The problems and development of TV programs

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Abstract: *Due to the rapid development of Internet technology in the early twenty-first century, China's online environment has transformed into a realm characterized by a profusion of colorful information, many themes, and diverse content. In our television programs, crossover hosts are primarily selected from the pool of singers, lawyers, or hosts with high professionalism. However, the outcomes often deviate from our expectations. As a result of prolonged exposure, viewers have grown aesthetically fatigued with the hosting style employed by these individuals, ultimately leading to a decline in ratings and diminishing interest among the audience towards the program. Consequently, new crossover presenters have emerged in such an environment, injecting fresh energy into TV programs and infusing them with renewed vitality.*

Keywords: *Crossover hosting; Moderator; TV program*

1. Introduction.

With the continuous development and changes in the era of media integration, the traditional hosting style of television hosts is no longer accepted by the public. Increasingly, professionals from various fields, such as actors, singers, and more, are transitioning into cross-border hosting, injecting new vitality into the industry. However, this transition also brings specific challenges. This paper analyzes the current situation to illustrate the role of TV program hosts and the characteristics of cross-border hosts in program development, which can serve as a valuable reference for enhancing ratings. Moreover, this paper presents an overall assessment of the opportunities and prospects for development arising from cross-border hosting in television programs.

2. The Phenomenon of Cross-Border Hosting

In recent years, there has been a significant increase in the popularity of crossover hosts, driven by both market demand and the desire to create captivating scenarios. To enhance the visual impact and optimize the flow and effectiveness of programs, it has become common for traditional hosts to collaborate with crossover hosts, establishing a seamless connection. The concept of crossover hosting first gained prominence during the 1983 Spring Festival Gala, where comedians Jiang Kun and Ma Ji were paired with dance artist and TV actress Liu Xiaoqing. This pairing received widespread praise, leading to the emergence of more crossover hosts as co-hosts. Over time, this phenomenon has become synonymous with the fusion of socialist media culture, forming a prominent household image.

Crossover hosts are continuously emerging, with many actors and entertainers transitioning into hosting roles for variety shows, TV programs, awards ceremonies, crossover concerts, and more. These crossover hosts usually bring a wealth of experience and achievements from their respective professional fields. Often, they also have considerable public popularity and media presence, functioning as public figures. Their involvement as hosts in traditional and new media channels caters to the audience's fascination and curiosity toward collaborations between regular hosts and entertainers. This, in turn, helps to increase viewership and accumulate traffic.

For instance, Zhang Guoli, known for his narration in "National Treasure," made a memorable appearance at the start of the show wearing a white lab coat and delivered an opening speech that brought the national treasure to life. Similarly, actors Shen Teng and Deng Chao successfully hosted the 33rd China Golden Rooster Awards ceremony with humor and wit. Overall, this breakthrough challenge undoubtedly presents new opportunities and challenges for TV programs, rejuvenating them with a fresh perspective.

3. Role of the Moderator

The role and significance of the program host involve linking the program's content and serving as a bridge between the audience and the program. They control the process and rhythm of the program, manage performance time, and handle unexpected situations that may arise during recording or broadcasting. Due to these responsibilities, hosts are required to have a relatively high overall level of quality. When it comes to hosting television programs, hosts must adhere to the guidelines set forth by the program category, story scene, creative purpose, and promotional methods. Therefore, hosts need to pay attention to the following points in television programs.

3.1 Driving the Atmosphere and the Audience's Mood

Program hosts should strive to maintain a positive demeanor throughout the program. They should mobilize the audience's emotions based on the program's format, content, and overall mood. In interactive sessions, hosts should actively cooperate and engage with participants to foster a lively and engaging atmosphere.

3.2 On-the-Spot Strain Ability and Control Program Duration

In live television programs, unexpected situations often arise, necessitating the host to possess the ability to react swiftly and adapt to the circumstances. They should be able to effectively address issues such as program length and filling vacant time between segments to avoid any awkward or embarrassing moments.

3.3 Avoiding Conversation Hijacking

Interacting respectfully and positively with guests or audience members without causing delays or being rude is essential for a host's success. Moderators should effectively engage with individuals, recognizing their opinions and contributions while ensuring the conversation flows smoothly. Balancing attentiveness and efficiency enables hosts to foster a welcoming environment that encourages open dialogue and productive exchanges while ensuring the program maintains a timely pace.

3.4 Attention to Detail and Etiquette

When hosting on stage, the host must create a positive initial impression. They should strive to appear dignified and generous. If the program incorporates various dramatic or visual elements, attention to detail is important to prevent a negative visual impact. Effective communication should also be prioritized to ensure that the host imparts the audience a sense of comfort and relaxation.

3.5 Adequate Preparation to Prevent Compromising the Outcome

The successful execution of a program relies heavily on the host's preparation work both before and after going on stage. This includes memorizing the host's lines, becoming familiar with the event's flow, and communicating with the guests, among other tasks. These aspects require meticulous preparation, highlighting the host's dedication and sense of responsibility. By investing time and effort into these preparations, hosts can avoid making low-level mistakes during program recordings that could impact the overall quality of the presentation.

4. Advantages and Features

From its inception to the present day, there have been noticeable changes in the role of television program hosts due to the increasing influence of integrated media and digital technology. Crossover hosts have accumulated significant stage experience and program knowledge, allowing them to transition between segments adeptly. The emotions displayed by hosts in programs hold significant importance, as they convey the hosts' feelings and impact the audience's emotions. Singers and actors, in particular, excel in emotional control due to the nature and requirements of their professions. These advantages and characteristics have positively influenced the quality and presentation of television programs.

Prominent actors, traditional comedians, and famous music artists have entered the hosting domain. By leveraging their unique characteristics and accumulated experience, these crossover hosts enhance

their narrative ability in content dissemination and improve the program's ability to disseminate content. This has become a key factor in effective content dissemination. Compared to traditional hosts, crossover hosts excel in interactive interviews, character commentary, professional interpretations, and receiving authoritative advice from experts. Their advantages in these aspects are more pronounced.

For example, music competition programs often select hosts from the professional performers of the season. These hosts, acting as music ambassadors, link and interact with participants throughout the program. Their ability to express emotion, wit, specialized knowledge, and personalized storytelling adds an element of freshness and credibility to the program.

4.1 Having a Mass Base and Meeting the Audience's Inner Expectations

Facilitators from other industries should also bring their distinct characteristics and features to the table when engaging in cross-boundary hosting. This enables them to showcase their styles while satisfying the psychological needs of the audience.[1] When crossover hosts enter the realm of television programs, they inject new vitality and energy. Compared to traditional hosts, crossover hosts can offer the audience a fresh audio-visual experience, ultimately boosting program ratings and viewer engagement. A prime example was the 31st China TV Golden Eagle Awards ceremony, where actor Wang Kai surprised the audience by hosting the Golden Eagle Festival awards night. The atmosphere was positive, the presentation format was excellent, and the overall ambiance was dignified. Similarly, the music program "I Am a Singer" benefits from having host singers who bring their personal identities and influence to the show. This becomes a point of interest, as these programs often generate numerous social topics, impacting ratings and serving as a catalyst for promoting the program.

4.2 Professional Working Background

Cross-hosts who are experts in their respective fields contribute to the authority and credibility of the host's words. This, in turn, helps to build a positive rapport with the audience, keeping them engaged and interested. Additionally, watching TV programs is a significant source of knowledge and information for viewers. Therefore, the accuracy and effectiveness of information and the clarity of explanations have become crucial factors that determine viewers' preferences. For instance, in the earlier years of the "Today's Law" program hosted by Sabin, his legal expertise allowed him to navigate the program's professional knowledge effortlessly. Consequently, the program exposed social injustices and gave the audience a more profound and simplified understanding of the law.

4.3 Achieving Effective Communication

From an information dissemination perspective, the diversification of program genres has led to a broader range of hosting styles. Additionally, the industrialization and commercialization of the media system have given rise to a group of personalized hosts. These hosts contribute to improved communication effectiveness and attract higher market returns. Combining diverse hosting styles and personalized approaches aligns with the evolving media landscape and facilitates more engaging and impactful content delivery.[2]

Many current cross-boundary expert presenters excel in their original fields, and their expertise is precious when taking on the role of a media presenter in a specific type of program. In programs that involve guest participation, the expert presenter can effectively communicate and interact with the audience alongside the traditional presenter. Once they have acquired a certain level of expertise, traditional hosts better understand what the experts are conveying and what the audience wants to hear. Achieving this requires hosts to grasp professional knowledge in advance thoroughly, frequently engage in communication with experts, and accurately deliver scripted content during the program.

However, traditional hosts often struggle to provide answers when it comes to complex knowledge and questions in professional fields. In such cases, it is necessary to have professionals from the relevant fields interpret the information for the audience. This unobtrusive supply of knowledge is the most enjoyable way for viewers to receive information. For instance, during the Winter Olympics, sports commentators frequently invite athletes or coaches into the live studio to provide professional event commentaries. Among them, Wang Meng, with her remarkable commentary, has gained significant attention, capturing the interest of viewers who strongly demand her continued presence as a commentator.

4.4 Increasing Participatory and Interactive Experiences

Hunan TV's "I Am a Singer" program is an excellent example of using guest hosts who are participating artists. These guest hosts compete as contestants and play a crucial role throughout the entire competition. By sharing their inner monologues and emotional states, they allow the audience to experience the tension of the competition more intimately. The hosts are not viewed as outsiders fighting against the contestants. They become emotional connectors who empathize with the contestants and befriend the audience. As music creators themselves, the singers have a deeper understanding of music and the significance of the competition. This understanding enhances their heartfelt expression of the songs. Furthermore, their interactions with other singers as peers create a relaxed and comfortable environment without communication barriers, which results in an enjoyable experience for the audience.

4.5 Enabled Personalized Presentation through Integrated Media Platforms

CCTV's cultural and biological exploration program, "National Treasure," chose the well-known actor Zhang Guoli as the narrator. His presence adds a significant macro image to the program, aligning well with the calm hosting style and excellent language organizational skills. Zhang Guoli's composed voice greatly enhances the program's sense of history, contributing to its success. Previously, cultural relic information was typically conveyed through text descriptions and pictures. The program presents itself on a stage, using visual scenes and excellent production techniques. This enables the audience to immerse themselves in cultural relics quickly. Incorporating various media and modern technology enhances the audience's imagination and sensory experience, giving cultural relics a new vitality.

5. Problems

The rise of crossover hosts has resulted in several positive impacts, but it has also given rise to certain issues that cannot be ignored. These include damage to the hosts' image due to commercialization, a lack of professional norms in the crossover hosting field, and a decrease in credibility caused by excessive focus on performances. In the pursuit of high ratings, getting the audience's attention has become crucial for the success of TV programs. This has further magnified the commercial aspect of hosting. Without clear role positioning, well-developed hosting skills, and a solid knowledge system, individuals from various fields are crossing into hosting to gain online traffic and market share. This trend gradually erodes the achievements made by crossover hosts in their original fields. The generalization of hosts goes against the professional rules and occupational standards that have traditionally governed hosting. Despite the efforts of relevant authorities to assess the qualifications of hosts, the concept of a host's role remains ambiguous, posing a challenge in standardizing and regulating individuals who perform hosting functions without official host titles. Addressing these issues requires a careful approach that retains the positive aspects of crossover hosting while preserving professional integrity and credibility. Establishing clearer role definitions, strengthening qualification assessments, and encouraging continuous development of hosting skills and knowledge will ensure that crossover hosts positively contribute to the industry while upholding professional standards.[3] Cross-border hosting has become something anyone can attempt, but not everyone can excel. As a result, we often witness hosts with non-standard Mandarin, imprecise facial expressions, and the use of colloquial language that may be considered vulgar. These shortcomings diminish the academic level of news dissemination in hosting and have a negative impact by setting a wrong example. It is important to address these issues to uphold the quality and professionalism of hosting and ensure accurate and responsible news delivery to the audience.

5.1 Inexperience in Chairing

Crossover hosts often need more hosting experience and a platform to practice their skills. At this stage, they need to engage in continuous practice. Just like actors who prepare by deeply understanding scripts and delving into characters' inner worlds, hosts also need to be familiar with their scripts. Memorizing word for word is unnecessary, but they should be well-versed in the entire program process and smooth transitions. Additionally, there is a difference between actors and professional hosts in terms of accumulating hosting experience and the ability to react on the spot. Speaking too slowly or lacking control over the field can pose significant challenges. In the "Joyful China Tour" program, Dong Qing seamlessly saved the moment, earning praise for her quick thinking and the "Golden Three Minutes." In the final of "I Am a Singer," Sun Nan unexpectedly withdrew without discussing it with the program group, and Wang Han had to step in to stabilize the situation within six minutes, showcasing his value as

a host. These instances highlight the need for hosts to possess the ability to react and mobilize the scene. However, developing these skills and quick-thinking abilities takes time. It takes time and practice to become proficient and use them effectively.

5.2 Insufficient Role Adaptation

Transitioning from an actor or star to a host role takes time and effort. Shen Teng, for example, has primarily appeared in comedy films and various variety shows in recent years, showcasing his comedic talent and fan appeal. While he excels in these areas, awards ceremonies and certain television programs require hosts with a strong sense of ceremony and excellent hosting skills. When considering a crossover presenter hosting a program, it is crucial to assess the actors, stars, and the desired effect of the program, along with potential consequences.

While crossovers can encourage individuals to explore and develop in multiple directions, it is essential to be fully prepared for the transition and dedicate oneself to adapting to the new role. If done half-heartedly, the outcome may be misguided. Actor-host crossovers have advantages and disadvantages, but to overcome the drawbacks, actors must prioritize the development of their hosting skills. Steady progress and continuous improvement are necessary to cross borders and successfully become proficient in the hosting domain.

6. Opportunities and Development

Common advantages and cognitive misconceptions of cross-border host communication.[4] Regardless of the crossover presenter or the general professional presenter, the presenter is the driver of direct contact with the audience in the programme as well as the spokesman of communication and interaction with the audience, and must communicate his values to the audience with his own linguistic characteristics and the content of the programme, and to this end they are tightly linked. Therefore, in today's highly inclusive and diversified TV programmes, cross-border hosting will be a brand new breakthrough, but while reflecting its advantages, it should also take into account the cultural and professional qualities and other standards possessed by traditional hosts, and the two should be integrated with each other to promote each other's advancement, so as to better display the charm of language and better convey the programme's connotations to each and every one of the viewers.

7. Conclusion

In the Internet technology tells the development as well as the background of media convergence, cross-border hosts have become the inevitable trend of television programmes, hosts more towards the direction of the audience's expectations of the development and polishing, the output of the television programme is also more to increase the user's viscosity, to open up the television programme and the host of the new development. The professionalisation of cross-border presenters will lead to specialisation in the future, and the potential development momentum deserves more attention.

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