

An Introduction to the Innovative Development Path of Vlog-style Program Hosts

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Abstract: As China's Vlog era moves into the fast lane of development, Vlog-style programs are also appearing in the public eye. Due to the novelty and singularity of the format and genre of our Vlog-style programs, they are highly popular and in demand in the market. Vlog-style program hosts are an important force in boosting the development of Vlog-style programs in China, and at the same time, the development of Vlog-style programs also provides hosts with new opportunities for development, but opportunities and challenges coexist. This paper will discuss the innovative development path of Vlog-style program hosts based on the development status quo of Vlog-style programs in China.

Keywords: Vlog-style program; Moderator; Challenge; The direction of development

1. Introduction

With the development of the era of integrated media, I over the Vlog-style program gradually on the fast track of development. Vlog-style programs are popular with the general public and have a bright future. What's more, for a successful vlog-style program, an excellent host is essential. But how can a show runner lead the program to a bright future? Well, in this article, we analyze the development challenges and innovative development paths of Vlog show hosts by understanding the development status of Vlog shows.

2. The Development Status of Vlog-style Programs in China

Vlog's full name is video blog or video log, Chinese meaning for video record, video blog. Vlog creators document everyday life by taking videos, and these creators are called vloggers. In 2018, the concept of Vlog entered China, the initial group of creators for personal video creators, celebrities, with the rapid development of the Vlog era, Vlog-style programs have also emerged, for example, "Kanghui Vlog" with "Vlog + news" program format has been well received by viewers. For example, "Kanghui Vlog" with "Vlog+News" has been well received by the audience.

2.1. Novelty of the format: well received by the market

In today's short video era, people's desire for interesting program content is increasing day by day, and in this context, vlog-style programs have become the first choice for market favor. Vlog is a derivative of short video, bringing an elevated new concept for hosting the creation of Internet. Kanghui's Vlog, Gangqiang's Vlog, as a typical slice, reflects the prototype of new thinking and innovative patterns in hosting art^[1]. In addition, compared with TV programs and paper reports, Vlog programs are novel and more interactive and personalized, which not only record newsworthy program content, but also record the host's "event highlights" and "event insights". For example, when we used to watch news programs, we could only see a single image of the host in front of the camera, but we can see the real scene of the news through the "Kanghui Vlog", and viewers can interact with the host through comments and likes, so that the program can get more timely and effective feedback from the audience. A netizen wrote in the comments section of the "Kang Hui Vlog": "Once a mysterious existence, now you can get up close and personal through the video". Vlog-style programs bring viewers closer to the hosts through vivid images and the hosts' personalized explanations. As a result, vlog-style programs have gradually become a popular format for viewers.

2.2. Single type: high market demand

The type of Vlog program in China is relatively single, at present, we see more Vlog program is "Vlog+News" form, although these programs can bring the audience close interactive experience and a sense of reality of the news, but the homogenization of the content so that the audience to produce aesthetic fatigue, but also began to desire to see a more unique and diverse Vlog program, but its advantage is that a single type of Vlog program is also telling us that China's Vlog program has a large space for development and a large market demand. But the advantage is that the single type of Vlog program also tells us that there is a large space for the development of Vlog program in China and a large market demand. In addition, the large market demand is also reflected in the large age span of the audience group of Vlog-style programs, for example, the audience group of traditional news programs is middle-aged and old people, while "Vlog + News", a program form in line with the trend of the times, will attract the young group, and the young group occupies a very important position in the market, and they are more looking forward to seeing more innovative Vlog-style programs presented on the short video software. "Kanghui Vlog" uses the closest way to young people to reshape the brand, actively explores new forms of communication, breaks the discourse barriers, and promotes the upgrading and development of traditional brands in the era of new media^[2]. Therefore, "Kanghui Vlog" also let us see that the Vlog program has opened a way for young people, so that more viewers pay attention to the Vlog program, which can be seen that the Vlog program market demand is large. However, the development of Vlog-style programs in the direction of food, technology, fashion, travel, etc. is not prominent, however, these contents are more in demand by the market, and viewers can get a variety of program information from a variety of program types. Therefore, the trend of homogenization of the form of Vlog-style programs in China has also prompted the demand for Vlog-style programs in the market to skyrocket.

2.3. Stale faces: low number of vlog hosts

In the era of media integration, Vlog program as a new type of program by the audience's wide attention and love, but the development of China's Vlog program is still in the "shallow water", the more successful Vlog program hosts are mostly well-known hosts with strong comprehensive strength. For example, the host Kang Hui's own popularity makes the "Kang Hui Vlog" a self-watchable program once it is aired. It seems that there are still many traditional hosts in the country who have not embarked on the development of our Vlog-style programs. The scarcity of Vlog-style program hosts is related to their own professional needs. Vlog-style programs require hosts to have a wide range of abilities, including copywriting, creativity, photography, language organization skills, etc. This comprehensive ability requirement has greatly increased the threshold for becoming a Vlog-style program host. The scarcity of Vlog program hosts is also related to the professional recognition, TV program hosts or media practitioners is the first choice of most hosts, Vlog program is still in the "shallow water" of development, so most hosts will choose to develop a relatively stable path. As a result, it is not difficult to find that the hosts are rather stale when we watch Vlog-style programs, and if there has been no influx of new faces, then it does not provide a richer and more diverse content experience for the viewers.

3. Challenges faced by hosts of Vlog-style programs in China

Excellent hosts are an important force to promote the development of Vlog-style programs. The rise of Vlog-style programs in the era of integrated media has given hosts more employment opportunities, but both opportunities and challenges exist. A successful Vlog-style program requires hosts to have more comprehensive capabilities, hosts should dare to step out of the comfort zone to adapt to new environments, explore new paths, and promote new development.

3.1. Stability with change: facilitators need to adapt to the new environment

With the rapid development of the short video era, our program hosts are in an increasingly competitive environment. Worryingly, some of the program hosts seem to be stuck in their comfort zone. Some program hosts often present similar styles and patterns on major TV stations or platforms, lacking unique personal style and innovative expression. Compared to the new program format of Vlog, on the one hand, the comfort zone of traditional media gives the hosts a sense of security in the "stable" development, while the Vlog program format, though novel, lacks the development of the hosts' security. However, the result of "stable" development is that the hosts lack the ability to try and explore other types

of programs, thus losing the ability to adapt to new environments. On the other hand, a successful Vlog program has high requirements on the comprehensive ability of the host, Vlog program requires the host to have the comprehensive skills of "picking, editing, broadcasting", which also greatly improves the threshold of the host from the traditional program to Vlog program, and therefore it is also another major obstacle for the host to adapt to the new environment. Therefore, it is also another major obstacle for hosts to adapt to the new environment. But we must be clear that the short video era has entered the development of the "deep water", the host out of the comfort zone to comply with the development of the times is the general trend. The explosion of vlog-style programs also shows that, in the era of "steady change", hosts are facing the challenge of stepping out of their comfort zones and adapting to new environments.

3.2. New in Change: Facilitators Need to Explore New Paths

Vlog-style hosts as an important force to promote the development of Vlog-style programs, traditional Vlog-style program content has been in the market for a long time, the market urgently need more innovative Vlog-style program content. However, a successful vlog program not only requires the host to have excellent expression ability and the comprehensive strength of "production, editing and broadcasting", but also to continuously explore new development paths in order to increase the audience's interest in the vlog program and the competitiveness of the program. But exploring new paths for vlog-style programmers is a major struggle. If the host wants to plan a vlog about "fashion", the host needs to know about fashion information; if the host wants to plan a vlog about "travel", the host needs to spend a lot of time and money, however, if these programs want to be outstanding, the host has to try to use different filming, explaining and editing techniques to improve the quality and innovation of the videos. However, if these programs are to be outstanding, the hosts should also try to use different techniques of filming, explaining and editing in order to improve the quality of the videos and the creativity of the programs. Therefore, if the Vlog program wants to realize the innovative development, it needs the host to "seek newness in change" and constantly explore new paths to realize the innovative development of the Vlog program.

3.3. Progress in the new: Facilitators need to drive new developments

With the rise of social media, there has been a boom in the development of vlog-style programs, which have attracted a large number of viewers by outputting newsworthy content in the form of vlogs, ranging from daily life and travel experiences to aspects of food and fashion. The influence of Vlog-style programs has changed the consumer behavior and aesthetic trends of viewers to a certain extent. However, the role of the hosts of Vlog-style programs is relatively limited, as most hosts are pursuing the audience's likes and attention, focusing more on the superficial effects of the content, while ignoring the fact that the meaning of the existence of Vlog-style programs is to bring a certain degree of news value to the society. On top of that, the personal branding aspect of vlog-style program hosts should not be overlooked. Through vlog-style programs, they are able to portray their image and style as a way to attract fans and business opportunities, however it's not easy to drive new development. In the process of personal branding, many Vlog-style program hosts are caught in a loop of repetition, imitation and pandering to viewers' tastes, and seldom have the courage and ability to create groundbreaking content that will in turn drive the development of Vlog-style programs. In addition, the commercialization of the entertainment industry has also created obstacles to the innovative development of vlog-style programmers. With the increase in advertising and brand partnerships, many vlog-style programmers are driven by commercial interests to pursue quantifiable attention and revenue rather than pursuing the output of high-quality program content. This commercialization tendency therefore limits the exploration and promotion of new developments by vlog-style programmers.

4. The innovative development direction of China's Vlog-style program hosts

Vlog-style program hosts have a crucial role as a core component of a vlog-style program. Vlog program itself has a certain degree of innovation, if the Vlog program hosts can find a more innovative direction in line with the development of the times, then the innovative Vlog program is bound to occupy the upper hand in the market development, so with the emergence of more and more Vlog program, we have to continue to explore the Vlog program hosts in the homogenization of the competition in the development of innovation.

4.1. Deep plumbing: refining one's specialty

Vlog program requires the host to have the comprehensive ability of "collecting, editing and broadcasting", most of the early Vlog programs have only one host in the production team, the text writing, video filming, expression, and other tasks fall on the host alone, coupled with the unstable environment of the Vlog filming, so the host must conceive all the possibilities of the situation before the recording, and think of innovative content in text writing, and also be able to quickly organize the language when unexpected situations occur. Even though the production team of vlog programs has gradually expanded in recent years, the host still plays a crucial role in the development of vlog programs. Therefore, it is very important to think of all the possibilities before the recording of the program, to come up with innovative content in text writing, and to be able to quickly organize the language when an unexpected situation occurs. Even though the production teams of vlog programs have gradually expanded in recent years, the hosts still play a crucial role in the development of vlog programs. First of all, Vlog-style program hosts need to stockpile more diversified knowledge to cope with the demands of different program contents in order to perform better hosting abilities in programs related to various topics. Secondly, communication and expression skills are also essential qualities for Vlog-style program hosts. By honing their eloquence and improving their verbal skills, hosts are better able to deliver their messages, promote their programs, and establish a better connection with their audience. Finally, hosts should also continue to innovate their own role positioning. In today's competitive environment, the lack of creativity and self-personality can easily be drowned in many programs, so the host also need to clarify their own positioning, explore their own potential, and establish a special resonance with the audience. Vlog program hosts want to go a long way, we must be in the development of the road "deep plowing", plowing their own field in order to harvest more valuable fruit.

4.2. Reaching out: experimenting with content innovation

A good vlogger must have a keen intuition for the things around him, which in common parlance means to find "beauty, fun and joy", vlogs appear to the viewers to be mostly about recording trivial things in daily life, but behind these seemingly random and easy shots, there is a careful layout by the creators^[3]. Therefore, as the host of a vlog program, you need to be clear that the content of the program is very important to the development of the vlog program. Adding innovative content is imperative for vlog-style programs to take the long road. Compared with traditional TV programs, Vlog-style programs are more flexible and free, giving hosts more room for innovation. For example, in the "Kanghui Vlog", through the witty and humorous language, interesting camera techniques, and the way to increase the program animation has won the audience's unanimous praise. This also gives us some inspiration on innovative content. First of all, in the era of advanced technology, the editing technology has become very mature, and we can utilize a variety of editing techniques to innovate the presentation of Vlog-style programs, such as adding program animation, screen transitions, background music and so on. Secondly, the innovation of Vlog program can also be reflected in the moderator's camera technique. The uniqueness of Vlog program lies in the fact that the moderator is both the explainer and the filmmaker, so the moderator can work hard on the camera technique, thinking about how to shoot in order to present the picture more clearly, and how to operate the camera in order to let the audience have a bright spot in front of their eyes. Finally, the most important point of Vlog-style program is the content of the program, the host's language expression in front of the camera is an important form of expression of the program content, so the host should be clear that the language expression of the Vlog-style program is humorous and flexible, and how to express in order to make the program's overall style to become more relaxed and enjoyable is one of the ways for the host to increase the innovative content in the Vlog-style program. Therefore, when the host is working on a vlog-style program, he or she should be able to expand outward and continue to innovate the innovative presentation of the vlog-style program.

4.3. Exploring inward: enhancing the value of the program

Having already mentioned how to go deeper and expand outward, exploring inward is part of what we must explore. In the technology, content and multimedia integration of the background, only in the original development plan to make innovative breakthroughs, update the understanding of the relationship between the two sides, in the understanding of the needs of the audience on the basis of the development of people-oriented content as the king, can be more close to the user, to achieve the mainstream media for the audience's leadership, to reach the emotional resonance^[4]. Therefore, no matter how innovative the form and content of Vlog-style programs are, we should make clear that positive human-centered content is the only way to provide viewers with positive program value. In "Kanghui

Vlog", the "Vlog + News" approach not only shows viewers the behind-the-scenes preparations of the hosts in preparing for a program, but also takes viewers to the first place where the news takes place, so that viewers can learn about valuable news. current events. Viewers can grasp valuable information while enjoying the humorous content of a vlog-style show. Therefore, the host should think about what kind of language expression and filming style can output the most valuable program content when filming a Vlog-style program. For example, the host can put the valuable program content in the most important part of the program during the shooting process, and put the light and pleasant part as the embellishment of the Vlog program, and the host has to control the degree in order to make the positive value of the program appear. Therefore, "inward exploration" is the foundation of a successful vlog program.

5. Conclusions

In the era of rapid development of short videos, Vlog-style programs have gradually developed, and the current market demand as well as market popularity make us see the good development prospect of Vlog-style programs, so we encourage more quality Vlog-style programs to keep emerging. This also provides a new development path for the host, but opportunities and challenges coexist. To become a mature Vlog-style program host, he must be clear about the importance of the host to the development of Vlog-style program. A successful Vlog program can not be separated from the hard work of the host, so Vlog program hosts must be clear about the development of the current situation of the Vlog program, as well as the challenges faced by the host. We have found a solution for hosts to "deepen their work", "expand outward" and "explore inward". Hosts should take the responsibility to promote the development of vlog programs, and constantly dig out more valuable and innovative programs from new professions and new fields, bringing vlog programs into the fast lane of innovation and development.

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