

# The elaboration and investigation of the adaptability of the multi-role broadcasting and hosting

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**Abstract:** *All Chinese industries are experiencing opportunities and challenges as a result of the digital age's rapid expansion, and the media sector is particularly affected. To maintain a significant position in the industry's severe rivalry, it is crucial to stay up with the times and pursue progress and innovation. The host sector, which is impacted by media industry shifts, is likewise confronting numerous issues. As hosts, we must adapt our roles to the changing industry and provide a different perspective to the audience, as well as increase our adaptability in broadcasting and hosting programs, and flip between numerous roles at will, which is the fundamental trait that hosts must possess in the current period.*

**Keywords:** *Hosts, Multi-role, Broadcasting and Hosting, Adaptability*

## 1. Introduction

Broadcasting and hosting are vital ways for news media to carry out successful communication, which has a significant impact on the healthy development of the media sector. In recent years, the advancement of science and technology in China has resulted in the creation of various media tools, forcing many conventional media to face innovation and transformation of program content. New programs are continuously being introduced to the public, and the audience's demands and criteria for hosts are also rising. This has led to a rise in the importance of multi-role announcing in the work of hosts. In the rapidly growing media industry, many hosts may juggle multiple hosting styles. This requires hosts to have a flexible hosting style and strong adaptability in order to be recognized by audiences. Therefore, improving the ability of hosts multi-role broadcasting and hosting has been the inevitable development of society.

## 2. The connotation of multi-role broadcasting and hosting

In the background of digital era, the presentation of broadcasting and hosting is more modern and diversified compared to the traditional media era, which makes multi-role broadcasting and hosting adaptable to various environments and determines the ratings and popularity of the program. Multi-role broadcasting and hosting also requires more professionalism, not only in terms of clarity and intonation, but also in terms of conveying the meaning of the program itself. Multi-role broadcasting and hosting has to adapt to different audience groups, pay attention to the emotional aspects of the entry, so that the traditional media framework of language expression can be transformed. With the continuous change of radio and television formats, program types have also undergone a breakthrough transformation, and hosting is the only way to promote the innovation of program types to be perfectly presented.

## 3. The Necessity of Adaptability in Multi-Role Broadcasting and Hosting

As the Internet industry enters a period of rapid change, for the broadcasting and hosting industry, the ability to improvise becomes a necessary skill in this complex and changeable scenarios and environments. The expression form and language form of broadcasting and hosting also urgently need to adapt timely to the dynamic development of the entire Internet. Unlike traditional radio and television media, which have a single communication channel and do not have such a high standard and require strongly for adaptability, today's Digital technology, especially new media developed upon mobile Internet and network technology, has strong interactivity and immediacy, sharing and mass, hypertext and multimedia, collective and individualized features. Immediately, the introduction of artificial intelligence, AI robots, and live web-casting has increased the adaptability of broadcasting and

hosting, and strengthened the interactive way of new medias. For different types of TV programs, it is necessary to deeply understand the characteristics of the programs for the audience's needs. Audiences' intrinsic needs and visual needs are fully studied and judged, and the program is no longer a simple completion of fixed script content and framed information set by the director.

First of all, under the influence of the economic effect of new media, the audience of traditional media tends to be aging and the popularity is also in a declining trend. However, the diversified styles of programs under the influence of the new media environment will make the radio and television media industry choose brand-new hosts, such as broadcast hosts with high popularity. Such changes in forms have prompted the host industry to continuously improve its own value and adaptability in order to stand out in the fierce competition. Secondly, under the interactivity and diversity of new media, scripts and hosting styles tend to have no fixed content, are more random, flexible and instantaneous, and the hosting status should also be dynamically adjusted in case of emergencies. Before the recording of the program, people should anticipate a series of possible situations and prepare a variety of contingency measures about how to deal with them, and how to drive and subtly resolve the embarrassing atmosphere. This not only tests the overall quality of the host, but also requires a strong adaptability. Nowadays, the audience receives information from different channels of the Internet every day, and their thoughts become more and more jumpy and changeable, which makes them expect the host's personal charm and hosting ability when watching the program. At the same time you will also learn about how the announcer and host deal with emergencies and their resilience. If the host does not handle the emergencies properly or even affects people's expectations of the program, the failure of the hosts will be quickly spread on the Internet and criticized violently, which will imperceptibly push the host into a complicated and difficult situation, and even affect the entire broadcast and host in the future career.

In short, adaptability is extremely important for a host, and it is also an important factor that determines the long-term development of the broadcasting and hosting industry.

#### **4. Multi-role broadcasting and hosting for hosts adaptability requirements**

##### ***4.1. Strong professional sensitivity***

Because of the differences in hosting programs and hosting styles, multi-role broadcasting and hosting requires hosts to be able to switch between multiple roles, which requires hosts to have strong sensitivity in order to change hosting styles in a very short period of time and quickly grasp the different characteristics of the program. Because of the short time interval between two programs, the hosts must be able to swiftly enter the hosting state, make professional judgement about the unreasonable section of the program at the time, and ensure that the program's unexpected situation may be alleviated; all of this puts the hosts' sensitivity to the test. This great challenge requires a strong professional sensitivity and the ability to think through things and problems when they arise, so that hosts can switch flexibly between multiple hosting styles and present a more exciting hosting effect for the audience.

##### ***4.2. Flexible response ability***

In the process of broadcasting and hosting, on the surface, hosts need to deal with different hosting styles and hosting rhythms, but in fact, it is a test of hosts' mentality. Flexible responsiveness allows hosts to quickly change their mindset and better enter into the hosting work. At the same time, flexible reaction ability enables hosts to easily and comfortably respond to unexpected situations that arise during the hosting process, as well as quickly devise contingency plans for temporary problems, so as not to disrupt the overall broadcast effect of the program, which is also an important factor in ensuring the program's quality. Therefore, the flexibility of response allows hosts to deal with multi-role broadcasting and hosting in an efficient and high quality way.

##### ***4.3. Strong political literacy and ability to distinguish right from wrong***

With the introduction of new web technologies and the creation of several new media, competition among programs has grown increasingly tough, and many programs have opted to be unique in their own industries. However, in this environment, TV shows tend to prioritize ratings over integrity in media communication, resulting in many chaotic events that occur regularly and have a harmful impact

on society. To offer more positive values to society, especially for some socially sensitive problems, hosts should understand the rhythm of the program, think carefully about every thing they say, and guide the program in a healthy direction discreetly and cleverly. Once the program is discovered to be off track during the recording, it should be corrected and repaired as soon as possible, and the weaknesses should be summarized after the program is recorded, and the negative impact should always be corrected and mitigated. <sup>[1]</sup>

#### **4.4. Organizational skills and leadership art**

With the changing development of China's media sector, the employment orientation for hosts also gives more opportunities, particularly multi-role broadcasting and hosting, which provides more transformation opportunities for hosts. As a result, for different styles and characteristics of programs, in the process of multi-role broadcasting and hosting transition, they should continually enrich themselves, pay attention to their own accumulation of recording experience and the metaphorical ideals behind the program to portray, via a lot of background material and more discussion with the program team, timely address the absence of aspects. At the same time, for different kinds of programs planning, recording, etc. to carry out a comprehensive understanding, and constantly improve their own organizational and leadership skills, more into the program of each process. As a result, the hosts can gain a more comprehensive understanding of the scene and become more proficient in the overall process, allowing them to provide advice and solutions for the smooth recording of various types of programs while also ensuring the quality and ratings of the programs from a global perspective.

### **5. Hosts multi-role broadcasting and hosting adaptability to improve the analysis of countermeasures**

#### **5.1. Improve cultural literacy**

We are now in an era of rapid change, and the integration and dissemination of a lot of information may be faster than we think. Multi-role broadcasting and hosting requires good cultural literacy and sufficient knowledge reserves, so hosts must constantly improve their comprehensive literacy in order to better adapt to work needs. People's cultural level has usually improved since society entered the information age, and the channels for receiving knowledge are constantly expanding. Hosts can only better suit the audience's aesthetic and cultural needs by honing and accumulating their hosting style and actively experimenting with other hosting techniques. Many outstanding hosts in China have one thing in common: they are explanatory, such as China's famed hosts Yang Lan, Kang Hui, and Sabeining. For example, our well-known hosts Yang Lan, Kang Hui, Sabeining, and others, they demonstrate the beauty of language in a variety of ways in each hosting, they demonstrate the beauty of language in a variety of ways in each hosting. <sup>[2]</sup>

They use their great learning abilities and extensive knowledge base to express themselves in the program in a diverse range of ways. Improving cultural literacy is one of the most significant components in multi-role broadcasting and hosting. The only method to increase your professionalism is to continually use your free time to teach yourself or stock up on knowledge so that you can execute your job as a host more effectively in the new situation. To meet the responsibility to the audience, multi-role broadcasting and hosting requires the two basic traits of adaptability and self-learning ability.

#### **5.2. Increase hosts' adaptability**

Many hosts have stayed in their comfort zone for far too long as a result of the traditional hosting format's impact, and their fixed hosting style has led to their having a fixed perspective regarding many situations and a lack of ability to handle various emergencies. For multi-role broadcasting and hosting, the most important thing is to increase the hosts' adaptability. Many professional skills and abilities of hosts require a long time of development and accumulation of polished out. "Frozen three feet, not a day's cold" When hosting, the only approach to boost hosts' adaptability is to impart a rich cultural history to the audience. <sup>[3]</sup> At the same time, hosts should establish a correct value and a good professional view, carefully adhere to the professional code of ethics, connect and communicate more with coworkers, consistently strive for excellence in business, learn the essence from their predecessors, and find their own hosting style and hosting mode, which helps to better integrate and display in the actual work.

### 5.3. Optimization of hosting skills

Different types of TV programs will have different requirements for hosts, both in terms of hosting style and ability requirements. Multi-role hosts need to be able to switch hosting styles flexibly in the face of different TV programs. Hosts should train and optimize their hosting skills in order to be comfortable when hosting and to quickly summarize the difficulties and outstanding aspects of their own hosting performance. Before hosting the program, the hosts should rehearse numerous times, testing the speed of speech, the rhythm of the program flow, and the wording of the language to guarantee that the best program effect is provided throughout the recording process. For example, we are more familiar with Sabeining. He should be a good example of how hosting skills can change quickly. In "Today's Story," he won over the audience with his wise, strict hosting style. In "Star Detective," he used humor and a witty language style to bring a different kind of fun to the show. He often used witticisms, giving the show a lot of points and making it so popular that it has a lot of "fans." The optimization of hosting skills, which lets the host's style fit the program and attract more viewers, directly affects the program's ratings and how people see it. So the optimization of hosting skills is easy to create a more classic and meaningful television program.

### 5.4. Integration with the media

The novelty of digital technology has replaced the outmoded hosting ways of traditional TV media, and technologies such as AR have been blended into hosting programs to provide a sense of reality. In the show "Chinese Archaeological Conference," for example, technologies like "VR extended hosting" turn the studio into a 3D archaeological site that can be seen with the naked eye. The interactive objects of the hosts are no longer just the camera and the audience. The integration of media has tested the ability of real-time interaction between the hosts and the integration of technology. It is important to use multi-role hosts to make the archaeological environment and scenes seem real, so that the thousands of cultural artifacts in the museum and the words and stories in the old books can really come to life. The integration of media means that the hosts can talk about each type of cultural relic while they are hosting. The big screen in the back can make a display of cultural relics that matches what the hosts are talking about, which is more three-dimensional, new, and complete. This gives the audience a real visual impact and makes it easier to understand the characteristics and forms of cultural relics. The variety of these technologies makes immersion better and helps TV shows stand out and reach more people.

## 6. Conclusions

In conclusion, hosts, as a link between audiences and information, need to adapt to the multi-role development environment and keep improving their own adaptability and skills to do the job of multi-role hosting. This is important if they want to get ahead in the tough competition. Especially in the digital age of today, where things are changing quickly, it is important to keep up with the adaptability of innovative television development and make smart use of their language skills and knowledge base to improve the ratings and influence of the show and give the broadcasting and hosting industry more life. In order to do this, they need to learn a wide range of skills, practice in different settings, and gain valuable experience while hosting. They also need to pay attention to how the times are changing, keep up with the changes in innovative program styles, deepen their understanding of ideology and learn how to use multi-role hosting actively and flexibly, and learn how to adapt to different situations as they come up throughout their lives.

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