

# Analysis of the Talent Training Advantages of Bilingual Broadcasting and Hosting Art Teaching in the Context of Integrated Media

**Mingsong Xiao**

*College of Journalism & Media Studies, Tianjin Normal University, Tianjin, China  
17801025112@163.com*

**Abstract:** *With the continuous development of digital media and the gradual deepening of media convergence, the media industry has an increasing demand for talents. In the highly competitive media industry, bilingual talents have the advantages of language proficiency and cross-cultural understanding. They are capable of working in a variety of fields such as bilingual broadcasting, translation, and cross-cultural communication. Bilingual broadcasting and hosting education has different teaching objectives, means and content than foreign language education alone. It aims to train students to have a better image, stronger narrative skills and better media literacy. Therefore, it is of great significance and value for the cultivation of media talents to continue to strengthen the construction of bilingual broadcasting education in the era of integrated media.*

**Keywords:** *Bilingual; Broadcasting and hosting; Talent training; Fusion media*

## 1. Introduction

Media convergence refers to the integration and interaction between different media forms and platforms, such as the integration of television, radio and social media. This convergence makes the dissemination of information more efficient, convenient and comprehensive. Media convergence has given impetus to the development of globalized communication and allows content to be distributed across multiple platforms, facilitating the flow of information on a global scale and enabling audiences around the world to access and share information through different media platforms. In the age of fusion media, where traditional media and the self-publishing industry are constantly evolving, the masses have more diverse ways of accessing fresh information.<sup>[1]</sup> Audiences can understand and experience the contents of other cultures through media platforms, which promotes cross-cultural exchanges and mutual learning. Under such conditions, the media industry has become more demanding for media talents, who should not only have the ability to communicate in their mother tongue, but also have the ability to communicate and disseminate in multiple languages. The Bilingual Broadcasting and Hosting Arts Program is able to cultivate more media talents who meet the requirements of international communication in the era of integrated media. In this paper, we will analyze the teaching of bilingual broadcasting and hosting art majors, and compare the majors with other similar majors to point out the advantages of bilingual broadcasting and hosting art majors in talent cultivation.

## 2. Overview of Bilingual Broadcasting and Hosting Teaching

### 2.1. Uniqueness of broadcasting and hosting teaching

The broadcasting and hosting art major is a unique higher education major in China, with the dual attributes of journalism and art, so it is difficult to find a higher education program similar to the broadcasting arts program in any other country except China. The Broadcasting and Hosting Arts program trains newscasters for the broadcasting profession and program hosts for various radio and television programs including news, arts, and talk shows, as well as voice-overs and narrators, and professional speakers etc. In other nations, such as the United States, these careers look very different. It's hard for Americans to imagine a news program host doing a voice-over for an animated character, or a professional voice actor working as a news anchor. And these vocational skills are covered under the training content of broadcasting hosting art, which undoubtedly reflects the dual attributes of the

broadcasting hosting profession: journalistic attributes and artistic attributes. In other countries, such as the United States, the voicing of animated or movie characters is usually done by actors, while the announcing of news programs is usually done by the anchors of the news programs. News anchors don't necessarily have magnetic voices, while voice actors are likely to know nothing about journalism, and talk show hosts are generally not good at acting in addition to being well-spoken, which in people's minds can be considered several completely different professions. However, the broadcasting and hosting arts program extracts the common core of these seemingly disparate professions, "the skill and art of the voice," and integrates it into a single discipline for the training of students.

## **2.2. Bilingual broadcasting and hosting education**

Bilingual broadcasting and hosting is a sub-discipline of the broadcasting and hosting arts program, and some schools view bilingual broadcasting and hosting as a direction of study in the broadcasting and hosting arts program. The main objective is to train announcers or hosts who can use two or more languages alternately to string together programs in the audio media.<sup>[2]</sup>Zhejiang Communication University was the first university in China to offer a bilingual broadcasting and hosting program, and other universities such as the Communication University of China and Wuhan University of Communication have also opened bilingual broadcasting and hosting programs. Although there are differences in the specific student training programs of the above universities, generally speaking, their training purpose is to train media workers with bilingual broadcasting and hosting skills.

## **3. Differences between teaching bilingual broadcasters and teaching foreign languages**

### **3.1. Training purpose**

While bilingual broadcasting majors and general foreign language majors by and large teach second language acquisition as a major component of instruction, they are also fundamentally different. First of all, bilingual broadcasting and hosting arts is dedicated to training bilingual media workers, which essentially belongs to journalism or arts majors. Foreign language majors generally take foreign language teaching and foreign language translation as their main training direction, and although their graduates can work in the media by virtue of their foreign language ability, they don't make it their teaching goal to produce professional media professionals.

In terms of the academic theory of the broadcasting and hosting major, a host is first and foremost a presenter, and secondly a bilingual presenter. Therefore, we can say that the foreign language is only a tool for broadcasting and hosting; the core competency of a bilingual host remains that of broadcasting and hosting. A person cannot be considered a qualified bilingual host if he or she only has excellent foreign language skills but cannot read the text accurately and express it excellently with his or her voice to do a good job as a presenter.

The two majors have different requirements for their respective students. The difference can probably be divided into the difference between foreign language proficiency and general skills proficiency, and we will first analyze it from the point of view of foreign language proficiency, the content of foreign language instruction in both foreign language teaching and bilingual broadcasting can be broadly categorized into two parts: oral and written language instruction.

#### **3.1.1. Oral Language**

It is a common phenomenon that foreign language teaching does not pay much attention to oral expression. Foreign language students are generally only expected to be fluent in listening and speaking; whether or not they can express themselves brilliantly off the cuff is not a priority, and whether or not their pronunciation is sufficiently standardized is even more of a minor point. This is also reflected in the content of the examination of foreign language education at university, where the oral examination is generally not a high percentage, and the focus of the examination is placed on the written examination. This is partly due to the fact that the deepening of cross-cultural communication has strengthened the internationalization of language. For example, English is an international language with an extremely wide range of usage, and a variety of different accents are acceptable. In addition to American and British English, which are regarded as the standard accents, it is also possible to hear Indian accent, Singaporean accent, Australian accent, etc. As a result, foreign language education does not generally aim to produce students with very good pronunciation and requires only "fluent" speaking skills, not eloquence.

In contrast, bilingual broadcasting is extraordinarily rigorous in its demands on students' oral expression. The oral expression of a foreign language required for a bilingual broadcasting program can be broadly categorized into the degree of standardization of speech and the content of oral expression. First of all, the normativity of intonation is an important part of linguistic normativity. Although there is no standardized speech certification system in the world that is as authoritative as China's Putonghua Proficiency Test, such as the "Standard English pronunciation", as a language, there must be a standard code for pronunciation. Ensuring that one's language is standardized, clear and understandable to the audience is a basic requirement for bilingual hosts, so on top of the clarity of speech, every single sound must be pronounced correctly and standardized. Therefore, bilingual broadcasting students spend a lot of time on the standardized training of foreign language speech, such as the bilingual broadcasting program of Sichuan University of Media and Communications has a separate course "English Pronunciation Practice", the content of which focuses on the training of students' standard English pronunciation. The pronunciation training includes not only the pronunciation of individual syllables, but also the variation of pronunciation under the normal flow of speech and the variation of intonation. A newsreader or presenter needs to have a trustworthy image, which is reflected on the one hand through appearance, dress, and body language, and on the other hand, depends on the presenter's linguistic ability: if a presenter's language is standardized and smooth, the credibility of what he says will be greatly enhanced, and if a presenter often makes mistakes in his voice and intonation, he may reduce the credibility of serious content.

Social media is a communication mechanism that allows users to communicate with thousands, and perhaps billions, of individuals all over the world.<sup>[3]</sup> Audiences approach the medium to watch news programs in order to get information, and this information must be true and trustworthy information, so the audience will default in their mind that the linguistic ability of the host or the announcer must be above average. Therefore, in order to win the trust and respect of the audience and to ensure the effectiveness of the media message, the presenter must make an effort to practice pronunciation and avoid pronunciation mistakes.

### ***3.1.2. Written Language***

The general foreign language majors have higher requirements for students, since the students it trains can be broadly categorized into two directions: foreign language education and foreign language translation, both of which require a deep understanding of the culture of the foreign language country. If an English interpreter wants to translate Shakespeare's classic works into Chinese, he should not only have sufficient language skills, but also have a certain understanding of the era in which Shakespeare lived, the basic conditions and writing styles of Shakespeare and other famous English writers, which are naturally a part of the British culture. The learning of these contents generally relies on relevant theoretical books, which are more difficult to read, so the requirements for students' ability to read difficult texts will also be higher. The assessment of these abilities is also generally reflected through written examinations, and the learning, training and assessment of these contents occupy most of the study time of foreign language majors.

The training purpose of the bilingual broadcasting major, on the other hand, is to produce presenters with bilingual anchors or hosts, where the competence of the presenter comes first and the foreign language competence comes second. Although the hosts will encounter some culturally relevant program content when hosting a news program, the hosts usually do not go too far in explaining in-depth cultural knowledge, and these are the parts that are left to the guests of the program to take care of. In the process of practicing journalism, the presenter will have more and more frequent contact with his field, in other words, the cultural knowledge he needs to master will be learned naturally in the process of his work, instead of learning it in school. Besides, hosts and announcers do not need to have much attainment in writing, of course, this does not mean that announcers and hosts do not need to learn to write, it just means that the requirements for the writing ability of announcers and hosts will be more lenient.

Overall, while general foreign language education focuses more on producing students with a well-rounded and in-depth language proficiency, bilingual broadcasting and hosting programs focus more on the students' ability to utilize a foreign language well to help their oral expression.

### ***3.2. Teaching content***

As mentioned earlier, unlike foreign language teaching majors, bilingual broadcasting arts majors specialize in journalism and communication or the arts. This is firstly reflected in the curriculum arrangement of the two. The abilities that bilingual broadcasting students need to possess can be

divided into two aspects: linguistic ability and professional ability. Language ability includes Chinese and foreign language pronunciation, language organization, script writing ability and body language. Professional ability mainly includes broadcasting and hosting ability, news literacy and psychological quality.

For example, Zhejiang Communication University, in the undergraduate stage, the learning content of the bilingual broadcasting and hosting major is almost same as the traditional broadcasting and hosting art major, except for the English-related knowledge. The bilingual broadcasting and hosting program offers courses in three general categories: broadcasting and hosting, English, and journalism and art theory. The broadcasting and hosting courses in the bilingual broadcasting program are similar to those offered in the broadcasting hosting program, featuring Mandarin Pronunciation, Broadcasting Pronunciation Creative Basics, Improvisational Oral Expression, Live Reporting, and Program Hosting Skills. Correspondingly, the foreign language curriculum of bilingual broadcasting majors is also somewhat different from that of general foreign language majors, which is reflected in the fact that the curriculum is more closely related to teaching the foreign language skills needed when working as a broadcaster, such as English broadcasting skills, English narration and dubbing, current affairs English, English presentation skills, etc. The third part of the curriculum can be summarized as the theory courses, which also reflect the fundamental attributes of the art of bilingual broadcasting and hosting, from the theoretical courses of journalism and communication, such as "Introduction to Communication", "News Interviewing and Writing", as well as "Intercultural Communication" and "International Communication", which are close to the journalism and communication majors. There are also courses in art theory and literary theory as well. Outside of these, some theories of broadcasting and hosting believe that hosts need to perform something with artistic and cultural content in their work, such as an article or a novel, or make some performance similar to a theater performance in hosting. Based on this theory, the bilingual broadcasting majors of some universities also offer some courses on cultivating the artistic cultivation of the hosts, mainly in the art of drama and film, for example, the bilingual broadcasting major of Sichuan University of Media and Communications offers the basic course of drama performance, make-up skills and so on.

### **3.3. Teaching methods**

Foreign language teaching is a well-established and widely used theoretical system, and the main ones can be summarized as Grammar Translation, Pattern Practice, Communicative Approach, Reading Approach, and Synthesis Approach. The mode of teaching is mainly in the form of large classes, with less time for students and teachers to interact individually during class time. Although this mode of instruction is standardized, systematic, and proven to be an effective way of teaching foreign languages, it must be acknowledged that there is less room for individual expression, and students' unique problems are unlikely to be noticed by the teacher.

Unlike general foreign language teaching, Bilingual Broadcasting and hosting falls under the category of ESP (English for Specific Purposes). In general, there are three options for ESP curriculum: skill-centered approach, language-centered approach and learning-centered approach.<sup>[4]</sup> In addition, the Bilingual Broadcasting and Hosting major, like the general Broadcasting and Hosting major, uses a combination of large classes and small class teaching. Large classes generally teach theoretical knowledge or demonstrate learning outcomes, and Small classes are usually used for instruction in the skills of broadcasting and hosting. The students in Bilingual Broadcasting and Hosting major will be divided into groups and each group will be assigned two teachers, one Chinese and one English. This teaching mode also reflects that the teaching goal of bilingual broadcast hosting is to cultivate bilingual talents with excellent oral expression ability. In small classes, each student is given more than enough time to demonstrate his or her oral expression, and the teacher guides each student according to his or her unique problems. To summarize, we can see that compared with general English education, bilingual broadcasting hosting pays more attention to the cultivation of students' individual expression ability in teaching methods, and especially pays attention to giving students the opportunity to show their individual expression ability.

## **4. The Talent Advantage of Bilingual Broadcasters Major**

### **4.1. Image Building**

In today's era of integrated media, talents trained by bilingual broadcasting majors have more

advantages in image building. In the era of fusion media, the audience's access to information is subject to the integration of digital media technology, which is reflected in the integration of channels and the diversity of information, in other words, although the audience can see a variety of information from a variety of sources, but they all receive information through the digital media platform, instead of a variety of media channels, such as television, radio, newspapers, periodicals, and so on, as in the past. The boundaries between people's social media and people themselves as social beings are gradually blurred, people gradually reduce face-to-face communication and increase conversations on social media, and communication on social media has lost the freshness that it had when social media was first born, and social media interactions are no longer a kind of "game", and it gradually replaces socializing in reality. People are starting to use social media to make friends, work, study, and use media for almost everything in reality. Of course, it is not our intention to judge the rightness or wrongness of this phenomenon here, but we must admit that social media is playing an increasingly important image in our lives, and the image of an individual in the media largely represents the real image of a person in social life. In other words, a person's ability to create a good image on social media platforms determines whether or not they can be successful in their work, such as business, entertainment, relationships and marriage.

So it goes without saying that a person who has specialized in media-related knowledge for many years is more likely to be able to perform multifaceted tasks in this era of converged media. The bilingual broadcasting and hosting major, as a discipline that aims to train talents for the media industry, ultimately requires students to be able to express information and feelings accurately and precisely to the audience, and in order to accomplish this task, hosts and broadcasters must have a good, or at least sufficiently convincing, personal image to the audience. Therefore, students trained in the bilingual broadcasting program usually have a good appearance and a magnetic voice, and have a unique ability to design their own appearance. More than that, the most important image of a presenter is not his own outward appearance, but his ability to present himself better on the media platform. Undoubtedly, thanks to the training in image building in college and the practice in front of the camera, students of broadcasting and hosting arts have an advantage when it comes to image building on social media. The image building here is not only limited to the image building of an individual, if a person appears as a "presenter", he no longer refers to the representative of an individual, he is a "program", a "channel", a "media organization" presenter, he represents the image of a media organization and even the organization or values that the media organization represents. In the era of integrated media, any information published on a media platform is spread across international and cultural boundaries, so the image of a presenter may even represent the image of a culture or a country on certain occasions. For those important occasions, a bilingual broadcasting program will undoubtedly produce people who are better suited to portray a media image that is broadly applicable, enjoyable at the entertainment or commercial level, and respectable in the field of culture and international communication.

#### ***4.2. Communication and Narrative Skills***

As we all know, media content can never be completely objective "facts", because the media's presentation of content is subject to the choice of the communicator. How to select information in the limited media space is an important issue for the journalism profession. In the context of international communication, the success of international communication is determined by how to maximize the elimination of those obstacles to cross-cultural communication, and how to select those contents that are suitable for cross-cultural communication and will not be misunderstood by cross-cultural audiences. Bilingual broadcasters produce people who are also uniquely suited to the field. First of all, a good communication image is an important prerequisite for narrative success; no one will want to believe what a narrator with a poor image expresses, which is not a problem with bilingual broadcasting talent. Secondly, a large part of the skills of bilingual broadcasters are in the service of better narration. How to transform complex, audience-unfriendly content into clear, concise and accessible content is what bilingual broadcasters specialize in.

#### ***4.3. Media Literacy***

With the gradual acceleration of the globalization process, the media industry has also been moving steadily towards internationalization, bilingualism, in recent years. The emergence of this phenomenon is partly due to the fact that the objective development of information globalization makes the global mobility of information increase significantly, and as an important medium of information transmission, the media need to enhance their own ability to obtain, analyze and process information in the face of

internationalized and multilingual information.

First of all, bilingual broadcasting educated presenters have a better ability to analyze media information than others, and are able to quickly select the authentic and reliable information sources they need from a large amount of mixed media information. In the era of integrated media, anyone can post information on social media platforms, and it is only then that bilingual broadcast hosts are able to accurately recognize authentic and reliable information from the sources, which also helps to establish a professional and reliable media image. Second, in the era of integrated media, professionally trained bilingual presenters are better equipped for media content production. Compared with those who have not been trained in media skills and only have foreign language ability, bilingual presenters are more capable of producing excellent media products that suit the preferences of cross-cultural audiences and achieve better communication effects.

In the era of integrated media, the importance of media literacy has increased significantly, especially in the media industry where the characteristics of cross-cultural communication are highlighted, the advantages of bilingual broadcasting hosts are even more significant.

## 5. Conclusions

In the era of media convergence, the influence of radio and television media is gradually declining, and digital media platforms are flourishing. The broadcasting and hosting arts program, as an academic major that emerged along with the rise of China's broadcasting and television industry, is also gradually showing a decline in the era of declining broadcasting and television media industry. However, talents with bilingual broadcasting and hosting education have wider employment prospects and room to play in the era of integrated media. Talents with bilingual broadcasting and hosting education have significant advantages in image-making and narrative skills, as well as greater media literacy. As the field of bilingual broadcasting and hosting education continues to develop, it is believed that a large number of bilingual broadcasting and hosting talents will also be able to play a greater role in more industries in the era of integrated media.

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