

# Analyzing Audible Language Communication from the Perspective of Integrated Media

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**Abstract:** *With the rapid development of the economy and society, we have entered the era of media convergence, in which the mode of transmission of spoken language has changed dramatically and faced many difficulties and challenges in terms of form and content. This paper firstly gives an overview of the spoken language, secondly analyzes the problems and reasons encountered in the process of dissemination, and finally discusses in depth the innovative strategies for the dissemination of the spoken language. It is hoped that it will provide opinions for the dissemination of spoken language.*

**Keywords:** *media convergence; audiolingual; innovative strategies*

## 1. Introduction

Audible language, is the specific expression of language art outwardly, but also to promote the medium of communication, confidence in the dissemination of an important carrier. Exploring audiolingual communication is conducive to counteracting vulgarity to improve character and enhance the overall quality of those employed in audiolingual communication. It helps to identify problems and improve them, and it promotes the development of audible language in the age of integrated media.

## 2. Basic Overview of Audible Speech Communication

### 2.1. Basic Concepts of Audible Speech Communication

In a sense, the emergence of language is the beginning of human civilization. Language is a conventional and important symbol system in human society, which is composed of phonetics or glyphs as the material shell, vocabulary as the construction material and grammar as the structural law. Audible language is oral language that produces sound, i.e., the first natural language formed by human society.<sup>[1]</sup> It is the most common and basic medium of information transfer in human society. Audible language is a transformation of speech into sound. Audible language is an important part of language, and only by making sounds can you use spoken language to express language, and audible language transmission is characterized as two-way and immediate.

Audible speech communication, also known as spoken communication, is a specialized term in communication. It is a kind of information exchange that the transmitter (speaker) carries out to the recipient (listener) through oral vocalization and the use of specific words and grammatical structures as well as various auxiliary means.<sup>[2]</sup> With the rapid development of the new media era, nowadays the main body of audio language dissemination is not only radio and television, but also the convergence of media has been able to provide a richer and more comprehensive platform for audio language dissemination.

### 2.2. New Forms of Audible Language Communication in the New Media Era

#### 2.2.1. Radio program

With the rapid development of the times, more and more people are beginning to prefer audio as a way of receiving information with "scenario" and "accompaniment". As a result, various audio-based media have become the new social media sought after by the public. There are a lot of audio products such as: audio books, live audio, etc., but in contrast, there is a class of programs with its wide content

coverage, with relatively in-depth cultural attributes and other characteristics, in recent years, the development of extremely rapid.

These are mainly programs in which media people use audio platforms to output in-depth opinions and content to the public. These programs are called "podcasts". In recent years, podcasting has even become a cultural phenomenon, like "Citywalk", a new lifestyle favorite for many young people. Some users have lamented on the internet, "Brushing short videos every day feels like a miserable life! Listening to podcasts feels like living again." The gradual breaking of the circle of podcast culture, thanks to the industry trend of fast-paced short video to slow-paced audio media flux, but also with Himalaya as the representative of the promotion of audio platforms are inseparable. Podcasts bring not only emotional value but also practical value, where people can learn and enrich themselves. As more and more people listen to podcasts, media people have joined the industry.

### ***2.2.2. Voice-over works distributed through new media channels***

The voiceover industry is a dynamic and potential industry. The voiceover industry plays an important role in film and television, advertising, games and other fields. With the advancement of technology and the change of audience demand, the dubbing industry enters the new media era to face new opportunities and challenges with a brand new attitude.

On the one hand, with the development of speech synthesis technology of artificial intelligence, virtual host and virtual voice-over roles may gradually increase; On the other hand, the public's demand for voice-over works in the new media era is different from that of traditional media, which is that we should strive to improve our professional ability in the face of the audience's diversified and personalized content needs. For example, there is a growing demand for personalized character voices in the video game industry, which requires voice actors to have a wealth of acting ability and the ability to convey emotion. At the same time, the rise of Internet platforms and social media has created a huge demand for short videos and advertisements, which also requires the voiceover industry to provide more flexible, fast and high-quality voiceover services.

## **3. Current Problems and Causes of Talking Language Dissemination**

### ***3.1. Issues of audio-visual language dissemination***

#### ***3.1.1. Content homogenization***

In the era of new media, the development of audiolingual communication has more directions and feasibility than in the traditional perspective, and the medium is also in a state of continuous expansion, with more and more diversified forms. Given the surge in individuals delving into audio language communication, various media tiers and platforms within the integrated media spectrum face intense market competition. These platforms vie vigorously for audience attention. With the audience market being divided among multiple contenders and fueled by commercial interests, many programs not only lack a scientific and systematic approach but also grapple with inconsistent quality and homogenized content, leading to a pan-entertainment dilemma.

In this age of information explosion, we have so much knowledge to draw on, but since we have so little time to read, many audiobook platforms have come into being on this basis. For example: Himalaya, Dragonfly FM, Lazy Listening Books and other platforms, audiobooks involve more genres. Including: history and culture, politics and finance, entertainment works and many other types, but along with more and more audiobook platforms, the audiobook reading field gradually appeared some problems. The lack of innovation in selection, homogenization of content, and uneven quality of programs have made the audiobook market start to go downhill.

#### ***3.1.2. Lack of professionalism***

The continuous development of information technology has created many new media platforms that not only bring convenience to people's lives but also broaden their employment opportunities. The field of audio-visual communication has attracted many practitioners with its unique charm, but due to the low threshold, many practitioners have not received more rigorous and professional training, so they lack professional competence. We can find problems such as hosts swallowing words, poor pronunciation, poor improvisation ability, and even vulgarized content in some self-media programs. It brings a bad impression to the audience watching the program.

The era of integrated media is an era of diversification, and many programs are not only distributed

on one platform only, most of them choose to open WeChat, microblogging and other social media accounts, so that the audience can participate in the program through the live broadcast. The live broadcast process will be full of many uncertain factors, and to deal with these "accidents" occurring at any time is a very test of the host's professional ability and requires the host to do a good job in advance of the relevant plans to cope with a variety of emergencies. However, in some network interview programs, we can find that the host's oral expression is not up to standard, not only look dull, but also in the language expression at will, and the ability to adapt to the scene is very poor.

### ***3.1.3. Lack of regulation and supervision***

In the era of traffic economy, some audio language creators, in order to save costs and time, do not hesitate to try to carry and process the contents of other programs for secondary creation, or even directly copy, plagiarize and infringe on the original works of others, which damages the rights and interests of the original authors.

Self-media violations are also repeated, clicking on the online platform can be found on the front page of the platform headlines are filled with self-media violations of the release of fake news. For instance, an independent media creator claimed, "A new policy that makes farmers cheer is introduced, and the approval for self-built houses is canceled to promote rural development." However, this was merely based on hearsay. But rumors that the new policy of self-built housing approval cancellation has been introduced. Similarly, a statement like "Guangxi zoning adjustment program exposure: Fangchenggang into Nanning, Qinzhou Beihai well" is just an individual's speculative vision and can hardly be considered a genuine revelation about Guangxi's zoning adjustments. These self-media nonsense ideas lead to rumors flying all over the place and have a serious negative impact on society.

In the national regulations and the central net letter department vigorously rectify the self-media mess environment, there are still many unscrupulous self-media for their own self-interest, eyeballs, brush traffic, drilling platform loopholes, rumors, rumors, spreading fake news, endangering the community, disrupting the order, misleading the public, can not be tolerated. Its harmfulness is so great that it must be intensified and exposed, resolutely resisted and severely punished.

## ***3.2. Causes of the above problems***

### ***3.2.1. The threshold for content entrepreneurship is too low***

In recent years, all major self media platforms have lowered the threshold of entrepreneurship in order to grab users, triggering a flurry of self media people, resulting in uneven skill levels, imitation and plagiarism are inevitable. Platform information is not related to each other, at present, although the Internet is a big resource sharing era, but in the content entrepreneurship this piece still maintains the independent development, no matter how many times your work published, as long as it is not published in a certain platform, can be re-published. There's a habitual trend in content creation. Chasing hotspots, with hotspots, but all self media entrepreneurs know that hotspots are the easiest way to attract attention, the easiest way to increase the amount of light, so once a hot event appears, there are bound to be a lot of similar works appear.

### ***3.2.2. The threshold of the anchor platform is too low***

In the era of self-media, it feels as though everyone has a platform and can play the role of a reporter. In such times, some audio language creators lack professionalism. Professionalism epitomizes the media literacy of media personnel. Some audio content creators tend to base their content on rumors rather than informed insights. Moreover, most of the workers are non-professionals, and non-professional-born communicators often suffer from poor pronunciation, inaccurate expression, and improper language rhythm, etc. In the long run, the lack of a good language environment and professional training will lead to problems in program quality.

### ***3.2.3. Inadequate Internet regulations***

Unlike traditional and professional television workers, most of today's audio language creators are natural persons, and their works are not registered in the industrial and commercial sector like radio stations, television stations, newspapers and publishing organizations. Nowadays, self-media audio language creators are characterized by privatization and generalization, with fast turnover and frequent information changes. It is difficult for industry and commerce departments to monitor creators and the works they create. Self-media violations can not be prevented, in the face of the massive amount of content manual audit is very difficult, and machine audit also has loopholes, resulting in the supervision

is not timely and in place. Coupled with the fact that some content is disseminated in private spaces, the forms and paths of dissemination are complex and varied, and some regulatory tools are difficult to work with. The imperfections of Internet regulations, netizen literacy and many other factors contribute to the difficulty of regulation.

#### **4. Development and Reflections on Audible Speech Communication**

##### ***4.1. Innovation in content processing***

Take other works and copy a little bit here and there and spin some of them. These so-called "originals" have invaded every corner of the platform and eroded every eyeball of the readers.<sup>[3]</sup> Even so, they live on. It's the main force of the content input of each platform, the main force of the core competition, and the "talent" coaxed by each platform. But they will never change the nature of the 'virus'. Really good content requires input, and it's very difficult to create good audiolingual works by directly utilizing 'cloning' with almost zero input.

To create good work you need to know your audience. In the era of mobile Internet, users pursue personalization, and video content with uniqueness can attract viewers. For example: the same movie narration some audio language creator narration is particularly creative, obviously the movie is mediocre, but after he processed the creation, it stands out from the many movie narration. There are also audiobook language creators who impress their audiences through their unique physical appearance or distinctive writing style.

To avoid homogenization of program content, audio language workers should also continue to learn and explore to improve their professionalism, in-depth understanding of their own industry knowledge and the latest information on the industry to have sensitivity and their own insights, audio language creators must have their own point of view for their own creation of content, even if the same point of view, the logic of the creation of the perspective should also be different. Sometimes it's more important to have your own unique point of view than to pursue a popular one. In short, if you want to avoid homogenized content created by self-publishers in the same field, you must continue to improve yourself, innovate, and level yourself up to remain quite competitive.

##### ***4.2. Improvement of professionalism***

In this day and age, with the rapid development of Internet technology, more and more digital platforms are emerging, and the team of content creators continues to grow, becoming a "beautiful landscape". As creators of spoken language, they should establish the right values, have good professional qualities and carry forward the spirit of perseverance.

As the saying goes, the writing is as good as the person. Before crafting an article, one should first strive to be a good individual. We must establish correct values, right and wrong, and be able to correctly judge things on their merits. In addition, it is important to have a certain degree of political sensitivity, to care about national events, and to be clear about one's political stance; Of course, it would be better if you know something about the law, or at least write something that doesn't violate laws and regulations, but also conforms to public order and morals.

New media content creators should possess a profound cultural understanding and a vast knowledge base, being well-acquainted with relevant social sciences. They should be familiar with the unique tone of their platform, ensuring alignment with both their goals and their audience. Essential skills include writing prowess, editorial insight, content planning expertise, and proficiency in editing software. A strong foundation in computer and network technology is crucial, alongside an adeptness in computer languages. An inherent aesthetic sense is valuable, along with an ongoing commitment to enhance it. A keen awareness of emerging trends, the agility to capture fleeting inspirations, emotional intelligence, and multilingual proficiency are also advantageous.

As a content creator, it's important not to rush things. You can't write well if you're obsessed with being famous and making a lot of money.<sup>[4]</sup> Relying on fabrication and "hype" may have occasional gains, but it is likely to be "short-lived". Bitter or not, compare with the 25,000 Red Army; tired or not, think of the old revolutionary predecessors. In everything, it's all about persistence. By taying true to our writing ideals, embracing solitude, resisting temptations, overcoming challenges, and embodying the spirit of perseverance, we can reach the other side of the shore of success.

#### **4.3. Strengthened management Strict auditing**

The first is to strengthen the management of self-media platforms, which should adopt a strict auditing system to clean up and prohibit the publication of false information and vulgar content in a timely manner. It is also important to certify and vet self-published authors to encourage honesty and trustworthiness, and to gain attention for authentic, high-quality and valuable content. In addition, self-media platforms should establish a perfect regulatory system to sanction and penalize violators and undesirable information.

Secondly, it is necessary to enhance the self-discipline of self-media awareness, self-media publishers should put social responsibility in the first place, strictly abide by relevant laws and regulations, self-media management regulations and platform community norms, and continue to improve their own professional quality and creative level.<sup>[1]</sup> We do not believe in rumors or rumors, spread positive energy, oppose falsehoods and evils, create more valuable content, actively deliver positive and healthy information, and make more contributions to the cultural and spiritual life of the society and the people.

Lastly, the public's media literacy must be improved. The public should keep a clear head, recognize false information and vulgar content, and not be easily influenced and misled. By strengthening the training and popularization of media literacy, more people can be equipped with critical thinking and media judgment, thus avoiding falling victim to the spread of self-media chaos.

#### **5. Conclusions**

To summarize, in the new media era, the integration of the background of the platform of the background, the development of the art of spoken language itself has more direction and feasibility. The platform in the era of integrated media provides not only the opportunity of multi-platform development, but also the opportunity and challenge of media change in the environment of the times. Although there are problems such as homogenization of content, lack of professional quality and inadequate platform supervision system in the process of dissemination of audio language, audio language art can still gain a place in the new media era with its unique charm. We must continually identify and rectify issues in the subsequent phases of audible language dissemination, thus fostering the growth of spoken language communication.

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