Research on the Impact of New Media Technology on Broadcasting and Hosting Profession and Creation

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Abstract: The rise of new media requires broadcasting and hosting professionals to improve their various skills, expression ability, thinking ability, diversified language skills, adaptability, etc. This aims to enhance the professional literacy of broadcasting and hosting personnel and keep up with the pace of development of the times. In this process, the broadcasting and hosting profession bears important educational responsibilities, and actively change to play its role. This paper combines the development and changes of the broadcasting and hosting industry, analyzes the impact of new media technology on the professional and creative aspects of broadcasting and hosting, and studies the coping methods of broadcasting and hosting practitioners.

Keywords: New Media Technology; Broadcasting and Hosting; Major

1. Introduction

In the context of the flourishing development of new media technology, people no longer rely solely on television or radio stations to obtain information. This poses challenges for broadcasters, requiring them not only to possess solid theoretical skills and professional practical skills, but also to have strong oral expression skills, good control skills, and adaptability. In addition, broadcasters need the ability to interact with thousands of listeners in order to achieve high-quality dissemination of information within a limited amount of time. Therefore, broadcasting and hosting professionals should comply with social development trends, learn new media technology, and continuously exercise their professional abilities and comprehensive qualities in work practice, so that they can better utilize new media technology for hosting and creation. As the main battlefield for talent cultivation, universities should actively respond to the impact of new media technology on the broadcasting and hosting profession and creation. Universities need to reform their teaching philosophy, enrich their teaching content, and innovate teaching methods based on the advantages of new media technology, in order to promote the teaching reform of broadcasting and hosting majors.

2. Challenges Brought by the Development of New Media Technology to the Broadcasting and Hosting Profession and Creation

2.1. Squeezing the Development Space of Broadcasting and Hosting

New media technology refers to media means based on new technologies such as modern digital technology, network technology, and communication technology. Its dissemination speed is fast; its coverage area is wide, and its content forms are rich and diverse; As an important component of traditional media, broadcasting and hosting serve as a link between the audience and broadcasting and television. In the era of traditional media, broadcasting and hosting are the most recognized and widely disseminated public media among audiences. But under the influence of new media technology, the audience's dependence on broadcasting and hosting has decreased. Its channels for obtaining information are more diversified, and new media such as WeChat, Weibo, Tiktok can quickly obtain information, leading to the decline of the broadcasting and hosting industry. This requires the broadcasting and hosting industry to change its development mindset, actively learn new media technologies, cultivate more modern broadcasting and hosting talents, and achieve sustainable development.

2.2 Impact on the Discourse Power of the Broadcasting Host

In the era of traditional media, broadcasters and hosts are the main body of information dissemination, holding the right to release and disseminate information. However, with the development of new media technology, the people's desire for expression, information

reception speed, and understanding ability are constantly increasing; They can obtain information and express their ideas through new media platforms. Many viewers have joined the ranks of information dissemination, making the boundary between information disseminators and receivers increasingly blurred, and their discourse power is no longer controlled by traditional media such as newspapers, radio, and television. For example, before professional broadcasting and hosting professionals conducted news broadcasts, various information about the event had already appeared on the Internet, causing a certain impact on the discourse power and authority of broadcasting and hosting.

2.3 Higher Requirements Have Been Put Forward for Broadcasting and Hosting Professionals

In the past era of broadcasting media, the dissemination of information was one-way. People are in a passive acceptance position, unable to choose the content and dissemination of information, and unable to provide feedback on the information content. During this period, broadcasting and hosting staff existed as collectors and disseminators of information. Society does not have high requirements for the professional competence and personal abilities of broadcasting and hosting professionals. With the emergence of media forms such as television, computers, and mobile phones, traditional one-way information dissemination has changed. People can receive information at any time and place, and can express their opinions based on the content of the information. Through new media technology, people can not only accept information, but also transmit it to the outside world. This not only brings people closer, but also provides a channel for the general public to express information, greatly improving the interactivity of information dissemination and enhancing the feedback of information. Therefore, the work difficulty of broadcasting and hosting professionals has skyrocketed. It is necessary to interact with the audience based on the feedback provided by the audience, and adjust one's broadcasting speed, style, facial expressions, etc. appropriately according to the audience's needs. Broadcasting and hosting professionals need to maintain a high level of sobriety, be able to grasp and adjust the broadcasting process, skillfully use the charm of tone and voice to attract the attention of the audience, and thus strengthen the effectiveness of program broadcasting. In addition, with the popularization of new media technology, broadcasting and hosting professionals also need to host and create on various platforms. This requires broadcasting and hosting professionals to have good abilities in information collection, organization, and compilation in order to meet the needs of the times.

3. Strategies for Broadcasting and Hosting Profession under the Background of New Media Technology Innovation

3.1 To Enrich the Teaching Content of Broadcasting and Hosting Majors

In the era of traditional media, the main task of broadcasting and hosting staff is to collect information and convey the spirit of information to the audience. In the process of information broadcasting, there is no need for obvious features, nor is there a need to constantly reform the format and broadcasting style of the program to retain the audience. However, in the era of new media, AI anchors and online anchors are emerging, and celebrity cross hosting is frequent. Compared to these individuals, broadcasting and hosting professionals lack exposure and attractiveness, resulting in many graduates majoring in broadcasting and hosting unable to find suitable jobs. This requires universities to reform the talent training system for broadcasting and hosting majors and enrich teaching content. We should also collect learning materials based on the development trends of the broadcasting and hosting industry, so that students majoring in broadcasting and hosting can keep up with the industry's development trends, actively understand new technologies and things, and learn new broadcasting theories.To this end, universities need to create teaching courses such as television, radio, short videos, and live streaming. Universities should provide targeted knowledge transfer and skill training to students, so that students majoring in broadcasting and hosting can meet the needs of the multimedia era. When teaching broadcasting and hosting majors in universities, targeted talent cultivation needs to be carried out based on the content of information and the characteristics of broadcasting. Broadcasting and hosting teaching should be divided into different modules such as business finance, online variety shows, sports

events, and e-sports, so that students can understand the characteristics of different news broadcasts and improve their professional literacy. For example, entertainment news broadcasting and financial news broadcasting are two completely different feelings. When broadcasting entertainment news, the host needs to use a humorous tone to create a relaxed atmosphere. However, when broadcasting financial news, the broadcaster needs to reflect on studying the manuscript, understanding the information expressed in the manuscript, and clarifying the meaning of professional terms in order to improve the accuracy of the broadcast.At the same time, universities also need to focus on cultivating students' creative abilities. This enables students to discover, collect, and transmit information, and to choose appropriate compilation methods based on the content and audience of the information. For example, social news has the characteristics of universality, knowledge, and suddenness. This requires broadcasters to have keen observation, creative ability, and expressive ability, able to quickly publish news while ensuring its authenticity. This makes news timely. In addition, the broadcasting host also needs to have on-site editing and broadcasting skills. Therefore, universities need to offer specialized theoretical and practical courses to provide specialized teaching and guidance to students.

3.2 To Optimize Teaching Methods for Broadcasting and Hosting Majors

The traditional forms of information dissemination are usually text, audio, etc. While, new media technology has broken through the traditional broadcasting and hosting mode, achieving multi element information fusion and interaction, to make information transmission more authentic and vivid. For example, on multimedia platforms, information publishers will integrate text, images, videos, audio, etc. according to user needs, improving the attractiveness of the information. Therefore, universities need to combine the advantages of new media technology and utilize it to optimize the teaching methods of broadcasting and hosting. This can integrate new media technology into the teaching process, simulate real broadcasting and hosting scenes for students, and use multimedia platforms to interact with students online. Students need to provide real-time feedback based on the content of the

barrage, in order to exercise their comprehensive literacy and adaptability.Universities can use virtual reality technology to simulate hosting scenes, allowing students to experience real hosting scenes firsthand. They can also use artificial intelligence technology to engage in dialogue with students and generate practical reports, analyzing students' speech speed, intonation, language expression, and adaptability. This helps to enhance students' awareness and understanding of self hosting ability, and thus targeted improvement of their hosting ability. At the same time, universities can build live streaming platforms to allow students to communicate and interact with the audience, better understand the needs of the audience, and recognize the shortcomings in their abilities and knowledge reserves. Then, targeted learning can be carried out to adjust their voice speed, facial expressions, image and temperament. Afterwards, students continuously improve their professional abilities, so that their broadcasting style can meet the needs of current audiences.

3.3 To Reform the Talent Training Mode for Broadcasting and Hosting Majors

The focus of traditional broadcasting and hosting work lies in the interpretation of sound. For this reason, in the past, broadcasting and hosting professionals were required to have standard Mandarin, a pleasant voice, and emotional language expression. [1] As a result, universities have focused on cultivating students' language abilities in the teaching of broadcasting and hosting majors. This leads to the separation of skills and humanistic cultivation in the teaching of broadcasting and hosting majors, excessive obsession with language skills teaching, and neglect of content teaching. This also leads to poor quality of talent cultivation and difficulties in finding employment for graduates majoring in broadcasting and hosting. [2] Therefore, universities need to optimize course teaching content, teaching methods, and talent cultivation methods by combining new media technology.Firstly, universities should increase teaching courses related to new media technology, guiding students to systematically understand the characteristics, connotations, advantages, etc. of new media technology. This can enhance students' understanding and application abilities of new media technology, and provide them with a platform for practical learning, exercising their broadcasting and

hosting abilities and practical skills. Secondly, universities also need to utilize new media technology to build interdisciplinary learning platforms. This enables students to independently learn related content such as psychology, sociology, economics, and sports, broaden their horizons, enrich their knowledge structure, and enhance their comprehensive literacy. This is beneficial for students to understand their needs when facing different audiences, and thus better engage in news creation. Finally, universities also need to improve the teaching system of broadcasting and hosting majors. In addition to basic theoretical teaching and skill training, universities should also arrange practical courses to provide students with a platform for skill training. Universities can organize various practical activities according to the needs of broadcasting and hosting majors. Activities such as campus hosting competitions, campus news broadcasts, street interviews, and campus radio festivals enable students to accumulate hosting experience and exercise their adaptability.

4. Conclusion

New media technology serves people. With the changes of the times, new media technology is still constantly innovating and advancing.

Whoever can master new technologies will be the first to gain market recognition. [3] To this end, broadcasting and hosting practitioners should keep up with the times, actively respond to media changes, learn new media technologies, and understand the characteristics and dissemination laws of various new media platforms. We should also master the usage methods of new media technology, in order to create more high-quality radio news programs and promote the development and growth of the broadcasting and hosting industry.

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