

# Host's Development Strategy in the Era of Media Convergence

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## Abstract

**In the era of traditional media, the host is the soul of the TV program, which will directly affect the audience's evaluation of the TV program. However, with the advent of the era of media convergence, the employment environment of hosts has changed greatly. The emergence of various Media convergence platforms has brought a great impact on the development of traditional media. Traditional media hosts are also facing unprecedented pressure and challenges. Starting with the analysis of the basic connotation of the era of Media Convergence, this paper analyzes the impact of Media convergence on traditional program hosts, summarizes the challenges faced by traditional program hosts in the era of media convergence, and puts forward the host's innovative development goals and strategies, in order to provide some reference for the future development of TV program hosts.**

## Keywords

**Media Convergence; Host; Innovation-driven Development.**

## 1. Introduction

At present, with the development of Internet technology and mobile communication technology, great changes are taking place in the form of media and the mode of information dissemination. The progress of technology has brought changes in the media pattern. The traditional radio and television media have encountered a crisis of survival and development. The network media, especially the mobile Internet media, has been booming, its communication ability has been continuously enhanced, and the arrival rate, opening rate and other relevant data have increased rapidly.

At the same time, "information is everywhere, accessible and no one needs it" [1], and full participation has become one of the important characteristics of all media. Almost any social subject can become the subject of information dissemination through the network and participate in public affairs freely and independently. In such a public opinion ecology, the host, once known as the "spokesperson" of the media organization, is also gradually declining in its own influence and is facing the realistic dilemma of decentralization. Moreover, with the continuous change of the media pattern, the column type and broadcasting platform have also changed, and the transformation of TV hosts is imperative.

In traditional radio and television media, announcers and hosts are positioned as people who control the program process in the way of audio language and paralanguage [2]. Through their professional ability, they lead the process of the program in front of the screen, so as to achieve the program goal, meet the audience's viewing and aesthetic needs, and spread the correct social values in this process.

However, with the rise of network Media convergence, the discourse power of traditional radio and television media is gradually weakened, and the subjects in the field of public opinion are becoming more and more diversified [3]. The core concept of "controlling the program process" in the identity definition of broadcaster and host has been challenged. On the one hand, with the advent of the all media era, the functions of the media itself are becoming "equal" within the

traditional media [4]. Everyone can use the online media to spread information and entertain the public. The professional requirements of the profession become lower, and the threshold is reduced accordingly; On the other hand, with the continuous manifestation of the “delegating authority” feature in the Internet era, more TV programs have also encountered the dilemma of delegating hosts, that is, the hosts who traditionally undertake the functions of series connection, field control and interviewing guests have been marginalized or even absent [5].

This is an interesting phenomenon: the number of people who can undertake the hosting function in various media is increasing, while the demand for traditional hosts in TV media is decreasing - there is a serious imbalance between supply and demand, which is a remarkable feature of the hosting industry ecology in the era of media convergence .

However, the new era also breeds new vitality. A considerable number of traditional TV program hosts have realized strategic transformation in the environment of Media convergence , and made corresponding adjustments in terms of professional ability, personal brand, platform and program selection, so as to achieve “breaking the circle”, that is, breaking through the limitations of the original radio and television programs and making new development.

“Strategic transformation” is a management concept. Its essence refers to the fundamental changes in the strategic content and form in the development process of an enterprise. The purpose is to give full play to its own advantages and seek living space under the change of internal and external environment. In this sense, the host’s strategic transformation is to adapt to the development and changes of media environment and audience characteristics in the era of Media convergence on the basis of improving its core competitiveness, and find a new career growth point for itself.

On the basis of summarizing the media pattern, column environment and host industry ecology in the era of Media convergence , this paper will specifically analyze the transformation strategy of current TV program hosts, and explore how TV hosts “break the circle” from the perspective of strategic analysis.

## **2. The Basic Connotation of the Era of Media Convergence and the Current Situation of Hosts in the Era of Media Convergence**

### **2.1. The Basic Connotation of the Era of Media Convergence**

First of all, Media convergence is an idea, which takes development as the prerequisite, gives full play to the advantages of traditional media and new media, and turns the competitiveness of single media into the common competitiveness of multimedia, so as to realize the accommodation of resources, the mutual integration of publicity and the integration of interests. In the era of media convergence, different media have achieved integration, showing the trend of multi-functional integration. The boundary between different media is gradually blurred, and then multi-functional composite media is produced. It can be said that the era of Media convergence is actually a complementary integration of traditional media and Media convergence , bringing a new experience of diversified interaction to the audience.

### **2.2. Current Situation of Hosts in the Era of Media Convergence**

#### **2.2.1. More Personalized Hosting**

In the era of media convergence with the continuous development of science and technology, there are many new products. We media and short video have gradually become the mainstream of Media convergence . Many multimedia also produced their own unique programs, showing more distinctive personalities. In terms of hosting, Media convergence also breaks the limitation of traditional media hosting in the form of broadcasting, making the hosting form more diversified. For example, in running man, the host Deng Chao is called

“Captain” in the program, which is also the host and coordinator of the program, but the audience feels that this name is more suitable for the content of the program. Deng Chao is also fully integrated into the program and has full interaction with the team members, which increases the interest of the program.

### **2.2.2. Enhanced Interaction in Communication**

In the media convergence environment, the mode of communication has changed from one-way to multi-directional. At the same time, in order to better adapt to the era of rapid media convergence, many programs replace traditional recording through live broadcasting, which can better drive the audience and make the audience feel dynamic with each other. Interactivity is a prominent feature of Media convergence . It uses advanced technology to interact with the audience at any time in the process of disseminating information, so that the audience has a certain degree of language freedom. For example, when watching programs through Tencent and mango TV, the audience can express their thoughts and views through the bullet screen anytime and anywhere. The host and media can also interact with the audience in real time through wechat and microblog. Moreover, the right to speak no longer belongs only to the host, and the audience can further expand the scope of information dissemination through comments, reprints and other means.

### **2.2.3. Increasing of Cross Domain Hosts**

Under the fierce competition of Media convergence , the innovation of the program has become the key factor to attract the audience, and the unique style and personal characteristics of the host have also become an effective guarantee for the ratings. Having received long-term training and guidance, and born in the broadcasting and hosting college, the highly professional hosts are no longer “national stars”, while some cross domain hosts make the content more vivid and distinctive in the program. For example, under the chairmanship of Guo Degang. in tonight’s play, compared with the traditional host, his language is more personalized, expressed in the usual language, and makes the audience feel cordial. In addition, he uses his professional expertise to interpret the program, so that the audience has greater interest in watching and appreciating the program. In addition, in the “post-80s talk show tonight” hosted by Wang Zijian, he is full of humor and adds moderate sarcastic language, so that the audience doesn’t mind his sometimes unclear speech. The infinite joy of the program is deeply loved by everyone.

### **2.2.4. Lowering the Threshold of Information Acquisition**

With the continuous innovation of technology, the channels for the public to obtain information are more diversified, and the means for the media to obtain information resources are more abundant and diverse. As a result, the advantages of information resources of traditional media no longer exist, and they no longer have the monopoly of information. The space of the host who was originally at the core of the TV program is also being compressed. People’s eyes are no longer focused on the host as usual, but put forward higher requirements for the host with a broader and more diversified vision.

### **2.2.5. In Depth Interpretation is Imperative**

Because the information sources of the audience are more extensive and the ability to accept information is stronger, it puts forward higher requirements for the professionalism and depth of information. From the initial “eye-catching” to a higher level of “interpretation and exploration”, more audiences hope to express their views on a certain thing or event through unique channels. This situation has a great impact on the traditional program hosts. They need to have a more in-depth understanding and analysis of various phenomena, so as to achieve good communication with the audience and achieve good results.

### **2.2.6. Obvious Diversion Trend**

Nowadays, Kwai Tik, Tencent, Youku and other video sites are recognized by everyone. The short video industry such as jitter and fast hand is also in the stage of rapid development. With the gradual popularization of Himalaya, dragonfly and other audio broadcasting platforms, many non professional red net people have become “anchor”. The video industry is becoming more and more popular. The video frequency of Iqiyi and other cool tiktok is also growing rapidly. Many stars have also begun to “live broadcast with goods”, resulting in the diversion of the audience of traditional media, the attention to the host has greatly decreased, and the host is no longer irreplaceable.

## **3. Challenges and Innovative Development Goals Faced by Hosts in the Era of Media Convergence**

### **3.1. Challenges Faced by Hosts in the Era of Media Convergence**

#### **3.1.1. Further Emancipation of the Mind**

Many hosts are still immersed in their former glory and subconsciously put themselves in the dominant position of “I broadcast you see”. This awareness is incompatible with the development trend of the popularization and popularization of the media, and also runs counter to the deep demands of paying attention to the audience. Therefore, the host needs to keep pace with the times, update ideas, establish a more open and inclusive thinking consciousness, adhere to the needs of the audience as the starting point, deeply understand the production, processing, editing and other skills of Media convergence products, and master the comprehensive skills such as on-screen reporting and emergency handling [2]. For the host, the broadcast is not just a simple release, but a comprehensive consideration of the audience’s preferences, habits and needs, accurate delivery and targeted delivery, so as to have the ability and level of providing personalized services.

#### **3.1.2. Knowledge Needs to be More Diversified**

In the era of Media convergence , it has become the responsibility of media people to help the audience screen out accurate, useful and fresh value information and provide the audience with the desired effective supply. However, from the reality, most of the traditional hosts belong to the professional background, the knowledge structure is relatively single and old, and there is a certain gap with the requirements of the new era. Although they are good at reading and broadcasting with round words and thick voice, they don’t know how to integrate massive information resources. Therefore, enriching the knowledge structure and cultivating the all media literacy of collection, editing, evaluation and broadcasting have become the primary task of the current host development.

#### **3.1.3. Public Opinion Guidance Needs to be Strengthened**

In the era of media convergence, we are faced with the situation that everyone is self media and everyone has a microphone. For all kinds of events, the vocal groups are mixed, which is prone to false news and cognitive bias. At this time, it is necessary for the host to play the role of public opinion guidance, carefully analyze all kinds of information, make research and judgment, and timely correct the audio-visual, so that public opinion can stop at the wise. However, in their daily work, many hosts read more and practice less deeply, which leads to their lack of insight and speculative ability, and little understanding of the public’s demands, resulting in the weak guiding role of the media.

### **3.2. Host Innovation and Development Goals in the Era of Media Convergence**

The era of media convergence is an era of innovation and competition. In this context, the form and content of TV programs are also changing, and the host, as an important part of TV

programs, should keep pace with the times and innovate boldly on the basis of conforming to the development of media, so as to adapt to the media role orientation of the host in the era of Media convergence . In the era of Media convergence , the cultivation of host innovation can start from the following aspects:

### **3.2.1. Innovative Thinking Mode**

The host should keep pace with the needs of the times, be open-minded and open-minded to the needs of the audience, and maintain the “short and long-term” awareness of the audience. Taking CCTV host Dong Qing as an example, she is not limited to the success brought to her by the hosting of the Spring Festival Gala, but by virtue of her deep cultural cultivation and solid professional skills, insisting on exploration and bold change, turning to the work of the Chinese poetry conference and making her own contribution to the success of the festival. The popularity of the program “China Poetry conference” also made everyone praise him for “having poetry and bookish spirit from China”. After that, she became the chief director and took the reader to promote Chinese culture overseas and successfully transformed into a gold medal producer. It can be seen that the innovative way of thinking helps the host to make continuous breakthroughs and make the programs they host more competitive.

### **3.2.2. Characteristics of Innovative Language**

There are various ways of expression in language, and the characteristics of language are also different. Some are written and spoken, some use civilian language, some are kind and gentle, some are straightforward, some are traditional, and some are fashionable and avant-garde. As long as the expression of language and the style of the program come down in one continuous line, we can achieve the effect of complementarity and mutual achievement. Taking Chongqing satellite TV's life service program “health makes drama” as an example, because the theme requires to be close to the people's livelihood and enjoy both refined and popular tastes, the host's language characteristics are friendly and natural without affectation, active interaction and communication without deliberately copying mechanically, creating a cordial, sincere, natural and harmonious atmosphere. In addition, some hosts and special guests make light and humorous self mockery and ridicule around the discussion topic, resulting in an active atmosphere, Frequent interaction and communication.

### **3.2.3. Innovative Hosting Style**

The hosting style is inherent in the host and different from others. It is easy to attract the attention of the audience and form a unique and profound cognitive brand [4]. For example, when it comes to the “cordial” hosting style, you will think of the “big brother next door” like he Jiong; Referring to the hosting style of “atmosphere”, you will think of “Encyclopedia” like Wang Han; Remembering the style of “Duan Zi Shou”, Zhu Guangquan's image of “spitting lotus flowers and witty words” will emerge in his mind; When it comes to the hosting style of “poisonous tongue”, the spicy and ironic image of Venus will emerge. These are the styles formed in the hearts of the audience over the years. It can be seen that the host with a unique hosting style will not only form the unique charm of the host, but also make the hosted program more characteristic.

### **3.2.4. Innovative Personality**

The host's distinctive personality display condenses the strong and unique personality charm and becomes the unique color of the brand column. The first domestic large-scale science reality TV program “the strongest brain”, created by Jiangsu Satellite TV, has achieved good viewing effect once it is broadcast. In addition to the innovative idea of the program, the host Jiang Changjian's on-site hosting and performance ability is also indispensable. From the first quarter to the fourth quarter, Jiang Changjian became a unique logo of the program, showing a flexible field control ability in tacit cooperation with guests. He also used appropriate words full of humanistic care in his communication with contestants, which left a deep impression in

the hearts of the audience. As a result, when the audience mentioned the program “the strongest brain”, they would think of vigorous posture, elegant temperament, decent conversation Jiang Changjian, a brand program host who can broadcast freely.

## **4. Host Innovation and Development Strategy in the Era of Media Convergence**

### **4.1. Mastering the Characteristics of Media Convergence**

Entering the era of media convergence, the host needs to grasp the word “integration” in order to master its key characteristics. For traditional radio and television media, “integration” is mainly to integrate new media on the basis of retaining the characteristics of traditional media. All kinds of emerging media have different characteristics from traditional media. The host should carefully analyze the characteristics of these emerging media, master them skillfully, make himself become the user of emerging media, and think about transposition, so as to make targeted adjustment in the program [5]. The host should also grasp the communication channels and laws of new media, such as the transmission of information by WeChat official account and the transmission of pictures and texts, audio and video, and even the broadcast of new media.

### **4.2. Improving Cultural Self-cultivation**

Cultural literacy shows the connotation and cultivation of the host, and reflects the level and foundation of program production. Therefore, the host needs to strive to improve his first-line cultural self-cultivation. We should constantly grasp the trend of reading books and become a pioneer in the field of precision and learning, and strive to be a pioneer in the field of precision and precision; Second, we should strengthen dialogue and discussion, seriously participate in various exchange meetings and seminars organized by industry associations and units, and through communication, discussion, dialogue and exchange with hosts with different professional backgrounds, styles, types, ages and genders, accurately locate, select breakthroughs, learn from each other, and make continuous progress and improvement; Third, we should make extensive reference, enrich knowledge, improve personal quality and enhance artistic cultivation and cultural taste through expert lectures, online education, off-duty learning and other different ways.

### **4.3. Building a Solid Professional Foundation**

Profession is the foundation of standing and success. It is a powerful capital and weapon. Therefore, the host needs to strive to improve his professional level. First, we should improve the added value of broadcasting. The host should not be satisfied with the primary stage of being able to speak, speak and broadcast. We should also develop to a high-level stage of being good at planning, editing and editing by combining different ways such as enriching self-knowledge reserve, seriously carrying out daily training and extensive, in-depth and careful thinking, so as to improve both inside and outside and enhance our added value; Second, we should strengthen the guidance of public opinion, find the docking point of the times, carry forward the main melody, grasp the resonance point of the people, spread positive energy, make every effort to create excellent works of the times that lead values, reflect cultural spirit and pursue progress, and form a positive guidance of public opinion; Third, we should constantly improve our adaptability, firmly establish the bottom line thinking, win the initiative, plan ahead, be fully prepared, be farsighted, be aware of the situation, be prepared, take full control of the situation, be calm in the face of danger, decisively implement classified strategies, and “accurately dismantle bombs” to skillfully resolve the crisis.

#### 4.4. Building Brand Image

Brand is the ballast stone for the host to settle down and the key point to stand up to the tide, so the host needs to strive to build his own brand image. First, we should create a unique hosting style, which is the concentrated embodiment of the host's cultural heritage, psychological quality and aesthetic cultivation. We should work together from the aspects of appearance, temperament and speech; Second, the content perspective should be rich and diverse, and the perspective should be changeable. The host should stand at the forefront of the times. In addition to providing the audience with the first-time fresh information and the first on-site publicity report, it is also necessary to continuously improve the level of the program in combination with the feedback of the audience. Some hot events should be interpreted in depth from the first perspective, promote the interaction and communication with the audience, form a team to track the follow-up, and create an authoritative, efficient, integrated Personalized information service platform; Third, the image temperament should be positive and healthy. As a public figure, the host's words and actions are related to his personal image and brand value. Only by overcoming the idea of privilege, paying attention to his words and deeds, preventing the expansion of selfish desires, carefully building a "gold lettered signboard" and taking good care of "intangible assets" can he win the lasting love of fans.

#### 4.5. Remembering the Original Mission

Carrying forward national culture and guiding public opinion are the original mission of the host. Therefore, the host needs to: first, improve the political position, strengthen the ideals and beliefs, listen to the party, adhere to the value guidance, follow the party, be the disseminator of mainstream culture and enhance the influence; We should improve our ideological consciousness, study party history, fulfill social responsibilities, do practical things, be a defender of public interests and enhance public credibility; We should keep a clear head and stand firm, educate the people, gather the hearts of the people, be an interpreter of news events, and enhance our guidance; It is necessary to improve the quality and ability, refine the quality, inherit the cultural value, strengthen the publicity, be the recorder of today's era and enhance the communication power; Second, we should standardize the use of words and expressions. The host should adhere to the standardization of language, use common language, popularize Putonghua and be a civilized practitioner of news communication; Strengthen the preciseness of words, pay attention to strengthening the training of basic skills, avoid abusing and coining words and non-standard Internet terms, prevent the mixing of Hong Kong and Taiwan accent, Chinese and English, and be the loyal patron saint of Chinese culture; Third, we should build a strong cultural position, lead values in reviewing historical events, pursue an upward style in the real-time report of fresh information, reflect the cultural spirit in inviting expert observers to interpret and comment, incisively and vividly carry forward the truth, goodness and beauty, criticize the current disadvantages, whip up the false, evil and ugliness, and build a strong main position to inherit excellent traditional culture.

### 5. Conclusion

After entering the era of Media convergence, all kinds of media have the courage to innovate and break through, which puts forward higher requirements for the comprehensive ability of the host, such as language expression, cultural literacy and thinking innovation. Based on this, jumping out of the limitations of the inherent business boundary, professional hosts can put down the habitual thinking mode, find all personalized performance symbols such as personal inner demands, personality characteristics and expression methods, try and challenge new things in the unknown field, widely cultivate their interests and hobbies, "read thousands of books and travel thousands of miles". It can be said that with the changes of the times, the demands of the industry and audience for "variety show hosts" have become more diversified.

Hosts need a flexible mind and more professional knowledge reserve. Transposition thinking, among many programs, the most sincere can move people, the most wonderful can attract people, and the most professional can persuade people - but for the host, only when the truth is not artificial, the personality is not vulgar, and the connotation is not mediocre can he attract the audience and realize the "transformation and upgrading" of professional roles. Looking up at the starry sky, we should be down-to-earth.

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