The Interaction and Opposition between Social Media Hosts and the Art of Broadcasting and Hosting: The Evolution from Internet Celebrity Culture to Professional Expression

Wang Zilong[1,a,*]

[1]School of Culture and Media, Xichang University, Xichang, China
[a]wangzilong5658@163.com
[*]Corresponding author

Abstract: *With the rapid rise of social media, internet celebrity host culture has become a widespread social phenomenon, profoundly influencing content creation and dissemination methods. Simultaneously, the art of broadcasting and hosting in the traditional radio and television industry has been impacted by this cultural trend. Through media ecology theory, this paper analyses the interaction and opposition between internet celebrity host culture and traditional broadcasting and hosting art. It explores their similarities, differences, and transformations from the perspectives of content creation, expression methods, and audience interaction. The research shows that while internet celebrity culture has advantages in personalized expression and immediate interaction, traditional broadcasting and hosting art still retains its unique value in professionalism, authority, and content standardization.*

Keywords: *Social media hosts, internet celebrity culture, broadcasting and hosting art, media ecology, content creation, audience interaction*

1. Introduction

Over the past few years, the widespread use of social media, especially the rise of short video and live streaming platforms, has led to the rapid emergence of the internet celebrity culture, which has become an important form of modern communication. This new culture has broken the traditional one-way information transmission model of traditional media and emphasizes interaction and participation, attracting many fans' attention and following. Internet celebrities establish close fan relationships through personalized self-expression, distinct personalities, and instant interaction with the audience, forming a unique social media ecosystem. In contrast, traditional radio and television announcers and hosts are characterized by standardization and professionalization, mainly undertaking the role of information transmission [1]. Against this background, understanding the rise of internet celebrity culture and its impact on traditional broadcasting and hosting arts has become an important research topic.

Traditional broadcasting and hosting arts have long played an important role in the radio and television industry with their standardized language, elegant image, and professional qualities. However, with the rise of social media, traditional broadcasting and hosting are facing unprecedented challenges. Audiences are increasingly inclined towards internet celebrities who can provide instant interaction and personalized content, while the demand for traditional media is gradually decreasing. This forces traditional broadcasting and hosting practitioners to rethink their positioning and roles in the new media environment. They need to explore new ways of interacting with the audience while maintaining their professionalism to adapt to the constantly changing audience needs and expectations.

2. Background of the Study

The internet celebrity culture and traditional broadcasting and hosting arts differ significantly in terms of content creation, expression methods, and audience interaction. Internet celebrities often leverage personal charisma and life-oriented expression to create more life-related content, attracting a wide range of audiences. In contrast, traditional broadcasting and hosting emphasize professional knowledge and rigorous expression, targeting a relatively broad but more passive audience [2]. This difference is not only

reflected in the style of the content but also in the way they interact with the audience. Internet celebrities can interact with the audience in real-time through live chat comments and bullet screens, while traditional broadcasting and hosting practitioners are usually in the dominant position of information transmission, lacking direct interactive opportunities. This conflict and interaction prompt the need for the transformation of traditional broadcasting and hosting arts and provides new perspectives for their future development.

This paper will analyze the impact of the internet celebrity culture on traditional broadcasting and hosting arts from the perspective of media ecology theory. Media ecology theory focuses on the interaction between media and society, and how technological changes reshape communication methods and cultural phenomena. From this perspective, the paper can explore how the social media environment affects the production and dissemination of content, the professional roles of hosts, and the behavior patterns of the audience. In this transformation, how traditional broadcasting and hosting arts can utilize their own advantages while learning from the successful experiences of internet celebrities will be topic worth in-depth research.

The paper will explore the possible paths of integration and innovation between the internet celebrity culture and traditional broadcasting and hosting arts. As the media environment continues to change, traditional broadcasters and hosts need to actively adapt to the characteristics of social media, integrating personalized expression and interactive skills to enhance their appeal and influence. At the same time, internet celebrities can also learn from the professional qualities and content-building capabilities of traditional broadcasting and hosting, forming a more diverse and rich communication ecology through mutual learning and integration.

3. Main Content

3.1. Changes in communication patterns from the perspective of media ecology

Media ecology theory suggests that the evolution of communication media is not merely a technological transformation, but a profound reshaping of social structures and human behavior [3]. Changes in communication media bring about not only shifts in how information is transmitted but also directly influence audience behavior patterns. With the rapid development of social media, information dissemination has shifted from traditional linear models to more diverse and personalized forms. While the broadcasting industry held a central position in traditional media ecology, with hosts serving as information authorities relying on carefully planned content and standardized expression styles, the rise of social media has disrupted this singular communication model. In particular, internet celebrities have established new communication channels through decentralized, personalized approaches, bringing audiences into the communication process and making it more flexible. This transformation, viewed through media ecology, highlights the profound impact of diverse information dissemination methods on social communication.

In traditional broadcasting media ecology, hosts enjoyed a core position in the industry, relying on professional team support and rigorous content production processes to guide audiences with high-standard information delivery. Hosts gradually built audience trust and dependence through their professional expression style, authority, and content depth. However, the emergence of internet celebrities has gradually changed this authority structure. They attract large audiences on social media through personalized expression styles, breaking the past host-dominated unidirectional communication pattern. Unlike traditional hosts, internet celebrities don't depend on large media institutions' support but accumulate fans and enhance interaction through decentralized communication modes, ultimately achieving comparable or even higher attention than traditional hosts. This decentralized characteristic highlights social media's challenge to traditional broadcasting's authoritative position.

Media ecology holds that changes in communication media affect not only communicators' roles but also audience participation patterns. In the past, audiences mainly played passive information receivers, struggling to influence information generation and dissemination. However, in the social media era, audiences have more participation opportunities, no longer mere observers but active constructors in information dissemination. Internet celebrities achieve two-way interaction with audiences through social platforms, where audience real-time feedback can directly influence content presentation. This interactive model not only enhances communication breadth but further closes the gap between communicators and audiences. Through interactive comments, bullet screens, and other real-time feedback means, audiences achieve active intervention and shaping of content in the communication

process, thus constructing a new communication ecology. This shift in participation patterns transforms information dissemination from unidirectional infusion to bilateral exchange, with audiences gaining more expression and leadership in the new ecology.

Social media's decentralized characteristic means information dissemination no longer relies on few authoritative media outlets; media structure openness and low information publishing thresholds give every individual the opportunity to voice opinions. This decentralized communication model not only changes traditional media's communication structure but also promotes diverse information circulation, forming a more open media ecology. For internet celebrities, their success no longer depends on large institutional support but on gaining influence through personal charm and content innovation on social platforms. This model's diversification has also driven content richness, with various personalized content emerging continuously, further enhancing audience information choice. This decentralization trend, viewed through media ecology, not only breaks traditional communication monopolies but also injects new vitality and possibilities into the communication industry, making information circulation freer and more diverse.

Media ecology theory emphasizes that different media have profound influences on information content and expression methods. In traditional media, hosts typically follow standardized expression methods to maintain professional image and information fairness. However, on social media, internet celebrities' expression tends toward personalization, attracting audiences through personal charm and unique style. This personalized expression aims not only to entertain but also to build emotional connections with audiences. Audiences are more willing to follow hosts with distinct personalities and unique perspectives, gradually forming communication patterns distinctly different from traditional media. This change further promotes media ecology diversification, transforming information dissemination from past standardization and seriousness toward personalization and diversity. Social media's personalized expression both satisfies audiences' individualized needs and presents new challenges to traditional broadcasting industry: how to find balance between standardization and personalization to maintain competitiveness and influence in the new communication ecology.

In summary, the changes in communication patterns from the perspective of media ecology demonstrate a transition from authoritative communication to diversified, personalized, and decentralized communication. Although the traditional radio and television industry still has substantial influence, the rise of social media has given internet celebrities an equal status to traditional hosts in the communication ecology. This change in the landscape has brought new opportunities and challenges to the communication industry.

3.2. Differences and similarities in content creation: professional planning and instant generation

Traditional radio and television hosts typically rely on professional teams, with each stage of content creation undergoing planning and review to ensure information accuracy and authority. Program planning teams conduct in-depth research during the conceptual stage, including clear information delivery logic and content organization, to provide high-quality content to audiences [4]. While this professional planning process is lengthy, it ensures program depth and authority. In contrast, internet celebrity hosts rely more on immediate creation to respond to constantly changing audience interests, tending toward flexible, simplified content creation methods.

Further analysis shows that radio and television content production cycles are longer, with each program undergoing strict content review processes. This process requires confirmation at each stage from topic selection and planning to content development and formal release, ensuring content meets media quality standards and broadcasting norms. While this process extends production time, it ensures content rigor and credibility, particularly suitable for serious news and public affairs. However, in rapidly changing information environments, traditional media's response speed appears slow, potentially failing to meet modern audiences' needs for timeliness and entertainment. This slow but rigorous content production, while ensuring quality, affects real-time audience interaction.

Internet celebrity hosts have unique advantages in content creation, utilizing personal style and emotion to create content that more directly resonates with audiences. Unlike traditional hosts, they don't need to rely on complete teams or complex processes, enabling rapid content generation. Especially in live streaming, they can flexibly respond to audience interaction needs and adjust creative direction in real-time, greatly enhancing audience engagement and participation. Additionally, internet celebrity hosts focus more on content entertainment value to attract young audiences, providing relaxed experiences through entertainment.

Although immediate content generation adapts to rapid information consumption trends, it also exposes issues of inconsistent content quality. Lacking standardized review mechanisms, content from internet celebrity hosts may lack depth and authority, with some content potentially lacking rigorous factual basis, making it difficult to achieve traditional media's academic or journalistic standards. Additionally, this immediate content generation pays less attention to durability, easily catering to trends due to real-time audience demands, ultimately lacking long-term communication value. Therefore, balancing immediacy and entertainment while maintaining content accuracy and objectivity is a significant challenge for internet celebrity hosts.

In the evolution of content creation methods, audience information consumption demands are increasingly influencing media content creation modes. Social media audiences often prefer light, entertaining content, while radio and television audiences tend toward serious, authoritative information delivery. This difference in consumption demands drives structural differences between the two content creation methods. Thus, the differences in content creation methods between traditional broadcast hosts and internet celebrity hosts reflect not only technological or platform differences but also profound changes in audience demands.

3.3. Differences in expression methods: standardization and personalization

Regarding expression styles, traditional broadcast hosts and internet celebrity hosts employ different approaches and methods. Traditional broadcasting emphasizes language standardization, stressing standardized expression and voice modulation to enhance content authority and credibility [5]. Systematically trained hosts possess clear logical language structure and moderate emotional control, establishing trust relationships with audiences through standardized expression. This expression style is particularly important in serious news and political reporting, helping maintain information fairness and accuracy while enhancing content credibility.

Traditional broadcast hosts emphasize language standardization and normalization, requiring hosts to maintain rigor in every language detail. For example, in major news event live broadcasts, hosts must deliver information with standard, stable intonation to ensure audiences accurately understand key points. This standardized expression applies not only to news reporting but also to special programs and interviews, as audiences rely on hosts' professional qualities for reliable information. Additionally, hosts can effectively avoid emotional fluctuations through standardized expression, making content more stable.

In contrast, internet celebrity hosts focus more on personalized and casual expression styles, basing their expression on personal characteristics and emphasizing relaxed language styles. Many internet celebrity hosts use humor and wit in communication, quickly establishing emotional connections with audiences in a friendly atmosphere. This personalized expression characteristic makes it easier for audiences to achieve emotional resonance, particularly attractive in entertainment and lifestyle content. Compared to traditional hosts, internet celebrity hosts' personalized expression breaks formal communication stereotypes, making communication more flexible and diverse.

Personalized expression styles have unique advantages in enhancing audience interaction and participation. Internet celebrity hosts' casual expression breaks traditional information barriers, allowing audiences to interact more naturally with hosts and express opinions in real-time. Interactive methods like comments and danmu make audiences part of the communication, greatly enhancing audience participation. This two-way interaction not only enhances information communication effectiveness but also makes audiences feel their importance during exchanges, increasing content attractiveness and interactivity.

However, internet celebrity hosts' personalized expression also brings certain risks. Lacking standardized expression norms, they may encounter emotional or biased issues in information delivery, potentially leading to misleading information transmission. For example, hosts' personal opinions and subjective views sometimes affect content objectivity, particularly noticeable in opinion-heavy topics. In comparison, traditional hosts, having received strict professional training, can maintain neutrality in expression to ensure information reliability and fairness.

Overall, traditional broadcasting's standardized expression and internet celebrity hosts' personalized expression each have advantages and disadvantages. The former suits enhancing authority in serious public affairs, while the latter adapts to entertainment and social communication needs. Therefore, expression style differences between traditional hosts and internet celebrity hosts reflect both communication mode characteristics and meet different audience needs, representing concrete

manifestations of information communication diversity.

3.4. Changes in audience interaction patterns: one-way transmission and two-way interaction

Traditional radio and television broadcasting typically follows a one-way communication model, with hosts as information leaders and audiences in passive receiving positions. The broadcasting process is top-down information delivery, with hosts occupying central positions in information dissemination, presenting content to audiences through single channels [6]. Although radio and television sometimes use hotlines, letters, and other methods for audience interaction, overall audience participation remains low. This one-way communication model has certain advantages in enhancing content standardization but lacks real-time audience interaction, affecting audience engagement.

Under the one-way communication model, radio and television programs typically have fixed content frameworks, making it difficult for audience feedback to be reflected in programs promptly. For example, major news or special program production from topic selection to planning to broadcasting usually requires multiple reviews, making the entire process more rigorous, with more stable and logical information delivery. However, one-way communication has limitations, especially regarding audiences' needs for information timeliness. Radio and television struggle with real-time interaction, with audiences only able to express opinions in subsequent feedback segments, resulting in lower information transmission flexibility and interactivity.

The rise of social media has changed this traditional communication model, with internet celebrity hosts achieving two-way interaction with audiences through social media platforms. Audiences can directly participate in content communication through comments, likes, danmu, and other methods. This interaction model gives audiences more voice, with their immediate feedback and opinions potentially changing content development direction, forming an immediate interactive communication loop. This two-way interaction model not only increases content attractiveness but also gives audiences a sense of participation, making information communication more aligned with audience needs.

The two-way interaction model also gives audiences the right to actively choose content. Audiences can choose to interact, or comment based on their preferences during viewing, transforming them from passive information receivers to active participants in the communication process. For example, audience feedback is reflected in real-time interaction, enabling hosts to better adjust content style and rhythm. This interaction method of internet celebrity hosts caters to modern audiences' entertainment needs, enhancing communication effectiveness and audience stickiness through interaction.

However, excessive reliance on audience feedback in the two-way interaction model also risks content fragmentation. Frequent audience catering may lead to content lacking logic and depth, especially when hosts sacrifice information rigor for interaction effects, significantly reducing communication content quality. Therefore, balancing audience participation with information authority under the two-way interaction model is a challenge facing internet celebrity hosts.

Overall, the differences in audience interaction modes between broadcast hosts and internet celebrity hosts reflect both the differences between traditional and new media communication characteristics and changes in audience demands. One-way communication models are more suitable for rigorous information delivery, while two-way interaction better suits entertainment and social content.

3.5. Communication Speed and Content Accumulation: The Collision between Immediacy and Long-term Persistence

Traditional broadcasting holds advantages in information coverage breadth and signal stability, with its frequency and signal radiation capabilities enabling information transmission nationally and globally. Meanwhile, broadcast content, through rigorous production processes, has won audience trust through highly professional language and standardized expression, building stable brand images [7]. However, traditional television's limited broadcast and viewing times make it difficult to meet audiences' needs for instant information access, resulting in lower transmission efficiency. This limitation makes TV audiences largely "passive receivers" during specific time slots, unable to review content or deeply participate in information dissemination at will.

In contrast, social media broadcasters achieve immediate communication through rapid content generation and real-time publishing, with low technical barriers and flexible publishing forms. As live streaming and short videos support instant updates and dynamic adjustments, internet celebrities can flexibly respond to audience interests. Audiences need not wait for specific program slots but can access

content during fragmented daily time, greatly enhancing information accessibility. Social media platforms also achieve efficient information distribution by accurately pushing broadcaster content to potentially interested audiences through algorithmic recommendations and user preference analysis.

Regarding information persistence, traditional broadcast content is typically difficult to preserve long-term, especially news and entertainment programs that cease to exist after broadcasting. Audiences may lose viewing opportunities if they miss broadcast times. However, social media platforms achieve "cumulative communication" through video archiving and content storage, allowing audiences to review content anytime and even cross-platform forward and share, further extending information lifecycle. This long-term information persistence characteristic means internet celebrities' content not only has immediate transmission power but can also accumulate attention long-term, forming lasting interactive effects.

Information's constant accessibility further strengthens audience interaction needs. Social media content often adopts interactive forms like comments, bullet screens, and likes, allowing audiences to provide feedback anytime and share views with others. This multi-level interaction not only enhances audience participation but also creates an atmosphere of continuous discussion and attention on social media. Broadcasting's unidirectional communication model struggles to achieve such deep interaction, with audience feedback typically delayed and restricted, unable to timely integrate into the communication process, resulting in relatively weak interactivity.

In conclusion, from internet celebrity culture to professional expression evolution, the differences in communication efficiency and information persistence between social media broadcasters and traditional hosts reflect their complementary functions in media ecology. Internet celebrities satisfy modern audiences' needs for rapid acquisition and repeated information access through social media's efficient communication characteristics and content persistence; traditional hosts ensure information transmission standardization and authority through high-quality, stable content output. This interaction and opposition both demonstrate these two communication methods' adaptations to different audience needs and mark today's communication pattern shift from "unidirectional authority" to "diverse interaction."

3.6. Responses and transformations of traditional broadcasting and hosting arts

Facing the impact of the internet celebrity culture, traditional broadcasting and hosting arts have shown diverse coping strategies. First, traditional broadcasters can learn from the interaction model of social media internet celebrities, actively participate in the operation of new media platforms, and enhance their interaction with the audience through the power of social media. This transformation can not only enhance the audience's sense of participation, but also enable broadcasters to better understand the needs and preferences of the audience and adjust their content strategies to provide more targeted programs [8]. On platforms such as short videos and live streaming, hosts can communicate directly with the audience and respond to audience feedback in real-time, creating a more intimate atmosphere of exchange. This interaction is not limited to the broadcast period, as hosts can also share their personal lives, opinions, and behind-the-scenes stories through social media to bring them closer to their fans.

Secondly, traditional broadcasting and hosting practitioners can utilize their professional advantages to create content with depth and breadth, filling the gap left by the shallow and entertainment-oriented content common in the internet celebrity culture. Many social media internet celebrities, while able to quickly attract many audiences, often lack depth and systematisms in their content. Traditional broadcasters can draw on their knowledge and skills in professional fields to provide more in-depth analysis and commentary, meeting the audience's demand for high-quality content. This professional content can not only attract those audiences who have a deep interest in a particular topic, but also help establish their own authority in the new media environment by providing valuable information.

Furthermore, traditional broadcasting and hosting practitioners can expand their influence through cross-platform cooperation, utilizing new media channels [9]. For example, hosts can disseminate their program content through short video platforms for secondary transmission, taking advantage of the traffic advantages of these platforms to attract more audiences. In addition, hosts can also engage in real-time interaction with the audience on live streaming platforms, increasing the attractiveness and audience participation of the programs. Through this operational strategy, traditional hosts can not only expand their audience base, but also enhance the exposure and appeal of their programs on different platforms, realizing the effective integration of traditional and emerging media.

At the same time, traditional hosts should continue to improve their humanistic literacy and professional capabilities to maintain the depth and authority of their content. In the new media

environment, although interaction and entertainment value are increasingly important, in-depth knowledge accumulation and humanistic care are still important factors in attracting high-quality audiences. Traditional broadcasters can continuously learn and practice to enhance their overall quality, enabling them to not only provide entertainment in the communication process, but also bring about reflection and inspiration. This in-depth content can not only bring information to the audience, but also elicit their resonance and reflection, thereby forming a more stable audience group.

Finally, traditional broadcasters need to actively embrace technological changes, learn to use emerging communication tools and techniques, and adapt to the rapidly changing media environment. For example, they can use data analysis to understand audience preferences and behaviors, and then better adjust their program content and communication strategies. At the same time, by utilizing the technologies provided by new media platforms, hosts can enhance the expressiveness and appeal of their content, making it livelier and more interesting. In this process, the integration of technology and content will be a key factor in enhancing the influence of traditional broadcasting and hosting arts, opening new opportunities and challenges in the highly competitive market.

In summary, the transformation of traditional broadcasting and hosting arts in the face of the internet celebrity culture is a systematic process that requires adjustments and optimizations from multiple aspects. First, in content creation, traditional broadcasters need to pay more attention to the needs and feedback of the audience, adjusting the program direction towards more personalized and diversified content. Through interaction with the audience, hosts can obtain the opinions and suggestions of the audience in real-time, and then adjust the program content to enhance its attractiveness. This transformation can not only enhance the audience's sense of participation, but also strengthen the influence and presence of broadcasters in the new media environment.

Secondly, when undergoing transformation, traditional broadcasters also need to strengthen their market awareness and innovation capabilities. In the new communication environment, audience choices are increasingly diverse, and traditional broadcasters need to constantly try new expression methods and program formats to maintain audience interest. For example, using AR/VR technology to enhance program performance, or attracting continuous audience attention through thematic content series. This kind of innovation requires not only bold attempts by broadcasters in content, but also the integration with new media technologies to enhance the audience's viewing experience through diversified forms.

In addition, traditional broadcasters should strengthen cooperation with talents in other fields to achieve cross-industry innovation. By collaborating with creative professionals, screenwriters, directors and others, traditional broadcasters can introduce new perspectives and ideas into content creation, thereby creating more diverse and rich program content. Cross-industry cooperation will help traditional broadcasters broaden their thinking and vision, enabling them to create more competitive programs in the new media environment.

At the same time, traditional broadcasters need to continuously improve their professional training and development, focusing on learning new media-related knowledge and skills. This includes not only the mastery of new media technologies, but also the knowledge in areas such as data analysis and audience research. Through continuous learning, traditional broadcasters can enhance their adaptability in the new media environment, better grasp the development trends of the industry, and make corresponding adjustments and planning to realize the enhancement of their own value.

Finally, the transformation of traditional broadcasting and hosting arts requires the joint efforts of the entire industry. Media institutions should provide more training and development opportunities for broadcasters, encouraging them to participate in the exploration and practice of new media. At the same time, the industry should also establish a good mechanism for exchange and sharing, so that traditional broadcasters can keep up with the industry dynamics and frontier trends in a timely manner. Only through the joint efforts of the entire industry can a good environment and conditions be created for the transformation of traditional broadcasting and hosting arts, promoting its development and growth in the new era.

4. Conclusions

The rise of the social media internet celebrity culture and the rapid development of the internet celebrity economy have brought new challenges to traditional broadcasting and hosting arts. With the popularity of short video and live streaming platforms, social media internet celebrities have quickly attracted many fans by virtue of their personalized expression and instant interaction, changing the

traditional media communication model. This paper analyzes the similarities and differences between social media internet celebrities and traditional broadcasting and hosting arts in terms of content creation, expression methods, and audience interaction, based on the theoretical framework of media ecology. The research shows that although the internet celebrity culture has obvious advantages in personalized expression and instant interaction, traditional broadcasting and hosting arts still maintain their unique value in professionalism, content standardization, and expression techniques.

Facing the impact of social media, traditional hosts should actively adapt to the new communication environment, enhance interaction with the audience, and improve the personalization of content to address the challenges. This means that traditional broadcasters need to actively incorporate audience feedback into their programs and use new media platforms to create more interactive content to attract audience participation and attention. At the same time, traditional broadcasters also need to maintain their advantages in professional content planning and expression, providing audiences with deeper content through their rich professional knowledge and skills, to cope with the challenges of the internet celebrity culture in entertainment and immediacy.

To better adapt to the new media environment, traditional broadcasters can utilize new technological means to achieve cross-platform dissemination, forming an effective integration of traditional and emerging media. This includes reposting traditional radio and television program content on short video platforms for secondary dissemination or engaging in real-time interaction with the audience through live streaming, to enhance the exposure and appeal of the programs on different platforms. This integration can not only expand the audience base of traditional broadcasters, but also enhance their influence in the new media environment, promoting the diversification and innovation of content creation.

In the future, social media internet celebrities and traditional broadcasting and hosting arts may drive the innovation and development of the media industry through competition and integration. There are still many unresolved issues regarding the interactive and integration trends between the two that warrant further in-depth research. Particularly as technologies such as artificial intelligence and virtual reality continue to evolve, how to effectively integrate these new technologies to improve content creation and dissemination will be a focus of future research.

In addition, whether the impact of the internet celebrity culture on traditional hosting arts has universal applicability is also worth further discussion. Through more empirical research and interdisciplinary collaboration, scholars can provide more detailed theoretical and practical support for the interaction between social media internet celebrities and traditional broadcasting and hosting arts. This not only helps to understand the differences and similarities between the two in content creation and audience interaction, but also explores how to maintain the uniqueness and authority of professional hosts through technological innovation. Such research will provide deeper insights for the future development of the media industry and promote the continuous integration and progress of broadcasting and hosting arts with social media culture.

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