A Study on the Path of Language Innovation in Broadcasting and Hosting in the New Media Era

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Abstract: *In the era of new media, the way and channels of information dissemination have changed, which has a significant impact on the traditional media industry, which not only brings a broader vision to the development of radio programs, but also brings new possibilities and opportunities.Entering the new media era, the audience's spiritual and cultural needs are increasing and obviously showing different characteristics, which requires broadcasters and hosts to further improve the level of artistic language.Only by actively adapting to the development of the times, facing the influence of new media, continuously improving their comprehensive quality through self-study, and effectively participating in the process of the new media era, can broadcasters and hosts get better development in the society.This paper first discusses the language characteristics of broadcasters and hosts in the new media era, such as content diversity and style personalization. Then it analyzes the current situation of language use in broadcasting and commenting, points out its unprofessional and informal problems, and emphasizes the injection of new vitality into broadcasting through language innovation. Finally, the direction of language innovation in broadcasting and hosting is proposed, with a view to providing reference for the broadcasting and television industry and helping the development of the deep integration of new media and traditional media.*

Keywords: *new media; broadcast hosting; language characteristics; language innovation; path investigation*

1. Introduction

New media provide a more comprehensive channel for people to obtain information, and at the same time increase people's reliance on the Internet and various applications. Although traditional media such as television and radio still have a certain viewership rate due to the advantages of new media in disseminating information, the viewership rate is declining due to the diversity and personalization of audience groups.Utilizing new media technologies to attract existing audiences and achieve transformational growth is an important consideration for traditional media. In this context, broadcasters and presenters should recognize the important value of broadcasting and hosting language and adjust their language style in time to provide an experience for their audience. Therefore, in the era of multilingual new media, using multiple language systems to optimize and update one's language is a practical issue that presenters should consider.

2. The concept and characteristics of new media

2.1. The concept of new media

New media refers to the media forms supported by new digital technology, including digital magazines and newspapers, cell phone text messages, digital TV and movies, the Internet, digital radio, cell phone TV and other rapidly developing new media. New media have various forms of channel expansion, large audience groups, precise promotion, and convenient and fast promotion process. At the same time, the new media era, the information dissemination methods and channels have changed, bringing a huge impact on the traditional media industry.[1] Therefore, in the context of the new media era, traditional broadcasting hosting must keep pace with the times and develop new hosting language to adapt to the changing needs of the times and the increasingly diversified needs of people for broadcasting hosting language.

2.2. Characteristics of new media

2.2.1. The development of new media is personalized and prominent

Due to the inherent characteristics of new media technology, individuals can selectively receive information about their favorite programs through new media. As a result, the development of new media has become more personalized. While viewers pay more attention to their favorite TV and radio programs, they may also express their opinions by watching and commenting on programs they do not like or are not interested in. Audience feedback has become an important part of the program production and broadcasting process.In this day and age, the voice of the individual is amplified through all types of media, and the voice of the viewer can even directly influence the adjustment of the content of a program.As television and radio from the past passive reception has become today's active choice, the personalized development of new media on the radio programmers accordingly also put forward higher language requirements: their language must be in line with the development of the times, and at the same time in the program quality is constantly improving the environment, to adapt to the audience's increasingly demanding eyes, and continue to progress, in order not to be eliminated.

2.2.2. Broadening of information communication channels

The development of new media has made programs much more interactive with the audience. The development of new media has led to the emergence of more technical means, such as TV program voting, open comments, off-site connection and so on. Through these channels the host can receive the audience's voice in the first time, the program real-time and interactivity increased. This also means that the program has higher requirements for the host's ability to adapt to the scene.At the same time, in order to realize the high-quality development of the broadcasting hosting industry in the new media era, the hosts should constantly improve their comprehensive quality in all aspects, the most important of which is to improve the host's language ability.[2] The improvement of language ability means that the host has the ability to better control the rhythm of the program, more able to drive the guests and the audience mood, to improve the program's enjoyment and program content.

2.2.3. Increased timeliness of information dissemination

Compared with the old media era, the new media era, especially the popularization of mobile Internet, has led to the rapid development of WeChat, QQ and other online information tools.Information dissemination channels have become broader and more rapid, and the speed at which people can access and process information has increased dramatically. As a result, information exchange is becoming increasingly important and organizers need to quickly develop the right language for coverage. This requires presenters to have not only a thorough knowledge of emerging technologies, but also strong on-site assessment skills and solid language organization.

2.2.4. Multi-directional dissemination of information

New media are richer and more diversified than traditional media in terms of presentation, with more images, sounds, videos, texts and other diversified materials integrated into the process of information exchange, and the content of information is also more extensive.[3] This requires the original television and radio programmers to make full use of various channels and forms of communication, to enrich and innovate language expression, and to broaden the field of information dissemination, so as to satisfy the needs of different audience groups and to ensure that viewers at all levels, of all ages, and from all occupational backgrounds have easy access to information.

3. Problems with the language of broadcasting

3.1. Lack of standardization and innovation in language

First, there is insufficient use of standardized language.The use of standardized language is a basic requirement for broadcasting and hosting work, but at present some announcers and hosts fail to standardize the use of language.[4] In the context of new media, some individual hosts try to incorporate Internet buzzwords into their programs to attract viewers, which may increase attention in the short term, but in the long term, the excessive use of Internet vocabulary will weaken the normative nature of the language, affecting the professionalism and long-term image of the program.Secondly, there is a lack of innovation in the use of language. The new media era requires broadcasters and hosts to sift out high-quality content from a huge amount of information and focus on the professionalism and practicality of language, encouraging language innovation.[5] However, some of the current announcers and hosts have

not yet fully integrated into the new media environment, and their language expression has not yet formed a unique style, thus limiting the innovation of language skills.

3.2. Loss of personalized language style

First, the language style is not technical enough. Relevant statistics show that some announcers and hosts have not received systematic professional training. They lack the organizational ability, practical experience and personal qualities to engage in broadcasting and hosting. At this stage, the rapid development of new media, related programs from the traditional "personalized" to "diversified", announcers must quickly adapt to the rapid changes to meet the unique needs of the audience.[6] Secondly, the style is slightly single and bland. The new media era requires announcers and hosts to have a certain cultivation and a serious and lively working style. However, announcers and hosts are more difficult to establish contact and identity when the public participates in the new media. Announcers and hosts should make efforts to enhance the affinity of the language to achieve clear and infectious expression, while maintaining the accuracy of the language, increasing the language connotation, and establishing a good image, at the same time, through the language to continuously enhance their own charm, and the audience to establish a closer link, and ultimately achieve the effect of personal characteristics and program style complement each other. However, this is undoubtedly a test for most presenters who have already fixed their broadcasting style.

3.3. Lack of precision in language expression

Some broadcasters and presenters lack professionalism and their delivery is less precise or fluent due to their substandard and lower quality of Putonghua. In recent years, China has continued to promote the updating and release of the Putonghua Proficiency Test Syllabus, and has organized Putonghua tests in many places to improve the Putonghua proficiency of announcers and hosts.[7] However, once entering the actual workplace, some announcers and hosts have slackened their language requirements, resulting in frequent problems of intonation and pronunciation, and even misinterpretation and confusion. In addition, the language style of some announcers and hosts is inconsistent, the rhythm of expression is inaccurate, also affects the overall language effect, so that the audience's trust in the host with the announcer is reduced, affecting the program ratings.

4. The Innovative Path of Broadcasting Language in the New Media Era

4.1. Improve the standardization of language

While modern information technology has had a significant impact on the field of broadcasting, it has also continued to drive the development of the broadcasting industry.In this context, the characteristics of broadcasters and moderators gradually emerge. They publish rich and diverse content and must ensure that information is accurate, standardized and timely.[8] In addition, enhancing the standardization of language is key to achieving the final effect of broadcasting and hosting. Broadcasters and hosts should continue to hold themselves to a high standard, enhance their sense of responsibility and mission, and continue to learn and improve their broadcasting and hosting processes to ensure their language is competent, straight to the point, and rich in connotation. At the same time, the announcer host should have the ability to react quickly, be able to calmly deal with all kinds of emergencies, and ensure the fluency and accuracy of the language at any moment. In cooperation with others for broadcasting and hosting, the announcer host needs to cooperate with each other, grasps the language rhythm, mutual achievement between each other, and jointly ensure that the program broadcasting effect.

4.2. Improve the artistry of language

Radio and television broadcast hosting should provide accurate, standardized and timely information to the audience, ensure the fluency of the hosting language, and optimize the broadcasting and viewing effect. Only excellent language skills can be better accepted by the public. Therefore, to improve the language skills of broadcast hosting, it is necessary to stay close to the audience's life and fully perfect, condense and sublimate the language to support the whole broadcast hosting process.Through the artistic processing of language, the audience can feel the unique charm of broadcasting language. In the new media era, announcers and hosts can use emotional language style to increase the attractiveness of the program, using their own language to express sincere, positive and warm feelings, so as to make the

audience resonate and enhance the emotional connection.For example, metaphorical language is used to describe specific situations, and rhetorical devices such as metaphors and symbols are used to describe feelings and emotions.[9] In addition, announcers and hosts can use tone of voice and expressions to convey emotions such as excitement, joy and mourning. By using emotional narratives, presenters can touch the audience's emotions more deeply and make them feel more empathetic and engaged, thus increasing the program's infectiousness, communication power and influence.

4.3. Improve the affinity of language

The artistic unity of the language of radio and television announcers fully reflects the initial professional skills of the presenter, and the closeness of the language fully reflects the presenter's own level. Due to the influence of new media technology, the language ability of radio and television announcers has put forward higher requirements.[10] In the era of new media, different media models are emerging, and in the context of the era of fragmented information dissemination, the language of long-time output needs to be constantly innovated to improve its competitiveness.The presenter needs to keep the language approachable. At the same time, they actively interact with the audience and continue to attract the attention of the audience. The host should improve the language affinity on the premise of ensuring the standardization of language, which is conducive to the improvement of their own charm and the audience rating of the program. For example, CCTV host Sa Beining, whose witty hosting style and loose expression of language form his personal characteristics, is loved by many viewers.For example, when he was hosting *Today's Law*, an audience member asked him, "Is it too big of a stretch for you to host a legal program when you're so handsome?" Sa Beining replied, "Everyone is equal before the law, no matter how handsome you are."His clear logic and witty yet accurate delivery easily defused the slightly pointed questions and was a reflection of his professionalism as a host.It can be seen that in the new media era, radio and television announcers and hosts need to improve the language affinity to draw the distance between the audience, and at the same time to establish their own unique style. This not only means that the announcer host's own perfection, but also provides a reliable guarantee for program ratings.

4.4. Improve the personalization of language

In order to fully adapt to the times in the information environment and move with the times, radio and television announcers and presenters must also change and innovate.The innovation of the language of radio and television announcers and hosts should be based on the language of broadcasting and complemented by the improvement of personal style. It is only through continuous learning and development that they can create their unique language styles and then show their language personality.[11] In the era of diversification of radio and television programs, personal style can increase social attention on the basis of audience recognition, and the formation of hosts with unique charisma and personal style will help the program ratings become increasingly stable.At the same time, to improve the language customization level of radio and TV program hosts, we should avoid plagiarism of network buzzwords, and complete the updating of our own language system in the Internet era without following the trend, maintaining our uniqueness, and improving the language aesthetics.At the same time, announcers and hosts need to be alert to the phenomenon of linguistic homogenization, to maintain the uniqueness and freshness of the program, in order to avoid audience aesthetic fatigue caused by the decline in attention.

4.5. Enhance communication and interaction

For news programs, as viewers, people have a close relationship with the language style of TV news programs.Encouraging the public to communicate and interact with TV news programs online can increase the ratings of TV news programs and make the public an important participant in news dissemination.Therefore, TV news should pay attention to public opinion and public attitudes, pay attention to public opinion in TV news programs, make the public become an important part of TV news programs, listen to the voice of the masses by interacting in all kinds of new media ends, and increase public participation in TV programs.Television news channel program planners and hosts must update the traditional concept of hosting, continuous innovation, strengthen the effective learning of advanced professional knowledge and information technology, and constantly improve their own standardization level,[12] in order to receive the audience's views more efficiently, and to meet the needs of the audience with higher quality.From the old days of cell phone texting to today's WeChat and Weibo comments, TV news programs and all types of programs have put a lot of effort into increasing viewer engagement.For example, CCTV News launched the program "*Anchors' Take on News Broadcast*" on the mobile app. Each episode tells the audience about the current political news in a shorter time and more life-oriented

language, which narrates the distance with the audience. The audience can express their views in the comment section and interact directly with CCTV network. In the era of new media television, news broadcasters should strengthen communication and interaction with the public to promote the healthy development of news programs.

4.6. Enhance the dynamics of broadcasting and hosting

In terms of the form and content of television news programs, it is currently difficult to adequately meet the needs of diverse news formats and customized content, both in terms of linguistic expression and reporting style.In the new media era, TV news channels and hosts need to strengthen the effective application of advanced information technology in order to accurately control program operations, such as the use of live broadcasts and other diversified means of communication to meet the diversified needs of the audience, and real-time interaction with the audience.In the process of broadcasting and hosting the program, interpretive barriers should be eliminated and language performance should be enriched to meet the specific needs of different news programs.[13] Traditional television news studio equipment mainly includes radio equipment, cameras and displays. In the past, broadcasters often present news in the form of broadcasting; today, with the continuous development and modernization of television technology and equipment, the studio has been transformed into an open wide-screen multimedia environment.Such changes not only allow viewers to watch the live broadcast from multiple angles, but also make the interaction between the announcer and the audience more direct and convenient.The transformation from static broadcasting to dynamic broadcasting has effectively enhanced the attractiveness and image of TV news broadcasting.[14] For example, the "*super news field*" of Anhui Satellite TV realizes the real-time interaction between the host and the audience through live broadcasting technology. The audience can ask the host questions in the process of live broadcasting, and the broadcast host can communicate with the audience while answering questions, forming a good two-way interactive atmosphere. At the same time, the program's announcer tends to use concise and clear language skills that are close to the Internet, such as Internet buzzwords, as well as the use of Internet emoticons in the delivery of information, making the entire live broadcast process both lively and vivid.

5. Conclusions

In the context of the new media era, the broadcasting and hosting industry must keep pace with the times and realize comprehensive innovation and development, especially in the broadcasting and hosting language.Broadcasters and hosts need to deeply understand and keep up with the language trend of the times, pay attention to the language characteristics of broadcasting and hosting in the new media environment, and actively solve the problems in the use of language.At the same time, it should be combined with the actual needs of the audience to enhance the uniqueness, artistry and affinity of the language, so as to make the language more vital and infectious.Through self-learning, innovation and practice, we continuously improve our professional skills and comprehensive quality in order to effectively solve various problems encountered in the broadcasting process, provide the public with better information services, and promote the prosperity of the radio and television industry as well as the hosting industry in the new media era.

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