

Research on Competence Literacy of Host in the Context of Media Convergence

-- Take CCTV 2023 Host Competition as an Example

Chunye Shi

School of Literature, Anhui University of Finance and Economics, Bengbu, Anhui, China

Abstract: In 2023, the "Host Competition" of the Central Radio and Television Group set sail again. Many excellent players repeatedly PK, so that the audience saw the future of China's broadcasting and hosting, but also triggered people's thinking about how to train excellent hosts in the new era. Based on the background of media integration, this paper analyzes the problems and challenges faced by the host, and provides suggestions for the further improvement of the host's professional literacy, cultural literacy and political literacy.

Keywords: Media Fusion; Host; Host Contest.

1. Introduction

Media convergence is a concept of media development under the background of information age. It is the organic integration of traditional media based on the rapid development of the Internet. This integration is reflected in many aspects: technology integration, business integration, industry integration, management integration, etc. At present, media convergence is entering the stage of "deep integration". Adhering to innovation and deepening media integration has become a national media development strategy. In the face of changes in the media environment and pattern, broadcast hosts are faced with many challenges and problems, and they need a new ability and accomplishment. It is the need of The Times and the trend of The Times to cultivate versatile hosts.

2. New Challenges Faced by Radio Hosts

In the production and dissemination of television programs, the broadcasting of news is relatively independent of the hosting work. With the rapid development of the Internet and the widespread popularity of mobile social media, this kind of independence is gradually weakened, and the status of broadcasting and hosting is constantly declining and gradually developing into the direction of marginalization. Broadcasting and hosting practitioners under the background of traditional media are facing severe challenges.

2.1. The Media is Deeply Integrated, and the Host's Ability to Adapt is Insufficient

In this era where everyone has a "microphone" and a "camera", how can hosts adapt to the current deeply integrated media environment? Traditional TV programs have strict procedures, fixed duration and stable audiences, and the host acts as a bridge of information transmission between the audience and the program. However, the development of media integration has given birth to many new forms of communication, such as short video and live broadcast, which have changed the audience's behavior habits of receiving information, which makes the host must reflect on the "adaptability" between the audience and new media. The

main performance is that the current traditional media hosts have a single skill, which is difficult to adapt to the diversified needs. Under the background of the deep integration of media, the forms of information transmission are more diverse, including text, pictures, video, audio and other forms. However, some hosts are still stuck in the traditional mode of broadcasting and lack the skills and experience of cross-media communication, which makes it difficult to adapt to such diversified needs. Secondly, the lack of innovative thinking makes it difficult to grasp the characteristics of new media. As new media has the characteristics of interactivity, immediacy and fragmentation, higher requirements are put forward for the innovative thinking of the host. However, some hosts still use the traditional way of broadcasting and thinking mode, lack the ability to interact with the audience, and it is difficult to grasp the characteristics and laws of new media. Finally, they lack the awareness of continuous learning and are difficult to adapt to the rapidly changing environment. The deep integration of media has brought about a rapidly changing environment and new challenges. Presenters need to constantly update their knowledge and skills to adapt to this change. However, some presenters lack the awareness of continuous learning and struggle to keep up with The Times. When the hosts of traditional media entered the new media platform, many of them showed obvious inadaptability to the sudden identity change. For example, Zhu Xia, host of Liaoning TV Station, was suspended for making inappropriate remarks during fan interaction on a short video platform. This incident not only caused widespread rumors and local panic, but also led to a crisis of trust in the authorities.

2.2. The Impact of New Technology on the Broadcasting and Hosting Industry

With the continuous progress of science and technology and the rapid development of new media, the broadcasting and hosting industry is facing an unprecedented impact. The emergence of new technologies has not only changed the traditional mode of content dissemination, but also profoundly affected the working mode of broadcast hosts, the viewing habits of audiences and the market competition pattern. In the new media era, the speed of information

dissemination is unprecedentedly fast. Broadcast hosts need to quickly adapt to this change, improve their ability of information screening and integration, and ensure that the latest information is delivered to the audience in the first time. At the same time, broadcast hosts also need to pay attention to the quality of the content and ensure the accuracy and authority of the information. The emergence of new technologies has made the interaction between viewers and programs more frequent and in-depth. Broadcast hosts need to learn to make use of social media, bullet-screen comments and other interactive platforms to communicate with the audience in real time, improve the adaptation of the program, optimize the way of program presentation, and improve the audience's viewing experience.

In the new media era, the audience's personalized demand for programs is becoming more and more intense. They want to see programs that suit their interests, tastes and needs. Radio hosts need to pay attention to the audience's interest points and create personalized and differentiated program content to attract more target audiences. The application of new technology has also put forward higher requirements for the skills of broadcast hosts. They not only need to have a solid language foundation and excellent expressiveness, but also need to master multimedia production skills such as audio processing, video editing and animation production. At the same time, broadcast hosts need to constantly learn and update their knowledge to keep up with the pace of technological development. For example, the emergence of AI virtual anchors has brought some pressure to traditional TV hosts. Under the leadership of central media, local media keep up with the trend and more and more AI virtual anchors are applied in news reports. AI virtual anchors can broadcast information in multiple languages without taking breaks or making mistakes. Compared with traditional media hosts, they will perform better in programs that need to deal with a lot of information. During the national Two sessions in 2022, Central video launched a new AI program "Crown" watch the two sessions, "AI Crown" as the anchor of the "Crown" watch the two sessions, combined with the hot topics of the two sessions, with a sense of science and technology and freshness for the two sessions of the General station to provide more dimensions and perspectives, which makes more and more viewers are more willing to watch the virtual anchor hosted by the program, It has brought no small impact to the development of traditional TV program hosts.

2.3. The Cultural Knowledge is Shallow and the Cultural Accomplishment is Lacking

The host of radio and television program is a job that requires high comprehensive quality of the host. The breadth and depth of the program content require the host to dabble in all aspects of knowledge. An excellent host should have good professional literacy, political literacy and cultural literacy, the former two have always been valued by everyone, while cultural literacy is easy to be overlooked. Looking at the types of TV programs, news and entertainment programs emerge one after another, but there are very few literary and art programs with cultural connotations, such as CCTV's Readers, Classics and Classics, and China in Classics. This is because the literary and art programs have high requirements on the cultural knowledge of the hosts, and at present, there are too few hosts with profound cultural skills like Dong Qing, Sa Beining and Wang Jianing. Many hosts pay more attention to the study of professional knowledge when they receive

professional knowledge training, ignoring the accumulation of cultural knowledge. The learning of cultural knowledge is a cumulative process. Only the cultural programs presided over by hosts with excellent cultural literacy can be accepted and affirmed by the audience. As a public figure, the host's cultural knowledge and accomplishment will directly affect the quality of the program and the audience's acceptance. At work, some hosts may lack the ability of language expression. The host's language is the main tool for communicating with the audience. If a host has poor language skills and is unable to express ideas accurately and smoothly, then his program will have difficulty attracting and retaining viewers. This may manifest itself in slurred speech, poor speed, poor choice of words, or a lack of logic in the language. Secondly, many hosts lack cultural background. If a host lacks understanding and understanding of cultural background, he may be powerless when it comes to topics in the fields of history, culture, art, etc., unable to communicate with guests in depth, and it is difficult to guide the program to a deeper discussion. Sensitivity and flexibility are also crucial for the host. On the set of the show, all kinds of unexpected things can happen. A host with poor cultural literacy may not be able to react quickly and appropriately to deal with unexpected situations, which will lead to a decline in the quality of the program and even embarrassing scenes. Each host should also have its own style and characteristics, which often requires a certain amount of cultural accumulation and personal cultivation as support. Hosts who are less culturally literate may appear bland and unattractive in style. In addition, as a public figure, the host needs to have a certain sense of social responsibility and influence and guide the public through his words and deeds. Hosts with insufficient cultural literacy may ignore this point and pursue entertainment effect too much in the program, ignoring the dissemination and guidance of positive values. Finally, a good host should be able to respect and inherit traditional culture, integrate it into the program, and pass it on to the audience. Hosts with shallow cultural knowledge may not be able to do this, and may even inadvertently spread wrong cultural ideas.

3. The Inspirations Brought by CCTV's "Host Contest" to the Improvement of the Quality of Broadcast Hosts

On October 6, 2023, the "Host Contest", which gathers the huge production and communication resources of the China Radio and Television Group, was launched again and received attention from all circles once it was broadcast. The host competition aims to select excellent radio and television program hosts with excellent political accomplishment, high cultural accomplishment, strong professional ability, rich practical experience, distinct personality, integrity and innovation, and strive to provide new forces for China's broadcasting and hosting cause in the new era. The wonderful performance of many outstanding players in the competition let the audience see the style of the young generation of radio and television hosts, the broadcast of the program also triggered everyone's thinking about the radio and television host industry, how to become an excellent radio and television host.

3.1. The Promotion of Professional Literacy Closely Follows the Actual Development of Media

Only by improving the professional ability of broadcast hosts and strengthening their quality training can they adapt to the current trend of deep media integration. Take CCTV 2023 "Host Contest" as an example, the contestants are from various local TV stations, universities and other students. Most of the contestants not only have excellent professional ability and solid professional quality, but also master the knowledge in different fields. For example, contestant Liu Xinyue, she uses digital technology to combine ancient Chinese civilization, so that everyone can experience the prosperity of Qing Dynasty. Each antique piece comes to life with her narration, and her smile and relaxed expression, coupled with her beautiful language, are well received by the judges and the audience. Liu Xinyue joined hands with high-tech to make her hosting more "taste" of the media era and more close to the needs of the current audience. In today's increasingly strong awareness of the audience, the broadcast host in practice to temper the "four forces" to improve professional quality at the same time, but also closely follow the actual development of the media, constantly cultivate their ability to quickly grasp various professional knowledge, learn to use modern high-tech vivid display of news events, in order to narrow the distance with the audience, guide the audience to feel the charm of news.

3.2. The Promotion of Cultural Literacy Should have a Rich Knowledge Reserve

With the continuous development and changes of The Times, the occupation requirements of the host of cultural inheritance programs are becoming more and more detailed. At present, TV programs give the host more space to play. The host of the cultural program needs to control the rhythm of the program and improve the theme of the program. In the CCTV 2023 Host Competition, after the contestants finished their performances, Kang Hui commented: Li Baidufu, called Li Du. Li Du's article is in, the flame is long. They are closely related, not only in literature, but also in life. Kang Hui's comments not only managed the rhythm of the program reasonably, but also let the audience feel the infinite charm of the poetry, which sublimated the theme of the program. It is precisely because of Kang Hui's rich accumulation of literature knowledge that his comments are deeply rooted in the hearts of the people and extremely appealing, making the audience feel the powerful strength of professional CCTV hosts. Therefore, the improvement of cultural literacy requires the host to have rich knowledge reserve in addition to excellent expression ability.

3.3. The Promotion of Political Literacy Needs to Grasp the Characteristics of the Times

Media is a channel for people to get information, and CCTV is an important channel for people to get mainstream news information. It can be seen from the "Host Contest" of China Media Group in 2023 that news program hosts have higher requirements for political sensitivity than other types of hosts. What the host transmits to the audience should be the culture and values that are in line with the interests of the Party and the country and in line with the mainstream ideology. Political literacy is a part of the host's professional literacy. To improve political literacy, first of all, we should

enhance the host's theoretical knowledge, master the current international and domestic political situation, and adhere to the correct political direction; Secondly, strengthen the discipline management, to have a high degree of organizational discipline, the host should become a good example for the people to abide by the law; Thirdly, the improvement of cultural quality is conducive to the improvement of political quality and political accomplishment of the host; Finally, practice and supervision is the effective way to improve the host's political accomplishment. Under the background of media convergence, the host faces many problems and challenges, so he should strengthen his own construction, actively participate in the news cause of our country, and spread the voice of the Party and the government.

4. Conclusion

CCTV 2023 "Host Competition" has shown the contestants' hosting skills at a high level, and also shows the players' responsibilities and responsibilities closely related to the mission of The Times. They find small changes with keen eyes, record the style of The Times with strong writing, eulogize the model of The Times with passionate words, tell Chinese stories with full enthusiasm, spread the voice of China, Put forward a clearer goal for the training of radio hosts in the new era, and also pointed out the direction for the follow-up training of hosts. In the context of the era of media convergence, an excellent radio host should closely follow the development of media to improve his professional literacy, adhere to lifelong learning of cultural knowledge to improve his cultural literacy, adhere to the correct political stance, grasp the characteristics of The Times to improve political literacy, Strive to become a high-quality, application-oriented, compound, in line with social needs, in line with the trend of deep media integration of the radio host talent.

References

- [1] Huang Yixuan. Improving the host's "integration" ability [J]. Cultural Industry, 2023, (33): 115-117.
- [2] LI Qiang. The Composition and path of all-around anchor's ability Literacy under Media Integration and Communication [J]. Film and Television Production, 2022, 28(06): 87-90.
- [3] JIN Siyuan. The Basic literacy of hosts of Cultural inheritance programs [J]. Satellite Television and Broadband Multimedia, 2020, (05): 87-88.
- [4] TAO Hongyu. Strengthening Cultural Self-confidence from the Cultural Accomplishment of Announcers and hosts [J]. News Research Guide, 2020, 11(02): 5-6.
- [5] LIU Fengzhi. The Way of Moderator's Change under the background of Media Convergence [J]. Media, 2019, (16): 57-59.
- [6] WU Jiaxin. Analysis on the Cultural Accomplishment of TV hosts under the Background of "Pan-entertainment" [J]. News Research Guide, 2019, 10(09): 3-4.
- [7] Wu Xiaohan. On the Political Accomplishment of Announcers and presenters under the Background of Media Convergence [J]. Audio-visual, 2018, (5): 117-118. The DOI: 10.19395 / j. carol carroll nki. 1674-246 - x. 2018.05.060.
- [8] Zhang Lihua, Zhao Jia. An analysis of ways for hosts to enhance their political Literacy in the New Era [J]. World of Sound Screen, 2018, (05): 28-30.

- [9] GeWeiWei. Introduction to the announcer host literacy improve [J]. Journal of news of the world, 2018, (4): 21-22. DOI: 10.19497 / j. carol carroll nki. 1005-5932.2018.04.008.
- [10] Chen Jing-jing. Discourse Analysis of Talk Show Hosts [J]. Western Radio and Television, 2023, 44(05): 155-157.
- [11] WU Tianyi, You Hongchao. Discourse Innovation of Hosts under "Interview +" program model [J]. Western Radio and Television, 2019, 44(08): 164-167.
- [12] WengJin. Extraction under transmission quality in the transformation of the host structure [J]. Journal of southeast spread, 2024 (02): 13-15. DOI: 10.13556 / j.carol carroll nki DNCB. Cn35-1274 / j. 2024.02.018.
- [13] Yang Yuxuan. A study on the Role and quality of Broadcast news anchors [J]. News Culture Construction, 2024(02): 184-186.
- [14] Zhai You. What qualities should TV hosts Possess in the New Media Era [J]. China Radio, Film and Television, 2023(14): 85-88.