

The stylized and personalized development of sports program hosts under the background of "smart media"--A Case Study of the Beijing Winter Olympics Broadcasting Program Practice

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Abstract: At present, China's sports communication industry is becoming more and more mature in terms of artificial intelligence, big data, cloud computing and other "smart media" technologies, and the audio-visual image and expression of sports programs are gradually extending to technology, specialization and diversification. Under the new environment of sports information dissemination, the fragmented form tends to be the mainstream, along with the audience's increasing appreciation of sports programs, it actually shows that the audience has higher and higher requirements for the ability to host sports programs. The level of the host's professional level is directly related to the audience's reception and mastery of the program content. Nowadays, the change of program form and the attempt to host stylized and personalized may inject new colors into the development of sports programs.

Keywords: Smart Media; Sports programs; Olympics broadcast; Personalization of the host

1. Introduction

At present, 5G, virtual hosting, big data and other technologies are integrated in program production, and the concept of "smart media" is gradually landing in traditional media. Artificial intelligence technology has also been fully integrated into the whole process and production chain of sports information production, showing new vitality in the process of sports program dissemination. CCTV applied AI "time slice" technology, CCTV news AI sign language anchor and other technologies to the production process of the previous Winter Olympics program content, which improved the production level of the Winter Olympics broadcast coverage; Xinhua News Agency "Live Robot" can quickly lock exciting scenes And one-click release, CCTV "AI Yunzhi Shear" can automatically generate wonderful video material in a very short time. On the whole, the current broadcast and reporting of sports events shows the characteristics of intelligence, immersion, and omni-media communication, which not only greatly improves the work efficiency of the industry, but also gives the media more new ideas in terms of vision, data, and interaction.

2. Application of "Intelligent Media" Technology in Sports Programs and Its Information Dissemination Characteristics

2.1. Dataization and Visualization

With the use of new data technology, the content produced by AI can be mass-produced. Previously, many domestic media used Media Brain to produce Winter Olympics-related videos and data news, which greatly saved post-production costs. At the same time, driven by the concept of "metaverse", major media also have more extensive applications in visualization technology. Xinhua News Agency launched a digital astronaut Xiao Zheng to demonstrate a number of Winter Olympics sports such as alpine skiing and snowboarding; CCTV's 3D sign language interpreter and Migu Sports' Gu Ailing digital clone appeared in the studio. These data-based and visualization technologies will be widely used in the process of sports program dissemination in the future, which will not only improve the efficiency of program production, but also greatly improve the effect of program dissemination to a certain extent.

2.2. *Lightweight and Diversification*

The information transmission mode of short video has established a large number of fans, and this "fast food" information transmission mode has gradually formed the trend of emerging media information transmission. During the Winter Olympics, CCTV "built a central mechanism for short videos of the Winter Olympics", and video production focused on small incisions under major events, such as a series of videos of Gu Ailing, Xu Mengtao, and Su Yiming winning the championship, which established emotional resonance with users and generated positive interactions. This lightweight model not only greatly improves the acceptance of sports programs, but also improves the efficiency of the audience's interactive experience. In addition, VR slow live broadcasts, data short videos, creative short videos, Vlog reports, "visit series" live broadcasts and other diversified reporting forms have appeared one after another. Many creative reports have warmth and unique perspectives, making the reports more authentic in multiple ways. The audience also has a more live feel.

2.3. *Immersive and interactive*

Today, driven by the superposition and integration of high-speed, low-latency 5G sensors, VR and other immersive communication technologies, major media are constantly trying to innovate content production, aiming to create an immersive sense of holographic digital presence for the audience. At the same time, in order to stimulate the vitality of the audience, some media actively invite users to co-produce content, increase users' various participation behaviors, and make content production and mainstream media content complement each other in terms of angle and style. Mainstream media also actively set up program-related interactive forms to attract audiences to actively participate in programs, which effectively stimulated users' enthusiasm for participation and increased audience stickiness. For example, People's Daily Online launched "Meet in Ice and Snow, Come Together", the audience can simulate ice and snow sports experience in the interface, with a full sense of interaction.

3. The communication effect and style change of sports program host under the empowerment of new technology

3.1. *From Personalization of Communication to Network Sensation of Expression*

Personalization is an inevitable trend of contemporary information dissemination. The personality expression of sports program hosts, to a large extent, comes from the host's knowledge level, life experience and professional ability. Among them, the outstanding sports hosts insist on "feeling in person and expressing with heart", which makes them the most personal communicators that the audience likes. They make the program more attractive through their personalized perspective and stylized language.^[1] In view of the fierce competition in the media industry, more sports programs themselves have also established a new mode of communication with the audience, especially the online media sports program hosts are also closer to the audience in language, more youthful and network-like, so it has unique communication advantages and effects. For example, "my eyes are rulers!" and other languages, in the live broadcast room of Migu Winter Olympics, Wang Meng's professional and personalized commentary made it quickly out of the circle.

3.2. *From Personalized Display to IP-based Build*

Due to the rich and diverse forms of sports programs, in fact, the host has more space for expression in the communication, and the audience can also have a clearer understanding and judgment of the host's personality through the program. Personalized hosting has a strong appeal, not only in line with the host's dissemination identity, but also with the dissemination characteristics of the program content. Judging from the practice of sports programs in the past Olympic Games, the current program media are gradually building event IPs around multiple elements such as fans and young audiences, which promotes the convergence of network traffic and enhances the relevance between audiences and media. For example, the hosting team of Migu Sports is composed of Winter Olympic champions, Internet experts, and cross-border stars. The addition of Wang Meng and Huang Jianxiang can be said to have brought a large amount of traffic and become the biggest attraction. They are professional and capable. Make the program meet the diverse needs of the majority of users.

3.3. From interpersonal communication to interactive diversity

American scholar John Stewart once pointed out that mass communication is "the use of mechanical media to send information widely, rapidly, and continuously", while interpersonal communication requires "awareness of other people present". In sports programming, the two should be combined. The infiltration of this "interpersonal" element makes the program interact and communicate. Therefore, in order to optimize the effect of program dissemination, most programs have certain innovative development in the way of audience participation. The emergence of various interactive methods has enhanced the presence of the audience and made the host itself more stylized. This makes the program have the charm of real-time interactive communication in the process of dissemination. As a result, the audience's enthusiasm for the program has been revived, and the audience stickiness of the program has been improved as a whole.

4. Sports program host stylization and personalized growth path

4.1. Combining program needs and integrating the advantages of "smart media"

The host is also the achiever of the program's intention, so the host needs to understand the program and organically integrate it into a new intelligent communication method in order to integrate with the program style as much as possible. At the same time, the host is connected with various relationships such as program guests and audiences. With the variety of communication forms, it is even more necessary for the host to skillfully control the content of the program. Therefore, in order to improve the effect of program dissemination, it is not only necessary for the host to understand and combine the needs of program dissemination, and to clarify the dissemination target, but also to coordinate with the new dissemination advantages in the program. In short, only by having an overall consideration and grasp of the program, leveraging new technologies and new program forms, and exerting one's own advantages, can it be possible to explore a correct way of stylization and personalization in the process of program dissemination.^[2]

4.2. Improve professional quality and give full play to individual characteristics

Sports event programs are unknown and highly professional, and their hosts need to deconstruct their professionalism through simple language. Therefore, not only is the host required to have professional sports knowledge, outstanding expression ability, excellent psychological quality and other qualities, but also to be able to find the "fit point" with the guests and audience in the program, in order to show the host's language skills. In order to make the content of the column easy to understand, the announcer should also prepare carefully and comprehensively to improve their professional quality, so as to become the spokesperson of the audience's "knowledge" and open a window for the analysis of the guests. Only in this way can you master the program process and bring out your personality.

4.3. Grasp audience psychology and change language style

At present, there are many types of columns that audiences participate in. The host needs to fully grasp the audience's expectations, and be able to understand the psychological characteristics of the target audience in all aspects of the column, and through these understandings, further grasp the audience's direction, optimize the column structure, enrich the presentation methods, and change the language style. In sports live reports or interviews, the host must consider the audience's right to know about news events, the interest of interviewees or topics, and so on, so as to conduct interviews from the perspective of the target audience.^[3] For example, CCTV combines the advantages of the omni-media platform, has accurate insight into the users' needs for watching the game, and accurately locates the host's language, making this "Winter Olympic Dinner" exciting.

4.4. Participate in planning across the board and control the progress of the program

With the development of "smart media" and the "series" hosting of hosts, it is no longer able to meet the needs of the dissemination of new programs, and it is difficult to play a leading role in programs. If the host has only "shallow participation", the audience only sees a "artist" with a good image, and their relationship with the column is relatively loose. For an ideal program to be broadcast, the host should participate in the preliminary work such as program planning, interviewing, editing, etc.,

so that the stylized and personalized effect can be truly exerted in the program. Therefore, only when the host participates in the production of the program can ensure that the program has more mainstream value.

5. Conclusions

From CCTV to the Migu sports network platform, new content and new experiences are emerging around the broadcasting of sports events, and the media is becoming more intelligent in production and dissemination. This not only promotes the continuous innovation and advancement of media communication forms, but also brings huge opportunities and challenges to sports program hosts. Therefore, sports program hosts should also actively integrate the advantages of intelligent media communication, and explore a correct development path on the basis of the stylized and personalized development of the host, so that their programs can reflect the guiding force, transmission force and influence of the new mainstream media. It can also reflect the unique value of the new mainstream media in terms of breaking the circle and credibility.

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