

Research on the Construction of the Role of New Media Anchors from the Perspective of Encoding and Decoding Theory: Taking 'Anchor Speaking Live' as an Example

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Abstract: *With the development of network technology and the deepening of the degree of integration between different media, the transformation of mainstream media has mushroomed, and the image of traditional anchor roles that have been inherited for many years has also changed. Based on the innovative application of Hall's coding and decoding theory in the era of media convergence, this paper analyzes the construction motivation and characteristics of the anchor role in the Anchor Speaking Live, in order to enrich the theoretical significance and practical path of coding and decoding, provide new thinking for the role mutual construction under the influence of the audience in the new media communication, and provide new ideas for the transformation of news programs and the in-depth development of the industry in the era of media convergence.*

Keywords: *encoding and decoding; role building; the anchor said joint broadcast*

1. Introduction

The digital media and technological revolution in the Internet era have brought new scenes. The emergence of new anchors has subverted the audience's perception of the role of traditional anchors. The role image construction of anchors has integrated the expectations of more audience perspectives, and the functional positioning has gradually diversified. The appearance of the *Anchor Speaking Live* program is worth pondering, which fully reflects the good exploration and attempt to integrate into the new media environment. This paper applies Stuart Hall's coding and decoding theory to the analysis of discourse production, and discusses the role construction of anchors under the background of media convergence from the perspective of communication law.

2. Theoretical Perspective of Encoding and Decoding

Stuart Hall's coding and decoding theory explains the equality of status between communicators and audiences, restores the original status of audiences in communication, and makes the information content of communication become a new cultural and social research resource. Some scholars have pointed out that the progress of technology has not changed the establishment of semiotics, the use of modern Internet and the large-scale application of digital media have changed the situation of communication, but the basis of supporting the theory of encoding / decoding can still be established^[1]. In the process of program production and dissemination in the era of media convergence, the communication chain of coding-decoding-recoding runs through it, and plays a profound role in the interaction between the two sides in the program with its own logic. From the perspective of communication law, the exploration of the role construction of anchors in the context of media convergence is conducive to enriching the theoretical significance and practical path of coding and decoding.

At the same time, it provides new thinking for the role mutual construction under the influence of the audience in the new media communication. For the encoder, it is more convenient to obtain the feedback information of the audience and carry out secondary coding according to the actual situation. For the decoder, higher participation can improve the decoding reaction speed. Broaden the decoding expression to form a dynamic cycle system.

3. Coding-based analysis

3.1 Role building under technological innovation

The role construction of anchors in the transformation of mainstream media does not only refer to a certain type of role shaped in the program, but more importantly, the role positioning and shaping process under the action of subject consciousness. As the information transmission mode of the anchor role in the traditional media begins to change to interpersonal communication, the image of the anchor also has obvious personality characteristics [2]. In the program, the personality construction of the anchor role is reflected in all aspects of the details, such as the costume with cultural symbols, the simple and generous recording environment, the dignified makeup and so on. In the broadcast of different anchors, we can also see the personal characteristics of the anchor. According to different broadcast content, the anchor's discourse pattern is also different. Such a more vital and vivid role image is often more in line with the reading needs of new media audiences. Therefore, the coding format of news programs in the context of new media is inseparable from the consideration of personalized shaping elements.

3.2 Role construction under the change of discourse power

Technological empowerment provides more channels for the public to send and receive information, and the status of communicators and audiences has undergone tremendous changes, which directly or indirectly affects the coding process of communicators. The tone of the *Anchor Speaking Live* gives the anchor the role of cordial and intellectual close-up beauty, while also not losing the original seriousness of the news commentary program anchor. The balance between the two and the role construction model that can be used for reference can not only narrow the psychological distance of the audience, but also continue to play the original advantages of the news program. Only when the audience feels the equal communication context, will they be willing to pay attention and express their opinions. This multi-faceted and multi-level positioning improvement jointly constructs the unique role image of the anchor in the new media news program.

3.3 The role construction under the characteristics of the information age

The impact of the era of information explosion is diverse. On the one hand, it can continuously provide a variety of information to the audience. On the other hand, due to information overload, users' attention cannot be evenly distributed to all information, and short news programs are often more popular in communication. Due to the political requirements of the program itself, the *Anchor Speaking Live* describes the role image of the anchor in detail while the content, positioning and other variables remain unchanged, and quickly captures the audience's attention in a very short period of time. Let the audience receive the symbolic meaning behind the information at the first time, so as to receive the coded information of the autonomous broadcast role more accurately. Therefore, it can continue to expand the position of public opinion in the short video market and quickly gain a foothold.

4. Analysis based on decoding

4.1 Audience decoding based on role cognition

Role cognition refers to the individual's corresponding cognition of the role played by himself or herself and other individuals. The audience's decoding of the anchor role in the *Anchor Speaking Live* is mainly affected by the two aspects of the existing tendency of the anchor role cognition and the existing identity of the anchor role shaping in the program. The existing tendency of individual cognition is roughly the same as that of the anchor role shaped in the program, and the decoding method of dominant-hegemonic interpretation appears, resulting in the most ideal and the least loss of the transmitted information.

On the one hand, the sense of trust that CCTV has formed for a long time exists widely in Chinese audience groups. The birth of the *Anchor Speaking Live* has brought innate audience trust. On the other hand, in the transformation of the mainstream media, the program fully considers the audience's decoding method based on role cognition, which is in line with the psychological expectation of the new media audience for the transformation of the mainstream media era, and finds a good balance between the solemn and relaxed role positioning, so that the audience's cognition of the anchor role and the shaping of the anchor role in the program tend to be consistent, and the loss of information in the audience

decoding process can also be greatly reduced.

4.2 Audience decoding based on reading habits

The dissemination mode of fragmented information such as short video makes people pay more attention to stimulating and low-level desire satisfaction. The influencing factors of audience decoding results in the new media era are diverse, which are often determined by the decoding ability under the influence of reading habits. Even for content with the same interest, people often choose to intercept the most concerned part of themselves, resulting in the mismatch between the decoding ability and the information reading cost transmitted by the encoder, which is also a major difficulty in the effective transmission of information. Based on this reading habit, the language of the anchor in the *Anchor Speaking Live* is very elegant. The refined colloquial language not only greatly reduces the cost of audience understanding, but also can directly hit the main points, seize the audience's most concerned issues, and convey the most effective information. Therefore, in the process of development and transformation, the role construction of traditional media must conform to the audience reading mode in the context of new media, cater to the aesthetic perception of information, and overcome the dogmatic impression brought by preaching.

4.3 Audience decoding based on media trust

According to Coleman's "trust-authority" model, the audience's trust in the favorite anchor will transfer their control over certain actions, and the anchor's influence on the audience in culture, consumption, entertainment and even politics is achieved through the right to speak obtained by the anchor^[3]. The mainstream media's news program encoding and decoding are consistent in the process of information dissemination, so it can obtain better communication effects. At the same time, due to the particularity of news programs, the speech of the anchor often involves the content of current political news.

Whether its role image meets the psychological expectations of the audience and whether it meets the correct interpretation of the audience's needs is also an important requirement for the audience to continuously improve the cognition of the anchor image and continue to build a bridge of media trust.

5. Recoding of narrative role

With the development of media technology, more and more media forms have emerged, and the scope of application of narrative theory has far exceeded the previous^[4]. The audience's feedback on the role image of the anchor also plays an indispensable role in the closed loop of communication as an important information. The audience's feedback here includes not only the linguistic evaluation of the comment area, but also the reading data captured by the big data technology. The audience decodes the coded information of the program, and then recodes the information through its own internalization and creative transformation, so that the signifier and signified of the information symbol produce more or less changes.

On February 6, 2023, in the program of *Anchor Speaking Live*, the anchor had a statement about the Lantern Festival, but the interpretation of the significance of the audience generation in the comment area was manifested in many aspects, such as folk culture, health protection, working hours, travel plans, etc. The audience intercepts the content they pay attention to, decodes it according to their own understanding, and then re-encodes it from different perspectives. These feedback information can help the mainstream media to keenly perceive the effect of the anchor role communication, so that the anchor can dynamically construct the role image.

In addition, the communicator's interpretation of the audience's re-encoding information can effectively make up for the loss of information in the process of initial coding and decoding. Such a continuous coding and decoding process forms a stable communication chain to achieve a benign information interaction effect. Therefore, grasping the advantages of information interaction in the construction of new media anchor roles will make the dissemination and flow of information between the two sides smoother.

6. The Enlightenment of the Transformation and Development of Mainstream Media Anchors

6.1 Integration of media resources to expand the impact of public opinion

The integration and innovation of multiple platforms makes the anchor no longer confined to a corner of the studio, which also requires the anchor to show the matching role characteristics in different media environments. The new media platform carefully observes and explores the 'local characteristics', and constantly explores the audio-visual expression suitable for new media in practice. On the one hand, can empower the individual image of the anchor, on the other hand, the role image of the anchor also plays a role in nurturing other media platform accounts, thereby expanding the influence of mainstream media public opinion.

6.2 Focusing on the construction of personification to meet the needs of consultation

New media is accompanied by users' active participation and voice. The process of interaction between the two sides is actually a spiral interactive role construction process. Therefore, in the process of constructing the role of anchor in the transformation of mainstream media, we should take into account multiple functions, use the characteristics of different media to construct different roles, pay attention to the dynamic role of the audience, and complete the personalized shaping from 'one-to-many' to 'many-to-many' from the perspective of negotiation. At the same time, at the level of public image, anchors should improve their political positions, correctly use the meaning behind the role symbols of anchors, stabilize the credibility of mainstream media, and obtain long-term support from the widest audience.

6.3 Enrich audio-visual expression and arouse emotional resonance

The innovation of the anchor's audio-visual expression is inseparable from the inheritance and innovation of the characteristic elements. The news broadcast voice is a major feature of the mainstream media news program. The iconic 'broadcasting cavity', the anchor's clothing and makeup, rigorous and serious expression and other labelled features have left a deep impression on the audience in the long-term practice of China's news program broadcasting. The *Anchor Speaking Live* made good use of this natural advantage, boldly innovated on the basis of the inheritance of characteristic elements, and created a unique new media anchor broadcast language system, which made the anchor broadcast of Chinese media enter a new stage. Secondly, under the advantage of timely information collection of audience feedback, the anchor role needs to give more 'temperature' to the discourse expression, to move and infect people with vivid comments, to avoid 'exclusion' of news information dissemination by groups that do not pay attention to current political news on a daily basis, so as to obtain wider audience support.

7. Conclusion

The traditional mainstream media anchor image, which has been inherited for many years, is bursting out of new vitality under the impact of the new media environment, especially in the media environment. Its development law and construction system are also changing subtly. As an important part of narrative strategy innovation, the construction of new media anchor role plays an important role in adapting to the transformation trend of traditional media in the context of new media. In the face of the new media landscape, the anchor role should keep the standard, but also be eclectic, keep pace with the times, release the signal of image transformation, create multiple media industry value nodes, stand bravely in the new media torrent, and promote the mainstream media information dissemination in the new media ecological pattern. Sustainable and healthy development.

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