

On the Cultivation of the Personalized Style of Broadcast Hosts in the New Era

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Abstract: *In the context of the new era, with the improvement of science and technology, the media industry has also developed rapidly, and both traditional media and new media are facing innovative development. The bottleneck of traditional media and the trend of the rise of new media and the diversification of program types. Among them, as a media worker, the announcer, the personality style of the announcer's host has become the choice to adapt to the current innovative environment, as well as to enhance the audience's attention to the program, and better adapt to program innovation and change, and further promote the long-term development of the announcer and the media industry in the new era. The integration of program innovation and host's personalized style will also create rich effects of the program.*

Keywords: *broadcast host; personalized style; innovation media environment*

1. Introduction

1.1. New media environment:

Under the new era, the high-speed development of science and technology and information digital technology, the popularization of the Internet and the increasing proportion of Internet users have made the new media industry gradually rise and grow stronger. At present, there is no uniform definition of new media in the world, but in a broad sense, all new media forms supported by new technologies can be classified as new media, such as e-books, e-magazines, mobile TV, digital TV, network, mobile WeChat, Weibo, touch media and so on. Technically speaking, new media refers to the emerging media that rely on new technologies such as digital, Internet and mobile to provide information services to the public. From the customer's point of view, the current online media, mobile media and interactive digital TV are all new media. In combination, new media refers to the use of various media forms such as words, sounds, images, animations and websites. Using digital technology, Internet technology, mobile technology and other new technologies to spread through the integration of radio and television networks, telecommunications networks and Internet networks, and finally reach the audience through TV, computers, mobile phones and other terminals, which can supplement the reception of information, including gradually realizing the integration of all media forms and self-media platforms represented by WeChat and Weibo. All these make the traditional media face challenges. Audiences are also more exposed to the characteristics of fast, diverse and convenient information brought by new media.

1.2. The innovative trend of the program

Today's programs are constantly innovating and developing in terms of types, forms and modes of communication. With the development of science and technology, the expression of programs is more modern and can better convey the core of program content, and with the convenience of mobile phones, computers and other client carriers, it can spread more widely. Moreover, in the new era, the development of various industries, the inheritance of traditional culture, and the expansion of various fields have made more and more types of programs, which are also attracting different groups of audiences. On the whole, the innovative trend of programs is inevitable and constantly developing.

2. The Importance of Personalized Style of Hosting in the New Era

2.1. For the media industry

As a media worker, anchorman is an important part of the media industry, and its own personalized development conforms to the trend of the times, and the development of the media industry must also respond to the times. Therefore, anchorman's personalized development conforms to the development trend of the media, and is a progressive effort and innovative development for the continuous improvement of the media industry.

2.2. For the program

The announcer is the communicator of the program information, and the perfection of his own style is more in line with the trend of continuous innovation of program types, which makes the program perfect in the two directions of the presenter's expression and the technical program expression, and presents a better program effect. And as a member of the program, the broadcast host himself is also one of the factors that attract the audience's attention, so the cultivation of personal style and the establishment of the host's own image can also be a reason for the program to attract the audience.^[3]

2.3. For the broadcast host

With the rapid development of the current industry, the competition of broadcasters is more intense, and the search for personal style is just looking for it.

Its own irreplaceable, enhance the core competitiveness. Because the industry is saturated, it brings the same form to the audience, and the distinctive personal hosting characteristics can become a factor that the audience pays attention to. Moreover, various program forms and the rise of new media are all pushing the host to "go forward" and innovate and develop, so the broadcast host must be able to adapt to the current environment and find the individuality of personal hosting style.^[3]

3. The symbol of the formation process of personalized style in the new era.

3.1. Adapting to the innovation of broadcasting

In the face of the emerging new media industry different from the traditional media and the constantly innovative and developing program types, the broadcast host should have the ability to adapt to the changes of the big environment. Only by adapting to the development can he keep up with the innovation of the times and better convey the voice of the new era.

3.2. Communication sense of voice state

At present, with the development of many new media apps, many non-professionals have also produced good self-media programs, so a certain degree of competition has also been promoted. Audiences also don't like to pay attention to too straight hosting style. They can independently choose more intimate self-media programs and so on in the era of rapid network information. Therefore, the voice state in the program should have a sense of communication, so as to close the distance with the audience, increase the audience's attention and make the audience resonate. And it is also the way to change the role of the host. The premise of personalization is to break away from the rigid host system and enter the audience. Only when you enter the audience can you be concerned about the display of your personal style.

3.3. Different expression skills under the diverse types of programs

Different program types, different contents and expressions of the same program type all require the host to have a deep understanding of the program. If the program is more professional, there must be more research in related fields. For this kind of style program, the mastery of expression characteristics can change different language states. Facing different program types, the program and the host should not have a "sense of separation", and the overall state should be in line with the program feeling, so as to adapt to and correctly convey the content core of different programs.

3.4. The artistry of hosting style

Under the rapidly developing media industry, as a professional broadcast host, to maintain artistic creation and expression of voice, he should not only conform to the audience, but also build the program with the goal of becoming an artistic work. He can become a work of art in the development of radio and television programs, promote the development of radio and television programs, and improve the audience's appreciation ability and aesthetic level. The artistic pursuit of the host's style also contributes to the personalized development of the host at present, and the artistic works can contribute to the personal style blessing of the broadcast host. On the contrary, the polishing of his personal style is also the pursuit of the artistry of the program.^[2]

3.5. Discovery of personal characteristics

In various programs, the host's personal characteristics are a new innovation. As an individual, the host has different individual characteristics, which shows the liveliness and uniqueness of each announcer and host. This also emphasizes that the broadcast host is not just a person who sticks to the program flow, but participates in the program as a fresh and distinctive individual, and becomes the color of the program. It also becomes the embodiment of the personal core between the hosts. If we can achieve a good integration of personal characteristics and program characteristics, it will have a double effect on the presentation of the program, polishing the host's own characteristics and improving the audience's memory of its characteristics.^[2]

4. How to Cultivate the Personalized Style of Broadcast Hosts

4.1. Understanding of the big environment

Times environment:

The media is the mouthpiece of the party. As a media worker in China, the broadcast host must be politically firm, consciously guided by Socialism with Chinese characteristics Theory, keep a high degree of consistency with the CPC Central Committee, have lofty beliefs, love the motherland and the people, have firm faith in the leadership of the party and our socialist system, and pay attention to the demand for the broadcast host under the big environment of the times. He must tell the story of China well, convey China's voice well and create a strong voice of the times. And implement the socialist ideology with the characteristics of the new era, and respond to the guidelines for the cultural industry. And have a strong sense of social responsibility, shoulder the mission of China broadcaster.

Media environment:

Be able to recognize the rise of new media and the challenges brought by traditional media. Recognize that the audience's attention has turned more.

In the new media industry, the market competitiveness of traditional media is declining, and the attention is decreasing. Therefore, it is necessary to think creatively about the development of traditional media. And understand that the new media brings the innovation of program form, the adjustment of host style, the different host ways, the more diversified program styles, and the audience's grouping and preference for different types, which is different from some single information transmission levels of traditional media. Under the new media environment, the audience receives diverse information and richer ideas, and the sense of communication between the host and the audience is stronger.

4.2. The improvement of personal ability

Cultural literacy improvement:

Broadcasters should read more books and learn more knowledge. As the saying goes, "Reading thousands of books, Walking Wan Li Road", before practice, reading thousands of books and having cultural background are the foundation and original motivation of our practice. In the face of the gradually developing industry, the program types are more professional, which tests the knowledge reserve of the broadcast host. Therefore, as a person who transmits the information of mass culture, he must have a certain cultural accomplishment to support the better host explanation, which can better transmit the content and become the guide of mass culture learning. And as far as the news industry is concerned, the announcer has gradually become a role capable of writing and collecting, and it also needs

to achieve the same frequency vibration with the author's thoughts and feelings. This requires more than just a job that can be done by simply having professional knowledge to broadcast, but a solid foundation of journalism and literature. Therefore, the cultural foundation of the broadcast host has gradually become a professional ability.^[1]

Professional skills upgrading:

There are specializations in the industry. As a professional, the broadcasting host is the most basic to polish his own broadcasting business ability. include

For the continuous practice of basic skills, this is the cornerstone of all languages, supporting each syllable and pronouncing words and returning sounds in place. The "inside three and outside four" of news broadcasting, and the "practice makes perfect" of phonetic flow, enable the broadcast host to express the content naturally, fluently and beautifully.

Besides the basic professional skills, some abilities for programs are also very important, especially the various potential possibilities and potential on-the-spot situations brought about by the diversity of program forms today. First of all, it is necessary to improve the on-the-spot coping ability. Now, the host mode is flexible, and it also includes interaction with the audience, so it contains many uncertain factors. The host should have a general ideological premise preparation for these, and be able to save the scene when it happens. How to do it in different emergencies should have a coping style. See tricks and tricks, sum up some directional guidance on how to get out of control rhythm, and form his own coping ability according to continuous experience accumulation. Language organization is also a very important ability. The content of the original manuscript is limited, so how to expand it is a problem. It also requires a certain knowledge reserve and a good organization of one's own improvisational language. This is cultivated through continuous accumulation, and at the same time, excellent programs and excellent works are watched and read aloud, etc., so as to achieve a language reserve and unconscious memory of excellent language expression, so that it can be retrieved in time and cultivated unconsciously. Besides, the accompanying words are equally important and need to be broadcast. And the recording of some current programs or news programs is only for the camera, so the sense of object, the construction of someone in mind should be in place, and it is necessary to express more in peacetime, and constantly try to figure out the state of someone, so as to transfer this state to the situation of no one; It is as important as the construction of psychological emotion. To "empathize" with the core emotion of the program content, and cultivate this emotion to better express the content that needs to be conveyed, it is necessary to know its background in the initial preparation stage of the program. Only when you are there can you feel the emotion he brings, and you can truly empathize with the program idea and lead the correct emotional value. External body language and facial expressions are also the focus of attention of the audience in the current eyeball era. Reasonable use of body language can empower words, polish language expression, and the details of facial expressions can also lead the audience into the program content, and perceive emotions. Practicing in front of the mirror and video can effectively let them know how their body expressions can achieve coordination.

The search for personal style:

Each broadcast host has its own external temperament characteristics, voice characteristics and program processing characteristics, etc. These personal characteristics are particularly valuable in the new era, which are prone to homogenization. It is very important to find one's own personal hosting style and feel the charm of one's own style. To form a certain degree of "self-identity", instead of just changing one's personal characteristics to conform to the popularity, one should explore the characteristic hosting style and think about how to integrate the trend of popularity, so as to make one's own style more characteristic. At present, it is a bad way to pursue the vigorous voice, and there may be some problems in suppressing the voice. It is necessary to self-certify the voice characteristics, and feel the different charms brought by the different timbres of the broadcast host in an inclusive way. It is also clear that under the diversified development, the self-voice characteristics will have their own suitable fields.

The personal style and characteristics must also be able to integrate the characteristics of the program, and not stand out from the existence of the program. For example, the current political news is more inclined to the solemn style of the broadcaster, while the people's livelihood news needs a more cordial and people-friendly style. If the adaptation of the program to its own style can be achieved, it is the best effect. However, for the increasingly diversified program types, more thoughts should also be put on how to better polish the features of the program in combination with its own characteristics, so that one plus one is greater than two. Take Dong Qing, the host of the Chinese Poetry Conference, as an example. Dong Qing has a poetic temperament and a quiet hosting style. The sound features complement those of the Chinese Poetry Conference. Through the program, he can better understand the host's style orientation.

Dong Qing's own style also embellishes the cultural flavor of this kind of poetry program, which is the combination of the host's style and the program. There will be different programs suitable for different announcers and hosts under diversified programs, but it is also important that personal characteristics can be flexibly converted into different program types.^[4]

5. Conclusions

At present, the future personalized development of the host should meet the needs of the new era and conform to the trend of program innovation. At the same time, we will explore our own personalized hosting style. Because of the current development prospect of broadcasting and hosting, the personalized development of the host is an inevitable trend.

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