

Exploration of the Innovative Development Path of Program Hosts in the Context of Integrated Media

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Abstract: *In the context of integrated media, the host training system is becoming more and more perfect, and the competition in the industry is becoming more and more intense. At the same time, the emergence and intermingling of new technologies and platforms has driven the upgrading and diversion of audiences. In this paper, starting from the changes and dilemmas of the communication context of the presenter, this paper puts forward the quality of the presenter in today's media pattern that should be adhered to the development as well as the innovative path combining with the contextual changes, aiming at giving certain reference significance for the program presenter to enter into the wave of the era of the integration of the media.*

Keywords: *integrated media; Personalized communication; Innovative development; cross-platform*

1. Introduction

The development of program hosts has roughly gone through the development from radio to television, and then to the present day, when traditional media and new media are deeply integrated. The innovation of media, on the one hand, keeps refreshing people's way of acquiring information and social habits, and on the other hand, it also urges the hosts to innovate from the inside to the outside. As the times are developing and the context is changing, the presenter, as the "link" between the media and the audience, needs to consciously explore the changes and brand-new requirements of the audience, technology and platforms, and carry out the enhancement of humanistic consciousness, cultural heritage and compulsory ability to the end, get rid of professional inertia, grasp the needs of the audience and embrace technological innovation, so as to fit in with the context of the times.

2. Changes and Dilemmas in the Communication Context of Program Hosts in the Context of Integrated Media

In the wave of integrated media, the contextual changes and dilemmas of program hosts include the increasing improvement of the host training system, the emergence and integration of platforms and technologies, and the upgrading and diversion of audiences. The combined force of these contextual factors pushes hosts to reinvent themselves.

2.1 Increasingly sophisticated system of training facilitators

Throughout the 60 years of development of broadcasting and hosting education in China, colleges and universities and teachers have gradually built up an extremely world-renowned talent training system in step-by-step exploration. Throughout the 60 years of development of broadcasting and hosting education in China, colleges and universities and teachers have gradually built up an extremely world-renowned talent training system in step-by-step exploration. After 60 years of development, a broadcasting higher education system with Chinese characteristics has been established, pushing China's broadcasting higher education to continue to move forward towards specialization and refinement.^[1] Student announcers and presenters have evolved with the context of the times, basking in the light from new technologies, platforms and the idea of integrated media. Under the guidance of advanced and recent teaching concepts, the broadcasting hosting discipline is full of talents, and the overall quality of the broadcasting hosting group continues to climb. With the advent of the era of integrated media, the competition in the broadcasting hosting industry has become more and more intense, and hosts who lack cross-media capabilities and are full of professional inertia will find it difficult to gain a foothold in the

torrent of the era that is moving forward.

2.2 Emergence and integration of platforms and technologies

With the support of user profiles, big data and other technologies, more and more traditional media have started the development of new media, appearing in front of audiences as integrated media platforms, and accurately delivering diversified information in a variety of communication channels and platforms in a variety of forms and dimensions according to the characteristics of the user profiles, covering diversified audience groups.

In the deep integration of the media platform, as the media link audience intermediary, program hosts can no longer like before, in a platform, a program in a corner. Multiple communication channels and broadcasting forms have put forward more requirements on the language style, image and adaptability to different contexts of the hosts, but the hosts have also gained more space for self-expression and self-development. The once mimetic interpersonal communication of the hosts has gained the support of new media pop-ups, comments, and other technologies, with more direct communication with questions and answers. In addition, with the help of user profiling, users who were once fuzzy and invisible, their interest tendencies and personal preferences are clearly presented in front of the moderator, and the moderator's communication has gained more basis and is more targeted.

The innovation and fusion of platforms and technologies are refreshing the experience of using media, and the "one-size-fits-all" style of hosting communication can no longer satisfy the aesthetic needs of the audience. Grasping the needs of the audience and enhancing the flexibility of the role and its adaptability to different contexts is the only way to ride on the wave of integrated media.

2.3 Audience upgrading and diversion

From the "Magic Bullet Theory" put forward by the Institute of Communication Studies in the early days to the "Use and Satisfaction" and today's new media platforms empowering "audiences" to become "users", we can find that the media's recognition of audiences is constantly increasing, and audiences are also putting forward new needs to the media as their aesthetic experience and cultural connotation improve. From the "magic bullet theory" put forward by the Institute of Communication Studies to "use and fulfillment" to today's new media platforms empowering "audiences" to become "users", we can find that the media's awareness of the audience is increasing, and the audience, with the enhancement of their aesthetic experience and cultural connotations, are also putting forward new needs to the media. The audience is no longer considered a passive "target", but a living human being with a sense of subjectivity and multiple needs.

In the early days of online communities, the boundaries were more obvious, and the audience had a stronger sense of belonging to this kind of closed community, but it was difficult to establish personal independence and uniqueness. Today, the empowerment of users by new media has led to an era of media for all. Everything is a medium means that everyone has the potential to be a source of information and a node of information dissemination, people's social networks have become one of the dominant channels of information dissemination, and the traditional mode of mass communication is shrinking in its scope of usefulness, although it has not been completely invalidated. ^[2] Media convergence breaks down the boundaries of communities, allowing users to wander freely in the online world, quickly linking from one platform to another, quickly shifting from one focus to another, and "flowing" through different media platforms and contents, which also liberates audiences from the pursuit of personalization to a certain extent.

The ascension of the audience has led to a reshaping of the aesthetic experience, with the ability to display themselves and pursue individuality, and has created a demand for personalization from the presenter. Audience diversion due to media convergence urges presenters to enhance their cross-media capabilities in order to integrate audiences at different levels.

3. The Quality of Program Hosts in the Context of the Integrated Media to Uphold

In the context of integrated media, the excellent qualities that hosts should adhere to mainly include humanistic awareness, cultural heritage and Professional competence.

3.1 Humanistic awareness

In the deep integration of platforms and technologies, program hosts have always been the intermediate link for the medium to reach the audience. The moderator form is the personalization, personification, and visualization of the mass media, which makes the audience, while receiving the information provided by the media, feel that they are no longer facing the cold media, but are living, relatable, approachable, and trustworthy people who are 'the same' as themselves. [3] Moderators were born to sew up the connections and exchanges between people that had been severed by mass communication. Therefore, humanistic awareness is something that presenters should be consistent with in the context of integrated media. The humanistic consciousness of the program hosts is mainly reflected in the fact that they pay attention to the needs and receptivity of the audience, and to the fate and color of the participants inside and outside the program. Today's program audience has been upgraded to the user, has not been satisfied with the "you say I see" status quo, but also to become a "participant" and "producer", they are in the communication of a higher and higher status. Therefore, program hosts should start from the audience's aesthetic needs and acceptance ability, so as to connect the channel between elite culture and popular culture. Emotionally, we share the same fate with our audience and guests, so that hosting communication glows with humanistic light.

3.2 Cultural heritage

The moderator's cultural heritage is the organic unity of "broad" and "specialized". The presenter is required to have a basic knowledge structure covering the social sciences, humanities and natural sciences, and at the same time should have a certain grasp of and unique insights into the areas covered by the program. In today's media convergence to promote the audience on the production stage, countless practitioners in related fields, is carrying out a collective cross-border hosting, standing in the screen to talk about the role of more and more diversified, including a number of extremely authoritative, status in some areas of the practitioners. For example, Chinese special chef Sui Po's videos released on media platforms such as TikTok and Bilibili show audiences the production and tasting of food in an easy-to-understand way, a situation in which professionals enter the media and cause a certain impact on program hosts in terms of professionalism. This kind of professional entry into the media has created a certain impact on program hosts in terms of professionalism. Therefore, facilitators should integrate "breadth" and "specialization", cultivate a sense of lifelong learning, and continue to cultivate the basic knowledge of the field in which they are engaged, as well as grasp the cutting-edge information in related fields. In this way, program hosts can retain a place in the ever-changing cultural context, in order to be comfortable in the program, and continue to meet the audience's increasing aesthetic needs, cultural needs.

3.3 Professional competence

The coming of the era of melting media has brought more space for presenters to express themselves and given them more optional forms of language, but the consolidation of professional competence is still indispensable. Language skills and the ability to control the program are among a program host's basic business skills.

Language skills can be further broken down into, oral, paralinguistic, and written language skills. First of all, oral competence is of primary importance in the expression of host communication, and the function of program host communication is basically accomplished by audible language. The openness and dynamics of the live program determine to a large extent that the program host communication is an organic combination of improvisation and established. The openness and dynamics of the live program determine to a large extent that the program host communication is an organic combination of improvisation and established, which requires the host not only to achieve the program's communication purpose, but also in the program emergence of emergencies or the need for emotional rendering, to be able to skillfully resolve and trigger resonance. In this way, it can meet the audience's cultural needs at the same time, but also to meet the audience's emotional needs. Secondly, paralinguistic competence also plays a rather important role in program host communication. Body gesture, body distance and body touch have the role of complementing, emphasizing and repeating in the language expression of the host. In addition, the eyes and movements will reveal whether the presenter's verbal expression is sincere or not. Finally, although the host's writing ability cannot be directly felt by the audience in the program, it does play a supporting role for the host's language, which can be a good exercise for the program host's logical ability and understanding of the manuscript.

Program control ability, is the host from the macro grasp of the program requirements, mainly

including the series to promote the program, on-the-spot contingency and link the audience and other capabilities. The host is required to grasp the "intermediary" position on the basis of trying to predict and be able to resolve possible conflicts, and at the same time to take the audience's thinking, questions into account, to meet the audience's needs for knowledge, pleasure and other needs, while promoting the smooth development of the program.

4. The Innovative Development Path of Program Hosts in the Context of Integrated Media

There are three main paths for the innovative development of program hosts in the context of integrated media, including getting rid of professional personality and pursuing personalized communication, grasping the needs of the audience and beating with the pulse of the times, as well as embracing technological innovation and enhancing cross-platform capabilities.

4.1 Shake off professional inertia and pursue personalized communications

Under the influence of the deep integration of platforms, a variety of information in different forms of expression flooded the audience's attention, to a certain extent, liberating the audience's individual pursuit. eCast CEO Van Ardib once proposed a "98 rule" for music listening, which is that "listeners have an insatiable appetite for the 98% of music that isn't popular, and the market for non-hit music collections is immense and boundless," and the same is true for new media users. This is also true for new media users. In addition, audiences outside of the official media have become active content producers, with countless personality-laden content being created in cyberspace every day. Therefore, in the era of rich personalities and talents in the broadcasting and hosting industry, program hosts should try their best to get rid of occupational inertia, take the initiative to seek a form of communication that fits with themselves, and deepen their personalized communication.

Personalized communication is mainly expressed in two aspects: external and internal personality.

The external personality is mainly reflected in the novelty and uniqueness of the language style and program form. The presenter should pay attention to the emergence of good modalities in the media space and incorporate more new elements in the audio and paralanguage, but without conflicting with the norms and concepts of the media in which he or she works.

The inner personality, is mainly reflected in the advancement and uniqueness of the program host's thoughts. The essence of individuality represents an advanced understanding, a historical trend, a transcendence and progress, which simply means that a person is more advanced and ahead of his or her time in some way.^[4] Speaking what others have not said and pursuing constructive language expression can help the presenter to be a clear stream in an age of impatience and generalized individuality.

4.2 Grasp the needs of the audience and beat with the pulse of the times

Changes in digital information technology have accelerated the "populization" of new media. Audiences have begun to re-aggregate in the context of 'fragmentation' to form interest-oriented niche groups.^[5] The once fuzzy and complex characteristics of user groups have gradually become clearer with the help of big data, user profiling and other technologies, which not only provide references for the selection of topics, forms and contents for the production of the host program, but also provide program hosts with a direction to get close to the audience. Hosts can capture audience needs and characteristics through user profiling, hotspot tracking, and co-creation interactions.

User profiling, in the beginning, was applied to analyze audience data to assist the average user in content creation. With the deep integration of traditional media with new media and media technology, "user profile" has also become a tool for program hosts to understand the audience, which can quickly help the hosts to understand the interest tendency of a certain group of people in a certain content, as well as the general age, hobbies, acceptance ability and other characteristics of this group.

Hotspot tracking is to analyze the attraction and radiation scope of a certain topic among all user groups from a macro point of view, which can generally be concluded through the completion rate and collection rate. Of course, some undesirable public opinions also often move in the dark in cyberspace and become the focus of attention at certain times.

Co-creation of interactions is a way of capturing demand in a direct dialog with the audience. Program production teams and hosts can open accounts on new media platforms to collect opinions on program

corrections, incorporate audience-pleasing content and themes into the program or invite popular guests to join the program. For example, the account of the show "Singer 2024" on the TikTok has posted many slices of the show, and many audience members have proposed inviting their favorite singers in the comment section. In addition, the program group can also launch some co-creation activities in the new media platform, inviting grassroots and netizens to video co-creation, and selecting high-quality works as the main publicity content, which enhances the visibility while also meets the audience's demand for participation in cyberspace.

4.3 Embrace technological innovation and enhance cross-platform capabilities

Smart media technologies such as VR, XR and AI as well as diversified new media broadcasting platforms are gradually integrating with the host program, and the host program shows more program forms. Therefore, presenters also need to develop the ability to apply new technologies and cross-platform communication skills accordingly.

Virtual reality technology has nearly reinvented the graphic representation of television programs, where once graphic backgrounds and stage elements come to life in the virtual space it builds up through a mix of XR technology. The popularization of VR glasses has pulled viewers who were once thousands of miles away into the scene of the show, making it possible for audiences to be immersed without leaving their homes. The requirements of "sense of camera" and "sense of object", which used to be communicated to the presenter, have been extended to the requirements of "sense of space" in the virtual space, and the objects of vocal and paralinguistic expressions have changed from the audience behind the camera to the audience in the field. The audience behind the camera becomes the audience in the scene. Therefore, the presenter should also make corresponding adjustments in areas such as vocal language expression and paralanguage.

AI presenters and copywriting and video generation tools built on big language models have eased the workload of the presenter role to some extent. For example, ChatGPT, an AI technology-driven natural language processing tool launched by OpenAI, allows hosts to customize their copywriting touches accordingly to the needs of the show, easing the burden of copywriting work. AI hosts work in tandem with real hosts, and to a certain extent, it also reduces the burden of some mechanical content production of the hosts, and retains more energy to deepen the development of personalization, human culture, and specialization. In addition, the multilingual capabilities of the AI presenter built on real people extend the communication range of the presenter's ontological image. For example, the AI Bingbing in the 2024 China-AI Gala has the ability to express itself in English, Turkish and Russian, which to a certain extent can cast a stone for the host to go international.

Cross-platform capabilities in two main areas. First, program hosts should have the ability to switch from traditional media programs across to new media programs. In terms of language style, image appearance and other aspects of the new media to make changes in line with the fragmentation of new media, fast-food browsing habits, appropriate to highlight their own personality characteristics but not out of the media image of the role of representative norms. In addition, cross-platform competence also implies whether the presenter's performance in traditional media programs can be painlessly integrated with the new media context. Today, the blueprint on which many users base their second-generation content is traditional media programs, and whether the on-stage performance of program hosts can cross over from traditional media to new media by the hands of UGC and be disseminated in the form of slices depends on whether the linguistic performance and personality style of the hosts of traditional media programs can be equally appealing in the new media context. Therefore, if program hosts want to communicate across media platforms, they should adjust the expression forms of their own language, image and personality traits, so as to fit the changing needs of users in the context of integrated media.

5. Conclusions

In the context of media convergence, technology and platforms have taken on a whole new look as a result of convergence, leading to a revolution in the group of presenters in the form of "transplanting the wood from the trees". And the secret to the evergreen nature of the presenter's role in the media field lies in continually combining the good qualities that have been built up in the presenter's history with new and emerging technologies, ideas, and an ever-increasing understanding of the changing audience. In this way, it can be on the same track, synchronization and frequency with the development of the times and the needs of users, and maintain its own advancement and uniqueness.

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