

Research on Innovative Measures of Broadcasting and Hosting Art

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Abstract: The art of broadcasting and hosting has undergone corresponding changes with the development of science and technology. By analyzing the development direction of the art of broadcasting and hosting, this paper concludes that the innovation of broadcasting and hosting art should focus on theory and development, and thus continuously improve the distinctive peculiarity of broadcasting and hosting art.

Keywords: Broadcasting and hosting, Art, Innovation

1. Introduction

With the gradual formation of the information society, great changes have taken place in people's thinking and artistic aesthetics. The art of broadcasting and hosting has also encountered unprecedented challenges. The use of modern technology has greatly improved the way and conditions of broadcasting and hosting. With the professionalization of employees and organizations, the creative environment, conditions, styles, and means of broadcasting and hosting have changed. In a rapidly developing society, only through continuous innovation can broadcasting and hosting not be eliminated and keep pace with the changes of the times.

2. The Development of Broadcasting and Hosting Art

With the rapid development of science and technology, there is no clear boundary between the host and the announcer, and the work tends to be consistent. In the future development of society, more versatile talents are needed, and employees need to have multiple skills at the same time. The host and announcer will also become more and more professional. The broadcasting and hosting work can better adapt to the development of the broadcasting and hosting industry in the future only if it is more standardized on the existing basis. The scope of marketization continues to expand. In order to better adapt to the development of the market, the broadcasting industry needs to be more professional and standardized. Only by reaching a certain level of specialization and professionalism can there be a chance of survival in the market competition. The more socially adaptable hosts and announcers are, the more distinct their personalities are. As a result of the confluence of developments in various electronic media, announcers and presenters often appear on more than one medium of different types. Various types of programs, such as theatrical performances, variety shows, programs of entertainment, etc., require the host to have a high professional level, sufficient knowledge reserve, and strong adaptability. We can also see on the Internet that the hosts have unique and distinctive personalities in order to better show the program content. In addition, in recent years, more and more people have created independently, which has led to an increase in the requirements for creation. The enhancement of the creative subject's ability has derived a variety of functional features. Take the program as a unit to improve the requirements for the creative subject; At the same time, the broadcast content is the main part, and the collection, editing, broadcasting and production are integrated. Although a large number of scientific and technological means have been used in the environment of scientific and technological development, the approach of communication of the creative subject has not changed specifically, and it is still applied to standardized language. The content of broadcasting and hosting creation is different, and the application level is also different. The inconsistency of people's needs in daily life leads to the diversification of creative forms and contents.

3. The Innovation of Broadcasting and Hosting

3.1 Innovation in Theory

The theory of broadcasting and hosting art is not mature enough and lacks development. There are many areas that need to be expanded. With the rapid development of radio and television, there is a certain vacancy in the theory of broadcasting and hosting. Broadcasting and hosting need some theoretical research support in many aspects. For example, the research on historical theory is still in a relatively blank state. Other aspects such as aesthetic trend, creative foundation, and program performance form also need some theoretical support. For example, review programs, news programs, feature stories and so on, the existing theoretical research is not enough to support its development. We should strengthen the research in these aspects. Special researches, such as broadcasting philosophy, pedagogy and art appreciation, need to be carried out.

3.2 Innovation in Development

The development of broadcasting and hosting art is closely related to the development of television broadcasting. Digital technology is constantly changing people's way of life, habits of thought and working mode, which makes people realize that they are in an era of rapid development of information technology. The art of broadcasting and hosting continues to innovate in such an information age. In particular, the development of the Internet has brought a very broad innovation space for broadcasting and hosting. With the addition of Internet technology, words, pictures, sounds, and images are integrated, which is a fundamental change in the form of broadcast hosting art. Radio and television have many attributes, such as technical attributes, market attributes, and cultural attributes. In particular, the application of various new technologies provides a variety of possibilities and ways for program creation. If the art of broadcasting and hosting wants to survive in the huge market competition, broadcasters and hosts need to be able to navigate radio and television programs at any time. The forms of program hosting are constantly changing with the changes of programs, such as the dual host program "Kangxi", the multi-host program "Day Day Up", and the programs hosted by CCTV news field reporters and TV stations. The broadcasting host should also fully mobilize the imagination of the listeners, so that the listeners can timely generate new ideas and associate them with real life. The announcer has different service objects on different occasions, which have a certain political orientation and value purpose. The announcer's clothes and decorative items have a certain guiding effect on people in real social life. People will unconsciously imitate the dressing and makeup of the broadcasting host. Therefore, the broadcasting host should always pay attention to the positive effect of the energy he conveys. In the development and changes of the times, broadcasting hosts are facing both challenges and pressures, as well as new opportunities.

4. Conclusions

With the development and progress of the times, the development of science and technology is also advancing. The art of broadcasting and hosting has also made continuous innovation with the development of the times and society. The audience's aesthetics and tastes are constantly improving with the changes of the times. In order to better fit the audience's aesthetics and tastes, the broadcasting and hosting art is constantly developing and innovating in the trend of the times, seizing the opportunity, maintaining competition and vitality at all times, and attracting the attention of more audiences.

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