

From Traditional to New Media: The Self-transformation of News Presenters

-- Take "Anchor Pan Xiaorong" as an Example

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Abstract: With the advent of the new media era, the status and influence of traditional media have been gradually impacted and replaced. This paper takes the blogger "Anchor Pan Xiaorong" in Tiktok as an example, and discusses the self-presentation change of news presenters in the process of transition between traditional media and new media. By analyzing the self-presentation change of "Anchor Pan Xiaorong", we can understand the diversity, adaptability and trend of change of the role of the presenter.

Keywords: Traditional Media; New Media; Self-transformation; Presenter.

1. Introduction

With the rapid development of the Internet and new media, the relationship between traditional media and new media has become increasingly close. Traditional media presenters are also gradually interacting with new media platforms in the Internet era, communicating and interacting directly with the audience through their self-media accounts. This shift has had a new impact on the presenter's self-presentation. As the audience's needs and aesthetic standards for media have changed, the presenter's self-image and presentation on traditional and new media platforms may also differ.

In this transition process, news presenters, as one of the core links of traditional media, are also facing great changes and pressure. In this essay, we will take blogger "anchor Pan Xiaorong" in Tiktok as an example to discuss her self-transformation in the transition from traditional media to new media.

2. Literature Review

Domestic research on hosts from traditional media to new media mainly explores from the audience perspective and host communication. For example, Dai Zinan, from the theory of hosting communication and audience perspective, concluded that hosts should have a clear sense of user awareness, and make precise placement of content, so as to make their own works achieve the transformation of personality from the "spreading" of mass communication to the "deep ploughing" of cross-screen communication. [1] Yuan Yiming analyses from the three dimensions of identity, distance and emotion, and concludes that traditional media can use short video news to guide public opinion, enhance communication power, gather social consensus, achieve transformation and development and "break the circle" growth. [2] By analyzing the short videos shot by in-service newscasters and the related comments, Zijian and Ruicong found that newscasters present three images of commentators, knowledge sharers and performers in short videos, and concluded that the image change of newscasters from traditional media to new media is not the abandonment of the

original media image and professional identity, but the gradual construction of a new identity.[3]

3. Argumentative Analysis

3.1. News Presenters on Traditional Media Platforms

Traditional television programs are produced by multi-sectoral, multi-worker collective cooperation, the host is an important part of the programme, is the person who "uses the audible language as the main trunk or main line" to manage the programme process". Their self-presentation operates within a specific framework, and the audience learns about the social role of the presenter through the output of the TV programme, and the image of the presenter in their perception is the screen image of their professional identity.[4]

Role: Hosts take on the role of guiding and organizing programs in traditional media. They are the central figure of the program and are responsible for hosting and guiding the content of the programme, coordinating the interaction between the guests and the audience, controlling and maintaining the order of the programme, and ensuring the smooth running of the programme.

Image portrayal: The image portrayal of a news presenter is an extremely important process, which is mainly demonstrated through the external image and internal qualities. The external image includes the host's make-up, dress and manners, etc., which may vary according to the nature and theme of different programs. The inner qualities are reflected in the host's eloquence, wisdom, wit and affinity, which can enhance the host's performance style and attractiveness.

Expression: The modes of expression of the host need to reflect the style and theme of the program to a certain extent, and at the same time need to be in line with the public's aesthetics and acceptance. In news programs, the main task of the host is to deliver information, and the oral expression is scripted and lacks interaction and personal characteristics. Of course, the host needs to have certain performance skills, such as emotional expression, humour and so on, these skills can

make the audience easier to accept and love the host.

Anchor Pan Rong works as an announcer and host in Zhejiang Business Network (ZBN) TV's "48 Hours" and "ZBN-TV News". From her hosting behaviors to her clothing, the audience is able to judge that Pan Rong is a traditional announcer and host based on her previous inherent experience, which at the same time gives her the right and obligation to control the flow of the programme.

3.2. News Presenters on New Media Platforms

The new media platform puts forward higher requirements and more characteristics for the presenter's self-presentation, and the "new" of new media is not only reflected from the technical aspect, but also in the form.

Diversified image portrayal: The image portrayal of presenters on new media platforms is more diversified and personalized. They can show their personalities and styles through their behaviors, dresses, hairstyles and other external images. Hosts can create their image according to the themes of different programs and audience preferences to attract more audience attention.

Highly interactive: presenters on new media platforms need to be highly interactive with the audience, engaging in timely interaction and feedback with them. Hosts need to respond positively to audience comments, questions and suggestions and interact frequently with the audience to increase audience engagement and loyalty.

Authenticity and Civilization: Hosts on new media platforms need to demonstrate authenticity and transparency to give the audience a sense of their true selves. Hosts should not only show their strengths and talents, but also have the courage to show their weaknesses and confusions, in order to build a trusting relationship between the audience and the host. The host on the new media platform is no longer a high authority status, but an ordinary person who is closer to the audience. The presenter needs to maintain a sense of immersion with the audience and take the audience's point of view, so that the audience can resonate and emotionally connect with the presenter.

"Anchor Pan Xiaorong" has 4.22 million followers on TikTok, and according to the content of her short videos, they can be roughly distinguished into "interpretation" and "life sharing". The short videos in the interpretation category are centred around a specific theme, and the series of short videos in the interpretation category with over 100 million plays include: the "15-second countdown series" in which the host solves all kinds of emergencies before the start of the broadcast, the "Host's Competition" series that satirizes the host's vicious competition. And "Host's Embarrassment", which exaggerates the host's embarrassing scenes. The "Life Sharing" category includes beauty tutorials, daily vlogs and travel vlogs.

In the "15-second countdown series", which has a broadcast volume of 310 million, Pan Rong directly subverts the image of news anchors as dignified and serious in the public's mind, creating a variety of emergencies and resolving them in the first 15 seconds of the live broadcast. The series of short videos used exaggerated means to break the audience's mind for the "perfect" impression of the news presenter, but also let the audience glimpse of the news presenter's working condition in such 15 seconds, such as communication with the editorial director and the cameraman, and the handling of urgent manuscripts, and so on.

In the "Life Sharing" videos, Pan Rong often films "The

Host's Daily Life After Work" and "A Day with the Host". The videos not only show her professionalism as a host, but also how she dresses, her personality and her style in life after leaving the title of "host". In the "Life Sharing" videos, Pan Rong's identity is no longer that of an exalted anchor, but rather that of an ordinary person who is closer to the viewers, which is a way of communication that the viewers can more relate to.

In addition, Pan Rong often makes live streaming in TikTok, so that her fans can see how she works in daily life. With the way of live broadcast, she brings the audience closer to the work of the news presenter. Also, during the live streaming, she can easily obtain timely feedback from the audience.

4. Conclusion

After news presenters shifted from traditional media to new media platforms, there were certain adaptations and adjustments in self-presentation, which included image portrayal, discourse styles, interaction methods, content design and other aspects.

Expression has shifted from scripted to spoken. Reports in traditional media are often scripted, and news presenters need to read aloud according to a prepared script. However, in the new media era, viewers are more interested in hearing the host's real voice and emotions, so after shifting to the new media platform, the host's expression has become more colloquial.

Image-portrayal shifts from the formal to the casual. In traditional media, the image of presenters is often formal and dignified, they wear formal clothes and behave properly to show their professionalism. However, on new media platforms, viewers prefer a more intimate image, so presenters need to shift to a casual image portrayal.

Content design has shifted from public affairs to personal life. In traditional media, news presenters tend to comment on current news based on current events, while local presenters mostly focus on local livelihood news, as well as on hot social issues. On the other hand, on the new media platform, the news presenter, as an ordinary person who is closer to the audience, shows the audience his or her personal life, so that the audience can resonate with the presenter and emotionally connect with him.

Changes in presenters' self-presentation may be related to changes in audience needs. In the era of traditional media, viewers are more inclined to passively receive information, while in the era of new media, viewers are more inclined to participate, interact and obtain more content. The popularity of social media platforms provides more space and flexibility for presenters to present themselves. New media presenters can interact with the audience through social media to show their real selves and increase the audience's participation and trust.

5. Discussion

In the era of traditional media, news presenters mainly host programs according to the arrangement of the writer-director, and their main task is to deliver information, lacking interaction and personal characteristics. However, the emergence of new media has changed this situation. Nowadays, viewers can get news information anytime and anywhere through the Internet, and news presenters need to be more personal charisma and professionalism to attract viewers' attention.

In the author's opinion, the communication methods and characteristics of the new media platform have put forward higher requirements for the presentation of news presenters. The new media platform is characterized by timing and interactivity, which requires news presenters to be able to respond quickly and accurately to hot events and interact with the audience in a timely manner.

However, while the development of new media has brought a series of challenges to news presenters, it has also provided them with more opportunities and space. The interactive nature of new media platforms enables newscasters to build closer ties with their audiences, increasing their sense of dependence and belonging. New media platforms also provide more opportunities for creativity and presentation, and news presenters can better showcase their talent and professionalism through their self-media accounts, further shaping their public image and brand.

Therefore, for news presenters, they need to actively cope with the impact of new media, constantly improve their professionalism and communication skills, and adapt to the needs of the new media era.

In summary, from traditional media to new media, news

presenters are undergoing a process of self-transformation. They face higher requirements and challenges, but also have more opportunities and space to develop. Only through continuous learning and adaptation can newscasters continue to play an important role in information transmission and opinion guidance in the new media era.

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