impact of new media based on the Internet, traditional media have embarked on a transformation path with media integration. With the opening of the "Year of Jitterbug" in 2018, a short video has become one of the mainstream new media for users to obtain information and leisure entertainment, and with the continuous growth of platform users, it also attracts major mainstream media to station. From long video to short video, it is not only the refinement and transformation of news content but also puts forward higher requirements for the work of broadcast hosts. Whether it is emotional expression or language broadcast, or an in-depth understanding of news communication logic, it requires broadcast hosts to transform from traditional media thinking to integrated media communication. Therefore, the transformation of traditional media to new media is not only the transformation of creation and communication but also the transformation of the thinking of news broadcast host practitioners, which adds to the icing on the cake of short video news communication. This paper studies how news broadcast hosts develop and innovate in short video platforms from three perspectives: audience, news broadcast hosts, and short video platforms, and explores how to enhance the innovation of news broadcast hosts' work by combining the evolution of broadcast hosts' function in the transformation of TV news into short video news.

**Keywords:** newscaster; short video; innovation

## 1. Introduction

In the new media environment, newscasters in short video platforms create a style of broadcasting that gives news programs a unique point of view, which in turn enhances the appeal of the programs to the audience and gives them a refreshing feeling among many programs with the same style. This study takes news broadcasters' broadcasting style in short video platforms as an entry point to interpret its connotation and causes and provides a clear theoretical construction to answer what is the connotation of the concept of broadcasting style in short video platforms and the causes of its formation. It also provides some reference value for future research on the broadcasting style of news broadcasters in short video platforms.

## 2. Reasons for news hosts to break through and innovate in short video platform

### 2.1. The requirements of the progress of the times

On August 31, 2022, China Internet Network Information Center released the 50th Statistical Report on the Development Status of the Internet in China. Meanwhile, as of June 2022, the size of China's Internet users was 1.051 billion, and the Internet penetration rate reached 74.4%. It is worth mentioning that the user scale of short videos in China has grown the most significantly, reaching 962 million, up 28.05 million from December 2021, accounting for 91.5% of the overall Internet users. Short video as an important content type of network audiovisual has become the main position and the main battlefield of public opinion, therefore, mainstream media are constantly increasing the inclination of short video platforms, so they assume the important task of actively spreading mainstream public opinion and mainstream values. Therefore, facing the development and change of the times, news presenters also need to keep up with the times, seize the advantages of short videos and play their value in short video platforms.

## **2.2. Challenges of industry development**

Nowadays, short videos have become a kind of "new media", whose creation and dissemination are better than traditional TV media, free from the limitations of TV sets and equipment requirements of professional media organizations, and further realizing the Internet communication concept of "everyone is a media". Therefore, the emergence and rapid development of short-form video platforms is also a renewal of the industry. In the short video platform, each Internet user can become the creator and disseminator of information, and the use of technology and material is the basis of new media communication and is no longer restricted by the identity of journalists and editors. At the same time, the fast-paced and fragmented characteristics of short videos are more in line with people's working life rhythm and meet people's demand for online entertainment. From the perspective of news broadcasters, short video platforms and operators play the role of "hosts", integrating the content of short videos and the platforms they rely on with the audience's perception, forming a kind of video reading dependency. In this case, the newscaster will not be able to meet the needs of the audience if he or she only plays the role of providing information. For his or her development and breakthrough, the newscaster must make his or her challenges in the field of short video under the existing situation of the industry.

## **2.3. Audience's aesthetic needs**

In the integrated media environment, the audience's aesthetics have also changed significantly. Compared with traditional text or picture communication methods, short video communication is more vivid and rich in content, and the real-time participation and interaction of users are more natural, and the ready availability also brings convenience to users' scenes, and the short video platform meets users' social and content needs, so it can be welcomed by users.<sup>[1]</sup> It can be said that the rapid development of the short video platform is not only because of its advantages, but also because of its highly accurate analysis of the audience, according to the audience's preferences for content delivery, and the ability to grasp the audience's psychology and needs in real-time, so that the audience can see their favorite content in the short video platform, with less time to grasp the information. Therefore, in this case, news broadcast hosts also need to analyze the needs of the audience and optimize a large number of different types and contents of news content in the form of short videos to meet the aesthetic needs of the audience.

## **3. The news host in the short video platform breakthrough and innovation embodiment**

### **3.1. Breakthrough of ideology**

Short videos are vivid and intuitive, more able to trigger the emotions and resonance of the viewers, easy to spread, and have stronger infectious power. Therefore, at this stage, short video users are growing rapidly, and more and more people are joining the short video platform. Because of this, the short video platform has also become a position of public opinion dissemination that mainstream media and news hosts compete for. Compared with short video platforms, the language content of traditional media is relatively boring and the form of communication is single, thus making the interest of the audience low. This is an important reason why short videos can develop rapidly, which makes up for the shortcomings of traditional media and caters to the psychology of the audience. It can be seen that enriching news content, improving discourse methods, and abandoning people's prejudices related to mainstream media is the most crucial part of information dissemination, and is also a problem that news broadcasters need to study. In this regard, CCTV's "News Broadcast" has made good innovative changes. For example, in the news program broadcasting the hegemonic tactics of the United States, the host abandoned the traditional mode of thinking and did not face the audience in the previous serious and stereotypical state, but used the current buzzword to condemn such behavior: "Some groups in the United States have become uncomfortable with the improvement of our national power, they are envious and jealous, these groups with resentful thinking, look at the good development of people They are unbalanced inside and then use the corresponding underhanded means". The statement is not only concise, but also easy to understand, and the previous news broadcast formed a huge contrast, so it quickly rose to the top. In her short video, she shared with the audience the news broadcast manuscript and showed the wig set commonly used by broadcast hosts, saying "different hosts, same wig set", which made the audience laugh and deciphered how broadcast hosts do their work.<sup>[2]</sup> These examples vividly reflect the breakthrough in the mindset of news hosts, and can also see the importance of the breakthrough in the mindset of news broadcast hosts.

### ***3.2. Variation of broadcasting voice***

When hosting a program, the newscaster should not only present the news content but also be articulate, responsive, and can handle unexpected situations. At the same time, it is also necessary to have affinity and infectious power, be calm and composed, dignified and generous. Because of the high requirements of various conditions, many news broadcast hosts pay too much attention to their image in hosting work, do not smile, and appear very mute. In the short video platform, broadcast hosts do not need to be too serious, they can use a vivid image to deliver news information, forming a huge contrast with the previous image. For example, many news broadcast hosts stationed in the short video platform, not only can synchronize the broadcast of news but also can vividly convey their thoughts and views, the broadcast voice is less stereotypical and serious, appearing to be approachable and very friendly. Other news broadcasters can add their body movements and facial expressions when explaining, and even add some popular Internet vocabulary, so that the audience can quickly accept the news broadcast, but also make the news content no longer rigid, giving the audience a sense of humor and kindness. For example, Kang Hui, Haixia, and other newscast hosts in the short video platform, contrary to their usual serious and stereotypical, wordy voices on TV, have been recognized by the audience for their young, vivid, lively, and interesting voices, which deliver the news content to the audience on the online platform. It can be seen that the broadcasting voice of news broadcast hosts needs to present more emotional and personal colors, rather than just delivering news information objectively and seriously. Such a change makes the personal image of news broadcast hosts more distinctive and makes the content of short news broadcast videos more attractive to the audience.

### ***3.3. Innovation of interactive mode***

Unlike the one-way communication of traditional media, the biggest feature of the short video is its interactivity, which can be closely interacted with the audience. Therefore, news broadcast hosts also enrich the interactive scenarios and interactive language with the audience in short videos. The hosts expand the interaction channels with the audience through the short video platform, using various hosting methods and the Internet to closely integrate, maximizing the communication power of the network and new media to interact with the audience. At the same time, the continuous update of the Internet has given rise to the emergence of many more timely APPs such as WeChat and Weibo, which not only enhance the speed of information dissemination but also strengthen the timeliness of information interaction. Therefore, newscast anchors will combine Internet resources and traditional media to interact with audiences in short video platforms, which not only can better understand the preferences of audiences, but also improve the communication between them, enhance their infectious power, and narrow the gap with audiences at the same time. At present, many newscasters have set up their short video accounts, and their popularity has enabled them to quickly accumulate a large number of fans. In the short video platform, the newscaster and the audience get closer, and the fans can view their current situation and pay attention to their recent developments through their short video works. At the same time, many fans also send private messages to their favorite hosts or comment on their works, so the short video platform has also become a medium of communication between news broadcast hosts and viewers. This update of interaction allows presenters to communicate with their audiences on a one-to-one basis, with richer content and more diverse forms of communication.<sup>[3]</sup> In addition, news broadcast hosts have enriched the interaction scenarios and interactive tone with the audience in the short video platform. The traditional video screen has been mainly horizontal, with the continuous development of network and electronic technology in the 5G era, the era of vertical screen adapted to users' cell phone viewing has come. The short video recorded by the newscaster uses the current mainstream short video display form, in the short video platform to subvert the original news presenter's dignified and serious image, the style is more varied, and language gestures are also more abundant. For example, Chengdu TV host Liu Yanyang repeatedly reads the lyrics of the popular song "Dala Bengba Bander Bedib Dobiruon" with different voice tones and speed in the short video platform, which has been praised by fans; Zhang Ziqi, a news host of Jinan Radio and TV, was very formal in the past, but she interacted with viewers in the short video platform to "show" the news. In the video platform, she interacted with the audience with "welcome babies", and "family give me also a little attention", very grounded, this image of contrast quickly gained a large number of fans.

#### **4. The news hosts in the short video platform breakthrough and innovation strategy**

##### ***4.1. Pay attention to audience needs and change language styles***

Since the length of short videos is short, the content needs to be streamlined and the newscast host must participate in the creation with a high-quality style to make the audience feel its charm. Therefore, newscast hosts should clarify the preferences of the audience and create a style with individuality to meet the needs of the audience. First, news broadcast hosts need to work on language and make full use of dialect, intonation, emotion, and other elements to form a highly distinctive personal style that will impress the audience. Secondly, news broadcast hosts need to change their previous language habits and language styles, add personalized language and form a personalized language style. At the same time, the newscast host should pay attention to the hot spots on the Internet and integrate the hot words into his or her language to better communicate and interact with the audience. Finally, when news broadcast hosts create short videos, they should express themselves through reasonable language and shape their pro-people image. At the same time, the popular language is incorporated to deepen the audience's understanding of the content while respecting the authority of the news.<sup>[4]</sup> In addition, news broadcast hosts should pay attention to the needs of the audience, establish an effective communication mode with the audience, listen to the audience's psychology, and integrate the audience's opinions into their hosting style, while creating better-quality short video works.

##### ***4.2. Improve their comprehensive literacy and enrich the content of broadcast reading***

Nowadays, short video platforms are more about living and grounding, which is the root cause of the rapid rise of short video platforms. Compared with short video platforms, the transformation of TV news still retains the problems of excessive seriousness, single content, and disconnected style. However, news presenters on short video platforms also need to improve their overall quality, avoid being tongue-in-cheek, and ensure the accuracy of news content to prevent questionable news content from misleading the audience. In the creation of short video platforms, news broadcast hosts must uphold the rigorous attitude of news communication, pay attention to the authenticity and timeliness of the creative content, pay attention to the feelings of the audience, and avoid expressing irresponsible language and opinions. At the same time, news broadcast hosts should also give full play to their talents and creativity, explain the news objectively while also explaining their views, make the broadcast content seem full and profound, and present the audience with more real content and different observations angles as much as possible. Therefore, the comprehensive quality of the newscast host is closely related to the richness of the content of his or her broadcast. Only if the host has good quality, he can show a more independent point of view in the process of reading and can show the content of the broadcast more intuitively in front of the audience.

##### ***4.3. Mastering the skills of short video platforms to enrich the program format***

The production of quality short videos requires a certain level of technical content, so news broadcast hosts should strengthen their learning of short video platform skills, improve their comprehensive ability of video planning, shooting, and editing, and practice fully. At the same time, they should combine their strengths, skills, and specialties to enrich their short video program formats, diversify their positioning for short video program formats, and use new media marketing tools to promote their news short video program packages to the public. In the current favorite short video works, the hot short video producers, most of them are regarded as the main body of opinion in their field, after the emergence of short video software, the audience due to personal ideas, live in a variety of differences in the same interests of some people and then in the short video software to elect their opinion subject, the Internet era, news anchors are also regarded as the main body of opinion in various fields of attention, news News anchors can create person-to-person, face-to-face communication and understanding, and prepare answers and services to the public through their theoretical level.<sup>[5]</sup> In today's situation of information popularization, the emergence of various media has prepared many channels of information management for the public, and finding out the right news has started to be very difficult, so news anchors should not only have the ability to screen and solve news information but also to get help from relevant authoritative experts. For example, the public may turn to opinion leaders on the Internet when they see a lot of news on the Internet and do not know how to choose. News anchors start to be more than just broadcasters of circulating news programs at this time, they reach a high level of influence with their extensive theoretical knowledge and overall level of ending. News anchors are now becoming internet opinion leaders complying with the current requirements of

communication science while requiring them to make an effort to learn because what viewers value most is often the ability to know what is going on in the world that the host has. Newscasters are elected "opinion leaders" by the public and therefore must master the skills of short-form video platforms to enrich and enrich the format of their programs.

## 5. Conclusion

Through a detailed analysis of the current situation of news broadcast hosts' breakthrough and innovation in the short video platform, this paper summarizes the reasons why news hosts need to breakthrough and innovate in the short video platform, summarizes the embodiment of the breakthrough and innovation they have made so far, and puts forward the problems that their existing language style is too old, the content of the broadcast is relatively single, and the program form is not rich enough and gives the following suggestions for these problems In response to these problems, we suggest that we should pay attention to the needs of the audience, change the language style, improve our comprehensive education, enrich the content of the broadcast, master the skills of the short video platform, and expand the content of the program. Nowadays, traditional media is slowly going down the road of decline, and the operation of short video means starts to become perfect, which means that the corresponding media stage has changed a lot, and also indicates that the structure of the corresponding media stage has changed as well. Times are inevitably surging, and the rapidly changing communication platform also makes news broadcast hosts switch rapidly between natural and media people. As the art of broadcasting and hosting is the work of transmitting information by voice, its communication mode has long been not limited to the microphone, so the newscaster needs to conduct multi-form communication in the short video platform, switch identities freely, better face the short video users with different identity forms, and establish a multi-dimensional newscaster identity, which are the tests faced by the newscaster in the short video platform. For this reason, a newscast host should progress in learning, move forward in theory, innovate in exploration, improve in difficulties, conform to the development of the times, find their position in the wave, and achieve greater breakthroughs and innovations.

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