

Exploring the Application of Podcasting Skills in the Age of Social Media

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Abstract: *This study focused on exploring the use of podcasting skills in today's social media environment. By scrutinizing the defining attributes of the social media era and assessing the manner in which conventional broadcasting methodologies influence the efficacy of information dissemination within this context. It aims to illustrate the potential and core value of broadcasting skills in the new age media platform. To enhance the communication abilities of practitioners in the social media era, it is imperative to thoroughly examine and utilize the application of broadcasting skills. This will aid in achieving more effective and impactful communication within the realm of social media.*

Keywords: *Podcasting Skills; The age of social media; Video Platform*

1. Introduction

In the ever-changing world of social media, the power of broadcasting can mean a lot in the age of social media. First of all, the use of social media as an important information dissemination platform can enhance the effect of information expression, attract the public's attention, and improve the efficiency of information transmission, which is a kind of use of internal skills. Secondly, with the continuous expansion and diversification of social media user groups, the flexible use of broadcasting skills can better meet the needs of different user groups and enhance the relevance and effectiveness of information dissemination. Concurrently, by conducting an exhaustive examination of the backdrop of the social media era, we aim to achieve a more profound comprehension of the communication principles inherent in social media. This endeavor encompasses an exploration of the latent potential for applying broadcasting techniques within social media communication, thereby furnishing both theoretical underpinnings and practical directives to augment the efficacy of social media communication. Therefore, it is both relevant and academically valuable for expanding research on the application of broadcasting skills in the social media era.

2. The importance of podcasting skills in social media

When content is delivered through multimedia on social media, the use of excellent broadcasting skills is particularly important for the effective enhancement and wide dissemination of the content. In the first place, broadcasting skills play a key role in the social media environment, directly influencing the effectiveness of the message and highlighting its core value as a carrier of information. The skilful use of broadcasting skills can make the message more vivid and inspiring, thus enhancing the attractiveness and reach of the content. Furthermore, good broadcasting skills can enhance the persuasiveness and affinity of the content and deepen the audience's recognition and acceptance of the content. In addition, broadcasting skills enhance the professionalism of the content presentation, further earning the trust and reliance of the audience and enhancing the credibility of the message. In view of this, exploring the strategies of broadcasting skills in contemporary social media applications has far-reaching significance for optimising communication effectiveness and enhancing user experience, highlighting the value of broadcasting skills as an indispensable means of application in the social media era.

2.1. Overview of traditional broadcasting techniques

2.1.1. Definition and characteristics of traditional broadcasting skills

The application of podcasting skills is becoming increasingly important in the age of social media. Traditional podcasting techniques need to be outlined first to better understand the field. Traditional broadcasting skills have been gradually formed and passed down on the basis of experience and skills accumulated in the traditional media era. It is defined and characterised as the most important of the traditional podcasting techniques.

Firstly, the definition of traditional broadcasting skills encompasses a range of techniques and norms that need to be broadcast in traditional media areas such as radio and television. These skills encompass not merely the articulation and mastery of vocal delivery, but also extend to the conveyance of emotions, speech tempo, and rhythm, among other facets. The traditional broadcasting skills, in their expression and control of language, are formally designated as the fundamental and indispensable attributes that radio and television broadcasters must possess to systematically organize and synthesize these competencies.

Traditional podcasting techniques are characterised by three main aspects. The first is that its normative requirements must be implemented in accordance with specific standards and requirements that cannot be changed at will. The second is that it requires announcers to have a certain degree of professionalism and business knowledge in order to be able to perform different kinds of broadcasting work. The third is its inheritance, which is a skill with historical origin and certain cultural connotation that has been accumulated and inherited in continuous practice and summarises the wisdom and practical experience of the predecessors.

Overall, traditional definitions of podcasting techniques and their characteristics are the basic prerequisites for our understanding and application of them, and while the age of social media may bring some adjustments and changes, traditional podcasting principles and their core tenets are still important to draw upon. In-depth analyses and studies of traditional broadcasting have a positive role and usefulness in the practice of using broadcast communication in contemporary society.

2.1.2. The scope of application and development of traditional broadcasting techniques

In the age of social media, the application of traditional broadcasting techniques is of great importance. Traditional broadcasting techniques are long-established experiences and skills in the radio and television industry, and with the rise of social media, these techniques are being given new vigour and application. The application of traditional broadcasting skills in the social media era covers a wide range of applications, and its evolution is closely related to the development of social media.

The application scope of traditional broadcasting skills includes but is not limited to: webcasting, web hosting, short video production, radio programme production, etc. Among them, the application scope of traditional broadcasting skills includes in the field of live broadcasting, the traditional broadcasting skills for the purpose of attracting the audience and improving the influence of IP, which can help the anchor to enhance the voice expression and improve the infectious force of the programme; Traditional podcasting skills can help presenters improve their clarity and rhythm of delivery when it comes to web hosting; Traditional broadcasting techniques in short video production help to improve the quality of voice-overs and narration, so that viewers have a better sense of visual experience, but also to attract more viewers and accumulate human resources for the fan club; In radio programme production, traditional broadcasting techniques can add a unique flavour to the programme and enhance the audience's reading and listening experience.

The development of traditional broadcasting techniques can be traced back to the origins of radio. As broadcasting technology continues to evolve and improve, so do broadcasting techniques. From the initial reading broadcast to the later application of internal and external techniques to the current broadcasting style, traditional broadcasting techniques have gradually formed a rich and varied technical system. With the advent of the social media age, traditional broadcasting skills are beginning to combine with new media to create more possibilities. The application of traditional broadcasting skills in the age of social media continues the essence of traditional skills, but also integrates with new media forms, showing a broader development prospect.

3. Analysis of changes in broadcasting skills in the age of social media

Podcasting skills in the social media age are characterised by the following aspects:

Increased interactivity: Compared to traditional media, social media focuses more on interacting with the audience. Therefore, broadcasters need to master how to guide the audience to participate in interactions, such as questions, polls and comments, during live broadcasts or recordings, so as to increase the interest and attractiveness of the programmes. Podcasting skills in the age of social media are more focused on emotional expression. Compared with traditional media, social media platforms pay more attention to the user's emotional resonance, so the announcer needs to control the tone, rhythm, pause and accent, and better express the emotion through the external skills in the broadcasting skills to resonate with the audience. Through the social media platform, the interaction between the audience and the broadcaster is more frequent and direct, and the application of the sense of object is particularly important at this time. Creators can enhance the audience's sense of participation by applying the technique of "sense of object" in the creation of the programme, and establish a closer interactive relationship with the audience.^[1]

Diversified language styles: With a wide and diverse social media audience, broadcasters need to adjust their language styles according to the different platforms and audiences, which may be more colloquial, friendly and natural, and even need to incorporate Internet buzzwords and popular phrases to increase resonance with young audiences. On social media, there is a wide range of user groups, and for different types of audiences, broadcasters need to flexibly use different language styles and rhythms to meet the needs of different audiences and enhance the communication effect. If it is a knowledge-sharing category, we should enhance the credibility of our language, in addition to working on the content of the text, but also in the narrative of the reasonable application of external techniques to enhance the credibility of their language. In other words, the life sharing category should make its language style and expression approachable and grounded in order to attract more audiences.

Content innovation and personalization have become increasingly significant in this era of rapid development of information on the Internet. What catches the audience's eye is the ever-innovative quality content and unique sound style. Broadcasters must be able to think creatively and integrate their professional knowledge and personal strengths; create a distinctive voice style; stand out in the competitive media world; and communicate effectively with their audiences.

Technology integration and application: Technology is rapidly changing our means of communication and reception. Broadcasters should also follow the trend of using virtual reality augmented reality artificial intelligence voice synthesis and other technologies for the innovation of broadcast content and the exploration of communication methods. In the course of disseminating information, we aim to achieve an immersive experience for the audience. One approach to this is through personalized speech synthesis, which is tailored to the listener's interests and preferences, thereby offering customized recommendations for speech synthesis. **Rapid Adaptation and Response:** Due to the fast speed of information dissemination in social media, broadcasters are required to have the ability to adapt and respond quickly, and to adjust their broadcasting strategies to cope with fast-changing situations, such as emergencies or hot topics.

In summary, the changes in broadcasting skills in the social media era are mainly in the areas of interaction, language style, content innovation, technology integration, and the ability to adapt quickly. The change in broadcasting skills in the social media era is also reflected in the fact that broadcasting skills in the social media era require more than just the traditional basics, but also the ability to express emotion, personalisation, and the ability to interact and communicate. All these features require broadcasters to continuously improve their professionalism while adapting to the needs of media development in the new era. Only by constantly adapting to the needs of the social media era can broadcasters stand out in a competitive situation and achieve better communication results.

4. Strategies and Exploration of Podcasting Skills Application in Social Media

4.1. Strategies for Podcasting Skills on Social Media Platforms

The rise of major social media platforms has provided a new communication channel for communicators and a broader space for applying broadcasting skills. Communication media communication methods, communication skills, etc. in social media, can help communicators to better attract the audience's attention, improve the quality of content and impact of the broadcasting skills application strategy is essential.

Firstly, voice performance is crucial in the strategy of podcasting skills under social media platforms. Sound is the core element of broadcast communication, and the communicator needs to attract the audience's attention by controlling the height, speed, tone and rhythm of the sound. In social media, communicators need to engage their audience quickly through sound to get them interested in the content and thus increase the complete playback rate of the content, this is because of the fast speed and pace of information dissemination and the amount of information.^[2]

The use of language is also one of the very important strategies when broadcasting on social media platforms. Since there are great differences in the understanding and acceptance of language by different people, the communicator must combine the characteristics of the audience and the purpose of the communication of the flexible use of language, in order to make the content more attractive and persuasive, and to achieve a good communication effect. The use of language in a concise and lively form on social media is more likely to resonate with the audience and lead to better communication results.

The control of pacing is also one of the crucial skill strategies when broadcasting on social media platforms. Communicators should cleverly grasp the rhythm of the content and the target audience's ability to accept the rhythm of the corresponding control and adjustment so as to enhance the content of the audience's attraction and tension, in order to achieve a better communication effect. Especially on social media platforms that focus on short videos, communicators need to quickly catch the audience's eye at the beginning of the video as most of the content has a fast pace. Make a strong and quick connection with the target audience at the beginning of the video. This creates a strong impact on the audience at the beginning of the video.

In general, the art of broadcasting hosting in contemporary times necessitates the optimal utilization of voice tone, rhyme, rhythm, and other pertinent broadcasting techniques and skills. This is done with the aim of satisfying the diverse communication needs of various audience groups and media platforms, thereby ensuring flexible adaptation to their respective requirements. We strive to bring the art of broadcasting to its maximum utility and achieve the best effect of information dissemination, in order to keep pace with the times and disseminate warm and valuable voices.

4.2. Case studies of podcasting skills in different social media platforms

On different social media platforms, how to effectively use broadcasting skills to attract users' attention and enhance the appeal of content has become a focus of attention for many practitioners. This section will analyse specific examples of podcasting skills being used on different social media platforms.

Firstly, in video platforms, good announcing skills can make a big difference to the quality and appeal of the video content. For example, on the long video platform, Bilibili represents many UP masters who use natural and smooth broadcasting method with vivid and interesting language expression to attract a large number of fans. The UP master plays an equally large role in the pitch and intonation while capturing the key element of tempo changes; Then again, you need to pay more attention to the rhythm of the video when creating on short video platforms such as Jitterbug. If the opening of the video fails to engage the audience, then the exposure of the video is not going to matter. Then it will also cause the phenomenon of "scratching" away, which is detrimental to the dissemination of the video. So to achieve better communication results. It is necessary to pay more attention to the grasp of video content.

Audio platforms such as Himalaya FM/Netflix podcasts are equally essential for podcasting skills. The excellent anchors succeeded in attracting a large number of listeners by controlling their voices and handling the tempo as well as expressing their emotions, making their programmes more attractive and infectious. They specialise in using their voices to convey messages and resonate with listeners. Broadcasting without video images requires more internal skills such as situational reproduction intrinsic sense of language objects. To sum it up, podcasting skills are equally essential on the audio platform.

Text-based social media platforms such as Weibo Zhihu, although mainly text-based content, but broadcasting skills also play a role that can not be ignored. Certain self-media platforms employ techniques such as utilizing language rhythms and alterations in accent placement to effectively grasp sentence variations and other intricate nuances. This approach enables readers, while engaging with the text, to virtually hear the voice of the anchor, thereby intensifying the immersive quality of the communication. As a result, readers experience a more profound resonance throughout the reading process.

In summary, the application of broadcasting skills in social media is diverse and important, and

different techniques and strategies are applied to different platforms, but there is no doubt that broadcasting skills play a significant role in enhancing the quality of content and attracting users' attention.^[3]

In the future, as social media continues to progress and develop, the application of broadcasting skills will become more diverse and new possibilities will continue to be explored. We look forward to even more exciting performances in the future.

4.3. Exploring the application of broadcasting skills on different social media platforms

The application of broadcasting skills on different social media platforms firstly needs to pay attention to the distribution of the platform's audience groups, including gender, age stage, working people. Also, the creative style and video style of most of the creators on the platform should be taken into account, so as to achieve a better communication effect by applying podcasting skills.

Taking financial knowledge popular science videos as an example, 70% of the financial knowledge popular science videos with more than 500,000 plays on B station are more than 20 minutes long, while on platforms such as Jittery Voice, Shutterbug and WeChat Video, the most appealing financial popular science bloggers are "Three-Minute Finance", "Grumpy Finance", "Two-Minute Finance Classroom", etc. The content created is mainly compact. The most attractive financial science and technology bloggers are "Three-Minute Finance", "Grumpy Finance", "Two-Minute Finance Classroom", etc., and their contents are mainly compact. For long videos, the felicitous form of language expression is more accessible to the audience, with a relatively slower speed and pace of speech. In the realm of short videos, the paramount importance lies in delivering increasingly comprehensive content within a condensed timeframe. This necessitates the audience to receive the utmost information possible within the constraints of limited time, while simultaneously showcasing personal style within this abbreviated period. To achieve this, it is imperative to innovate upon and transcend the traditional broadcasting techniques.

4.4. Successful Examples of Podcasting Skills Application in the Social Media Era

The "Cloud Listening" new media platform: a model of sound new media that emphasises both technology and content - the "Cloud Listening" platform created by China Central Radio and Television (CCTV). Using 5G technology, the platform provides a rich and diverse range of audio content, including three major sections: Listening to Fine Arts, Listening to Radio, and Listening to TV, covering a number of column types that meet the needs of different audiences. "The Cloud Listening Club has launched a special area dedicated to the fight against the epidemic, which includes classic literature reflecting the mainstream media's sense of social responsibility, as well as domestic and international audiobooks.

The application of AI virtual anchor: Sogou and Xinhua News Agency jointly developed the AI virtual anchor "new Xiaowei" and other news reports in the voice, expression synthesis to a high degree of realism. These virtual anchors are demonstrating the application of technological innovations in the field of broadcasting while increasing the efficiency and interest of news reporting.

CCTV News' Vlog Attempts: As a popular form of communication of video logs, CCTV News, in the form of host Kang Hui's Vlog, shows the daily work and life of the newsreader, which is a new attempt to innovate the communication method and attracts the attention of more young audiences. And Kang Hui's Vlog has played an important role in spreading CCTV news.

The Anchor Speaks Syndication innovation involves employing a casual yet concise tone of voice, coupled with brief durations, to convey topics through postings on social media platforms. This approach is designed to enhance the likelihood of attracting the attention of the social media audience and, consequently, augment the dissemination effect to a certain extent. This is an example of the successful and innovative use of traditional podcasting techniques in the age of social media.

5. Conclusions

The applied research on broadcasting skills is particularly important in the age of social media. This study draws the following conclusions by combing relevant literature and analysing actual cases: Firstly, the rise of social media platforms has provided a brand new arena for the application of podcasting skills. The application of podcasting skills. LIVE, short videos and other forms of social media by creators allow traditional podcasting skills to transform and innovate while shaping a more personalised and interactive

style. In the social media landscape, broadcasters need to focus more on the expression of emotion and the building of character. In order to surpass traditional broadcasts in terms of attracting a larger audience and fostering greater interactivity, social media necessitates that broadcasters cultivate a closer, more humorous, and warmer rapport with their viewers. In addition, the use of broadcasting skills in the social media era should also take into account the characteristics of information dissemination and user needs, in addition to requiring the broadcaster to have excellent eloquence and language skills, but also to continue to learn and adapt to the characteristics of a variety of social media platforms, and the flexible use of a variety of skills and tools to meet the needs of users. Overall, the study of the application of broadcasting skills is of great practical significance and pioneering value in the age of social media. On this basis, future research can dig deeper into the similarities and differences between different social media platforms and broadcasting skills, as well as the effective way of combining each other, so as to provide the development of the broadcasting industry with more ideas and methods that are of reference significance and inspirational, so as to better satisfy the people's demand for information acquisition while promoting the progress and development of the society.

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