A brief analysis of the new impetus for the integration and development of Chinese traditional TV media: "internet celebrity" CCTV host

Liu Hanlian

Fujian Universtiy of Technology, Fuzhou, China

Abstract: *In today's media convergence environment, the continuous development of media technology, the continuous change of communication media and the continuous subdivision of the types of information users. As a traditional mainstream media, it is a fact that the dominant position of TV has been shaken. And the status of TV presenters who work for TV stations is also at stake. In the past, the development of traditional media towards the integration of new media mostly stayed at the level of technology and content, rarely involving the participation of TV presenters. With the help of the TV host's popular screen image and influence, it is precisely the advantage and breakthrough point for the traditional TV media to get out of the development dilemma. This article analyzes the contribution of this new trend to the integration and development of traditional media based on the phenomenon of "online celebrity" CCTV hosts who frequently appear in microblog hot searches in China recently.*

Keywords: *media convergence; TV host; internet celebrity; TV media*

1. Introduction

With the rapid development of new Internet media in China, network communication has become the norm and occupied the mainstream. The traditional media represented by TV has encountered the challenge of the times. Take China Central Television News broadcast as an example. According to the ratings data released by CCTV over the years, although the "news broadcast" has always been the highest rating of CCTV, it shows a downward trend year by year. It dropped from 8.33% in 2017 to 8.05% in 2018, and then dropped to 7.3% in the first half of 2019. As the mainstream TV media in China, "CCTV news" has lost its influence in the younger generation. Under the background of this era, through years of media integration, the audience of traditional TV media is still losing and the attention of netizens is not high. How can China's traditional TV media represented by CCTV get out of today's dilemma?

Recently, CCTV hosts have frequently boarded China's microblogging hot search, becoming a hot "online celebrity". First, zhuguangquan, the "mudslide in the news broadcasting press", became popular on the Internet, and then the "CCTV women's group" led by beauty hosts Ma Shufan and Wang Bingbing became popular on the whole network.

CCTV is an important news and public opinion organization and ideological and cultural base in China. CCTV hosts have been facing the broad television audience with their authoritative, standardized, professional and atmospheric screen image. Today, CCTV hosts with the temperament of "Internet celebrity" have moved from TV to the Internet, changing their previous "sacred" image to become more humorous and grounded. They have gained the attention of a large number of fans, especially the young "network new generation". They have become spokesmen for the brand image of China's CCTV, bringing huge network traffic and attention to CCTV.

2. "Online Celebrity" CCTV host makes the influence advantage of mainstream media in the Internet obvious

The host is not only a bridge connecting the audience and the media, but also a crucial link in the process of TV media communication, and is the "brand spokesperson" of the program. The programs of excellent hosts will always be loved and trusted by the audience because of their existence.

2.1 New method of traditional media integration and Transformation: Shaping "online celebrity" host

With the development of the Internet era, network communication has become the norm and occupied the mainstream position. In september2020, according to the statistical report on the development of China's Internet Network: "by June 2020, the number of Internet users in China had reached 940million, an increase of 36.25 million over March 2020, and the Internet penetration rate reached 67%. It is noteworthy that the number of users of online video (including short video) in China reached 888million, accounting for more than 90% of the total Internet users. The number of users of online news was 725million, accounting for more than 70% of the total Internet users." [1]On the network integration development of traditional media: whoever gets the support of netizens can become the king.

Since 2012, CCTV has started to lay out the Internet matrix. From the opening of the microblog and wechat accounts of "CCTV news" to the current Tiktok, station B and CCTV video, CCTV's Internet thinking has gradually changed from "becoming a new media" to "leading a new media".[2] In the past, CCTV's road of new media integration focused on the construction of media technology. Now, CCTV has not only truly built its own platform, but also created popular network products such as CCTV short video, which are suitable for Internet communication. Since then, the hosts are no longer confined to their own TV programs as before. But according to the unique temperament and characteristics of each host, create a personal IP in an all-round way in the content ecology of the Internet.

CCTV host Kang Hui is wise, mature and steady, and is deeply loved by young audiences. Therefore, CCTV tailored the CCTV video Number "Kanghui said" for him. The content of "Kanghui said" has attracted young Internet users from the small class of Popularizing Mandarin to sharing the life of pet cats; CCTV host haixiaduan is dignified and elegant, which is in line with the Chinese traditional culture's aesthetic appreciation of women. In her CCTV video account, there is content to introduce Chinese traditional culture. Her personal characteristics and video content are very suitable, leaving a deep impression on the audience. In this process, the host has completed the transfer from TV to the Internet, which not only highlights the character characteristics and personality, but also changes the expression mode from "users listen to me" to "I talk to users". The essential difference between old and new media is the way of interaction. In the process of iterating between the old and new media, the host not only pushes the information to the users in one direction, but also can discuss and communicate with the users like friends. They have changed the dissemination of information from "end" to "start", increasing the retention of users. "Online celebrity host" is a new method of CCTV media integration and transformation.

2.2 Host planning mechanism in line with the change of financial media

TV program host planning is to design and plan the image of TV program host according to the content, style and aesthetic expectation of the audience. [3]The host planning mechanism is to make the host become a brand representing programs, channels and even TV stations. Realize the maximum value of the host group, so as to realize the social and economic benefits of the media.

Behind the hosts of CCTV's "online celebrity", there is the support of the professional planning and promotion team hired by CCTV. Take the "Kanghui" search on the "CCTV news" microblog as an example: from 2018 to June 2019, a year and a half, the results were 14. In the five months from July to November 2019, the number of search results increased rapidly to 61. Since then, CCTV has made great efforts to occupy the main position of new media. Among the search results, there are frequent wonderful comments on the anchor's talk about the network, vlog serials of the frontline of great power diplomacy, funny and humorous roast from CCTV boys, and the video Number Kanghui's talk about Kanghui created by CCTV for Kanghui, which shows Kanghui's erudite and sunny high-quality image, rigorous and dedicated professional quality, humorous and gentle personality. This makes the "brand" of Kanghui extend to the Internet and continue to make efforts. The "online celebrity host planning" operation of CCTV new media has fully explored the potential of the host and used the "online celebrity host" brand to drive CCTV news, a big brand in China. To achieve the core goal of making more Internet users pay attention to CCTV news and national affairs, and trust the mainstream authoritative media.

2.3 CCTV host of "positive energy online celebrity"

Looking at the Internet communication ecology, it is full of fragmented and free personal expression of information, flooding of emotion and extreme speech that do not know the truth; The mainstream values of Chinese society are challenged by money worship, hedonism and egoism. A large number of "online celebrities" and we media anchors from the people have changed the dominant position of media hosts, and quickly seized the user market in the network[4]. However, due to their lack of basic professional knowledge and media literacy, acting funny, acting like a clown has become a way for this group to attract attention and gain fame. Distorted social values lead to the audience have to face unprecedented difficulties in information screening and trust crisis. In the current complex network public opinion environment, the "positive energy" online celebrity hosts represent the communication, guidance, influence and credibility of the mainstream authoritative media. "Positive energy" webmasters occupy the position of Internet public opinion, which can guide correct social values and purify the Internet environment. The influence of "positive energy" online celebrity hosts extends on the Internet, which can expand the voice of mainstream media and create opinion leaders. It makes the content of mainstream media easier to be accepted by netizens, and makes the integration of traditional TV media more stable and smooth.

3. The way for CCTV hosts to become "media featured online celebrities": from "sacred" to "approachable"

3.1 "Impression reversal" different from professional traits

CCTV host zhuguangquan made use of "impression reversal" to make his network popular. "There are no four seasons, only two seasons. When you watch my channel, it is the peak season, and when you change channels, it is the off-season." "Those with four characters are not necessarily idioms. They may also be Yiyang Qianxi (China's Popular Male Artist)." Zhu Guangquan adapted the host's news broadcast into rhyming and humorous passages, which subverted the previous serious and stereotyped image of the host. The huge impression contrast has brought him a very high network heat. Zhu Guangquan's short and humorous news paragraphs are also suitable for the dissemination of short online videos. After a large number of forwarding and comments by netizens, it has received great attention. "The nightmare of sign language teachers" and "mudslides in the press" and other "Internet nicknames" have become Zhu Guangquan's "Internet red label" since then. The number of followers of his microblog has also climbed from less than 100000 to nearly 4million today. It has also brought a lot of popularity to his CCTV "common concern" column.

3.2 The effect of "transformation from behind the scenes to in front of the stage" related to professional characteristics

The theory of "transformation from behind the scenes to in front of the stage": due to the influence of factors such as personal performance desire, social peeping desire and the expansion of the media, the behind the scenes behavior will change to the front. The career of the host attracts the attention of the public. While the audience likes the host, they will have a sense of mystery and curiosity about this career far away from the public. At this time, the "transformation from behind the scenes to in front of the stage" will solve everyone's questions and make the distant host become a friend around him. Therefore, the host has closeness and affinity. Let's look at the process of the derivation of China's "news network" into an online celebrity. First of all, in the news network short video program "anchor says simulcast" launched by China Central Radio and television, Kanghui, Haixia and other hosts communicated and commented with netizens on topics of interest or hot news of the day by means of communication and dialogue. The host in front of the screen is as comfortable and relaxed as when he gets off work. In front of the audience, the host was as sincere and friendly as his relatives and friends, making Netizens feel very happy. Secondly, in the past, we could only see the solemn and serious live reports of CCTV male hosts. When their vlog landed on major social platforms, we could finally see the "daily life" of CCTV male hosts and the relevant background and details that would not appear in TV news. The effect of "changing from behind the scenes to in front of the stage" satisfies the users' desire to peep and curiosity. Therefore, the host has a friendly and sincere image, so that the traditional news has a communication mode that is in line with the preferences of young people.

4. Media convergence has changed from "simulated interpersonal" to "real communication"

If the host is the carrier of "quasi interpersonal communication" of traditional media, in the era of financial media, the "online celebrity" host changes the communication behavior from "simulated interpersonal" to "real communication" through the "immediacy" and "interactivity" of the network, which is more in line with the essence that network communication is interpersonal communication.

4.1 "Interpersonal communication" promotes a complete and efficient communication chain of financial media

In the Internet age, the host attracts the audience to become "fans" by displaying his own image and highlighting his personal charm. Use appreciation and trust to weave a bond to maintain each other's emotions. Establish an "intimate" relationship with the audience to improve the communication effect. The "loyalty" of fans will also make them give feedback. So as to further promote information dissemination and interaction, and form a complete and efficient communication chain.

Over the years, the announcers of "news broadcast" have always appeared as a group with common characteristics: authority, solemnity, calm atmosphere and standardized standards. But this kind of "weak personality", lack of "human" personality characteristics, lack of vividness and infectious transmission. In this way, the program is not only stiff and cold, but also lofty, which widens the distance between the program and the audience. It is also out of touch with the times and loses the attention of young groups. As a result, the influence of the program was greatly weakened.

From July, 2019, "news broadcast" has changed its voice and launched the sub column "anchor says broadcast". The host integrates people's personal temperament and personality image, and makes the program "personalized" to establish emotional resonance with the audience, which has quickly become the focus of netizens' attention and discussion. As of October, 2020, the cumulative reading volume of video blog articles of "anchor says simulcast" on Weibo has exceeded 6.83 billion. As a result, the number of Weibo fans of news network has reached 1 1.3 billion. It has successfully changed young people's stereotype of "news broadcast" into the expectation of the younger generation to create "microblog search" for "news broadcast".

4.2 Derivative benefits of idols

The host, who is loved by more users, has become an idol with the attribute of "online celebrity". Through the emotional maintenance between each other, it can provide users with more "emotional value" and make the communication process provide users with pleasant feelings. Then, there will be continuous attention to its programs, and there will be repeated payments for the "emotional value" provided by idols. Fans' emotional recognition of online celebrities has turned "spiritual consumption into economic consumption".[5]

When we like a person or object, we tend to love the thing he likes or other characteristics of the object. And buying and selling has become an incidental behavior of emotional interaction between "online celebrities" and fans. During the epidemic period, the offline real economy suffered a cold winter. At the same time, online live broadcast sales became a breakthrough for consumers' purchase desire and consumption ability. CCTV also joined the camp of live broadcasting and goods delivery, sending a "CCTV boys" combination. The four CCTV male hosts of the group members have a high popularity among social networks and young groups. In the first live broadcast of online sales on CCTV in may2020, they created a good result with a turnover of more than 500million in just three hours. Meanwhile, more than 10million people watched the live broadcast. Subsequently, CCTV hosts participated in more online sales live broadcasts consistent with their personality and characteristics, and gained the trust and recognition of more and more users. With the participation of the host of the online idol, the live broadcast has achieved good social and economic benefits.

5. Conclusion

"Online celebrity host" has become an indispensable component of CCTV's financial media matrix. Online celebrity hosts people to show the professional quality of media people on the TV screen, shape the brand image, and continue to play the "brand" effect. In addition, they have brought positive energy, high efficiency, authority, distinct personality and diverse styles to the communication ecology of the Internet. This round of CCTV's host based media integration reform program can become a new idea

and model for the development of local traditional media at all levels. As a mainstream media person with positive energy, Online celebrity host has provided new impetus for the transformation of Chinese traditional TV media.

References

[1] CNNIC released the 46th statistical report on China's Internet development on September 29, 2020 http://www.gov.cn:8080/ xinwen/2020-09/29/content_ 5548175.htm ,2021.3.9.

[2] Yangjihong.(2017) Transformation and breakthrough of TV media in the mobile era - innovative thinking of CCTV news mobile network. Media. (250), 16-18.

[3] Sun Yin. Li ShiCheng. (2011) Analysis of TV program host Planning -- Taking Phoenix Satellite TV as an example. movie review (15), 70-71.

[4] Li Hongwei.(2016) Some inspirations from the rapid popularity of "Internet celebrity" to traditional media hosts. China Media Technology (6).

[5] Xingyanhui.(2018) Paradigm Transformation of Internet popularity in the perspective of "Internet +". contemporary communication (3),101.