

Language Arts and Cultivation Strategies of Broadcast Hosting in the New Media Era

Wang Shu

Academy of Audible Language Arts, Sichuan University of Media and Communications, Chengdu, China

18645554128@163.com

Abstract: *With the decline of traditional television stations and the rise of the new media era, broadcasting is facing unprecedented challenges and changes, which also directly affects the characteristics of its language arts. In order to adapt to the development of the times, the language arts of broadcasting and hosting as well as the training strategies should also be changed and improved. This study analyses the development and current situation of broadcasting and hosting language arts in the new media era, summarizes the problems of broadcasting and hosting language arts, and proposes corresponding cultivation strategies, so as to cultivate more excellent broadcasting and hosting talents.*

Keywords: *New Media; Podcasting; Language Arts; Training Strategy*

1. Introduction

With the rapid development and popularisation of new media technology, broadcast hosting, as an important part of the media industry, plays a more crucial role in the new media era. In this era full of opportunities and challenges, how to accurately and vividly convey information and resonate with the audience has become an urgent problem for broadcasting hosts. Among them, the expressive characteristics and developmental strategies of language arts are considered to be important factors affecting the quality of broadcast presenters' performance. Therefore, this study aims to systematically analyse the language arts characteristics of broadcasting hosts in the new media era and to propose some targeted cultivation strategies. In order to help broadcasting hosts to comprehensively improve their language and art level, cultivate a high-quality broadcasting host team, and promote the prosperity of the whole industry.

2. The development path of the language art of broadcasting hosting in the new media era

2.1. Diversity of expression in the language arts

With the rise of the new media era, the language art of broadcasting is no longer limited to the traditional form of radio or television, but covers a wider range of media platforms and modes of communication. They can express their language on a variety of channels such as live streaming platforms, short videos, and social media. Messages are delivered through a variety of media formats such as pictures, text, sound, and video.^[1]Traditional forms of language arts expression still exist, such as beautiful reading, fluency and accurate voice control. However, with the rapid development and popularisation of new media technologies, the language arts of broadcasting have also been innovated and improved. Firstly, sound processing and modulation became an important skill. In the new media age, people listen to content through different devices such as headphones, speakers, and therefore, broadcasters need to learn to adjust the volume, pitch and sound quality of their voices according to different environments and media devices to ensure that listeners can have a clear and comfortable listening experience. Secondly, the style of expression of the language needs to be closer to the tastes of young people. Young people are an important audience in the new media age, and they have very different preferences for language expression. Broadcast hosts need to pay attention to the current popular vocabulary, Internet terms and spoken expressions with young people's characteristics, in order to make their language more affinity and interesting. Finally, broadcasting as a linguistic art form remains full of possibilities for emotional expression. Through the expression of language and the interpretation of voice, broadcast hosting can effectively convey emotions and touch the audience's

empathy. In the new media era, broadcasting host is not only a conveyor of information, but also a bridge of emotional resonance with the audience. They need to convey their emotions to the listener through vocal variations, rhythmic control, and emotional integration to enhance listener engagement and interaction.

2.2. Diversified creation of language arts

With the rapid development and popularisation of new media, the new media era is also invariably putting forward higher requirements for the diversified creation of broadcasting and hosting language arts. Areas such as traditional radio and television no longer meet the needs of people for information and interest. In contrast, the new media has the characteristics of convenience, interactivity and content diversification, which provides a broader creative space for broadcasting and hosting.[2]The new media age focuses on innovation and personalisation, and broadcasters need to be creative too. Broadcast presenters need to be freed from their traditional roles of reporting news and hosting programmes, and actively broaden the field of content creation. It can delve into various fields of society, culture, science and technology to uncover and present more rich and diverse content. At the same time, presenters need to keep up with real-time hot topics and pop culture. Combining the needs and preferences of viewers, new, interesting and uniquely creative programme content is introduced to arouse viewers' interest and retain their attention. In the age of information explosion, the language arts of broadcasting and hosting need to constantly update their creative approach and inject innovative elements in order to capture the attention of the audience and provide a novel experience. Facing the development of the new media era, the audience has higher requirements for the presentation and content of language arts. Broadcast hosts not only need to have the ability to express themselves well, but also need to have a rich knowledge base and the ability to think deeply. Ability to flexibly adapt language style and presentation to different topics and audience groups. For different new media platforms, such as microblogging, WeChat, short video podcast hosts need to learn and master the corresponding techniques and rules, so as to better use the art of language to create.

2.3. Individualised style in language arts

In the new media era, people are increasingly pursuing personalised and diverse styles for broadcasting and hosting. Presenters need to build their personal brand image and mould their unique language style and delivery to attract and retain audiences. On the new media platform, broadcast hosts can choose different language styles to create according to the needs of different programme types and audience groups. Whether it's a formal news report, a passionate sports commentary or a humorous entertainment programme. All require the presenter to have rich language skills and be able to use different language styles in order to capture the attention of the audience. For example, the presenter may present in a humorous style, the use humorous expressions to tell interesting stories or create funny situations to increase the interest of the programme in order to attract the audience's attention and bring them a sense of joy and relaxation. Of course, presenters can also use their usual style of language to bring their audience closer, with a view to bringing them a sense of intimacy and trust. Through intimate language and natural expressions, the audience is made to feel immersed and a friend-like relationship is established with them. At the same time, a professional style can give viewers a sense of authority and trust. The presenter is required to have rich professional knowledge and good oral presentation skills to deliver information with fluency, accuracy and clarity of language and provide professional interpretation and viewpoints.

3. Analysis of the current situation of the language art of broadcasting hosting in the new media era

3.1. Insufficiently standardised expression of language arts in broadcasting and hosting

New media age broadcasters may need to cover various fields of expertise, but sometimes they may not be adequately prepared or have a poor understanding of the relevant fields, resulting in inaccurate or incorrect expressions. They may not fully grasp the normative requirements for intonation of voice and lack the correct pronunciation and techniques to refine their expertise. The China Radio and Television Corporation (CRTC) has implemented the standardisation of Putonghua, but there are still some broadcasting hosts who have irregularities in pronunciation, intonation and speed of speech. For example, some broadcasters may use inaccurate vocabulary or wording in pursuit of sensationalism or

to attract attention, which may mislead the audience or create misunderstanding. At the same time, in the new media era, broadcasting hosts are often faced with enormous public opinion pressure and commercialisation. In order to cater for viewer preferences and seek high ratings or click-throughs, the some broadcast presenters may lower the standard of language expression and adopt vulgarisation and pan-entertainment to attract the audience, thus leading to irregularities in language expression. Over-expression of verbalisation is also a reflection of the irregularity of broadcasting in the expression of language arts. In order to cater for the tastes of young viewers, some hosts use too many colloquial expressions in their programmes, while neglecting the use of standardised language. This can give the audience an impression of informality or unprofessionalism and lower the quality of the programme.

3.2. The quality of the content of broadcasting language arts needs to be improved

Due to the need for efficient communication and engaging users in the new media era, broadcast hosts often pursue speed and flow at the expense of deeper thinking about content. They seldom have time for thorough research and preparation, resulting in superficial works, shallow knowledge, and formalised language arts that fail to provide audiences with truly valuable information. For example, in order to attract the attention of the audience and pursue a high hit rate, some broadcasters may tend to use superficial and vulgar expressions. In this case, the content often lacks depth and reflection, and does not have a positive effect on enhancing the knowledge and aesthetic taste of the audience. In addition to this, due to the ease of access to information in the new media age, the some broadcasters may refer directly to other online sources or media reports without independent thinking and in-depth research. This results in their content being characterised by similarity and sameness, and a lack of originality and innovation. At the same time, in the era of new media, the phenomenon of the flood of information and the uneven quality of content continues to emerge. Due to the limitations of time and the amount of information, it is difficult for a broadcaster to dig deep and accurately deliver complex content in a short period of time, which brings certain difficulties to the creation. For such a status quo, the linguistic artistry of broadcasting and hosting requires deep thinking, broad knowledge and a solid foundation of literacy in order to present high-quality work.

3.3. The aesthetic pursuit of language art in broadcasting and hosting is insufficient

In the expression of language arts in broadcasting, a good presenter should be able to establish a connection with the audience through language arts emotional resonance. However there are some presenters who may not have fully tapped into the ability to express emotion, resulting in an increased distance from the audience and an inability to truly evoke empathy. In the era of new media, the dissemination of information knows no borders, and audiences come from different cultural fields. The language art of broadcasting should be able to take into account and respect the characteristics and aesthetic pursuits of different cultures. Yet some facilitators may lack sensitivity to this and overlook the implications of cultural diversity. Passing on and carrying forward the excellent language arts and culture is the duty of the broadcast host. Respecting history, learning and passing on classical culture and classic works. Incorporate the traditional language arts into modern broadcasting expression, so that the audience can feel the rhythm and beauty of the language. Facing the background of the competitive environment, broadcasting hosts need to attract the interest of the audience through the unique style of personality and innovative ways of expression. Some presenters may lack individuality and originality, relying too much on templated expressions, resulting in a lack of distinctive charisma and formality. Nowadays, many presenters pursue flamboyant words and modifications in their artistic expressions, but neglect the truthfulness and accuracy of their contents. They may overemphasise the form of expression and ignore the very core of the message as a way to grab the audience's attention. Although this may produce results in the short term, it lacks in-depth thinking and rational analysis.

4. Cultivation Strategies for Broadcast Hosting in the New Media Era

4.1. Enhancing the professionalism of broadcast presenters

In the new media era, broadcast hosts need to have more comprehensive qualities. Such as advertising planning, public relations skills, and oral presentation. To improve the language skills of broadcasting hosts, you can read aloud, memorise and write to improve your language skills.^[3]At the same time, attention should also be paid to enriching one's vocabulary and making flexible use of various rhetorical devices and grammatical rules. For the training strategy plan of broadcasting hosts,

attention should be paid to the development of these qualities in order to improve the competitiveness of broadcasting hosts in the workplace. Practical training is what really hones the skills of the broadcast presenter. For broadcasting hosts, theoretical knowledge is important, but focus on practical training is also the key to ambition. Through simulation training a large number of practical projects, such as simulated programme hosting, interview explanation, on-site reporting, and so on, as a way to improve the practical ability of broadcasting hosts. In addition to traditional verbal and vocal skills, broadcast presenters need to have a variety of skills such as video production, editing, and studio operations. These skills should be focussed on with a view to adapting the presenter to a diverse range of platforms and job requirements. As a rapidly evolving and frequently changing field, the Broadcasters need to stay on top of their studies and continue to improve their abilities and keep learning with a view to keeping up with the latest developments in the industry.

4.2. Keeping up with new media trends

Nowadays, as the trend of media development further strengthens, broadcasting hosts need to keep up with the development trend of new media and the application of technology, and continue to cultivate broadcasting hosts' in-depth understanding and use of new media platforms. Such as live streaming platforms, short video platforms, social media, etc., so that broadcast hosts can use these platforms to communicate and interact proficiently. At the same time, various new technologies and applications continue to emerge in the new media era, such as live streaming, virtual reality, and artificial intelligence. Broadcast presenters should keep abreast of the application of these new technologies and learn to apply them to their work in order to better interact and communicate with their audience. Mastering social media operations is a skill that broadcasters should have in the new media age. Social media has become one of the most important channels for new media communication, and broadcast presenters should familiarise themselves with the commonly used social media platforms. For example, microblogging, microblogging, jitterbugging and so on. And learn to run and promote your content effectively. You can keep up to date with the latest social media trends by taking a specialised social media operations course or following relevant industry news. Understanding the latest developments in the industry is an important way to train broadcasters to keep up with new media trends. Moderators can obtain relevant information by following authoritative media in the industry, attending industry seminars or joining professional associations, and make timely adjustments and improvements to their work. Of course, with the advent of the new media era, the audiovisual habits of some viewers have changed, and they are no longer satisfied with a single traditional programme format. Broadcast presenters should actively experiment with innovative programme formats that combine interactive, entertaining participatory design of content that meets the needs of new media users to increase audience stickiness and participation.

4.3. Enhancement of the ethical qualities of broadcast presenters

Nowadays, in the redundant environment of fierce competition in the society, establishing correct values is an ethical cultivation that should be necessary for broadcasting hosts. For broadcasting hosts, establishing a correct outlook on life, values and professional ethics, and clarifying their responsibilities and roles are the basis and key to becoming a qualified host. Being clear about your responsibilities and roles is the foundation and key to being a competent facilitator. The announcer should be clear about his/her responsibilities and authority and work legally and compliantly. It is important to respect professional conduct and ethics, and not to violate legal and moral boundaries. Strictly abide by the code of conduct of the profession and do not take advantage of their position for personal gain or abuse of power. It should uphold the principles of truthfulness, objectivity, impartiality and responsibility, adhere to the bottom line of professional ethics and improve its own quality. For individuals themselves, they should be careful with their words and actions, always consciously restrain their words and actions, regulate their behaviour, focus on self-reflection and self-improvement, and lead the audience by the power of example. In the face of the process of delivering information, the broadcast hosts should maintain a cautious and prudent attitude, respect the facts, and refrain from false propaganda and misleading reports. Be an independent thinker and be able to convey information rationally and objectively. Podcasters need to always keep in mind that they are the public's messenger, and concern for the public interest and avoidance of misleading or irresponsible statements. For new media organisations, professional ethics training for broadcasters can be strengthened to improve their professionalism and ethics, and also establish appropriate monitoring mechanisms to correct and discipline inappropriate behaviour and words to develop a favourable professional ecology.^[4]

5. Conclusions

With the rise of the new media age, the Indeed, it has brought about an impact on traditional broadcasting, and the art of language has been transformed, leading to uneven and disparate talents in broadcasting. In the face of such a status quo, we should enhance the characteristics of the language art of broadcasting and hosting with diverse expressions, diversified creations and personalised styles. Nowadays, in the face of a series of problems in broadcasting and hosting, it is all the more important for us to discipline ourselves with high standards and norms. The aim is to create high-quality content and the requirement to have a personalised aesthetic sense, with a view to raising the profile of the industry. Strategies to enhance broadcast hosting training are key factors in the development of hosting in the new media age. Hosts need to improve on their own professionalism, ethics, and industry trends, apply the new technology of new media to the training of broadcasting host, and take the essence of its traditional training mode, but also to strengthen the development of technology in the era of new media, so as to cultivate more excellent broadcasting host talent.

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