

The Evolution of Broadcast and Host Style in Different Era: An Analysis Based on Communication Theory

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Abstract: As the new media era dawns, the problem of solidification of broadcast and host style has been widely addressed, but there are still many shortages in the appeal of audiences of all ages. The development of the era, coupled with scientific and technological progress as well as continuous innovation within the media industry, has led to the constant evolution and development of broadcasting and hosting styles, catering to both the era's demands and audience preferences. Yet, in today's information-explosive new media era, the renewal of these styles encounters numerous novel challenges. In light of this, this paper delves into the characteristics of broadcasting and hosting across different times, as well as the inevitability of their stylistic transformation driven by the new media era, audience needs, and intense market competition. Given the rapid evolution of the new media landscape, broadcasting and hosting styles must adapt promptly to the changing times. Consequently, this paper proposes the following suggestions: innovative measures should be implemented by broadcasting and hosting personnel, in education for this field, and within media organizations.

1 INTRODUCTION

In the extensive and prolonged history of media evolution, the manner of broadcasting and hosting has consistently occupied a pivotal position. It functions not merely as a conduit for the dissemination of information but also as a vehicle for the transmission of cultural heritage. As scientific and technological advancements unfold and the media landscape undergoes incessant innovation, the broadcasting and hosting manner is perpetually adapting and progressing to align with the demands of the contemporary era and the expectations of the audience. In the epoch of new media, the conventional broadcasting and hosting manner confronts unprecedented challenges as well as opportunities. On the positive side, the emergence of new media presents a more expansive arena and a greater diversity of expressive formats for broadcasting and hosting. Conversely, the interactive and individualized nature of new media also poses heightened demands on the broadcasting and hosting manner. Despite the abundance of research on the contemporary style of broadcasting and hosting, exemplified by Luo Li's style, which embodies personal traits while adhering to the general

principles of broadcasting creation, and Zhang Song's emphasis on the primacy of the broadcasting creation subject, there remains a dearth of sufficiently granular methodologies and a robust connection to the present era (Li, 2021, Zhang, 2009). Hence, upon analyzing numerous scholarly works and integrating practical experiences, it becomes evident that examining the broadcasting and hosting manner in the new media era not only facilitates a deeper understanding of the media development trajectory but also aids in more accurately grasping audience preferences. Furthermore, it offers valuable insights into the future trajectory of the media industry.

2 CHARACTERISTICS AND CHANGES OF BROADCAST AND HOST STYLE

2.1 The Broadcast and Host Style at the Beginning of Its Establishment

In 1958, Beijing Television Station, the first radio and television station in China, began trial broadcasting, and the broadcast and host style was gradually established and formed. From 1940 to 1978, China's

radio host style was in its founding stage. The broadcast and host style in this period was deeply influenced by the political, economic, and cultural environment at that time. On the one hand, the broadcast and host style in this period pays attention to the functions of publicity and education and emphasizes the accuracy and authority of information. Announcers and presenters usually use a formal, solemn language style to convey government policies and guidelines. On the other hand, due to the limitation of technical conditions at that time, the broadcast and host style is relatively simple, mainly wireless broadcasting and black and white TV, and the lack of diversified means of communication.

2.2 Gradually Developed Broadcast and Host Style

Between 1978 and 2010, China's broadcasting and hosting format underwent a phase of significant development, intricately tied to the social milieu following the reform and opening-up policy. On the one hand, as the economy flourished and cultural barriers were lifted, the broadcasting and hosting format shifted focus towards interaction and entertainment, augmenting the sole purpose of publicity and education with diversified informational services and interactive functionalities. On the other hand, with the popularization of TV technology and the rise of network technology, the broadcast and host styles began to diversify, and more program types and hosting styles appeared (Zuo, 2020).

Compared with the founding period, the broadcast and host style of the development period is different in the following aspects: First, the program style is more diversified, no longer limited to the traditional formal and solemn style, for example: in 1983, the Spring Festival Gala for the first time into the public vision (Yao & Sun, 2011). Secondly, the means of communication are more abundant. In addition to the previous radio broadcast and black and white TV, there are also diversified means of interaction such as color TV and telephone connection. Lastly, the audience's needs and preferences have increasingly shaped the broadcasting and hosting style, prompting hosts to prioritize interaction and communication with their viewers.

2.3 Broadcast and Host Style Toward a Mature

With the coming of the new media era in 2010, various network platforms and emerging media have emerged in an endless stream, and the broadcast and

host style has become more and more stable, but it also faces more opportunities and challenges.

Since the year 2010, China's broadcasting and hosting style has reached a stage of maturity. This period's broadcasting and hosting style is intimately tied to the advent of the new media age. On one hand, the swift progression of new media has prompted a shift in focus towards individuality, interactivity, and creativity within the broadcasting and hosting style. Hosts have commenced utilizing new media platforms, including Weibo, WeChat, Douyin, and others, to engage in real-time interaction with the audience, thereby bolstering the program's appeal and influence. On the other hand, the emergence of the new media era has introduced novel challenges, such as an overflow of information, audience fragmentation, and various other issues. Consequently, the broadcasting and hosting style must continuously innovate to accommodate these alterations.

However, as China enters the new media era, the broadcasting and hosting style confronts several challenges. Initially, the fragmentation of communication inherent in new media results in the gradual erosion of the traditional media's audience base. Consequently, the broadcasting and hosting style must identify novel communication methods and audience demographics. Furthermore, the personalized and interactive attributes of new media impose stricter demands on the hosts' overall competencies. To satisfy the requirements of the new media era, hosts must possess a wider array of skills and knowledge. Lastly, competition within the new media landscape is intensifying, rendering many traditional media and broadcasting formats inadequate in terms of competitiveness. Hence, the broadcasting and hosting style necessitates perpetual innovation to distinguish itself amid the myriad of media entities.

3 THE INEVITABILITY OF THE CHANGE OF BROADCAST AND HOST STYLE IN THE NEW MEDIA ERA

3.1 The Development of New Media Technology

The advent and swift evolution of novel media technologies, including the ascendancy of social media and live-streaming platforms, have introduced unparalleled transformations within the broadcasting and hosting sectors. These emerging media forms

have not only revolutionized how information is disseminated but have also imposed fresh prerequisites on the broadcasting and hosting style.

The proliferation of social media has significantly accelerated the dissemination of information, rendering it more immediate and accessible. Concurrently, this phenomenon has necessitated a reevaluation of the broadcasting and hosting style. Traditionally, broadcasting and hosting have adhered to a unilateral communication approach, often orchestrated by the host. However, the interactive essence of social media necessitates that the broadcasting and hosting style focus greater attention on engaging and communicating with the audience (Pei, 2020). To illustrate, numerous hosts have established social media presences, such as Weibo accounts and WeChat public platforms, to foster real-time interactions with their audience, thereby augmenting the appeal and influence of television programs.

Furthermore, the emergence of live broadcasting platforms has furnished a novel exhibition stage for broadcasting and hosting styles. The real-time and interactive attributes of these platforms underscore the importance of a heightened sense of scene and interaction within the broadcasting and hosting style. For instance, hosts frequently utilize live broadcasting platforms to conduct live reports, engage in interactive interviews, and present other programs, which fortifies the sense of realism and audience participation in these broadcasts.

3.2 Changes in Audience Demands

As society continues to evolve and advance, the audience's requirements are constantly transforming. In the context of the new media era, there have been notable shifts in the audience's preferences and patterns of information acquisition, thereby posing fresh demands on broadcasting and hosting styles (Napoli, 2010).

The diversification of audience preferences has become increasingly apparent. Traditional broadcasting and hosting styles, which often rely on a singular and rigid format, now contrast sharply with the audience's trend toward diversified tastes. For instance, while some viewers favor a casual and humorous hosting style, others prefer a formal and professional approach. Consequently, broadcasting and hosting styles must give greater consideration to the individual needs of the audience and offer a variety of programmatic content and formats to cater to these preferences (Morley, 2002).

The audience's information acquisition habits have undergone significant changes. Traditional broadcasting and hosting styles typically convey information at fixed times and frequencies; however, the audience's habits now exhibit characteristics of fragmentation and immediacy. For example, some viewers prefer to access information through mobile devices like smartphones and tablets, while others opt for emerging media platforms such as social media and live streaming. Therefore, broadcasting and hosting styles must prioritize the timely and fragmented dissemination of information to align with the evolving habits of the audience in acquiring information (Tyler, 1992).

3.3 The Inevitable Choice Under the Pressure of Market Competition

In the era of emerging media, the competition within the media industry has intensified significantly. To distinguish oneself amid the myriad of media outlets, the broadcasting hosting style must undergo continual innovation, thereby attracting a broader audience and securing the interest of advertisers.

The essence of enhancing program competitiveness lies in innovation. Traditional broadcasting and hosting styles frequently suffer from a lack of novelty and individuality. Indeed, innovation serves as the cornerstone for bolstering program competitiveness. For instance, certain hosts have augmented the appeal and reach of their programs by integrating novel program formats, content, and technological methods.

Innovation is a vital strategy to address the evolving needs of the audience. As audience demands shift and market competition intensifies, the broadcasting and hosting style must be continually refined to align with the audience's expectations and preferences. For example, some hosts have heightened the sense of authenticity and audience engagement in their programs by incorporating fresh program elements and formats, such as interactive interviews and real-time reporting.

4 PUT FORWARD SUGGESTIONS FOR THE BROADCAST AND HOST STYLE IN THE NEW MEDIA ERA

4.1 Suggestions for Broadcast and Hosts

In the era of emerging media, broadcast and hosting professionals confront unprecedented challenges alongside promising opportunities. To align with the evolving demands of this new media landscape, it is imperative for broadcast and hosting professionals to continually enhance their overall competencies, thereby accommodating the distinctive attributes of new media.

Primarily, broadcast hosts must adapt to the unique characteristics of new media. The interactive and individualized nature of new media necessitates broadcast hosts to possess greater adaptability and adopt more personalized modes of expression. Illustratively, numerous hosts have established social media platforms, including Weibo and WeChat public accounts, to engage with audiences instantaneously, thereby augmenting the attractiveness and reach of their programs. Concurrently, broadcast and hosting professionals must also possess robust psychological resilience and stress-management skills to navigate the heightened work pressures prevalent in the new media era.

Furthermore, broadcast and hosting professionals need to fortify their comprehensive literacy tailored to new media. In this new media era, the expectations for broadcast and hosting professionals have become more diversified. They must not only exhibit strong professional literacy but also cultivate innovative thinking and cross-media communication capabilities (Yu, 2014). Professional literacy primarily encompasses two facets: technical literacy, which pertains to professional and technical proficiency, requiring broadcast hosts to concurrently refine their abilities in utilizing multimedia and we-media equipment; and the enhancement of information sensitivity while adhering to information ethics. For instance, some hosts have bolstered the appeal and influence of their programs by introducing novel program formats, content, and technological innovations. Additionally, broadcast and hosting professionals must possess adept teamwork skills and cross-media communication abilities to accommodate the multifaceted communication requirements of the new media era.

In conclusion, broadcast hosts must remain attuned to the evolving trends of the time and comprehend the transformations that characterize this era. Within the realm of the new media landscape, the pace and scope of information dissemination have undergone significant enhancements. Consequently, broadcast hosts are required to possess a more extensive body of knowledge and a heightened awareness of news developments, enabling them to navigate the rapidly shifting informational milieu adeptly. Additionally, possessing proficient linguistic abilities and effective communication techniques is equally imperative for broadcast hosts, as these skills facilitate enhanced engagement and dialogue with their audience.

4.2 Suggestions for Broadcast and Host Education

In the era of emerging media, the field of broadcast and hosting education necessitates perpetual innovation and adaptation to nurture talents who align with the demands of this new epoch.

Primarily, broadcast and hosting education must prioritize the fostering of comprehensive competencies that resonate with the characteristics of the emerging media landscape. Historically, this domain has emphasized theoretical knowledge and technical proficiency, yet it has overlooked the distinctive features and requirements of the contemporary media era. Consequently, there is a pressing need to revitalize the educational content by incorporating courses on new media technologies and their applications, encompassing social media management and the utilization of live broadcasting platforms. This will empower students with essential new media literacy and technical acumen. Furthermore, the curriculum should be augmented with modules on cross-media communication and new media marketing, thereby enhancing students' capabilities in cross-platform communication and marketing strategies.

Secondly, broadcast and hosting education must broaden its scope beyond the traditional training of announcers and hosts. The new media era mandates a more diversified skill set for broadcast and hosting professionals. They are required to possess not only robust professional literacy but also innovative thinking and cross-media communication proficiency. Therefore, the educational focus should shift towards nurturing students' innovative mindset and cross-media communication skills, possibly through practical engagements, project collaborations, and other experiential learning

methods. These initiatives will foster students' practical competencies and entrepreneurial spirits. Additionally, emphasis should be placed on developing students' teamwork and interpersonal communication skills, enabling them to navigate the multifaceted communication demands of the emerging media era.

In conclusion, it is imperative for broadcast and hosting education to revise and update its training programs while gaining a comprehensive understanding of the present circumstances. In the era of emerging media, the demands placed on broadcast and hosting professionals have become significantly more diversified. These professionals must possess not only solid professional competencies but also innovative thinking capabilities and proficient cross-media communication skills. Consequently, broadcast and hosting education must revise its training programs and incorporate additional coursework focused on new media technologies and their applications. This includes courses on social media operation and the utilization of live broadcasting platforms, aimed at nurturing students' new media literacy and proficiency. Furthermore, it is crucial to augment the curriculum with modules on cross-media communication and new media marketing, thereby fostering students' abilities in both cross-media communication and new media marketing strategies (Gao, 2015).

4.3 Suggestions for Media Organizations

In the era of new media, media organizations are compelled to engage in continuous innovation and adaptation to align with the evolving demands of this period.

Primarily, media organizations must redefine the roles of announcers and anchors, shifting from rigid, static positions to more fluid and multifaceted ones. In the context of new media, the criteria for broadcast and hosting personnel have diversified, necessitating a broader range of knowledge and a heightened sensitivity to news events. Consequently, media organizations should make announcer and presenter roles more flexible, offering extensive training and educational opportunities to elevate their professionalism and technical proficiency. Additionally, it is imperative to establish comprehensive incentive and talent development frameworks to attract and maintain exceptional talent.

Furthermore, media organizations need to diversify their media communication strategies, with a particular emphasis on we-media platforms. The

new media era has significantly accelerated the speed and expanded the scope of information dissemination. Media organizations must harness the benefits of we-media platforms to broaden their communication reach and enhance their communication impact. For instance, numerous media organizations have created microblogs, WeChat public accounts, and other we-media profiles to engage with audiences in real time, thereby augmenting their programs' appeal and influence. Simultaneously, they must leverage we-media platforms for cross-media communication to further optimize their programs' communication effectiveness.

In conclusion, media organizations must address the demands of a multifaceted audience by offering both traditional programming and novel entertainment formats tailored to engage younger demographics. In the new media landscape, media organizations confront a broader spectrum of requirements and are compelled to fulfill the expectations of varied audience segments. Consequently, it is imperative for media entities to furnish a diverse array of program content and presentation styles to accommodate the distinct needs of their audience. Illustratively, certain media organizations have devised strategies to capture the attention of the youthful audience.

5 CONCLUSION

In the era of emerging media, the broadcasting and hosting style has undergone substantial transformations. These changes are evident not merely in the upgrading of technical methodologies but also in the innovation of content presentation techniques and enhancements in audience engagement. Within the context of the new media landscape, the conventional broadcasting and hosting style has progressively evolved towards diversification, interactivity, and personage. This evolution not only enriches the expressive formats of broadcasting and hosting but also significantly elevates audience participation and overall satisfaction levels.

Adapting to this shift holds immense significance for the advancement of the broadcasting and hosting sectors. Firstly, it facilitates the seamless integration of the broadcasting and hosting industry into the new media ecosystem, enabling the industry to harness the benefits of new media platforms, broaden the scope of communication, and enhance communication efficacy. Secondly, such adaptation fosters innovation within the broadcasting and hosting

industry, catalyzing its sustained progression. Lastly, accommodating the transformations of the new media era aids the broadcasting and hosting industry in better aligning with audience demands and augmenting its societal impact.

Looking to the future, the broadcast hosting style is likely to continue to develop along the direction of diversification, interaction, and individuation. With the continuous progress of technology, new communication means and platforms will continue to emerge, providing more possibilities for broadcast hosting style. At the same time, the needs and preferences of the audience are constantly changing, and the broadcast and host style needs to be constantly innovative to adapt to these changes. Therefore, the future broadcast hosting style will pay more attention to the interaction with the audience, pay more attention to personalized expression, and pay more attention to content innovation and quality improvement.

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