Research on the Role Positioning Change of Hosts in the Context of Media Convergence

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Abstract: With the advent of media convergence era, a new media ecological landscape has emerged. With the widespread use of artificial intelligence technology in the field of broadcasting, the role positioning of traditional hosts has been overturned, and the hosts urgently need to study and analyze the role positioning in the context of media convergence. This paper analyzes the characteristics of the media in the media convergence era and shows the new role positioning of broadcasting hosts in the media convergence era. Several strategies for the hosts to transform and position themselves in the media convergence era are presented.

Keywords: Media Convergence Era; AI Hosts; Role Position

1. The connotation of the media convergence era

1.1 The formation of a new media landscape

In the 21st century, the Internet has entered the media convergence era, and the forms of media communication are diversified, people have numerous ways to get information resources. The way the media communicates and the way people get information becomes unrestricted by time and space. As long as there is an Internet connection, a mobile phone, a computer, or other electronic equipment, people can receive all kinds of information whenever and wherever they are. The convenience of the new communication media approach is also reflected in the way audiences receive the content of the information. The content you want to see can be conveyed to you in the form of video, audio images, or real-time live streaming. The connotation of the media convergence era is also reflected in the multi-media platform and multi-media communication integration, connection and transformation. Compared with the traditional media era, this is undoubtedly one of the biggest changes in the media convergence era.

The main features of the media convergence era are the following two aspects. First of all, it is reflected in the convergence and sharing of information among various media. Compared with the traditional media era, the degree of convergence among media in the media convergence era seems to be more profound. Secondly, the feature of the media convergence era is also reflected in the competitive relationship between different media, reflected in the media's pursuit of higher market share, higher economic benefits, and the enhancement of their own media image and status. In the media convergence era, each new media has an advantage in terms of timeliness, convenience and interactivity. However, the authenticity of the information in these media is something that we need to measure and judge. In general, the media in the media convergence era is gradually improving these shortcomings, and traditional media are also progressing towards the convergence of new media.

1.2 Discussion of the importance of the host's role position in the context of media convergence

As a host in the media convergence era, we should keep up with the changes of the times, correct our own concepts, and recognize and adjust our own positioning according to the changes in the media environment and market demand. Only in this way can we effectively play to our strengths in the media convergence era and be comfortable in the face of more changes and challenges in the

future. In the Internet and information era today, artificial intelligence technologies such as big data and cloud computing are emerging all the time. They can calculate accurately from point to point and promote the media image to the audience accurately, and this trend will only become more obvious in the future. By understanding the changes in the media convergence era, the hosts can better meet the positioning of the program in the media convergence era and convey clear information to the audience, so that the media can obtain the information effect and optimize the economic effect[1]. Secondly, the host can also be more clear about the irreplaceable nature of the profession by understanding their own positioning. The widespread use of AI hosts has brought a certain impact to the field of hosts. In this case, the host should have a clear understanding of their own positioning, so that they can adapt to future changes and not be replaced.

2. The impact on the role positioning of traditional hosts in the media convergence era

2.1 The advent of AI virtual hosts

The continuous development and application of artificial intelligence technology is changing the ecological structure of traditional media and the more diversified media landscape in the field of communication. In 2015, Shanghai Dragon TV's AI host "Xiao Bing" naturally and friendly broadcasted the weather forecast, which was the first combination of AI technology and TV programs. This caused an uproar at the time, and also brought panic to the hosts of the television industry. McKinsey & Company has previously published a prediction that by the middle of the 21st century, nearly half of the world's work could be replaced by artificially intelligent robots[2].

The era of artificial intelligence has arrived, and the use of AI virtual hosts in the broadcasting field has also begun to bear fruit. The advantages of AI virtual hosts in the broadcasting field are reflected in two aspects, one in the field of news broadcasting, and the other in the AI virtual hosts for professional reporting. In 2018, the first AI synthetic host appeared at the World Internet Conference, creating a precedent for combining real-time audio and video with a live AI host image in the field of news and media. This virtual host image can be close to the real person regardless of voice, speaking or expression. It has a complete set of programming behind the operation, and you can broadcast at any time as long as you input text. By collecting a small amount of audio and video information from real hosts and creating a data set, technicians are able to make a personalized AI virtual host. The second feature of artificial intelligence, also his greatest advantage, lies in his high storage capacity and the processing power of big data and cloud computing. On March 1, 2018, China's first AI host, Zu Jiangtao, went online and reported on financial information in the program. In the field of sports, the world's first AI soccer voice chatbot "AI Ball" was launched in 2018, which provides commentary on matches and events to the audience. It was rated by everyone as a highly anthropomorphic game sports commentary. In the future, the advantages of technology in the development of media convergence will become more and more obvious, the use of AI virtual host in the broadcasting field will be an unprecedented big challenge.

2.2 Marginalization of the status of the real host

In the traditional media era, the role of the host is mainly reflected in conveying the theme of the program, integrating information, and regulating the atmosphere and pace. In the media convergence era today, these roles of the host are beginning to be replaced by other elements, and the role of the host is beginning to be marginalized. The communication channel between the audience and the media has also changed from a single to a diversified one. Although this role of the traditional host has been marginalized, the function played by the host has not diminished. This is reflected in the integration of other elements of the program, which is manifested in two areas, that is, side-stage hosting and guest hosting.

Side-stage hosting means that the host gives up the right to speak to other people or guests of the program, and step back to the side or the second scene only to take on the task of advertising and announcing. Such a situation is more common in some variety

programs. In this kind of TV program, the host's footage is greatly reduced and his presence is weak, and his only role is to interrupt advertising and announcing. Sometimes even the flow of the program does not need to be advanced by the host.

The phenomenon of cross-hosting is common in variety shows. In recent years we have also seen the presence of crossover hosts at the Spring Festival Gala. In variety programs, the hosts are not called "hosts", but rather the name of the host is adjusted according to the content of the program to make it more in line with the tone of the program. Sometimes even the host becomes one of the participants in the content of the program, instead of being the guide of the program. Although the host's footage is reduced, the presence of the host in some programs is not diminished. On the contrary, the special status of the host adds to the interest of the program and increases the highlight of the program.

3. Strategies for transforming the role positioning of broadcasting hosts in the media convergence era

3.1 Improve the professional ability and position the personalized style

In the media convergence era, the audience has become more and more uncomfortable with watching the same traditional host. In the rich media ecology of today, diversification is evident, and people have more options to obtain information and choose programs to watch. In order not to be eliminated by the times, the hosts in the media convergence era must first improve their professional ability, learn knowledge in other fields, and learn new forms of each medium in order to better adapt to various new formats of programs. At the same time, they have to find their own personalized style. In order to be remembered by the audience, the hosts in the media convergence era must have their own unique style. Positioning personalized style can help the host in the media convergence era to better integrate with the host program, achieving the effect of the program and their own development of a win-win situation[3].

3.2 Approach the audience, dialogue with them as equals

In the media convergence era, everyone is a good surfer on the Internet, and the traditional communication method of the host is obviously not available to the audience now. It will only distance the audience from the host. The hosts in the media convergence era need to get closer to the audience, understand the audience's preferences and attitudes, and have an equal dialogue with the audience, so that they can truly be grounded and not give the audience the feeling of being out of reach.

3.3 Deepen the cognition of new media and update the thinking of role positioning

The main factor in the transformation of broadcasting hosts lies in the change of philosophy. In the media convergence era, information is disseminated in a variety of ways, fast and convenient, and the aesthetic needs of the audience are getting higher and higher. In this context, to achieve the transformation, the hosts need to update the concept of the industry, strengthen the study of new media, deeply understand the advantages and shortcomings of different media, adjust themselves in a timely manner, know themselves and others, timely update their role positioning for better progress[4].

3.4 Improve the four powers, to be a host with temperature

Hosts in the media convergence era should always remember and practice the four powers of "foot, eyes, brain and writing". The use of artificial intelligence technology has had an impact on too many broadcasting hosts. But artificial intelligence hosts can never achieve the "empathy" and "temperature" that real hosts have. This is also the important reason why real hosts are unlikely to be replaced. Hosts in the media convergence era must always remember to practice the four powers, close to the audience, "listen, see and feel really", always remember to be a "temperature" host. Humanistic sentiment is always a necessary quality for an excellent host.

4. Conclusion

The advent of the media convergence era has brought great challenges to traditional media. The entire media ecology of radio and television has also changed significantly. In order to promote the future development of radio and television, as one of the important factors, the hosts must deepen their knowledge of the media convergence era and update their role positioning. It is important to analyze the impact of the media convergence era to the hosts and the new job positioning changes of the hosts in the field of radio and television. The hosts themselves need to analyze whether they are able to adapt to the changes in the whole media environment, and get inspiration from them to continuously strengthen their own learning, find their own personalized style, and adapt to the new media forms in the media era. The most important is to practice the four powers, to be an excellent host with "temperature".

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