

Analyzing the Exploration and Role of Hosts in Cultural Programming and Communication

Wen Zhu

School of Journalism & Communication, Nanning Normal University, Nanning, China
Wwzhuzz@163.com

Abstract: In today's fast-changing new media technology, the prosperity of the cultural industry makes the role of hosts in cultural programs more and more prominent, they are not only the program of the string, but also the key link between the audience and the content of the program, plays a pivotal role. As a cultural communication bridge and link, the host needs to pass the rich cultural knowledge and cultural connotation to the audience through careful planning and deep interpretation. At the same time, the host actively advocates the mainstream culture of the society and promotes the healthy development of social culture by correctly guiding cultural values in the program. Therefore, the exploration and practice of hosts in cultural programs and dissemination is of great significance in promoting the prosperity of cultural undertakings.

Keywords: Cultural program; Presenters; Cultural diffusion

1. Introduction

In the present era of information explosion, culture, as the compass of social progress and development, the way of cultural dissemination and cultural influence have attracted much attention. With the rapid development of media science and technology, cultural programs, as an important platform for the inheritance and promotion of outstanding traditional culture as well as the promotion of cultural exchanges, are being presented to the public with unprecedented breadth and depth. In this context, the host, as the core role and bridge of the cultural program, and the positioning of its role, professionalism, as well as the ability to innovate and create culture has an inestimable value for the enhancement of the quality of the program and the dissemination of culture. As a bridge connecting history and the present, the local and the world, cultural programs bear the important mission of passing down cultural memories, stimulating cultural innovation and enhancing cultural confidence. The host, as the direct presenter and guide of the cultural program, will have a direct relationship with the attractiveness of the content of the cultural program, the audience's sense of identity and the effect of cultural dissemination. Therefore, analyzing and exploring the exploratory practice of the host and his role in cultural programs not only helps to improve the production level and dissemination level of cultural programs, but also provides a new thinking direction and practical path for the innovation and development of cultural programs.

In recent years, there has been a gradual increase in research and analysis on the role of the presenter in cultural communication, covering a wide range of aspects from the impact of the presenter's style on program positioning and the role of the presenter's cultural literacy on the depth of content. These studies, mostly from interdisciplinary perspectives such as communication, culture, and psychology, provide rich theoretical support for understanding the function and value of presenters in cultural programs. However, in-depth analysis of the host's exploration process, strategy adjustment and its practical effect in specific cultural programs is still insufficient, especially in the new media environment, how to innovate the hosting method and strengthen the effect of cultural dissemination, etc. There is still much room for research.

2. Television and radio cultural programs

From a broad perspective, any television program that includes cultural elements can be called a cultural program. In 1871, British scholar Edward Taylor proposed that "culture is a collection of knowledge, beliefs, laws, morals, customs, and abilities and habits acquired by other members of society."^[1] This definition by Edward makes the category of culture so broad that almost any type of program can be seen as part of the cultural category because they all convey these messages in some way.

Then, from a narrow point of view, cultural programs refer to the types of programs that take specific cultural forms, such as literature, art, history and so on, as the background, or specialize in culture and art as the background, have the functions of inheriting traditional culture, enhancing art and humanities, popularizing scientific knowledge and so on, and contain certain connotations, and ultimately take the cultural propaganda and cultural dissemination as the purposes and objectives of the programs. Cultural programs in the narrow sense not only achieve cultural dissemination, but also emphasize cultural depth and breadth, while stimulating the public to pay attention to and think about cultural content.

The characteristics and roles of cultural programs are also very significant and important. Cultural programs have a clear cultural expression, which enables the audience to experience culture from the programs. For example, the cultural lecture program "The Hundred Schools of Lecture" directly conveys cultural information about our country's classic writings, celebrity ideas and historical stories through the lectures of experts. Cultural programs have a deep cultural heritage, which includes not only traditional fields such as history, literature and art, but also modern disciplines such as science, philosophy and sociology. Through the knowledge of the above mentioned fields and disciplines, cultural programs are able to bring viewers closer to culture and appreciate different cultural charms. Cultural programs encompass a diverse array of expressive forms. While their primary purpose is cultural dissemination, the various formats of program expression showcase a wide range of types and styles. Whether through lectures, readings, interviews, or genres such as variety shows and travel programs, any format that effectively conveys a cultural message can serve as a valid expression of cultural programming.

With the improvement of people's living standards and cultural literacy, the public's demand for cultural programs is also growing. More and more people begin to watch or listen to cultural programs to understand all kinds of cultural knowledge, learn cultural ideas and improve their own cultural literacy. In the context of integrated media, all types of cultural programs are making every effort to actively expand the mode of creation, which can be said to realize the prosperity of TV cultural programs and radio cultural programs. The demand for cultural programs from viewers and listeners of different ages and professional backgrounds is also diversified. The public would like to see more cultural programs that are innovative in form, rich in content and closer to life. And this diversified demand for cultural programs requires constant innovation in the content and form of cultural programs.

2.1. Television cultural programs

In recent years, many TV cultural programs have improved significantly in the quality of content, more and more cultural programs in the focus on the inheritance and promotion of outstanding traditional Chinese culture at the same time, began to incorporate the current hot, sought-after modernization elements, the combination of tradition and the times, so that the cultural program is more contemporary and attractive. For example, programs such as "National Treasure", "China in Classics", "China in Stories", through innovative formats and interactive modes, have brought audiences closer to the content. These programs immerse viewers in the cultural world and present traditional and exceptional culture in a fresh and accessible manner. This approach not only innovates the format of cultural programming but also significantly enhances the effectiveness of cultural dissemination.

2.2. Broadcast cultural programs

In the era of integrated media, people's access to news, information, and cultural entertainment has expanded into a rich and diverse array of formats. In addition to traditional print media, radio, and television, there are numerous other options available. Despite this variety, radio cultural programs, which offer rich cultural content and heritage, remain the preferred choice for many audiences. Furthermore, these radio programs are continuously innovating to create new value. More radio cultural programs in the content focus on the development of characteristics and differentiation, often according to the needs of different audience groups, showing cultural programs with targeted groups. For example, for the elderly audience group, radio cultural programs are more likely to launch cultural opera and cultural commentary programs, while for the young audience group, radio cultural programs are more likely to launch music-based cultural programs and reading and sharing programs.

In the cultural program, the host plays an indispensable and crucial role. Their performance and style in various cultural programs significantly impact the content. Additionally, the host assumes different roles in each program, and their language, expressions, body movements, and other elements influence the overall effectiveness of the program. This, in turn, affects the audience's ability to accurately grasp the main themes of the cultural presentations. Their language, expression, body movement and other

aspects will affect the overall effect of the program, and it is also related to whether the audience can accurately receive the main connotation of the cultural program, and more critically, whether the host can play the role of cultural dissemination of revelation and role in the cultural program.

3. Presenters in cultural programs

The presenter's performance in a cultural program has a direct link to the effectiveness of the program on air. The first is the cultural literacy of the host, which is one of the most basic requirements for hosts of cultural programs. A qualified presenter in a cultural program needs to demonstrate deep cultural literacy, including knowledge and mastery of relevant history, culture, art and other fields. With these prerequisites of cultural literacy, the presenter should also add the use of specialized knowledge framework to present the profound cultural knowledge to the public in a way that is easy for the public to understand and accept through accurate expressions and vivid explanations of the information and content that he/she has accumulated and understands.

The second is the accuracy of the host's language expression, in order to present the cultural story of cultural knowledge with accurate expressions, the host's language expression must be accurate as well as fluent, so as to be able to more accurately convey the content of the program and the main idea of the program. Through the hosts' clear and correct pronunciation, appropriate speed of speech and intonation in line with the scene, as well as their rich vocabulary and sentence expression, the connotations of the cultural program are output in the form of a story, so that the general audience can deeply understand and feel the cultural connotations of the program.

The last is the control and embodiment of the host's interactive ability, in the cultural program, the host also needs to have good interactive ability. The format and design of a program that is done and set in stone will not retain the eyes and ears of the public. To be interesting in a cultural program, the host should communicate effectively and appropriately with the guests, viewers and listeners, and promote and enhance the public's understanding of and interest in cultural knowledge through a variety of ways and designs, such as asking questions, answering questions, and guiding.

The styles of hosts are versatile and vary in different cultural programs, and the hosts' hosting styles change according to different program demands and program contents. In cultural programs, the three types, affable, elegant and professional, are more common.^[2]

Affectionate hosts usually communicate and interact with viewers and listeners in cultural programs in a warm and cordial manner, making viewers feel the warmth and familiarity like friends or relatives. The host creates a relaxed and enjoyable program atmosphere through calm tones and sincere expressions, telling cultural stories in an intimate and comfortable environment. While the Confucian type of host in the cultural program is more focused on the display of cultural heritage. They usually host their programs in a well-spoken, calm and introspective style. When introducing and telling cultural knowledge and cultural stories, they are able to provide insights and quotations so that the audience can feel the charm and depth of culture while enjoying the program. The professional cultural program host has a biggest characteristic is the higher level of professionalism. Generally speaking, professional hosts have a more in-depth study of the cultural field and their own unique insights. Professional cultural program hosts are able to introduce and analyze cultural phenomena, disseminate cultural knowledge and express cultural connotations with professional perspectives and rigorous attitudes that are different from those of other types of hosts, so as to provide the public with some authoritative and accurate information and views. Also this style of cultural programmer is more recognized by professionals and academics.

4. The role and influence of presenters on the content of cultural programs

4.1. Enhance the cultural content of the program

Usually, the cultural literacy and expressive ability of the host will, to a large extent, directly affect the cultural connotation and main idea of the program. A host with profound cultural literacy and precise expression ability can deeply excavate and show the connotation value of cultural programs, so that the public can feel the charm and power of culture while enjoying the programs.

4.2. Enhancing the appeal of the program

The style of the host is also an important factor that affects the attractiveness of the program. A host

with unique style and charm is more capable of attracting the attention of the public and stimulating their interest and curiosity, thus increasing the ratings and influence of the program, and thus giving full play to the cultural communication power of the host.

4.3. Promoting cultural exchange and dissemination

Most importantly, the host also plays an important role as a messenger of cultural exchange and dissemination in cultural programs. By telling and interpreting the cultural phenomena and cultural and artistic works of different regions and ethnic groups, etc., they not only promote cultural exchanges and integration, but also open the window of understanding culture and the world for the general audience and listeners.

Thus, in different cultural programs, the presenter's performance, style and its impact on the content of the program are manifold.

5. The role and influence of presenters on the dissemination of cultural programs

In cultural programs, the host serves as a bridge linking the program and the audience, and his or her cultural communication role is crucial. A cultural program presenter is not only a transmitter of cultural information, but also a disseminator, guide and reader of cultural information. Through their unique professional support, hosting style and strong cultural literacy as well as careful program planning, the hosts present complex and diverse cultural knowledge and cultural connotations to the general audience in a lively and interesting way that is close to life, thus promoting the inheritance and development of culture in a subtle way.^[3]

The first is cultural heritage. Most of the cultural programs focus on a particular cultural area or historical period, and the hosts convey the soul of traditional culture to the public by telling historical stories, displaying cultural heritage and interpreting cultural information. In this process, the hosts utilize their expertise and professionalism to give new life to these ancient cultures, so that the younger generation groups can also feel the charm and value of traditional culture.

The second is cultural interpretation. In the face of complex and diverse cultural phenomena and works, the presenter needs to have profound cultural literacy and keen observation and insight, and to be able to tell in depth the hidden messages and stories such as the cultural connotation and the spirit of the times behind them. Through accurate and appropriate explanations, vivid analogies and abundant examples, they help the audience to better understand and appreciate the beauty of culture, and at the same time enhance the public's cultural literacy and cultural aesthetic level.

The third is cultural exchange. In the new era of globalization, cultural programs also pay more attention to cross-cultural communication and integration. At this point, the host of the cultural program will act as a cultural messenger, promoting understanding and respect among different cultures by inviting guests from different cultural backgrounds to participate in the program and introducing exotic customs and cultural characteristics. In these cultural touches and exchanges, the hosts use their professional language and concrete actions to build a bridge of cultural exchanges, so that people's cultural worlds become richer and more inclusive.

The fourth is cultural guidance and cultural innovation. The facilitator also has the responsibility for cultural guidance and cultural innovation. By carefully planning the content of the program, selecting valuable cultural themes, and inviting authoritative cultural experts, the program guides viewers to pay attention to social hotspots, think about cultural issues, participate in cultural construction, and enhance the public's cultural self-confidence. While inheriting and promoting traditional culture, the host also needs to pay attention to cultural innovation and development. Fresh vitality can be injected into traditional culture by introducing new program forms, integrating modern high-tech means, exploring new ways of cultural dissemination and other ways. Supporting and encouraging cultural creators and researchers to engage in innovative experiments will promote the prosperity of the cultural industry and disseminate the spirit and essence of diverse cultures, thereby bringing these cultures to the attention of the general public.

At the same time, hosts, as public figures, also have important cultural responsibilities in cultural programs and communication. Hosts should also set a positive example for viewers and listeners and lead a new social trend by strictly demanding their own behavior and moral style. The cultural transmission and its role of the presenter in a cultural program is multifaceted and far-reaching. Cultural

program hosts are not only purveyors of culture, but also guardians, advocates and promoters of culture. While spreading culture, the host should also actively advocate correct values, morals and cultural views, and guide viewers and listeners to establish correct cultural self-awareness and cultural self-confidence.

In the future, we also expect more excellent presenters to emerge and contribute to the inheritance, development and dissemination of culture.

6. Conclusions

As an important part of the media field, cultural programs carry the multiple missions of inheriting and promoting national culture, promoting cultural exchanges and understanding, and enriching people's spiritual life. Cultural program is an important carrier of national culture inheritance, cultural program can show the long history, rich cultural heritage, unique national customs and so on to the audience, so that these valuable cultural resources can be preserved and passed on to future generations. In today's globalization, cultural exchange and understanding are also particularly important. Cultural programs provide viewers with a window into diverse cultures by showcasing the cultural characteristics of different regions and ethnic groups. Such cross-cultural exchanges and dissemination help to enhance understanding and respect among different cultures, reduce misunderstanding and prejudice, and promote cultural exchanges and development, thereby further contributing to peace and development in the world. At the same time, with the increasing richness of material life, people's pursuit of spiritual life continues to improve. And cultural programs, with their unique cultural connotation and artistic charm, are providing the public with rich spiritual food. By watching and listening to cultural programs, the public can feel the charm of culture more genuinely and frequently, which enhances the public's aesthetic taste and cultural literacy, as well as enriches their inner world and strengthens their cultural self-confidence. Cultural programs are also an important manifestation of the country's cultural soft power. Through cultural programs, a country's cultural achievements can be displayed, its cultural concepts can be disseminated, and its cultural image can be shaped, thus enhancing its international status and reputation. In the competition of globalization, cultural soft power has also become an important part of a country's comprehensive power. Therefore, strengthening the production and dissemination of cultural programs is equally important for enhancing the country's cultural soft power and strengthening its international competitiveness.

In the fast-changing cultural communication environment, the host, as the core and soul of a cultural program, adheres to the spirit of continuous research and innovation, which is crucial to the program's vitality and influence. Hosts need to follow the pace of the times, in-depth study of the current social and cultural background, the audience's psychology and points of interest, through the innovation of the program form, rich program content, so that cultural programs closer to the audience's life, triggering resonance. The core of cultural programs lies in the inheritance and promotion of national culture, and the hosts should have the courage to explore and innovate on the basis of respecting the traditional culture, combining the traditional culture with modern elements, and presenting them to the audience with more novel perspectives and ways of expression. This will maintain the soul of the culture and at the same time give new life and vitality to the traditional culture. At the same time, in today's increasingly competitive media, there is intense competition for cultural programs. The host, as the program's lead, also needs to constantly research and learn advanced production concepts and professional methods to enhance the program's production level and artistic expression. Through innovative program modes and contents, we create cultural programs with unique charm and brand influence in order to attract the attention and love of more viewers.

To sum up, we should attach great importance to the production and dissemination of cultural programs, and strive to create more excellent cultural program works, so as to contribute to the inheritance and promotion of national culture and the progress of social civilization. At the same time, in the cultural programs, the hosts need to continue to study and innovate the cultural programs to adapt to the changes of the times and the needs of the audience, adhere to the inheritance and innovation, and promote the progress and development of the cultural industry as well as the dissemination of culture by professional means, to enhance the public's cultural self-confidence and the international influence of culture, and to promote the cultural cause of the continuous prosperity, and the upward trend of the development of the good.

References

- [1] Edward, B.T. (1878). *Primitive Culture*. Guilin: Guangxi Normal University Press.
- [2] Xie Lunhao, Yang Duo. (2016). *Theological orientation of broadcast paralanguage*. *Modern Communication: Journal of Communication University of China*, (05), 103-107.
- [3] Zeng Zhihua. (2017). *The Proposition of Cultural Influence of Chinese Television Program Hosts and Its Reflection*. *Drama Communication: Journal of Communication University of China*, (01), 19-24.