

# Paths and Strategies of Broadcast Hosting Creation under Media Convergence

Lu Rong

School of Drama and Film Studies, Nanjing University of the Arts, Nanjing, China  
Alva0509@126.com

**Abstract:** A new generation of smart media is emerging globally, injecting new momentum into social development and gradually shaping people's daily lives. Under the background of media convergence, the traditional broadcasting and hosting industry has both opportunities and challenges, and it is necessary to adhere to its own strengths and maintain its characteristic attributes, but also to learn as soon as possible to integrate new media technology and media communication, and effectively promote the ecological transformation of the overall industry. Based on this, this paper firstly briefly describes the creative and communication environment of broadcasting host in the media convergence era, secondly analyses the creative characteristics of broadcasting host in the background of media convergence, and then puts forward the correct path of creation and development strategy, with a view to finding an ecological transformation path from "creative conversion" to "innovative development". In order to find a transformation path from "creative transformation" to "innovative development".

**Keywords:** Media convergence; Broadcasting hosting; Characteristics; Development strategy

## 1. Introduction

In the multi-dimensional communication context brought about by the development of media convergence, broadcasting and hosting creative activities, as a crucial part of broadcasting and television programmes, have now shown new characteristics of cross-screen communication. It is noteworthy that the new media platform has become a new habitat for broadcasting and hosting creative activities, and the development of media convergence is increasingly significant.

Integration into the new media field is a spontaneous and conscious development behaviour of traditional media. Under the communication pattern of media convergence, the basic functions of information dissemination, public opinion propaganda and edutainment possessed by the traditional broadcasting and hosting industry have been deepened, and there is a trend of expansion due to the extension of the media platform. As a result, the broadcasting industry, which represents the mainstream media communication organisations, has witnessed a brand new transformation in the new media convergence context. As early as 28 December 2009, China Network Television (CNTV) took the lead in network communication, integrating and disseminating CCTV image materials and video programmes relayed by national television agencies on the Internet, initially forming a colourful line-up of traditional broadcasting and hosting cross-screen communication. In addition, the video website IQIYI officially launched its first online reality TV interview programme "Things about youth" on 17 May 2012, which aims to expand the business of entertainment-type programme hosting, adding an entertaining undertone to the broadcasting and hosting creative activities in the audiovisual field of the network. In this pilot film of media convergence, the announcer host is precisely one of the image carriers focused on building, accompanied by various types of audio and video programmes hosts of the cross-screen transformation for the network communication to bring a rich and diverse industry landscape.

## 2. Media convergence: hosting the communication environment in the new media age

Media Function Theory suggests that the mass media are agents of change in the structure and shape of society, and that the forces they bring to bear can effectively promote the development of society and thus transcend its culture. Along with the digital technology and network technology as the core of the media communication continues to extend, the digital industry has mushroomed, and the development of the Internet is flourishing and prosperous. The 53rd Statistical Report on China's

Internet Development released by the China Internet Information Centre (CNNIC) in March 2024 shows that, by the end of 2023, the number of Internet users in China had reached 1.092 billion, with 24.8 million new users added compared with December 2023, and the Internet penetration rate had reached 77.5%<sup>[1]</sup>. It can be seen that China's Internet user growth has gradually shifted from a stage of rapid development to a period of stable growth. This means that China's Internet development will achieve "heavy quantity" to "heavy quality" stage of transformation, the influence and collision of old and new media will be more focused on the "integration and penetration" of the power of the Direction.

At a time when 5G mobile communication technology is becoming more and more mature, media convergence is gradually ploughing into deeper areas. From the initial paper media boom produced under the wisdom of the newspaper, digital newspaper, to the traditional media of mobile radio, digital television, network television launch, and now a variety of endless applications on the mobile terminal, the tentacles of the new media in just a few years has penetrated into all corners of the modern society, and all aspects of people's lives have had a profound impact<sup>[2]</sup>. As a result, traditional media have been committed to the road of integration and transformation, accelerating the development of all-media business forms, such as China Media Group Mobile, Mango TV, Himalaya and other convergent network audiovisual media terminals with all-media characteristics continue to emerge. In September 2020, the Opinions on Accelerating the Deep Integration and Development of the Media, jointly issued by the General Office of the Central Committee of the CPC and the General Office of the State Council, also explicitly pointed out the accelerated development in the deep integration of the traditional media and the emerging media, and "endeavouring to set up an all-media communication system that is based on the fundamental construction of content, supported by advanced technology, and guaranteed by innovative management, which will be conducive to the construction of an mainstream public opinion pattern of all-network integration and linkage of internal and external propaganda."<sup>[3]</sup> It can be seen that the deep integration of media has become one of the national strategic needs for deepening reform and development.

### **3. The Creative Characteristics of Podcasting in the Context of Media Convergence**

Traditional broadcast hosting usually combines three forms of expression: text, audio and video. Under the background of media convergence, the booming development of online audiovisual extends its tentacles to various professional fields, and also makes the traditional broadcast hosting industry suffer from a drastic impact. As a crucial part of the content production of radio and television programmes, the creation of broadcasting hosts in the new era needs to be adapted to the communication laws of the new media platform.

#### ***3.1. The zeitgeist of broadcasting in the context of Media Convergence***

Media convergence, as a development trend under the development of digital and information technology, is a distinctive feature of the times, which not only breaks the shackles of information dissemination content and platforms, but also brings more diversified choices for the audience. The broadcasting and hosting communication in the era of media convergence has changed from the previous creative pattern of radio and television programme hosting, news broadcasting and dubbing as the main form of development, and it is also widely used in many mobile new media platforms, such as Kwai, Tiktok, Taobao, and so on. Online streamer, live streamer and other new forms of creative path prompted broadcast hosting professional skills training direction has also been enriched, in particular, Communication University of China, Nanjing, Anhui Vocational and Technical College and other colleges and universities in the enrichment of broadcast hosting professional courses based on the students to add a more personalised content options such as e-commerce live streaming, pavilion interpretation and art curation, all-media broadcast hosting trainer, and so on. The aim is to cultivate professional and skilled talents who meet the needs of marketisation and industry, with increasing commercial realisation value. In addition, the continuous enrichment of the format has brought about a change in the role of the host, taking the documentary on poverty alleviation, "No Poverty Land", as an example, in terms of programme staffing, in order to conform to the simple and light-hearted tone of the documentary, "No Poverty Land" selected Chen Beier, a TVB presenter with an approachable style of hosting and delicate feelings, to play a key role. In the programme, Chen Beier is both a narrator, a listener and a participant, while also acting as a tandem at key junctures to carry on and summarise the points. Chen Beier, on the other hand, avoids the plain explanations and tries to integrate into the life of the poverty alleviation area by way of first-hand experience. She expresses her most sincere experience of poverty alleviation in the cordial exchanges with the local people, and her experiences of climbing

the 1,000-metre steel ladder, sliding down the Nujiang River, and going to 4,000-metre altitude Litang, which is suffering from lack of oxygen, make the audience have a more intuitive testimony to the changes that poverty alleviation has brought to the lives of the ordinary people.

Therefore, the characteristics of the broadcasting and hosting era under the background of media convergence are mainly reflected in the richness of creative forms and the change of the host's role. In the context of "transmitter-based - recipient-based" information dissemination, the host is no longer a "mouthpiece", and the programme is no longer a carrier of information dissemination, but an independent individual who expresses the voice and attitude of the times in a real sense. Instead, they have become independent individuals who express the voices and attitudes of the times in a real sense.

### ***3.2. Development characteristics of broadcasting hosting in the context of Media Convergence***

As the mouthpiece of the Party and the government, China's media has the responsibility and mission of communicating information to the top and supervising public opinion. Traditional broadcasting and hosting activities mainly use the traditional media as a gathering place for voices, and the constraints of discourse have limited the development of the industry to a certain extent. Under the background of media convergence, the most obvious development feature of broadcasting hosting is that it presents the distinctive characteristics of individuality and broadens the development path while enriching its wings.

User needs are the foundation of society and drive deeper media integration. With the gradual improvement of living standards, the public's demand for information dissemination has shown a trend of diversification and personalisation, and the original single content can no longer meet the growing spiritual and cultural needs of the people. This requires communicators to be able to meet the needs of different audiences in the fierce competition of information dissemination, and to disseminate unique creative content, so as to effectively improve user stickiness. Especially in the increasingly competitive market environment, whether the language and character of the hosts are distinctive and whether they can meet the personality preferences of the audience has become the key to whether the programmes can be developed and shaped. For example, the host Meng Fei in the "Nanjing Zero Distance" bared his true nature, sharp comments in the see true knowledge, humour in the bold, for "say news" opened up a unique creative world; Achu, whose Mandarin is not standard, is hot with a quick wit, and witty with a self-effacing sense of humour. Their outstanding personal charisma, unique style of commentary and the column is a blend of one, complement each other, so that the column quickly from a series of industry competitors to stand out, not only become the later difficult to surpass the characteristics of the programme, but also for the audience to provide a distinctive added value of the news.

The addition of digital technology has led to further vertical segmentation of radio and television programme audiences under media convergence. The addition of digital technology has led to a further vertical segmentation of the audience for radio and television programmes in new scenarios. Under this trend, the content of broadcasting and hosting must be further personalised and specialised in order to understand the audience better than the audience itself.

### ***3.3. Communication Characteristics of Podcasting in the Context of Media Convergence***

The traditional broadcasting and hosting mode of communication is characterised by instantaneous, unidirectional linear communication and is difficult to preserve. The era of media convergence has a digital advantage different from the past, its breakthrough in time and space limitations, the non-linear communication characteristics of the time to fully meet the needs of the audience to receive information dissemination at any time and any place, which is conducive to today's media to achieve multi-platform, multi-disciplinary, multi-level dissemination.

In addition, interactivity is one of the main characteristics of new media communication. "Interaction represents each audience as both transmitter and receiver, representing a multidimensional interaction between the originator and receiver of information."<sup>[4]</sup> The traditional broadcasting industry is limited by the one-way transmission of cable television networks, and immediate interaction and feedback with the audience is difficult to achieve. On the contrary, hosting communication activities in the era of media convergence can effectively use new media terminals to achieve instant interaction and communication with the audience. Take "China's Public Opinion Field", China's first integrated media news commentary interactive programme, as an example, the programme combines the platforms of TV, Internet and mobile in depth, analyses the hotspots of all-media public opinion through big data, and explores in depth the new affairs and civil affairs that are widely concerned by the public. Netizens can

share their views and interact with the whole programme in real time as long as they grab tickets through their mobile phones in real time. This instant communication and interaction not only enhances the overall interest and freshness of the programme, making the news, which has always been a "cold" type of programme, more and more friendly, but also improves the audience's trust in the information conveyed by the broadcasting practitioners through the emotional connection, thus contributing to the continuous optimization of the programme and further expanding the scope of the audience.

#### **4. Prospective Thinking on the Creative Paths and Strategies of Broadcast Hosting in the Age of Media Convergence**

In the context of the convergence of diversification, personalisation and specialisation of information dissemination, how the traditional broadcasting and hosting industry can turn around and move towards a better development prospect in the complex communication environment is the primary issue in front of us. Overall, it is possible to continue to explore several aspects, such as user-based, technology-enhanced, and brand-building, in order to promote the innovative development and ecological transformation of the overall industry.

##### ***4.1. Technology fuels the arts and broadens development ideas***

At present, with the development of information technology and the continuous development of Internet terminals, the development of digital technology such as AI, big data and meta-universe is more and more progressive. Predictably, the collision of Artificial Intelligence (AI) and broadcasting activities in the era of media convergence is gradually becoming a mainstay of the industry, which will in turn realise the demand for healthy interaction between the presenter and the audience.

In the process of promoting in-depth media integration and digital transformation, Shanghai Media Group (SMG) is actively building a strategic layout of the meta-universe, which serves as a link to establish a close relationship with Gen Z. AI virtual anchors, as the "digital avatars" of the metaverse, are one of the key tracks. On 8 January 2023, China's first meta-universe information show "Good Morning Meta-Universe" was launched by the Shanghai Media Group (SMG) Fusion Media Centre. Virtual anchor Shen Xiaoya as the "meta-universe information hunter" with a surreal professional version of modelling and visual style of the virtual anchor image of different appearances, for the audience to carry out in-depth meta-universe the latest news broadcast and interpretation. It can be seen that the in-depth application of artificial intelligence in the process of broadcasting and hosting creation can further promote the mutual integration of media. The in-depth binding of digital technology and the concept of "meta-universe" makes the presentation of programmes more technological, effectively improves the quality and efficiency of dissemination of information, and enables the broadcasting and hosting work in the new era to make new progress to a greater extent.

##### ***4.2. Staying true to the audience and switching roles***

In the 1940s, with the critique of "Communicator-Centered" in communication studies and the shift to communication effects research, a new audience theory emerged. It believes that the audience is not an ignorant and passive "target", but rather a "master" with selectivity and independence, playing a binding role on the media and ultimately influencing the realisation of communication effects. This doctrine of highlighting the centrality of the audience in information dissemination is "Recipient-Centered".

The needs of users are the foundation of society and drive media convergence. In the context of media convergence, traditional broadcast hosting needs to focus on the transformation of their role positioning, and pay attention to the audience's individual needs. For example, China Media Group (CCTV) launched the "Anchor's Take on News Broadcast" will be the traditional role of the news anchor converted into a short video blogger, the use of light-hearted and witty way of commenting on hot news and interpretation, it is such a change makes the original serious and boring news information become more friendly, more grounded, but also makes the host's expression become more affinity. At the same time, "Anchor's Take on News Broadcast" main broadcasting position is a new media platform, viewers can instantly achieve short and concise access to news content with the help of mobile phones and other mobile terminals, and the interaction between the hosts and viewers has also been greatly enhanced.

In this way, the role of the news anchor is successfully converted into that of a commentator on the

topic. With the unique perspective and insights of the news anchor, the programme can be made to interpret the news content in a more intimate way from the audience's point of view, thus enhancing the audience stickiness of the programme and promoting the effect of information dissemination.

#### **4.3. Enhancement of professionalism and branding**

In the 1990s, Kevin Lane Keller, a renowned expert in strategic brand management, put forward the famous CBBE model (Customer-Based Brand Equity), in which he pointed out that the power of the brand acts in the heart of the consumer, which can make the consumer respond positively to the marketing activities initiated by the brand, and achieve the purpose of sustainable development.

In the context of media convergence, audiences are faced with a wide variety of media content, and there are diverse, differentiated and personalised demands for information selection. As the programme's "gold-lettered signboard", broadcasters and hosts are required to strengthen their own brand building to deepen and consolidate the programme's communication value. This requires today's practitioners to have solid professionalism and establish their own unique IP image in order to better adapt to the development environment of media convergence and expand the influence of programme content. Combined with the actual development of China's broadcasting industry, it can be seen that the success of programmes such as "China in Classics", "CCTV TV Host Contest 2023" and "Everlasting Classics" fully demonstrates the importance of hosts possessing a deep knowledge base and cultural literacy. Take the large-scale cultural music programme "Everlasting Classics" as an example: host Sa Beining has set the internet on fire with a series of opening host lines. When talking about human attitude, it was mentioned that "savouring poems can help one to understand the positive tenacity of 'being poor and resolute, not losing the will of the blue clouds', and also the open-mindedness and calmness of 'returning to the world without wind and rain or clear sky'". The programme naturally infiltrates cultural connotations into the hearts of the viewers through the oral expression of the hosts, and the few words quake the soul, triggering people's spiritual resonance, which is a vivid example of creating a branded programme. It is clear that the shift from "audience-user" has led to an increased emphasis on the security and influence that brands bring. Deep professionalism enables the host to exude unique charisma through the art of language, which ultimately improves the influence, appeal and competitiveness of the programme.

#### **5. Conclusions**

The key to media convergence is "convergence". The intermingling of traditional and emerging media can realise the complementary advantages of multiple media, and ultimately move towards the all-media era with full force. By understanding the creative and communication environment of podcasting in the era of media convergence, it is possible to understand the characteristics of podcasting in the new environment. For traditional broadcast hosting, how to convert the role of positioning, out of a unique and innovative development path is the current priority task. On the one hand, the broadcasting industry should rely on technical advantages to broaden the idea of self-development, and on the other hand, it is also necessary to enhance the comprehensive capabilities of the business in order to create a branding label. In this way, we can effectively ensure that the hosting communication catches the advantage of the times and takes on a new lease of life in the new media environment.

#### **References**

- [1] *The 53<sup>rd</sup> Statistical Report on China's Internet Development released.* (2024). *Media Forum*, (06), 120.
- [2] Zhou Jianheng. (2015). *Research on the reform of talent cultivation of broadcasting and hosting arts in the era of fusion media*. Unpublished master's thesis. Huazhong University of Science and Technology, Hubei, Wuhan.
- [3] National Radio and Television Administration issued *Opinions on Accelerating the Development of Deep Integration of Radio and Television Media*. (2020). *China Broadcasts*, (12), 61.
- [4] John V Pavlik, Zhou, Yong. (Ed.). (2005). *New Media Technologies: Cultural and Commercial Perspectives*. Beijing: Tsinghua University Press.