

Revelations on the Competencies Required of Presenters in the 2023 Presenter Competition

Wang Siqi

School of Statistics, Shanxi University of Finance and Economics, Taiyuan, China
17835152372@163.com

Abstract: The host has always been regarded as the "voice tube" of the media to the public, and an excellent host shoulders the heavy responsibility of disseminating information, serving the audience and giving the public a correct value orientation. A host not only needs to be versatile and keep abreast of the pulse of the times, but also needs to be innovative. Head Office 2023 Host Competition is an authoritative host selection competition, and previous competitions have delivered many hosts with excellent professional abilities to the media industry. That's why the program received so much attention as soon as it aired. Through the analysis of the program assessment rules and the performance of the contestants in the competition, the author thought about those abilities that an excellent host should have and how to explore his advantageous characteristics.

Keywords: Moderator competition; Traditional culture; Value orientation; Audience thinking; Personal style; Multi-specialization

1. Introduction

The main station 2023 host competition mainly set up four stages, the first stage is divided into a three-minute self-presentation and timing ninety seconds of improvisation assessment; the second stage is the classic program of the practical assessment; the third stage is the "go out" practical assessment; the fourth stage is a ninety-second fill-in-the-blank improvisation test, a 120-second timed prop change improvisation test and so on. Each session examined the overall qualities of the contestants, including content creation, on-the-spot adaptability and creative personality, focusing on the diversity and individuality of the contestants' types, in the hope of selecting unique and charismatic hosts^[1].

2. 2023 Moderator Competition Competitions Reflected Examinations

2.1. Content creation

The creation of textual content not only reflects the basic skills and literary literacy of the presenter, but also reflects whether he or she has a sense of framework and discursive ability in the process of narration, and whether he or she has the ability to plan the theme, and so on. So the examination of content creation skills is present in almost every aspect of the 2023 Host Competition. For example, in the first stage of the host's self-presentation, the hosts need to create their own text content covering their own characteristics, experience or life stories, to promote positive values and our country's excellent traditional culture, forming a program host text content with both temperature and depth of thought, but also can use some video, props to make the overall perception of a better quality. For example, contestant Zhang Huixin hosted the programme "Echoes", which entered the theme with a unique drumming performance, not only recounting the history of the development of "Six Ancestors' Drums" and its inheritance as a non-heritage item, but also expressing his feelings towards these instruments. The organic combination of history and modernity, culture and aesthetics in just a few minutes makes "Echoes" reverberate in the hearts of the audience for a long time. Content that is both deep and warm enhances the emotional identity of the audience and triggers their cultural memory. To take another example, the contestant Gong Yunxi has adopted the text with simple, vivid and grounded language, full of narrative content and a strong sense of immersion, to break the fixed pattern and win the praise of the jury in the third stage of the competition. Whether or not a contestant has a significant advantage in the competition depends precisely on the rationality and novelty of the text's content. Behind an excellent text there is a high degree of integration of high level design and knowledge reserves, as well as a deep combination of

language skills and cultural literacy.

2.2. Adapt to the situation on the spot

In the program, the host should accurately feel and control the atmosphere of the program site according to the emotional changes of the audience and guests, and appropriately adjust their voice tone, speed of speech and rhythm and expression to maintain the audience's attention and create the right effect of the program, which is not only a test of the host's basic skills - on-the-spot response, but also an examination of the host's ability to control the scene. This is not only a test of the host's basic skills - on-the-spot adaptability, but also an examination of the host's control ability. The 2023 Host Competition's ninety-second timed improvisation test was an in-depth examination of whether the contestants possessed this kind of resilience, as the hosts of the competition drew from a series of scenarios that included New Year's Eve holiday parties, live streaming goodies-sharing programs, national sports events, and outdoor lifestyle programs, among many others, to conduct improvisational hosting. The question drawn by contestant Dan Zhenqunpei was "In a live broadcast of agricultural activities, you are invited to conduct a segment of the host, for the hometown". This question requires the moderator to combine the key information given in the question (live broadcasting, agricultural activities, advocating for hometown) with his/her own reserve material and extend it, and at the same time, he/she needs to set up a framework of expression for the scenario given in the question, which not only conveys the core values, but also has to be organized and sincere, which is a great test of the moderator's ability to adapt to the situation. Danchen Qunpei not only grasped the scene set by the topic well, expressed his love for his hometown to the fullest, and carried out this activity of helping farmers in a colorful way, but also stimulated everyone's strong interest in local agricultural products. Dan Zhenqunpei's accurate control of the audience's psychological expectations and his ability to play well in the face of a new type of hosting scenario demonstrated the basic qualities that a host should have. The advent of the new media era and the increasing number of live genre programs have greatly increased the uncertainty in the presenter's work environment. It has also become an important part of the examination of the presenter's ability to deal with unexpected situations as they occur in a reasonable and prompt manner.

2.3. Clear-cut style

In the era of new media, the channels of information dissemination are getting wider and wider, and the aesthetics of the audience are getting more and more diversified. As those forms of expression tend to be stable, the uniform style of hosting is difficult to support the requirements of the new era of media communication, they are being replaced and terminated. Individualized and innovative hosting style is the new development trend of the future hosting industry. The contestants of this year's host competition have different styles, especially in the semi-finals and finals, and the contestants' personalities have become more distinctive^[2]. For example, contestant Wang Jianing told the story of Han Junjia, a train driver of the Fuxing train set, who witnessed the speed of China in the semi-final. As a news presenter, her hosting style is not confined to the serious style of news, but rather is natural and everyday, friendly and relaxed, allowing the audience to experience moving in laughter, and effortlessly bringing the audience into the scene she set up. The 2023 Host Competition differs from the previous Host Competition by breaking the distinction between the news and arts tracks, which means that the restriction of the distinction between professional disciplines will be broken, and the public is expected to distinguish hosts according to stylistic features and personal characteristics, rather than according to the traditional distinction between types of hosted programs. The Competition examines the basic qualities of the hosts and at the same time, it provides the contestants with the space to fully demonstrate their distinctive styles.

3. Competencies to be developed by a good facilitator

The judges of 2023 Host Competition are a hardcore professional jury composed of industry experts, famous program producers and senior hosts. In the fierce competition among the hosts, they not only comprehensively commented on the holistic feeling that the host content of the contestants brought to the audience, but also dug deeper into the details of the contestants' performances, which really achieved high standards and strict requirements, redefining the standard of selecting excellent hosts in the new media era for the industry. The competition not only comprehensively commented on the overall feeling of the hosting content to the audience, but also deeply explored the details of the contestant's performance, which really achieved high standards and strict requirements and redefined the criteria for selecting

excellent hosts in the era of new media.

3.1. Ability to explore and apply excellent traditional culture

The 2023 Host Contest incorporates the best of the Chinese nation's outstanding traditional culture into the contest's examination questions. For example, the contest topics cover a series of vivid practices of Chinese-style modernization, such as non-genetic inheritance, traditional culture, rural revitalization, eco-China, aerospace and so on. The contest is ingenious, taking culture as a topic category, examining whether the hosts can, on the basis of accurate interpretation of traditional culture, reach a value and psychological identity with the audience, activate the audience's cultural memory, inspire the public's cultural confidence, and enable traditional culture to realize innovative development.

Digging deep into and applying our excellent traditional culture in hosting is a very important ability, reflecting the host's literary literacy and ability to react on the spot. For example, in the second stage of the competition, one of the questions was "Please host a mid-autumn party." The contestants recite poems related to family reunion, hometown and full moon at the beginning of the program, which can make the festive atmosphere of the program stronger and enhance the infectious power of the host's hosting content.

In the preliminary stage of the competition, contestants can choose to fully explore the historical heritage and spiritual values of the Chinese nation's outstanding traditional culture, to tell the text about Chinese wisdom, the spirit of the great nation and the strength of the nation, and to stimulate people's deep sense of identity with Chinese culture. For example, when Dong Zhen hosted a programme called "Chinese Archaeological Congress", he began by quoting Bai Juyi's "Memory of Jiangnan", taking the audience to Liangzhu, Hangzhou, and embarking on a journey through time and space to explore the ruins of the ancient city. Dong Zhen then used the cultural atmosphere created by the poems to tell the audience the stirring story of Liangzhu culture through 5,000 years of history. For another instance, contestant Yang Xu brought a handkerchief from Shijiazhuang, Hebei Province, a non-heritage artifact, to the stage during the self-presentation session, and combined it with the title "Keeper" to tell a story about the inheritance of Zanhuang's exquisite cloth artifacts. The weaver who makes handkerchiefs is a craftsman, and the weaver who carries on the non-heritage culture is a "keeper" of the art. Yang Xu skillfully linked to his own profession, talking about the microphone to spread the national culture of the hosts, but also on the stage of the "guard" artists. During the period of interview in Hebei, Yang Xu carried out in-depth communication and dialog with these non-heritage craftsmen, entered into their lives, and deeply excavated these traditional Chinese cultures and brought them to the stage, which aroused the audience's interest in traditional culture.

Reciting the classical masterpieces of Tang and Song poems, Han and Yuan operas, following the footsteps of poets and lyricists, and savoring the millennium-long cultural lineage of our country can always evoke the deepest cultural confidence and family and national sentiments in each of our hearts. In the 2023 Host Competition, contestants improvise on the topic and always quote scripture appropriately. Incorporating famous verses of poems into the narrative not only enabled the audience to appreciate the feelings that the hosts wanted to convey and arouse their empathy, but also enabled them to realise the philosophy of life contained in the poems, and to have a glimpse of the artistic value of the mood shaped in the poems. Huang Xinqi drew the title of "Long Memory is Jiangnan", in which she interspersed a poem from Du Xunhe's "See a Friend off to Wu" of the Tang Dynasty, "I see you to Kusu. Homes there, sleeping by the stream", which showed the gentle poetic beauty of Jiangnan's canal towns. In addition, she also cleverly used the ancient famous poem "At moonset cry the crows, streaking the frosty sky, dimly lit fishing boats neath maples sadly lie", which made audiences feel as setting in the south of the Yangtze River. This sense of cultural affinity and identity rooted in the heart of every Chinese person drew in the distance between the contestants and the audience, and moistened the hearts of every Chinese person.

In the second stage of the examination, contestant Zheng Xinyu was asked to host a "2023 Spring Festival Opera Gala". The art of opera blossoms and has a unique charm. The contestant fondly recounted the story of Wenzhou's Southern Opera opera people seeking their roots and pursuing their dreams. He also incorporated the development lineage and historical background of the art of opera into the narrative, encouraging everyone to look for the cultural symbols of the Chinese nation scattered all over the world.

Tapping into and applying outstanding traditional culture requires the presenter to be an "omnivore" who has studied traditional culture extensively and has a deep understanding of poems, lyrics and songs. The amount of knowledge reserve and the degree of understanding determine whether the host can learn and apply it in a specific topic or scenario. Therefore, a good host should learn how to integrate cultural

knowledge into his/her expression.

3.2. Ability to build audience thinking and value systems

In recent years, in order to reduce the distance between the host and the audience, the hosts of the news category began to consider about how to remove the barriers between the host and the audiences. Thus, the hosting style is no longer confined to the somewhat stereotypical and cumbersome "broadcasting news", and the terminology used is also shifted from objective and rigorous written language to the oral expression that is more acceptable to the audience, which is changed into "talking News"^[3]. The expert judges of the 2023 Host Competition will point out the contradiction between the contestants' expressions and the audience's feelings when they rate the contestants' performances, and include the audience's recognition in the evaluation system. Therefore, the contestants should establish an audience mindset, analyze the audience's preferences before content creation and on-site presentation, and try their best to convey the information in a way that is pleasing to the audience, focusing on the audience instead of conducting a self-centered "I tell you, you listen" presentation. For example, in the first segment, Ms. Zhang Liangjing chose a classic folk song that could resonate with the audience's emotions as an entry point, and hosted the program "Songs from the Yellow River". She talked about a classic Shanxi folk song "Going West", and her expression was innovative and vivid, bringing the vast Loess Plateau in front of the audience, and allowing them to experience the thousands of ravines and gorges of this vast, magnificent Yellow Plateau, and she also talked about a classic folk song from Shaanxi Province, "Immortals". The classic folk song of northern Shaanxi, "Can't Stop People from Thinking About People", echoed in the European theater, and her vivid description of the local conditions in northern Shaanxi went straight to the heart, triggering homesickness among those who traveled to a foreign country. In the new media era, the media environment changes, and the form of information dissemination changes, but no matter how the form changes, the audience is still willing to choose those with depth and temperature of the host content.

Moderator in the transmission of text information content at the same time, not only need to have the audience thinking, to meet the needs of the audience, but also should be constructed in line with the spirit of the times the value system as a guide to the core value of the transmission out. When telling a thematic story, the host must combine the content of the theme to derive the correct values, lead the audience to accept the correct values and spirit, and sublimate the theme. This story will be more complete and in line with the main theme of the development of the times, and will become high-quality spiritual food for the audience. Hosts who want to stand out in the competition must be able to improve their judgment, identify what is needed by the audience and meet the requirements of the development of the times, and find a match with the requirements of the program, and incorporate it into their own hosting, guided by the requirements of the party and the state, resonating with the requirements of the times, and clearly promote the correct social atmosphere. For example, the 2023 Host Competition requires hosts to play the function of mouthpiece while shouldering the responsibility of leading a positive value orientation. The contestant Yan Shangjia drew the title of "China in the Canonical Books" in the second stage, and she crossed the time and space, as a reader, "traveled" to Qu Yuan, and had a unique dialogue with him, which was romantic and poetic, and gave a refreshing aesthetic experience to the audience. Over the past thousand years, the spirit of "searching up and down" has never changed from Qu Yuan to Nan Rendong. The host, Yan Shangjia, used innovative expressions to guide and inspire young people to set up correct values, sharpen their aspirations, and climb to the top. As the link between the audience and the media, the host should make the main theme of the development of the times more exciting and the positive energy of society more powerful.

3.3. Ability to create a distinctive personal style and integrate editorial and broadcasting skills

In the era of all-media, the aesthetic needs of the audience are diversifying, and they are not bound to a particular hosting style and temperament. In order to gain public recognition and meet the audience's psychological expectations, the host must build on his or her own stylistic characteristics, life experience and hosting experience to create a unique stage style and develop the ability to master various hosting scenarios. To be refreshing in hosting, hosts should not only imitate famous hosts, but also identify their own strengths, what the public needs and what the industry still lacks, boldly show a distinctive personal style and explore the multiple potentials. In order to encourage contestants to develop in the direction of branding and personalization, the 2023 Host Competition refers to the contestants' personal style scores when judging to advance contestants. As the number of competition rounds increases, the contestants who stay become more differentiated and their personal characteristics are very obvious^[4].

The program synopsis for the 2023 Host Competition states that the purpose of this carefully crafted event is to “select a group of hosts with strong professional abilities, good cultural qualities, distinctive personalities and rich practical experience for TV programs.” “To find out” also requires ‘careful attention everywhere’. Facilitators who want to disseminate deep and rich information must be diligent, practiced and intentional. If you want to learn how to write poems, you should put your efforts beyond learning poems. Similarly, if a host wants to host a good program, he or she should not limit himself or herself to practicing broadcasting interviews and commentaries on stage and in the studio, but should be more attentive to the outside of the program, go to the front line where “the soil is soaked with dewdrops and the heat is bubbling up”, enter the grass-roots level for interviews and researches, and start from the planning of the program, and play the role of a reporter-editor, director-plotter, and host across the border, so that he or she can challenge the integration of editing and broadcasting. The role of the program planning, to train themselves to be able to do multi-functional, so that they can challenge the integration of editorial and broadcasting, not only to the language skills deep, but also to be good at using the “eighteen martial arts” of the composite host of the direction of development. For example, in the semi-finals of the 2023 Host Competition, contestant Kong Hao traveled to Hainan's National Tropical Rainforest Park in search of the marvelous “apes” in the program “Going Out”. In the rainforest after a rainstorm, Kong Hao traveled long distances and hiked in the early morning, following the two brothers of the gibbon detection team to trace the footprints of rare animals. His interview is a moving insight into the hardships of the guardians of these rare animals and their vision of a harmonious coexistence between humans and animals. Journalist-type hosts follow the trend of the all-media era and will have more advantages in the future. For example, the “Going Out” segment is a big challenge for many contestants, but for Zou Yun and Li Qiyue, who have had long careers as journalists, the logic of their programme is clear and full of content, which meets the audience's expectations of a composite presenter who can achieve the integration of editing and broadcasting. In terms of every aspect of programme production, they can take over the work from planning to filming and later editing, and even act as programme producers. For example, Chai Jing, who is also a journalist, is also able to participate in the design of the program, breaking the audience's stereotype that hosts should be specialized in their jobs. With the rapid development of the media industry, the functions and roles of hosts are constantly given new meanings. This requires that hosts should grasp the trend of new media communication, focus on practice and extensive learning, and take advantage of their strengths and complement each other in cross-border learning^[5].

4. Conclusions

The 2023 Presenter Competition provides the new generation of presenters with a venue to set sail with their youthful dreams, and it also brings the majority of broadcasting practitioners to think about their own abilities. In order to tap your potential and strengths, you must first improve your cultural heritage, expand your knowledge base, and become adept at tapping into excellent traditional cultural knowledge and utilizing it in a living way to incorporate it into your expression. Secondly, we should establish an audience mindset in our expression, focusing on the audience rather than a self-centered expression of “I speak, you listen”. One should also improve one's judgment ability, identify what values are needed by the audience and meet the requirements of the times, build up a correct value system, resonate with the requirements of the times, and clearly promote the correct social atmosphere. Finally, hosts should focus on practice, extensive learning, based on their own style characteristics, life experience and hosting experience, to create a unique stage style, to develop a variety of hosting scenarios to master.

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