Development Strategies for Announcer Hosts in the Face of AI Technology Development

Liu Yuan

School of Art, Nanchang University, Nanchang, China
13558905000@163.com

Abstract: *With the rapid development of AI technology, announcer hosts are facing new challenges and opportunities.This paper discusses the impact of AI technology on the broadcast hosting industry and analyzes the impact of the application of AI in speech synthesis and intelligent broadcasting.It also elaborates on the unique advantages of announcer-hosts in the context of AI technology, such as emotional expression and on-the-spot resilience.On this basis, development strategies for announcer-hosts are proposed, including improving professionalism, reinforcing personal style, and expanding diversified skills in order to adapt to changes in the industry.*

Keywords: *AI technology; announcer hosting; development strategies*

1. Introduction

With the rapid development of technology, artificial intelligence (AI) technology has gradually penetrated into various fields, including the media industry.As an important part of the media industry, the career orientation and development prospects of announcer hosts are facing unprecedented challenges and opportunities under the impact of AI technology.The purpose of this paper is to discuss how announcer hosts should adjust their development strategies to adapt to the media needs of the new era and maximize their personal value in the context of the development of AI technology.

The application of AI technology has brought many conveniences to the announcer-host, such as intelligent voice recognition, image processing, content generation, etc., which greatly improves the efficiency and communication effect.However, at the same time, the popularity of AI technology has brought intense competitive pressure on announcer hosts.The emergence of intelligent robot anchors has transformed the role positioning and work content of traditional announcer hosts, and put forward higher requirements for their professionalism and comprehensive ability.

This paper will analyze the impact of AI technology development on the career development of broadcasters from the perspective of broadcasters' hosts, and discuss the development strategies that broadcasters' hosts should adopt under the new historical conditions to help them realize the sustainable development of their careers in the AI era.

2. Impact of AI technology on the broadcasting industry

2.1. The current status of AI technology application in the field of broadcasting and hosting

In recent years, the development of Internet technology has changed the face of the world's media industry, the application of artificial intelligence technology is the formation of a new way of content production and dissemination, changing the narrative and way of thinking of the broadcast host [1].The current status of the application of artificial intelligence technology, also known as AI technology, in the field of broadcasting and hosting is characterized by diversity.In terms of speech synthesis, AI technology is able to simulate human voice characteristics and generate natural and smooth voice content, providing more possibilities for broadcast hosting.Intelligent broadcasting, on the other hand, improves the efficiency and quality of broadcasting by realizing fast and accurate information delivery with the help of AI's data analysis and processing capabilities.Virtual hosting is another important application of AI technology, through the creation of virtual images, can to a certain extent replace some of the traditional hosting work, for the audience to bring a new visual and auditory experience.These applications have not only changed the way broadcast hosts work, but also posed new

challenges and requirements for the development of announcer hosts.

2.2. The Positive Impact of AI Technology on the Podcasting Industry

AI technology has had a positive impact on the broadcasting industry in many ways.AI technology enables rapid synthesis and processing of speech, which greatly improves the efficiency of the announcer-host.They can prepare their manuscripts more easily, saving time and effort.In terms of enriching the format of the program, AI technology can create a virtual host image to add novel elements to the program and attract the attention of the audience.In addition, AI's smart analytics can help announcer-hosts better understand audience needs so that they can accurately adjust program content and style.Through AI technology, the broadcasting and hosting industry is able to realize innovative development, bring more diversified and high-quality program experience to the audience, and promote the whole industry to move forward.

2.3. Challenges of AI technology to the broadcasting industry

The rapid development of AI technology has brought many challenges to the broadcasting industry.With the continuous progress of AI technology in speech synthesis, intelligent broadcasting and other aspects, it is able to simulate a more natural voice and language expression, which, to a certain extent, makes some basic broadcasting and hosting work face the risk of being replaced, thus intensifying the competition for employment.In addition, the application of AI technology is driving change in the broadcasting industry, and traditional work models and business processes may need to be adapted and optimized.For example, the emergence of intelligent broadcasting systems may change the way and process of program production and have an impact on the content and requirements of the announcer-host's work.At the same time, the development of AI technology has also prompted a change in the audience's demand for broadcasting and hosting, and they may be more inclined to innovative and personalized content, which puts forward higher requirements for the innovation ability and personalized expression of the announcer host.In the face of these challenges, broadcasters and hosts need to actively seek development strategies to adapt to changes in the industry.

3. The unique strengths of the announcer-moderator

3.1. Emotional expression

The ability of an announcer-moderator to express emotions is one of his or her unique strengths.When conveying information, the clever use of tone, intonation, expression and other elements can give the content a richer emotional color.

The change in tone allows the audience to better understand the emotional inclination of the content.The announcer host by adjusting the tone of voice of the light and heavy, just soft and strong, so that the language is more infectious.For example, a rousing tone would be used when telling an exciting story, while a softer tone would be used when conveying warm feelings.

The ebb and flow of tone is equally important.Through the changes of height and elevation, it can emphasize the key points and enhance the rhythm of the language.Proper intonation changes can make it easier for the audience to be captivated and better understand the emotions the presenter is trying to convey.

Expression is a visual representation of emotional expression.The facial expression of the announcer-host can echo the content of the language and enhance the conveyance of emotion.A sincere smile and a concerned look can make the audience feel the host's emotional commitment.

In the context of the rapid development of AI technology, the ability of announcer-hosts to express their emotions has become even more critical.Although AI technology has achieved some success in speech synthesis, it is difficult for it to fully simulate the richness of human emotions.Broadcasters and hosts should give full play to their own advantages, constantly improve their ability to express their emotions, and attract and infect the audience with more vivid and real emotional delivery, so as to maintain their unique value under the challenge of AI technology.

3.2. Field resilience

The on-the-spot resilience of the announcer-host is crucial in a variety of unexpected situations.When faced with unexpected situations, they need to react quickly to ensure that the program can run smoothly.

When an unexpected event occurs, the announcer-host should remain calm and judge the situation clearly.They need to quickly adapt their thinking and verbalization with their vast experience and expertise.For example, if a technical failure occurs during the live broadcast, the host should be able to calm the audience in a timely manner, and at the same time communicate with the technical staff to understand the progress of the problem and convey the relevant information to the audience.

In addition, the announcer-host needs to be psychologically sound and able to remain calm under pressure.They have to be able to flexibly respond to various unforeseen circumstances, such as the guest suddenly becoming unwell, the topic going off the expected path, and so on.In this case, the host has to quickly adjust the topic and steer the program back on track.

In the context of the rapid development of AI technology, the on-the-spot resilience of the announcer-host becomes even more important.Although AI technology has certain advantages in speech synthesis and intelligent broadcasting, human wisdom and experience are irreplaceable when dealing with unexpected situations.Broadcasters and hosts should continue to improve their on-the-spot resilience in order to adapt to changes in the industry and demonstrate their unique value in competing with AI technology.

3.3. Interpersonal communication skills

The interpersonal communication ability of announcer hosts is of great significance in their career development. In the context of the rapid development of AI technology, this ability becomes even more critical.

The announcer-host's interaction and communication skills with the audience are manifested in a number of ways.They need to be good at listening to audience needs and feedback, and learn about audience preferences and concerns through various channels so as to better fulfill audience expectations.In the program, it is important to use vivid, easy-to-understand language to convey the message accurately and enhance empathy with the audience.At the same time, social media and other platforms are actively utilized to interact with the audience in real time and increase audience participation.

Communication skills with your guests are equally important.The announcer-host should know the background and characteristics of the guest in advance and develop an appropriate communication plan.During the exchange process, a relaxed and cordial atmosphere should be created to guide guests to fully express their views and ideas.The program is enriched and deepened by skillful questioning and responses that unearth valuable information.

In addition, the development of AI technology has brought new opportunities and challenges to the interpersonal communication skills of announcer-hosts.They can use AI technology to analyze the behavioral data of viewers and guests to better understand their needs and psychology, so as to optimize the communication methods and contents.At the same time, however, care needs to be taken to avoid over-reliance on technology and to maintain real emotional communication and interaction between people.In conclusion, the interpersonal communication skills of announcer-hosts are an important factor in their ability to remain competitive under the development of AI technology, and they need to be constantly upgraded and improved.

4. Development Strategies for Announcer Hosts in the Context of AI Technology

4.1. Enhancement of professionalism

In the context of the rapid development of AI technology, it is crucial for broadcasters and hosts to improve their professionalism.Broadcasters and hosts need to continuously improve their professional competencies such as language expression and broadcasting skills in order to adapt to changes in the industry.

Verbal expression is one of the core competencies of an announcer-host.They should focus on the

accumulation and use of vocabulary to enrich the expressive power of language.The announcer-host expands his vocabulary and diversity of language expression by reading a variety of good literature, news reports, etc.At the same time, they should also pay attention to the correct use of grammar and rhetoric to make the language expression more accurate, fluent and vivid. In terms of pronunciation, it is important to keep training to ensure clear and accurate pronunciation and natural and beautiful intonation.You can improve the quality of your voice by imitating good broadcasting examples and practicing targeted pronunciation.

Improvement in broadcasting skills is also key.The announcer host should master the speed of speech, rhythm and the use of accents to make the broadcast content more infectious and attractive."Cold" is often used to describe machines, while 'warm' is often used to describe human hearts. Emotion is the essential difference between man and machine. [2]So the announcer host needs to reasonably adjust the speed and rhythm of speech according to different program types and contents, highlight the key points and enhance the expression effect.In addition, attention should also be paid to the use of sound, including the control of volume and timbre, as well as the expression of the emotional color of the sound. Through the skillful use of sound, it can better convey the information and arouse the empathy of the audience.

In order to better enhance professionalism, announcer hosts should also actively adapt to the changes brought about by AI technology.The announcer host should Understand the application of AI technology in speech recognition, speech synthesis, etc., and use them as auxiliary tools to improve work efficiency and quality. For example,they can use speech recognition technology for rapid entry and proofreading of manuscripts, and the use of speech synthesis technology for preliminary voice practice and effect evaluation.At the same time, it is important to pay attention to the latest developments and trends in the industry, participate in relevant training and learning activities, constantly update knowledge and skills, and improve their overall quality.In conclusion, announcer hosts should make continuous efforts to improve their professional abilities such as language expression and broadcasting skills in order to stand firm in the wave of AI technology development and realize their sustainable development.

4.2. Reinforcement of personal style

Broadcast hosts need to realize the importance of individual recognition, only with a unique recognition, fully demonstrate their personal charm, in order to enhance the core competitiveness in the age of intelligence, hold on to their own piece of heaven and earth.[3]

A unique personal style is key for an announcer-host to stand out in a competitive media environment.Language expression is the basis for building a personal style.The announcer-host should focus on the personalized use of language and avoid one-size-fits-all expressions.Through rich vocabulary, flexible sentence pattern and unique language rhythm, show your language charm. At the same time, it is necessary to adjust the way of language expression according to the content and style of different programs to make it complementary to the programs.

Image building is also an important aspect of creating a personal style.This includes the external appearance and internal temperament.In terms of outward appearance, you should choose appropriate clothing, hairstyle and makeup according to your own characteristics and program needs to present a professional and confident image.In terms of inner temperament, it is necessary to enhance one's cultural literacy and artistic cultivation through continuous learning and accumulation, so as to form a unique charm of temperament.

When it comes to content creation, announcer-hosts should use their creativity and imagination to provide unique perspectives and insights.They should deeply understand the needs of the audience, combine with social hotspots and cultural trends to produce attractive and influential content. Through unique content creation, we attract the attention of the audience and improve our recognition.

In addition, announcer-hosts should actively participate in social media interactions to showcase their personality and attitude towards life.Through social media platforms, you can interact more directly and intimately with your audience, enhancing your emotional connection with them and further shaping your personal brand.

In short, in the context of the development of AI technology, broadcasters and hosts have to create a unique personal style and improve their recognizability to adapt to the development and change of the industry through the efforts of language expression, image shaping, content creation and social media

interaction.

4.3. Expanding Diversity Skills

In the context of the rapid development of AI technology, it has become an important strategy for broadcasters and hosts to expand their diversified skills to adapt to the changes in the industry.In addition to their professional skills in broadcasting and hosting, they should actively acquire skills in other fields to enhance their overall competitiveness.

New media operation is one of the important skills that an announcer host needs to master.With the rise of new media platforms, broadcasters and hosts need to understand the characteristics and operating rules of various new media platforms, and be able to skillfully use social media for self-promotion and program promotion.They have to learn to produce engaging content, including text, images, videos, etc. to attract more audience attention.Through new media operations, announcer-hosts can expand their reach, build a stronger connection with their audience, and increase program awareness.

Data analysis skills are also important for announcer-moderators.In the information age, data has become an important basis for decision-making.Broadcasters and hosts need to learn to collect, organize and analyze relevant data, such as audience preferences, program ratings, topic hotness and so on. By analyzing these data, they can better understand the audience's needs, optimize the content and form of the program, and improve the quality of the program and audience satisfaction.In addition, data analysis can help broadcasters and hosts pinpoint their audience groups and develop more targeted development strategies.

In addition, announcer-hosts can learn a number of other related skills, such as photography and videography, video editing, and audio production.These skills can help them better participate in all aspects of program production and improve their overall abilities.At the same time, having some knowledge of programming and the basics of artificial intelligence will also help them better understand and apply AI technology, bringing more innovation and possibilities to their work.

In conclusion, in the wave of the development of AI technology, the announcer hosts should actively expand diversified skills and constantly improve their comprehensive quality to adapt to the development of the industry and realize their own sustainable development.

4.4. Utilizing AI Collaboration

The role of robots is to help human beings to do their work, we can't completely oppose robots and human beings here, they should exist and progress together in a complementary relationship. [4]Therefore, in the context of the rapid development of AI technology, it is of great significance to explore the collaborative work of announcer hosts and AI.The convenience of AI brings new opportunities for broadcasting and hosting, and realizing the coexistence of hosts and AI is an inevitable trend in the development of the industry.

AI technology has powerful capabilities in information processing and data analysis.Broadcasters and hosts can use AI to quickly filter and organize a large amount of information, extract key content, and provide rich material for program production.For example, in news reporting, AI can help the presenter quickly understand domestic and international news dynamics, providing in-depth background information and relevant data so that the presenter can report more comprehensively and accurately.

At the same time, AI's technology in speech recognition and speech synthesis can support the work of announcer-hosts.Moderators can use speech recognition technology to quickly convert spoken content into text, increasing productivity.Speech synthesis technology, on the other hand, can provide presenters with a variety of voice styles and intonations to choose from, enabling them to use voice elements more flexibly and create richer and more varied auditory effects in some specific scenarios, such as the production of audiobooks or advertisement dubbing.

In addition, AI can play a role in program planning and creativity.By analyzing audience preferences and market trends, AI can provide targeted program planning advice to broadcasters and hosts to help them better meet audience needs.The host can adjust the content and format of the program based on the AI's analysis to improve program quality and ratings.

However, to realize the synergy between the presenter and AI, the announcer-presenter needs to

continuously improve his or her abilities and qualities.They should not only master the professional skills of broadcasting and hosting, but also understand the basic principles and application methods of AI technology in order to better work with AI.At the same time, relevant departments and organizations should also strengthen the training of broadcasters and hosts, improve their AI application capabilities, and promote the deep integration of the broadcasting and hosting industry with AI technology.

In conclusion, utilizing AI for collaborative work is an important development strategy for announcer-hosts with the development of AI technology.By giving full play to the convenience of AI and realizing the complementary advantages of hosts and AI, it will bring new development opportunities for the broadcasting and hosting industry and push the industry forward.

5. Conclusions

In the current fast-changing environment, all kinds of announcer hosts need to constantly improve their professional soft and hard power, broaden their horizons, adapt to new technological development and social environment, and find a suitable development strategy for themselves. Only in this way can they stand out from all kinds of competition and become the announcer hosts that the public really needs.

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