

# Thinking and exploration of virtual anchors in the media field in the era of media convergence

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**Summary:** The birth of artificial intelligence is not only a technology, its development and changes are also subtly affecting the progress of science, human life patterns, changes in the industrial field, changes in the media, etc., such as in the Internet + era, the government uses artificial intelligence to help urban planning, enterprises use artificial intelligence to implement industrial transformation and upgrading, employees think about whether the promotion of artificial intelligence has opened the "layoff countdown", and the people think about whether the impact of artificial intelligence on life is more convenient or the operation has become complicated. Therefore, when virtual anchors first appear, it has become a "challenge" and "opportunity" in the media field, and media people need to constantly adapt to the new changes under the new situation, and the development of virtual anchors, digital humans and AI anchors is a new direction for media digitalization and intelligent reform, and it is also an inevitable trend in the reform and development of the media market.

**Keywords:** virtual anchor; media field; Challenge; New changes

Artificial Intelligence, abbreviated as AI, usually refers to the technology of human intelligence through computer programs, through technology to give computers to have human functions embodied, such as perception, hearing, communication, reasoning, recognition, control machinery, etc., artificial intelligence involves a wide range of fields and applications, such as radio and television engineering, digital media technology, communication engineering, information security, etc., in life, people also because of the emergence of artificial intelligence, complex things become convenient, involving industries including medical care, education, finance, media, clothing, food, housing and transportation, etc., in the era of intelligence has a speech recognition function that frees human hands, natural language processing function It can integrate linguistics, mathematics, computer science as one for human service, of which image recognition is the use of computers to analyze and process complex images, such as face recognition and commodity recognition and other main functions, now the function of artificial intelligence has been fully applied to people's life and work, the last is an expert system, The expert system can make the machine have a large amount of expert-level knowledge and experience in a certain field through big data collection, and make more accurate judgments and choices through the integration of this information.

## 1. Artificial intelligence + education, embracing change and innovation

In the era of intelligent media, the rapid development of artificial intelligence has caused an unprecedented sense of crisis in some job industries. Even in education, artificial intelligence has opened basic teaching content such as intelligent grading, image recognition, and oral assessment, and has basically covered the teaching process of "learning, practice, modification, assessment, and evaluation".

For example, in media education, colleges and universities emphasize the combination of theory and practice, and implement the teaching concept of "combining knowledge and action", but because the theoretical knowledge is relatively extensive and boring, students lack interest points, so they implement "interest teaching method", "case teaching method", "project-based teaching method", "competition teaching method", etc., but offline courses lack accurate data statistics to support, so there is a teaching teacher needs to constantly understand the student's situation in the work training, but if there is artificial intelligence to join, It not only increases students' interest in learning through intelligent teaching, but also strengthens the learning and understanding of the Internet and intelligent operation and teaching by the teacher team, so that the teaching mode is in line with the times and the market.

## 2. Artificial intelligence + media, ushering in challenges and opportunities

In the era of traditional media that is dominated by radio, television and print media, communication and creation lack challenges and innovation, facing the revision and elimination and the continuous rise of new media, the "transformation" of traditional media is imminent, therefore, we can find that in the era of media integration, traditional media and new media are giving full play to their own advantages, combined with the characteristics of the Internet, learning from each other's strengths, removing the rough and the refined, removing the false and the true, and constantly reshaping and regenerating themselves in the wave of media.

### 1. The role positioning of virtual anchors in live broadcast goods

With the advent of the 5G era and the new media environment, live broadcast e-commerce platforms have sprung up, and various types of anchors have "bloomed" in the Internet to create "personalized labels", eager to create a personality in the era of Internet celebrity economy to get a piece of the pie and taste a wave of dividends of the Internet.

With the development of the Internet, the new format of live streaming has shown a blowout development trend and opened up a new experience and new model of online shopping, but due to the sharp increase in online merchants, the market demand for online anchors has only increased, unlike traditional online shopping, through the anchor's live display and detailed explanation of products, e-commerce live broadcast greatly reduces the embarrassment of the wrong version, the color difference is large, and the buyer show and the seller show, etc.,

subsequently, the brand side pays more attention to the promotion of live broadcast e-commerce, because of large sales and good traffic, In the face of huge interests, businesses even desire the anchor to live broadcast 24 hours a day, which can ensure that fans can stop and watch whenever they enter the live broadcast room, improve brand influence and promote consumers' desire to buy, but 24 hours of overload, manual anchors can not meet the requirements and the commission amount is higher, so virtual anchors came into being.

In 2020, Taobao tried to launch a virtual anchor to try to bring goods, the virtual anchor appeared in the public's field of vision for the first time as a two-dimensional image, and received a lot of praise, more companies began to try to undertake some services through virtual anchors or virtual assistants, its appearance is more in line with the audience's aesthetics, the voice is more anthropomorphic, the virtual anchor is in a positive and stable state without fatigue and slackness, and its special image can give the audience more freshness and experience.

In the major live broadcast rooms, you can see the promotion of intelligent products, such as (1) virtual live broadcast, a virtual intelligent anchor developed through new intelligent technology, which can carry out uninterrupted and unlimited live broadcast interaction during the non-working hours of the live anchor, and provide 24-hour online product introduction and online services for customers who need to purchase products; (2) Intelligent data assistant, also known as "intelligent data analyst", conducts comprehensive analysis through the number of live online people, fan interaction, anchor interaction frequency, number of purchasing crowds, etc. in the live broadcast room, compares peer competition, and gives objective evaluation, which is convenient for anchors and companies to adjust the rhythm of live broadcast and achieve and exceed the expected goal of bringing goods; (3) Intelligent assistant is used to help newcomer anchors get started quickly, and in the face of the first live broadcast, "novice anchors" will often "roll over" one after another, resulting in panic under "full of situations", through "broadcast Xiaobao." "The intelligent assistant can help novice streamers successfully complete the first live broadcast.

## 2. The role positioning of virtual anchors in news broadcasts

Nowadays, it is not difficult to find that traditional media and new media attach great importance to big data analysis and artificial intelligence, the rise and application of virtual anchors has become a trendy form, and the new technology of AI anchors has also experienced the embryonic period, development period, and maturity period, because of its strong interest, high cost performance, and fast promotion speed, it has now become a beautiful landscape in the media field.

AI anchor actually refers to the integration of virtual simulation technology and artificial intelligence technology, reaching the point of not only shape but also godlike, such as the 2019 CCTV network Spring Festival evening, host Sa Bening and the artificial intelligence virtual anchor "Xiao Xiaosa" created as a prototype at the same time, the audience shouted "stupid and indistinguishable", under the same stage competition, the popularity of "Xiao Xiao Sa" continued to soar, and there was also a phenomenon of grabbing lines, its appearance and voice characteristics even exceeded the prototype Sabining, during the two sessions, he claimed to be "Bai Yansong's apprentice" The intelligent robot Xiaobai, as an AI reporter helper, appeared at the venue, answered questions and provided consulting services for all the guests on the scene, standard fluent Mandarin expression, professional and rich knowledge reserves, flexible and funny on-the-spot adaptability, vividly imitated the timbre and tone of the well-known host Bai Yansong, all of which made Xiaobai gain a group of fans, in addition, with the development of technology, artificial intelligence anchors can independently respond to the host and broadcast of the news scene, such as AI virtual weather anchor Feng Xiaoshu, Standing AI anchor "New Xiaomeng", even in the live broadcast, the virtual anchor can not only broadcast in a standing posture but also make some body movements and imitate the embodiment of human nodding, eyebrow picking, smile, doubt, anger and other expressions, even the prototype Xinhua News Agency reporter Qu Meng can't help but admire the real and fake is difficult to distinguish.

Due to the emergence of artificial intelligence virtual anchors, most traditional media hosts have also shouted "countdown to layoff", because it involves a wide range, including weather forecasting, news broadcasting, variety shows and science and education, and on-camera reporters during the National Two Sessions have participated in it and received unanimous praise.

In fact, in the author's opinion, in the era of media convergence, "the Internet of Everything and Everything is a Medium" has promoted the emergence of a new human-machine model, and people have begun to think about refusing to create "elimination" theory to affect normal life, whether it can be changed to a new model of "cooperation", human beings and artificial intelligence have changed from "enemies" to "partners", trying new possibilities and making new contributions to the news media cause.

## 3. The dilemma and challenges faced by artificial intelligence in the era of media convergence

With the changes in the media industry, new media has developed rapidly, in the era of "everyone self-media, everyone is the anchor" of integrated media, traditional media hosts avoid being eliminated by the tide of the times, began to try innovation and research, the broadcast style of the announcer host from the previous "round, uniform" broadcast mode gradually transformed into the audience's favorite "normative colloquial broadcasting" so the broadcast style is closer to the people, close to life, close to the real language expression state, As a result, the distance to the audience is even closer.

Virtual anchors in the news broadcast, their broadcast status is not active enough, are mechanical broadcast, see the word out of the voice, lack of emotional output and expression in the broadcast hosting profession, and the distance between the audience is gradually widened, in the sound language expression lack of emotional tone combination and sub-language embodiment, so that virtual anchors compared with traditional anchors, lack of a little "human touch", some audiences therefore do not "buy", in addition, the production cost of

virtual anchors is larger, as shown in the iFLYTEK 2019 report, The amount of R&D investment has reached 2.143 billion yuan, but because the application scenarios are too single and lack of freshness, how to reduce the cost of R&D and meet the expectations of the audience is also called a major problem.

In addition to facing mechanical broadcasting, long distance between the audience and the audience, high investment costs, and single scenes, artificial intelligence anchors cannot quickly and professionally respond to emergencies when facing emergencies, and even in the live broadcast, there will be sudden program garbled codes, temporary power outages, change processes and other emergencies, not only can not “rescue” but also “overturn” at any time, accompanied by the gradual disappearance of freshness, the audience’s aesthetic fatigue, and a long time can not feel warmth and emotional interaction. The public has also gradually become dissatisfied with virtual anchors, so people’s recognition of virtual anchors continues to decline and no longer expect.

#### 4. Advantages and suggestions of artificial intelligence in the era of media convergence

The wide application of 5G technology, the analysis of big data, the birth of artificial virtual anchors, are announcing: “The era of intelligent media has officially arrived”, the era of media integration combined with traditional media and new media requires rapid progress and growth, the media program and intelligent technology are connected, abandoning traditional creative awareness, improving innovative thinking training and the application of intelligent technology, often found in major media AI, VR virtual technology involved, not only that, The development of artificial intelligence has also targeted anthropomorphic signs, such as locking a well-known anchor and intelligently “processing and making”, and there will be a “virtual anchor” who is the same from appearance to voice, and even virtual technology Alpha Dog defeated the world Go champion 4:1, creating a historical miracle.

When VR and AR begin to gradually enter people’s lives, medical, education, games, media and other fields have become more intelligent and technological, therefore, actively give full play to the advantages of artificial intelligence, for users and enterprises to carry out big data analysis, precise positioning, personalized analysis, screening users, product matching, etc., through big data analysis and related technologies for the audience to push their concerned hot news, life tips, beauty bloggers, funny jokes, knowledge payment and other related content, increase fan viscosity and audience dependence. Drive media development and the widespread application of smart technology.

Therefore, artificial intelligence can be developed in many scenarios, various fields, and all directions, and the existence of virtual hosts as a technology is by no means limited to the media or “replace” a certain industry, but should provide intelligent services for artificial people, such as: in the event of an emergency on the stage, it can help the host to “save the danger” together, the host’s knowledge reserve is not enough and needs to be supplemented by information, it can be used as a universal knowledge base, timely provide the host with professional theoretical knowledge content, and serve as a guest host when the audience is tired of the familiar host’s aesthetics, Adding to the fun and technology of the show, its image creation is also deeply loved by a wide range of young people.

Although artificial intelligence develops rapidly, it will also encounter a bottleneck period, in the face of difficulties, it is necessary to actively improve its shortcomings, strengthen “personalized labels” to create intelligent brand influence, according to the audience’s preferences, occupation, skills, gender, age, etc., targeted broadcast news and information promotion, increase fan dependence, enhance value embodiment, but artificial intelligence lacks the ability of composite program hosts to “strategy, collection, editing, broadcasting, production” and other five integrated capabilities, therefore, when the audience’s “freshness” fades, The mechanical broadcast news is complained about, the single scene and image are slightly single, artificial intelligence is slightly insufficient, the audience gradually begins not to pay, but is the “one specialized and multi-functional” type of program host, walking longer, good reputation, audience stability and high recognition.

Therefore, if the artificial intelligence virtual anchor develops for a long time, it will stand with the host as a “partner”, learn from each other, escort each other, and achieve each other.

#### 5. Epilogue

In the era of media convergence, the change and innovation of artificial intelligence virtual anchors have subtly promoted continuous changes in various fields, and also spurred on industry upgrading, and business models to innovate and reform with the times.

Although the realistic image and intelligent voice of the virtual anchor may be able to beat the host in traditional media such as the “reading machine”, it still cannot really achieve a multi-functional “composite program host”, because “technology” can never replace “content”.

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# Research on the application of online and offline “hybrid” teaching mode in public English teaching in higher vocational colleges

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**Abstract:** with the deepening of vocational education reform, public English Teaching in higher vocational colleges should be further optimized. Teachers should actively introduce new educational concepts and teaching methods, so as to better arouse students’ interest, strengthen their understanding and application of Public English knowledge, and improve the effect of education. As a popular mode of education, online and offline blended teaching can enrich the content of public English teaching in higher vocational colleges to a great extent, broaden the path of education, and greatly promote the comprehensive development of higher vocational students. In view of this, this paper will analyze the application of online and offline blended teaching mode in public English teaching in higher vocational colleges, and put forward some strategies.

**Key words:** online and offline hybrid teaching mode; higher vocational education;

## 1 Overview and development conditions of online and offline “hybrid” teaching mode

### 1. Overview and analysis of online and offline hybrid teaching mode

The online and offline hybrid teaching mode refers to a new means by which teachers integrate online teaching and offline classroom teaching to highlight the educational advantages of the two when carrying out educational activities. When applying the online and offline blended teaching mode to public English teaching in higher vocational colleges, teachers need to fully integrate the online and offline high-quality teaching resources, arouse the interest of higher vocational students by carrying out various educational activities, and then highlight the dual subject status of higher vocational students and teachers, so as to make full use of the existing educational resources and improve the educational effect. In short, the online and offline hybrid teaching mode is the result of the integration of network teaching and classroom teaching, involving many aspects of theoretical knowledge such as constructivism, behaviorism, functionalism and so on.

### 2. Development conditions of online and offline hybrid teaching mode

Teachers should fully integrate online and offline resources, integrate the advantages of classroom teaching and online teaching, and carry out educational activities from the perspective of integration. When carrying out classroom teaching, we should focus on the basic

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