

The Core Qualities that TV Program Hosts Should Have in the New Media Era——Taking Sa Beining as an Example

Zhang Qiying

School of Foreign Languages, Jiangxi Agricultural University, Nanchang, China

Abstract: *In recent years, variety shows and reality shows have developed a lot, and many Crossover hosts have appeared. Some actors from other industries, such as actors and singers, have crossed the role of show hosts, but, most crossover hosts are traditional media TV presenters who cross over to new program forms. As an interdisciplinary moderator, Sa Beining successfully hosted today's talk, and with the continuous development of new media, he has been seen in many variety shows, and he has frequently appeared in the circle with his unique hosting style. This article first summarizes the definition of a Crossover host and then analyzes the opportunities and crises faced by traditional media hosts in the new media era. Finally, the paper will analyze the successful Crossover case of Sa Beining in the era of new media.*

Keywords: *new media era; Crossover; Sa Beining; core literacy*

1. Introduction

In the Chinese Dictionary, "跨" means to cross over, meaning to exceed the boundaries between time or regions; "界" means the boundary of a region. "Crossing means crossing certain boundaries and areas. Professor Yu Guoming of the Renmin University of China explained the crossover in the media industry for the first time. He believes that the so-called "Crossover" is to break the inherent business boundaries of the previous media industry. The current academic definition of Crossover hosting is roughly divided into two categories. For example, Li Junling believes that the so-called "crossover" is the addition of the qualifier "crossover" to the traditional definition of a host, which means that his original occupation is not as a host, but may be an actor, cross-talk actor, and singer who crosses the border. The host, so it can be called a Crossover host. Another category, as Xu Keli said, called Sa Beining's cross-program hosting from hosting legal programs to hosting CCTV variety entertainment programs as Crossover hosting. That is, a host who crosses the program form is also called a Crossover host. The moderator crossover discussed in this article is the second type. Cases like Sa Beining's successful crossover provide valuable inspiration for how hosts of traditional media platforms can regain their new life under the impact of new media. [6]

2. The inevitability of Crossover hosts in the new media era

In recent years, our media environment has undergone tremendous changes, and various media have been continuously integrated. Trends in new media. Different from the past, both the media market and the audience are showing a different situation. In the new media era, audiences have more choices. At the same time, the new media era regards Internet+ as the foundation of development and uses online technology to promote the in-depth integration of new and old media. Then, with the advent of the new media era, not only many development plans of traditional media need to be changed, but even the hosts who rely on traditional media will also need to change.

2.1. New opportunities for traditional media hosts in the new media era

2.1.1. More diverse program types

In the new media era, TV programs have appeared in more forms and types, showing a trend of diversification. Most of the program content and program forms are also constantly innovating. The diversification of data promotes the blooming of TV programs and gives the audience a new look. Feel

different. Different types of programs have emerged as the times require, whether it is cultural variety shows, technology variety shows or reality shows that have become very popular in recent years, various types of programs have brought many opportunities to traditional hosts. If you have a good image positioning and improve your various qualities, then there is no need to panic about the impact of the new media.

2.1.2. The hosting platform is broader

In the traditional media environment, TV programs usually rely on radio, television, and other means of dissemination to disseminate information, and the degree of dependence on the means of dissemination is very high. Due to the limited platforms provided by traditional media, the manifestation of the personal abilities of many hosts is also somewhat limited. In the era of new media, with the continuous development and innovation of Internet technology, relying on "Internet +", the host's platform has expanded from traditional TV screens to online variety shows produced by various new media platforms. With the trend of diversification of platforms, the initiative of moderators also has more opportunities to play. At the same time, apps like Douyin, Kuaishou, Xiaohongshu, and Weibo also provide hosts with more room for development. [1]

2.2. The crisis faced by traditional media hosts in the new media era

2.2.1. Media fragmentation, the impact of de-hosting

In recent years, more and more viewers like to watch variety shows produced by various David TVs and variety shows made by online platforms. Variety shows such as "Extreme Challenge", "The Great Challenge", and "Hello, Life" are deeply loved by the audience, but in such shows, the host's figure seems to be invisible, and the traditional host role is gradually replaced by participants. The guests of the show were replaced. It is generally believed that such a mode of de-hosting will make many audiences uncomfortable, but the reality is that such a change not only did not cause discomfort to the audience but made the audience more immersed in the show. The central role of the traditional host has been weakened and even marginalized. In this way, the original core functions of professional hosts are gradually differentiated. In the face of the general trend of de-hosting, many professional hosts have not been well positioned because of their unclear positioning, and the new communication image has not been well constructed, failing to adapt to the arrival of the new media era and become the laggards of the era.

2.2.2. The impact of cross-professional moderators

With the advent of the new media era, various types of emerging media platforms have been rapidly promoted and popularized, and more and more actors and singers have chosen to join the hosting industry. They have the necessary acting ability, the skills of lines, and the burden they can put down as actors, which can make them feel like a duck to water in the hosting industry and leave a deep impression on the audience. More importantly, they have a part of the fixed audience, so Hosted shows tend to have higher ratings. Their strong competitive advantage has squeezed traditional media hosts, and in this case, traditional media TV hosts have been strongly impacted.

3. Analysis of the performance of Sa Beining's Crossover variety show host

Sa Beining is well-known to the audience from the legal program "Today's Statement". Although he is not a professional host specializing in broadcasting and hosting, he occupied a place in the hosting industry soon after he entered the hosting industry with his profound legal theoretical knowledge and keen adaptability. Although he has a strong theoretical knowledge of the law, he is not complacent or complacent but works harder, so in just a few years he has become one of the audience's favorite hosts. He has already made a lot of achievements in hosting the legal column, but Sa Beining is not satisfied with this fixed mode of hosting, he keeps trying and challenging himself. As a result, they frequently transitioned across borders and frequently appeared in different types of programs. While other traditional TV presenters still don't know how to transform for encountering bottlenecks, Sa Beining has taken the lead in stepping out of their comfort zone and looking for a different self. In the process of constantly crossing the border, the audience did not feel any discomfort but agreed again and again. From the inspirational challenge "Challenging the Impossible" hosted by Sa Beining in recent years, the knowledge and culture program "Let's Talk", the reality show "The Great" The Challenge", the literary program "China in Classics", and the language competition program "Host Contest", it is not difficult to see that the range of programs hosted by him is very large, and both his language ability and on-site

adaptability are outstanding. The following will briefly analyze the hosting style and performance of various Crossover programs.

3.1. Wise and full of humor

Sabine's language guidance ability is very strong, his thinking is very open and alert, quick in response, and very good at summarizing. His wise words are often inspiring. On many shows, his insightful hosts are often entertaining and inspiring. In the program "Let's Talk", Sa Beining's humorous language style is often loved by the audience. In one episode of this program, a female academician from Tsinghua University was invited. The female academician gave an example of a very beautiful girl in the program "If You Are the One" who came to court. She said on the spot: "The girl has only one request for her, and that is not to be a teacher. No matter if it is a university or a middle school, as long as a teacher is not enough." As soon as these words came out, the audience became quiet, Sa Beining laughed He hurriedly said: "The guest meant not to find a teacher, maybe because she felt that she couldn't climb high." [5] After Sa Beining's words, warm applause came from the auditorium, and the female academician who just spoke couldn't help it. Laughed. There are many similar situations. For example, Zhang cymbal, the dean of the School of Artificial Intelligence at Tsinghua University, said to Sa Beining as soon as he came to the program: "I know you, I saw you on TV, but you don't know me." Sa Beining continued with humorous and wise words: "I don't know you, because I really can't get into the School of Computer Science of Tsinghua University." This kind of wise and humorous language not only makes the guests honorable but also helps Immediately enliven the atmosphere of the show and allows the audience to better immerse themselves in the show.

3.2. Convey positive energy and be full of humanistic care

In many reality shows, one of the reasons why the host is weakened is that the host's blunt host does not give the audience the most direct look and feel as the short video or the natural and tense performance of the guests. Many hosts have crossed borders from traditional media to reality shows, and often cannot adapt to the content of the program well, and it is easy to appear cold and awkward. But Sa Beining is under the trend of de-hosting, and still reflects the quality of the host in completing the function of the guest. In the CCTV variety reality show "The Great Challenge", Sa Beining not only completed the task of the program team but also sublimated the meaning of the program behind the end of the task, conveying full of positive energy. In the second issue of "The Great Challenge", Sa Beining challenged the work of cleaning the cliffs of Tianmen Mountain, which is 600 meters high. At that time, it was raining heavily, and the directors of the director group persuaded him to give up, but Sa Beining still insisted on going up the mountain to complete the cleaning work. Task. When interviewing him behind the scenes on the show, he said, "I don't simply go to this place and shoot a few shots, even if I only clean one square meter, but I have to do something." He said it and did it. After completing the task, he picked up the garbage bag behind him, poured it into the other bag, and said while bowing, stop littering, please, don't throw it anymore. When it came time to stop throwing, he bowed deeply 90 degrees and stayed there for a few seconds. After seeing Master Zhu, he hugged him tightly, and Sa Beining hugged Master Zhu and kept crying. He later said, "It is convenient for others and convenient for yourself. Whether it is going to Zhangjiajie or anywhere, throw a little ThereIn fact, there are trash cans at hand. It is a matter of hands-on effort." Sa Beining's words and actions Let the audience be inspired while having fun.

3.3. Rich knowledge and cultural heritage

As the host of a public figure, the level of his ideological and moral cultivation and the profound relationship between his knowledge and cultural heritage are particularly important to his career and future. In the new media era, as an important media person, when disseminating a large amount of information, a piece of higher knowledge and cultural literacy will help shape the host's ability to adapt to the scene and improve the ability to distinguish various information. To carry out objective and correct communication. In "The Great Challenge", Sha Yi stole Sa Beining's money, and Sa Beining immediately gave him legal education. The legal knowledge blurted out by Sa Beining allows the audience to learn some knowledge while having fun. As a student of the Law Department of Peking University, Sa Beining's professional knowledge and cultural heritage is worthy of everyone's trust. One of the reasons why Sa Beining can control so many types of programs is that he has a piece of profound knowledge and cultural heritage.

4. Core Qualities that Traditional Media Hosts Should Possess

4.1. Improve sense of humor and maintain rationality

In the era of new media, traditional media hosts must improve their sense of humor under the premise of rationality if they want to cross the border. When hosting a variety show, we will always face all kinds of light-hearted jokes and serious and professional scenes, so keeping calm and moderate humor will make the host more effective. But humor is not blindly open mouth, no lower limit to shake off the burden, to be funny, but should be rational, and improve the sense of humor, humor with a high IQ often makes people feel more comfortable.

4.2. Dissemination of mainstream values

In the era of new media, many people have abandoned their bottom lines to become popular. Many presenters today also choose "Crossover" short video apps like Douyin and Kuaishou and social platforms like Weibo and Xiaohongshu. On these new media platforms, they have turned into "Duanzishou", and the shocking words have continuously burst out, to increase their popularity. It is true that if the host cannot put down the burden and conduct boring lectures without his personality and characteristics, he will lose traffic and attention, but if the host is too entertained and has no bottom line, then he will lose the positive image of the media person. If there are some hosts, there is no limit to excessive ridicule of the guests, inquiring about the privacy of others, and creating gimmicks with various eye-catching topics to gain traffic. Some hosts who participated in the show not only did not do well in the role of conveying mainstream values, but because they could not put down their burdens, they played big names, put on black faces, and so on. Although traffic is very important in the new media era, it should not be beaten without a bottom line. The popularity and influence of the host must ultimately be based on their strength and correct values. The fun and entertainment of the program are only extra points to increase personal charm. A personality without strength will only appear tacky. To judge whether a traditional media host is successful in Crossover hosting, it is not about how much traffic there is, whether it is a big V, and how much revenue it has. [3] Instead, it depends on whether it can correctly guide information and public opinion, whether it can convey mainstream values, whether it can balance the public, whether it has enthusiasm, and whether it has the feel of the world. These are the most important things that mainstream media do, and they are also the core qualities that traditional media hosts should have in Crossover hosting. [2]

4.3. Strengthening knowledge and culture

TV presenters should deeply know that only by strengthening cultural accomplishments can they become the talents needed by new media. When Sa Beining was hosting the show, he quoted scriptures and various famous sentences at his fingertips. [4] Because of this, the audience loved him not only because of his superb hosting skills but also because of his knowledge and cultural High literacy. In today's new media era, if the host remains complacent and does not strengthen knowledge and culture, he will be eliminated in this era. At this stage, many presenters are still stuck in the rigid stage of memorizing manuscripts, especially the presenters of traditional media. If the host just read the manuscript blindly, without the rich knowledge and literacy as a foundation, such a host will only be short-lived under the high probability of the new media era. And if you want to be a trendsetter of the times, you must start to strengthen your knowledge base and personal inner experience. Traditional media hosts can go farther and longer in the new media era only by integrating their professional knowledge with their extra-professional experience.

4.4. Don't limit yourself

In the era of new media with increasingly diverse communication platforms and more diverse forms of communication, traditional TV media is no longer the only preferred source and channel of information for the audience. In addition to obtaining program content through traditional media such as TV, audiences can also learn about the programs or information they want to watch through other channels. For example, they can obtain the programs they want at any time by using electronic devices such as mobile phones and iPods. If the hosts of traditional media want to improve their competitiveness, they should not put themselves in the extremely narrow and single traditional media, and they should not set themselves a stereotype at once. People's framework, don't set a lot of rules and regulations for yourself, listen more to the audience's voice and observe the audience's role in the communication. It fits

different program types and chooses different hosting methods, so that the audience has a sense of novelty and intimacy, to realize the leap of different programs.

5. Conclusions

The new media era has prompted the host to put forward new and high requirements for themselves. These new requirements are no longer just requirements for the standard of language vocalization. Core qualities such as improving knowledge and culture are what traditional media TV show hosts should have. . These core qualities require the host to actively explore a new style that suits him and adapts to the new media environment in the new media environment. It is hoped that the hosts of traditional media can actively seize the opportunities of the times, rise to the challenge, and have the courage to step out of their comfort zone.

References

- [1] Gao Qiyuan. *Research on the core literacy of variety show hosts in the new media era—taking host Sa Beining as an example* [J]. *Western Radio and Television*, 2021, 42(15): 170-172.
- [2] Dong Ye. *Analysis of the core competencies of traditional media hosts for Crossover hosting* [J]. *Written and edited*, 2019(06):126-128.
- [3] Chen Xinglan. *An Analysis of TV Hosts' "Mediated Survival" - Taking Host Sa Beining as an Example* [J]. *Media*, 2020(14):41-43.
- [4] Ban Yong. *On the professional qualities that TV hosts should have in the new media era* [J]. *Western Radio and Television*, 2019(09): 132-133.
- [5] Wang Huixian. *Sa Beining's language style in the program "Let's Talk"* [J]. *News World*, 2015(08):112-113.
- [6] Zhang Yi. *Research on the phenomenon of "Crossover hosting" of mainland TV programs* [D]. *Nanjing Normal University*, 2015.