

The way forward for presenters in the age of pan-entertainment

Tao Xinyue

Wuchang Institute of Technology, Wuhan, China

Abstract: *With the rapid expansion of the Internet trend, pan-entertainmentism is accelerating as a social trend that runs counter to mainstream values. In this context, hosts, as TV media people, should take the lead in guiding positive values, shoulder the responsibility of the times and be ideal, competent and responsible media people of the new era. This paper takes the perspective of the dilemmas faced by presenters in the new era, and broadens the bright prospects for presenters to clarify the dilemmas and answer the questions of the times.*

Keywords: *Hosts; Pan-entertainment; Digital economy; Dilemma*

1. Introduction

In today's revitalized digital economy, the media is ubiquitous in our daily lives and has even become an extremely important way for people to internalize their values. However, due to the rise of information inflation and panic entertainment, it has become a unique ability of the contemporary generation to discern the authenticity of news and filter the truly valuable information. Rather than passively receiving information as they did in the past, audiences are able to actively reconstruct the meaning of media messages. In the process of mainstream media becoming mainstream, presenters represent an important role once they are formed, and how to find their own way out of the dilemma is the main focus of this paper.

2. The symptom of pan-entertainmentism

In recent years, pan-entertainmentism has spread to many corners of public life at a rapid pace, gradually deconstructing the audience's perception of mainstream ideology. Entertainment was originally meant to be relaxing and physically and mentally pleasurable, but now it is increasingly becoming a means for capital to make profits.

2.1. Forms of entertainment: excessive picturisation

Pan-entertainmentism captures the public's preference through a series of highly attractive means, such as images, through sensitisation. Many online audio-visual programmes, talk shows and short videos have been used to bring a short-lived sense of pleasure to the audience, but when the short-term visual stimulation of these images is over, the audience is left in a state of emptiness.

In 1938, French philosopher Guy Debord proposed a critical theory of the 'landscape society', claiming that capitalist society had completed the transition from the 'accumulation of commodities' to the 'mass accumulation of landscapes'. The transformation of capitalist society from the "accumulation of commodities" to the "mass accumulation of landscapes".^[1] In today's society, the explosion of television, film, the internet and other media has led to the wireless valorisation of images, and the real world has been replaced by a system of images. At the same time he compares landscape to 'a permanent opium war' that is satisfying the desires of audiences while gradually reducing people's ability to think independently.

2.2. Entertainment content: excessive vulgarization

No shortage of entertainment programs to please the audience at the expense of losing the moral bottom line, so that the beauty that entertainment should have become vulgar and vulgar.

Neil Bozeman's examination of several major events in human history reveals that human beings have not gained real liberation and freedom in this era. People live in a society dominated by entertainment, and after entertainment becomes an integral part of human life, people lose their thinking power. Personally, the most important thing in this era is entertainment. People can find whatever they want to express on TV, and it will be the subject of communication and discussion, whether good or bad, and will resonate more if the topic is relevant to them; on the other hand, we can entertain ourselves in different ways, and entertainment will have a subtle influence on us. Nowadays, the amusement function of entertainment is gradually released, resulting in many serious topics being over-interpreted and entertained, and people no longer use rational thinking to think about issues. As Neil Bozeman repeatedly emphasized Huxley's prophecy: "What people feel painful is not that they replace thinking with laughter, but that they do not know why they laugh and why they no longer think."^[2]

2.3. Entertainment information: excessive fragmentation

In recent years, short video platforms have flourished, and short videos have become the new darling of the fragmentation era by virtue of the word "short", and of course have become an indispensable part of everyone's life. In today's era where everyone can be a self-publisher, short videos take a fragmented narrative and are compressed into a minute of visual presentation. After adapting to this short and fast experience, viewers will gradually lose patience with the long narrative of traditional TV, leading to the spread of "light reading". People are trapped in the repetitive "information cocoon", bringing spiritual enjoyment at the same time, let people become parochial, obsessed and disorganized.

2.4. Entertainment value: excessive nihilization

The hedonism, altruism and nihilism oriented by pan-entertainment are contrary to the mainstream values such as the harder you work, the luckier you are, and hard work, making some young people too deep in it to return to reality. When people see other people's consumption desires promoted in the video, they have the same desire to shop and implicitly approve of the goods sold in the video and buy the goods, and they no longer care about the use value of the goods but their value.^[3]

3. Sorting out the dilemma of the times: the predicament of the moderator

Hosts are at the forefront of the broadcast industry and therefore have greater responsibilities and face more risky challenges in difficult situations.

3.1. The Responsibility Dilemma: The Challenges Facilitators Face

3.1.1. Positive guidance of mainstream values

In the process of operation, most audiovisual programs show the undesirable tendency of "only flow, only stars, only market"; vulgar and undesirable information leads to the lack of traditional values of Internet users; the chaotic phenomenon of "rice circle" leads to frenzied star-chasing behavior, such as peeping at stars, fans playing for The "rice circle" chaos has led to frenzied star-hunting behavior, such as spying on celebrities, fans playing for idols, as long as the bottle cap not milk waste phenomenon; and even the spread of "face value is justice" and other wrong aesthetics. In addition, the explosive growth of the webcast industry, because of its low threshold, some anchors to win the public's attention, with vulgarized content to compete for attention. In 2022, CCTV host Zhu Guangquan cooperated with the lead anchor Li Jiaqi to carry out a live broadcast of Hubei public welfare with goods. The biggest highlight of this live broadcast is that the featured products revolve around the segment, and it puts the audience in the scene, with highlights, selling points and laughs, making netizens exclaim: finally see the so-called interesting soul, the so-called cultural bandwagon. Whether it is a variety show or a news program, the host, as the role of leading the process of the program, should take the responsibility to convey the content of the program to the audience accurately and timely, and its guidance of the direction of public opinion largely affects the value of the program; that is to say, the whole society can form a correct guidance of public opinion, the key lies in whether the hosts deliver positive energy in the program.

3.1.2. The challenge of innovation in personal style

The style and characteristics of the host are the reflection of his or her professionalism and

comprehensive quality. With the increasing integration of the Internet into people's lives and the rapid development of big data, cloud computing, artificial intelligence and AI technology, artificial intelligence has long been integrated into other fields, including the widespread use in the field of news broadcasting. From Xinhua News Agency's fast pen Xiaoxin news gathering, to robot writing scenes, to the People's Daily and other AR virtual reality mainstream media's immersive news broadcasts. In the face of increasingly sophisticated, professional and intelligent artificial intelligence voice technology, traditional media presenters are facing unprecedented challenges. Intelligent AI is in the spotlight, and as hosts consider the quality of their professional abilities, they should also step up innovation in their own style to catch up with the trend of the times and develop a fresh and broad path for their own development. 2017 Spring Festival, Zhu Guangquan's phrase opened his "rhyming career". When netizens asked whether the CCTV host was on vacation, he answered bluntly, "The earth doesn't explode, we don't take a vacation"! There was even the statement "Zhu Guangquan changed the whole CCTV hosting style by himself", even the always serious "News Broadcast" hosts Li Zimeng and Kang Hui also joined the ranks of the single press. Viewers are usually accustomed to their strict and serious single style of broadcasting, but when they show their humorous side in this way, it arouses the public's infinite curiosity. If the hosts want to find their place in today's fast-changing media industry ecology, they must get rid of the same old hosting style and break through the restrictions and changes in all aspects to attract different audiences.^[4]

3.1.3. Self-examination and self-awareness of media platforms

In 2021, China Central Radio and Television (CCTV) launched the cultural programme "China in the Canon", which pioneered the "inter-temporal communication" between ancient and modern intellectuals. The programme took the Shangshu, the Analects, the Chu, and the Records of the Grand Historian as its subjects, with host Sabine leading the audience through history in the guise of a modern-day reader, achieving a dual time-space interplay of history and reality, and receiving unanimous acclaim. It is both an opportunity and a challenge for media workers to spread good Chinese traditional culture in the new era. For media people and media platforms to strengthen self-discipline, consciously control the program process settings, increase the audit; hosts should also fulfill their self-audit responsibilities, curb the content of pan-entertainment, pay close attention to and deliver positive social energy, positive values into the program; keep pace with the times, and actively take responsibility for guiding public opinion, to create a real breadth, depth and bottom line columns.

3.2. The Dilemma of Taking Charge: Opportunities for Facilitators

3.2.1. The vigorous development of digital economy

Digital technology, through new models, is being fully integrated into all areas of human economic, political, cultural, social and ecological civilization construction, with a wide and profound impact on human production and life. The digital industry has seized the opportunity, and traditional industries are being driven to digital transformation. And for hosts to develop better and longer term, they need to carry out continuous innovation and integration, such as IP building for hosts. In recent years, China Central Radio and Television has been trying to explore new program brands. In particular, with the east wind of short video, it has launched the "Anchor Talking" column, which combines real-time hot news and broadcasts mainstream voices in popular language; then the "short video national team" CCTV video app was launched, which is the first national 5G new media platform and a new platform for CCTV to build hosts' IP. Kang Hui, Zhu Guangquan, Sabine and other hosts have walked in the exploration of the host of IP-based new road, and achieved significant results, loved by the majority of viewers. After the live broadcast of "Newswire", the hosts used simple, popular and grounded language to comment on the hot topics of current affairs, and Kang Hui's fresh approach of using buzzwords such as "I don't want you to feel good, I want me to feel good" gained the recognition of the audience. This series of innovation makes Kanghui's simple and professional image and style more popular.

3.2.2. The tolerance and diversity of today's era

This is an open and inclusive era, and in recent years we have seen many TV hosts transforming across borders. For example, CCTV host Dong Qing has taken on the new role of producer and host, producing and broadcasting the cultural program "The Reader" with in-depth content. Each episode revolves around a theme word, and through the interpretation of prose, poetry or scripts, it reveals the connotation of the text and drives the enthusiasm of all the people to participate in reading aloud, so that audiences at home and abroad can marvel at the profound accumulation of traditional culture and let the world understand a real, comprehensive and three-dimensional China. Although cross-border

hosts are not new, and the tolerance of the society is getting higher and higher, with the development of new media and the continuous innovation of TV programs, the needs of the audience are also changing, and the media industry has put forward new requirements for the comprehensive quality of hosts. Make adjustments. In addition to doing a good job, leapfrogging to break the limits of thinking, learning to master the skills of multiple fields; in the era of rapid development, more learning, careful thinking, to avoid their own replacement, ready for the arrival of the era of all-media.

3.3.3. New communication of media integration

The 2019 Annual Work Conference of China Central Radio and Television pointed out that "we should strive to build a new international first-class mainstream media with strong leadership, communication power and influence". In order to achieve this goal, the General Administration has been actively exploring; in September 2020, the General Office of the CPC Central Committee and the General Office of the State Council issued opinions on accelerating the development of deep media integration; [5] the 14th Five-Year Plan and the 2035 Vision announced by the Central Committee of the Communist Party of China in 2021 clearly proposed to promote deep media integration and strengthen the new mainstream media, providing the host with transformational development new opportunities. The TV industry is developing various online programs that fully integrate traditional media with the Internet, allowing programs to be broadcast anywhere and anytime, providing new ways for presenters to express themselves. In 2019, Kang Hui accompanied a team of journalists to Greece to vlog the daily work of CCTV presenters and important Chinese diplomatic news to the public with a more authentic, intimate and unique perspective. This has led to a closer interaction between the hosts and the audience. In the era of fragmentation, hosts should take the initiative to integrate into it, constantly try new and easy program formats to draw closer to the audience and interact with them in real time.

4. Answer the questions of the times: the way out for the hosts

Overall, the facilitator should become an all-round talent with both virtues and talents, stand on a new journey to walk a new long journey and deliver a satisfactory answer to the times.

4.1. Firm ideal beliefs, can be a heavy responsibility of the times

"Without ideals and beliefs, it will lead to spiritual 'lack of calcium'." On the one hand, we should not be indifferent to the current general chaos in the entertainment field and turn a blind eye to it, but embrace the mission of the times, broadcast the voice of China, undertake the mission of media people, set up ambitious ideals, set long-term goals, and take up the burden of the times of cultural heritage. On the other hand, as the "mouthpiece" of the party and the government, the host should have a high sense of family and country, as the saying goes, "the foundation of the world is the country, the foundation of the country is at home, the foundation of the family is in the body. Family sentiment is a profound reflection of a high sense of national identity, responsibility and mission; always put the national interest in the first place, out of the ego world, their own ideals and national destiny closely combined, so that personal aspirations and social needs in harmony, in the strategic development of the country to play a good role in the effectiveness of the screw, to contribute to the realization of the great rejuvenation of the Chinese nation majestic strength.

4.2. Create excellent skills and abide by professional ethics

In the era of deep media, the speed and scope of information dissemination is so wide that the audience no longer passively receive and have the ability to distinguish right from wrong, the host must have a wealth of knowledge and excellent skills in order to achieve a career. At present, human beings are rapidly entering the information era with the explosive popularity of media, and knowledge is rapidly updated and iterated. The emergence of intelligent AI host, broadcast zero errors, high efficiency of the huge advantages of the real anchor is undoubtedly a huge challenge, in addition to playing a solid basic skills, broadcast hosts need to have a comprehensive ability to collect, edit and broadcast as one, with the help of artificial intelligence can not replace the unique humanistic care, to provide psychological comfort to the majority of the audience, adhere to professional ethics. In order to avoid being abandoned and eliminated by the times, with more intelligent information channels, make full use of the emerging platform, to achieve the dual enhancement of ideas and abilities. To know clearly that the host is an all-round talent composed of multiple factors of learning, skills and professionalism, take the initiative to participate in more aspects of television programs, create the

host's personal IP brand, and create excellent skills in practice.

4.3. Enhance the spiritual realm and adhere to the moral cultivation

In the era of pan-entertainmentism, it is particularly important to improve one's spirituality, return to the truth in a fickle world, adhere to artistic ideals and professional beginnings, make virtue and dedication a lifelong lesson, learn from and look up to outstanding predecessors, and refrain from arrogance, impatience and being bound by interests. The correct value orientation is the lifeline of the media industry, and only by always adhering to the correct value orientation can we deliver the right ideology and noble moral sentiments. Hosts themselves should also correct their attitudes, establish the correct three views, consciously oppose vulgarity, profanity and vulgarity, respect for the law, so that "off-stage a kind", with good professionalism and social image to win the respect and love of the general public. As Zi said: "Virtuous, back also! A frying pan, a scoop of water, in a humble alley, people can not stand its worries, back also does not change its happiness." The joy of Yan Hui lies in not being troubled by poverty, being peaceful and quiet, not changing his pursuit and not changing his principles. At the same time, we pay close attention to the dynamics of the media industry and make timely, objective and accurate voices against various undesirable phenomena to create a healthy and clear media environment.

5. Conclusions

As a pioneer in the promotion of the Party's cause and a purveyor of core socialist values, the image, style and ability of a presenter are of great importance. In a society where entertainment is all the rage, presenters are faced with both challenges and opportunities; media workers must rise to the challenge, understand industry trends and grasp new technologies and ideas on the frontline of communication, stay at the forefront of the times, always focus on their own development, seize opportunities for development, love their feathers and adapt to various scenarios that test them, face unexpected situations without fear, cut through thorns and briers, produce and deliver thoughtful, warm and high-quality program content to contribute to the innovative development of the radio and television industry.

References

- [1] Wang Zekun. (2021). *The social-critical theory of Guy Debord's landscape and its contemporary value. Learning Monthly* (03), 27-30.
- [2] Xu Ruoxi. (2012). *The media metaphor of Web 2.0 era from "Entertainment to death". Young Journalist* (01), 52.
- [3] Dou Yongchao. (2022). *The basic symptoms, generation mechanism and governance path of pan-entertainmentism. Journal of Northwest University for Nationalities (Philosophy and Social Science Edition)* (01), 130-136.
- [4] Sun Yumeng. (2018). *Host characteristics of traditional media programs and the new challenges they face. Science and Technology Communication* (03), 59-60.
- [5] Li Lei. (2021). *Deep media integration: goals and paths. Journalism and Writing* (01), 4.