

Comparative Research on Traditional Host and Online Host

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Abstract: *Alongside with the increasing popularization of the Internet, online program host becomes an emerging occupation in addition to the traditional type. This paper conducts a comparative study on the traditional host and online host with regard to the backgrounds of time, media, and society; As for the host's characteristics, it analyzes their style differences in "interactivity, flexibility, normativity"; Subsequently, the different language applications of "articulation, broadcasting mode and discourse dominance" are summed up; Despite the diversity in platforms, their essence and value are internally similar. Finally, the future of traditional host and online host is reflected and prospected to promote in the hope that they can develop in a rational way.*

Keywords: *Traditional host; Online host; Comparison*

1. Introduction

The rapid development of Internet not only promotes the transformation and integration of traditional media into new media, but also boosts the transformation and development of the role of traditional host. With the incre of people's attention. We will discuss the differences between the two kinds of hosts from three aspects: "background, characteristics and language", and put forward some suggestions for their future development.

2. Background comparison

2.1. Time background

In general, traditional host refers to the presenter of radio and TV program, which is the product of radio and television. On July 12, 1980, China's first critical news program "Observation and Ponderation" was launch the Internet is popularized in numerous households, people gradually rely more on online media than on TV media, thus, online hosts have received more and more attention.

2.2. Media background

Before the emergence of the Internet, radio and television was an integral media means for people to enrich their knowledge and life. Broadcasting mainly transmits information through audio, while TV provides richer content through audio and image communication, which has been popular in public for years and still plays its role in today's life. Therefore, traditional host, as a medium "gatekeeper" of traditional radio and television, is regarded as authoritative and orthodox. In particular, CCTV hosts are the facade of China Central Television, with a professional team behind each program, indicating the top level of this profession.

When the Internet has narrowed the distance between people, the new media technology represented by Internet and digitalization has completely transformed the media ecology^[2]. With the support of new media technology, it realizes the characteristics of personalized service. Compared with the previous TV media, the current smart phone and intelligent TV can offer music and videos of personal favor at any time. Short video platforms like "TikTok" also provide personalized push services, integrating text, music, video and pictures. Moreover, with the advent of the all-media era, the public tend to pursue the instant dissemination of information. Unlike traditional TV programs, the dissemination of new media is not limited by the production cycle and fixed broadcast time, which can meet the immediacy of the public. According to statistics, our netizens, as of December 2021, reaches the scale of 1.032 billion, and the Internet penetration of 73.0%, with per capita weekly online time of 28.5 hours, in which the proportion

of mobile Internet users is up to 99.7%. As a result, more and more live webcasts arise in this tendency, followed by larger demand of online hosts.

2.3. Social background

Since the founding of the People's Republic of China, in order to convey various principles and policies of the government and promote deeper understanding between the people and the government, the traditional host has served as the mouthpiece of the Party and the people, shouldering the mission of guiding public opinions, spreading excellent culture and speaking voice for the people. Their words, deeds and moves will exert a wide range of influence, especially for the news hosts who disseminate the national and major events, their words are of strong credibility that call for complete carefulness. Even the hosts of variety show should stick to party principles, have a strong sense of social responsibility and high political awareness, and spread positive content for the public. Therefore, in such a social background, the traditional host should not only stand on the position of the Party and the government, but also speak on behalf of the interests of the people.

Due to the expedited pace of life and work, people tend to entertain themselves during fragmented time. The ideologies, such as competition pressure, late marriage and late childbearing, have imperceptibly increased the loneliness of modern young people, and they need a platform for emotional support, the online programs exactly meet such demands. The anonymity, timeliness and interaction of virtual space release people's instinctive desires, and the tolerance of expression is greatly enhanced compared with the tradition programs. Many online hosts have served as patient listeners of Internet users, who chatting with Internet users and even know how to enlighten the "audience" in front of the screen, thus attracting more followers of online programs. In addition, the production threshold of online programs is lower, those with obvious features can accumulate a great many fans in a short period of time. The popularity and income earned by many online hosts are no less than that of traditional hosts, thus further prompting more people to enter into this industry.

3. Characteristics comparison

3.1. Interactivity

The interactivity between the traditional host and the audience is relatively weak. In addition to live connection, interactive participation is limited to telephone calls, text messages, letters, etc. Due to the limitation of objectivity of the audience. The online host will often discuss the topics in the program with the audience and solicit the audience's opinions so as to adjust the program schedule at any moment. With the continuous upgrading of media technology, the broadcast of online programs is more smooth, and the functions are more complete, including not only communication with the host in texts, but also real-time discussion through live connection by phone.

3.2. Flexibility

For traditional host, a program means the joint efforts of many people. In the early stage, the scriptwriter needs to work out the program planning and select the core content. After determining the process, the on-site director should arrange the scene according to the requirements of the program, including the placement of props, the coordination of lighting and music, the angle of each machine, etc. In addition to the time of the host, the time of the guests and the actors should also be coordinated. On the day of the recording, all participants have to put on makeup and rehearse the position in advance. During the process, the host should not only pay attention to the sense of camera lens and field all the time, but also more frequent than TV programs. Such programs don't need many machines but only a phone. In addition, some emojis and gifs can be flexibly used to enhance its sense of entertainment. All these offer online hosts more room for personal performance, and the personality charm of hosts is more stressed in such programs. For example, the online program "Xiaoling Toys" has been constantly updated since 2016. The program advocates "interactive communication, entertaining games, enjoy learning". The program is recorded in simple settings, but the host Xiaoling has won children's appreciation with her lively and lovely image.

3.3. Normativity

A traditional TV host have to go through many links of selection. Having received professional

broadcasting and hosting training, reaching the mandarin level of Class A or B are the most basic requirement, followed by superior voice conditions, as well as certain criteria for external image. In addition, the hoonal hosts. In addition, the cultural accomplishment and political quality of online host are uneven, which is not conducive to the dissemination of mass culture. Some online hosts pay little attention to the cultivation of these aspects because they think they only need to attract public attention no matter by what means. Hence, it is found that in some online programs, the comprehensive quality of the host requires further improvement.

4. Language comparison

4.1. Articulation

Traditional broadcasters and hosts take vocal language as the major means of expression. They have been trained for a long time to apply scientific vocalization methods, whose sounds are clear and natural, round and full, concentrated and even, with standard pronunciation. Their tone will not vary greatly while keep structured; the br clearly. Under the uniform selection criteria, they can also develop their own unique style, which is also the result of long-term training. These forms make a sharp contrast with the voice of the online host, who be easily distinguished simply by their voices.

The purpose of online host in the program is completely different from that of traditional host. In many people accurate pronunciation, such as flat tilted tongue, large range of intonation changes, and frequent out of breath, which is actually not conducive to the promotion of mandarin. Certainly, there is no denying that many graduates from professional broadcasting and hosting schools are now engaged in the industry of online hosting, and they have played a positive role in popularizing mandarin.

4.2. Broadcasting mode

The traditional host usually carry out the six-step method of preparing manuscripts before the formal host. Preparation can be divided into broad sense preparation and narrow sense preparation: broadly, preparation refers to daily life learning and accumulation, including cultural quality, artistic accomplishment, political consciousness and other aspects of continuous improvement. In a narrow sense, draft preparation is the specific preparation before hosting: dividing levels, summarizing themes, connectid to attract audiences, such as singing, dancing, reciting, talk shows and so on. Even eating food during the show is quite popular, which is truly enjoyable and relaxing. They also oftentimes apply popular jokes and nouns on the Internet, which is a way of increasing the entertainment, but sometimes lose the function of standardizing language communication due to inappropriate expressions.

4.3. Discourse dominance

For traditional hosts, discourse dominance is mostly controlled by broadcast directors. As the traditional host is endowed with the responsibility of "mouthpiece" of the Party and the people, their job in front of the camera is the process of conveying information to the audience, and they should play the role of guiding the audience to correct public opinion. The expression of guests in the program is also limited, the host should guide the guests according to the program process and theme. Limited by the broadcast time program hosts have indeed attracted a large number of netizens' interest. With the dominant power of discourse, they are naturally more interested in participating in programs. In addition, online hosts are also skilled at guiding the topics they are interested in according to the audience's feedback, which gives netizens the opportunity to freely express their ideas. This is one of the important reasons for the popularity of online hosts in recent years.

5. Reflection and prospect

In present-dale parts of the media industry, in which they should learn from each other and make joint efforts for the cultural spread of our country.

Traditional hosts should give full play to their professional advantages, exert diversified medias for promotion and absorb fresh elements. It is also necessary to reset their roles to try different fields, make their oral expresnhance their sense of social responsibility and media responsibility to spread authentic, reliable and positive content to the audience. Besides, it is irrational to distort the true value of oral communication in order to cater to the public.

6. Conclusions

In such as progressive era, the upgrade of media technology is far beyond our imagination, both traditional host and onli their contribution to the spread of modern media ecology.

References

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