

The Resilience and Perseverance of Presenters in the Age of Melting Media

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Abstract: *With the emergence of the era of integrated media, the integration of traditional and emerging media has become an irreversible development trend. The new era has also injected new challenges and new expectations into the responsibilities of the announcer-host. The purpose of this article is to explore how broadcasters and presenters can skilfully adapt to the new media environment in the current multimedia environment whilst maintaining their work ethic and professionalism. This paper discusses how to identify better the roles of broadcasters and hosts in the era of integrated media, enabling them to keep pace with contemporary developments and become leaders in the media industry of the new era.*

Keywords: *Integrated media; presenters; professionalism*

1. Introduction

In the modern media industry, the concept of 'fusion media' plays a crucial role. It is not just a simple media form superposition, but the traditional media and new media in the application of technology, content display, means of communication and other aspects of the depth of integration integration. Under the background of integrated media, the media industry is in the development stage of innovative journey, in which technological convergence, content innovation and change of communication channels have been the prominent signs of this era.

In the context of multimedia integration, technological convergence is gradually being recognised as a central factor driving innovation and change in the media. With the rapid development of science and technology, the original traditional media rely on printing technology, radio, television and other modern technological means, now with the emerging Internet technology, mobile communication technology to achieve in-depth integration. This technological convergence not only enhances the effectiveness of the news content production process, but also largely expands the variety of methods and forms of production. For example, through the use of multimedia technology, programme hosts can be enabled to skillfully integrate diverse visual elements such as text, images, audio and video, thereby providing viewers with a more engaging and intuitive experience of the information.

Against the backdrop of today's rich and varied media formats, content innovation has become particularly important. In an era of information explosion, people's demand for media content has also become more quality and personalised. Media convergence crosses the boundaries between traditional and new sources of information, opening up a broader creative space for content creators. As the purveyor of quality content, the announcer host has an irreplaceable importance in the whole process of the programme, with a deep knowledge base of the industry is the basic requirement, but also need to continue to explore and learn in order to better meet the expectations of content innovation in the era of integrated media.

In the era of rapid development of integrated media, changes in communication strategies have become a notable trend. Traditional modes of information dissemination have gradually been replaced by more diverse and formal means of communication. This means that presenters are no longer solely responsible for delivering information, as they have become a central part of real-time interactions with the public. By utilising diverse channels such as social media and live streaming, broadcasters and hosts are able to capture and provide real-time feedback on audience perceptions and opinions, thus creating a more structured and efficient interactive environment.

2. Impact of the rapid development of integrated media on the work environment of presenters

With the rapid arrival of the era of integrated media, we can find that the traditional two single means of information dissemination, television and radio, are undergoing a continuous transformation to a modern media system that integrates a variety of media forms. This major change has not only triggered innovations in technology, but has also opened up new tests and possibilities for the functioning of the role of the announcer-presenter.

The means by which the public obtains and conveys information has become more diverse in the era of integrated media, and the role of the announcer-concener has transcended the scope of a particular media platform. Cross-platform dissemination of information has become more and more common, so broadcasters and hosts need to adjust their own way of working according to the characteristics and needs of different dissemination platforms, which also increases the complexity of the work to a certain extent. For example, announcer-hosts need to enhance their communication with viewers in a social media environment, and they are expected to hold a rigorous and professional work ethic when it comes to broadcasting the news. This mechanism for exchanging information across multiple platforms requires facilitators with better capabilities and a broader perspective to execute.

The use of multimedia technology for the announcer host provides a richer, more diversified ways and means of display. By combining multiple means such as video, audio and text, the announcer-host is able to make the delivery of information more innovative and successful in catching the audience's attention. However, this also means setting stricter evaluation criteria for the professional competence of television presenters. They not only need to be proficient in some traditional hosting methods, but should also learn and make use of multimedia technology as a way to improve the overall quality of TV programmes.

In this new era of integrated media, the roles played by announcer-hosts are increasingly rich and varied. They are not only the ones who convey information, but also the key bridge between the audience and the programme. In the process of interaction between the programme host and the audience, the broadcaster should have a deep understanding of the audience's specific needs and feedback, so that the programme can be more pro-people, enhance the audience's sense of experience and immersion. In the current traditional media environment, interactivity and deep engagement are an important part of programme innovation.

The integrated media era brings a series of opportunities, but it also presents significant challenges to broadcasters and hosts regarding their professional ethics. In an era filled with a lot of information, announcer hosts need to do more to ensure the authenticity and accuracy of the information, and being a good communicator of the times is not an easy task. They also need to ensure that they have independent and objective perceptions without interference from commercial and political rights.

3. Facilitator Response Strategies in the Age of Integrated Media

3.1. Contingency

In the environment of the era of integrated media, broadcasters and hosts are facing unprecedented challenges. With the significant improvement of technology, the information dissemination path is constantly refreshed and diversified content is continuously exported. Announcer-hosts need to stand firm and be good communicators of information in the waves of the times.

3.1.1. Rapid adaptation to new communication technologies

With the advent of the era of integrated media, it has become indispensable for broadcasters to learn and use multimedia technology. Traditional radio and television programmes are collaborating with Internet platforms across platforms, which in turn creates a new platform for distribution. As a qualified broadcaster and presenter, you should not only be proficient in traditional presenting skills, but also be able to skilfully apply all kinds of innovative media tools, such as social media and live broadcasting platforms. This innovative approach to information delivery not only succeeded in reducing the spatial divide between programme hosts and viewers, but also increased the effectiveness of information sharing. Through the continuous and extensive input and application of multimedia technology, the distance between the audience and the programme has been brought closer. For example, in a real-time broadcast programme, the presenter can interact with the audience in a variety of ways such as pop-ups and reviews.

Meanwhile, the combination of Virtual Reality (VR) and Augmented Reality (AR) technology provides TV programme presenters with innovative means of presentation. With this advanced technological tool, the announcer-host has the opportunity to create a more in-depth visual experience for the audience, as if they were there. For example, at certain large-scale events, announcer hosts are able to use AR technology to provide instant live coverage, which allows viewers to quickly feel the passion and vibrant atmosphere of the scene in front of their screens. This innovative approach to information dissemination not only enhances the audience's viewing experience, but also significantly improves the effectiveness of information exchange and its impact on society.

3.1.2. Addressing diverse sources of information and forms of content

The team of broadcasters and hosts is an important force in the cause of propaganda, ideology and culture, and bears the important responsibility of adhering to the correct orientation, disseminating advanced culture and leading civilised fashion. In the context of new media, broadcasters and hosts face greater challenges in gathering and recognising news. In many news reports, the announcer hosts not only need to have professional skills, but also must have the comprehensive ability of cross-discipline, so that they can sift out the valuable content among the numerous information and convey the trustworthy news to the public. As an announcer-host, daily study, observation and experience are crucial. An announcer-host must do a great deal of prep work before he or she can officially begin broadcasting. They are actively engaged in learning about the subject, have an in-depth knowledge of broadcasting and presenting work, and are able to make independent analyses in their programmes, so that they can demonstrate their personal qualities and cross-disciplinary skills. In the context of 'network + media', broadcasters and presenters are facing unprecedented challenges. They need to have a clear understanding and orientation of the new media environment and to innovate on the basis of tradition to ensure that the media industry is moving in the right direction, taking full advantage of the new media in order to serve the audience more effectively.

In addition to this, announcer-hosts need to adapt to the different needs of a wide range of content in their news reporting, such as combining short video and graphic forms of reporting. These innovative ways of presenting content provide both a more in-depth reading experience for the viewer and more excellent presentation and delivery skills for the presenter. In the case of anchor-speak syndication, for example, the announcer-host breaks out of his customary seriousness and captures the audience's attention through distinctive passages and vivid linguistic expressions. This unique form of communication also breaks the usual thinking that news can only be read in the studio, and allows more people to really understand the news in a lively and approachable way.

3.1.3. Strengthening inter-team cooperation and cross-disciplinary collaboration skills

In a diverse communications environment, the production and dissemination of media content is increasingly dependent on close collaboration between teams and the integration of resources across multiple domains. As a key deliverer of media content, the Announcer Host must be an exceptional team player and have the ability to communicate and collaborate efficiently across multiple perspectives, improving teamwork skills can help the announcer-facilitator work more deeply with the project team to create high-quality content. In practice, the presenter needs to work closely with the writer-director, cameraman and post-production team in order to ensure the high quality of the programme content and its wide dissemination effect. From another perspective, the ability to collaborate across domains means that facilitators need to have the ability to communicate with industry experts from a variety of backgrounds, e.g., technology connoisseurs, marketers, etc. This allows for a deeper insight into the market's needs and the direction of technological development, and it demonstrates a stronger sense of forward thinking when it comes to creating content.^[1]

3.1.4. Cross-platform dissemination capabilities

Broadcasters and hosts need to actively adapt to the discursive structures of new media. It's not just about catering to audience preferences, but also about using Internet thinking to gain a deeper understanding of the mechanics of communication, accurately capturing and meeting the personalised needs of the audience, and thus demonstrating excellent interaction and communication capabilities. As the Internet media has many advantages such as high interactivity, instant responsiveness, hypertextual qualities and digitisation, broadcasters and presenters should draw creativity from these advantages. Focusing on user needs involves moderating discussions using discourse structures preferred by the audience, which promotes deeper communication and helps build stronger online connections.

This multi-platform exchange of information not only increases the speed of information transmission, but also gives broadcasters and presenters more opportunities to showcase their talents.

Programme hosts are able to choose the most appropriate presentation based on the specific attributes of each platform, thus reaching a wider audience base. For example, when appearing on the media platform of short-form video, announcer-hosts are able to capture the attention of viewers through their energetic language and facial expressions. In this live format, the announcer-host is able to interact with the audience in real time, enhancing their interest and sense of belonging to the programme.

3.2. Persevere

In today's world of diversified communication channels and content, the opportunities and challenges encountered by broadcasters and presenters remain. In the context of this era, the rate of information dissemination, platform update iteration have experienced different degrees of change and development. It also sets stricter standards for the professional ethics and morals of the announcer-host and the individual style of the announcer-host. It is particularly crucial to maintain truthfulness and objectivity in journalism, to uphold ethical standards of work and social obligations, and to maintain professionalism and personal image.

3.2.1. Adherence to professional ethics and social responsibility

In the age of integrated media, everyone has a voice, which means that it is particularly important for broadcasters and presenters to be ethical and committed to society. Announcer-hosts are not just the party that delivers the message, but they are also the messenger that represents the positives of society. Given this evolving and highly complex social environment, broadcasters and presenters must strictly uphold professional ethics and follow a code of conduct based on sincerity, fairness and objectivity. Spread positive messages while promoting honesty, goodwill, and the beauty of values.

For example, an announcer-host should have a calm and sensible stance on certain events that are widely discussed by the community. To avoid being swayed by external emotions, the host should remain true to the fundamental nature of the event and proactively disseminate positive information. Holding such a resolute view is not only vital to maintaining a smooth and harmonious society, but also moulds a healthy value for the general audience. Apart from these, announcer-hosts can try to get involved in all kinds of public service matters. It is able to bring about a certain transfer of positive social impact, while also shaping a positive public impression.

3.2.2. Upholding journalistic authenticity and objectivity is a core responsibility of the presenter.

Nowadays, in the era of integrated media, we can understand that an event can be accessed from different platforms and angles, but this has also given rise to a large amount of untrue information and misleading comments. A key point in the whole process of conveying information is that the announcer-host needs to have the ability to recognise the authenticity of the information in the process of conveying it. You can be assured that the news conveyed will have authenticity and objectivity. This not only represents the public's sense of trust in the news media, but also a deep sense of respect and honour for the press. If the core of news is its truthfulness, then journalism is basically guided by objectivity. When announcer-hosts speak on news stories, they should eliminate their personal biased views. A neutral stance is used to portray the facts so that viewers can get a full and objective picture of what actually happened.

In order to ensure that the information conveyed is both accurate and authoritative, the announcer-moderator must have the ability to recognise the authenticity of such information. For example, before the latest news is broadcast, the announcer-host needs to keep a constant eye on the official release of authoritative information. At the same time, we should always pay attention to the public opinion and the voice of the people on social media, so as to better integrate the news from all directions and achieve a comprehensive and objective reporting effect.

3.2.3. Maintaining professionalism and personal style is key.

With the wide spread of the Internet, the diversity and inclusiveness of modern society has been strengthened and people's individual growth has been given more importance. As a professional who combines 'mass communication and interpersonal communication, media will and individuality', a presenter should not be 'one size fits all'. I think an announcer-host should first and foremost be a person with personal charisma. From the point of view of the psychology of human interaction, there are three main ways for individuals to show their charisma or to win the love and affection of others: verbal charisma, ability charisma and personality charisma. Of these, charisma is usually the most central part. The personality or character traits of the announcer-presenter are finally reflected in the values and attitudes they hold. A unique and personalised hosting style not only attracts the audience's

attention, but also leaves unforgettable memories for the audience, which in turn enhances the social impact of the programme and audience ratings. In order to portray a distinctive style, the announcer-host needs to have a deep understanding of his or her personality, interests and professional background so that he or she can find the highlights that make the difference. For example, if the presenter is able to deliver with humour and wit. They can develop their own unique style of humour by adding some light-hearted segments to the show at the right time.^[2]

Broadcasters and presenters also need to have a broad international perspective and excellent cross-cultural communication skills. In an age of diversity, globalisation is also advancing. Therefore, it is important for announcer-hosts to learn to understand the cultures of regions and countries around the world in order to interact more efficiently across cultures. At the same time, if broadcasters and hosts master an international perspective and a way of communicating across cultural boundaries, this will not only broaden their knowledge base, but also provide audiences with more colourful and diversified information to enjoy.

4. Conclusions

Considering the characteristics of the profession, the new generation of broadcasters and presenters needs to continuously renew their ways of thinking, conceptualising and acting in the context of new media. To stay current with the times, they must strive to enhance their overall capabilities and resolve emerging problems and conflicts. Broadcasters and hosts cannot completely get rid of the traditional way of broadcasting and hosting in their work, they also need to strictly follow the language standards and professional ethics of broadcasting and hosting.

In the face of the wave of media convergence, broadcasters and hosts must actively respond to the challenges. To be open to innovation is essential for adapting to new communication environments and audience needs. Broadcasters must enhance their professionalism and master new media technologies. They should participate in diverse programs, foster teamwork and cross-disciplinary cooperation, and focus on self-improvement and lifelong learning. We are striving to become a 'composite' and 'all-media' presenter of the new era.

In the era of integrated media, radio, television and other traditional media have always been firmly committed to the pursuit of sustained and healthy development, which is the source of motivation for broadcasters and presenters to continuously mould and improve themselves. In this process of transition, broadcasters and presenters need to endeavour to find a balance between value orientation and personal freedom. Adhering to ideological values and committing to serving the people is crucial. Broadcasters must continuously improve their professional skills to become effective announcers and presenters in the era of integrated media.^[3]

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