

Research on the Innovation and Development of Broadcasting and Hosting Art in the Context of New Media

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Abstract: New media provides a broader expression space and creative channels for the art of broadcasting and hosting, but also puts forward higher requirements and challenges. In order to meet the needs of the new media era, broadcasting and hosting art needs to innovate and improve in skills, thinking and communication methods. Through the thorough discussion of the innovation and development of broadcasting and hosting art in the context of new media, this paper aims to provide reference for practitioners and researchers in this field.

Keywords: New Media; Broadcasting and Hosting Art; Innovation and Development

Introduction

With the rapid development of network, social media, mobile communication and other technologies, new media has gradually become an important way in people's life. In the era of new media, the art of broadcasting and hosting is facing unprecedented opportunities and challenges. Traditional TV stations and radio stations are no longer the only broadcasting and hosting platforms, and the rise of new media platforms has brought new development space to the art of broadcasting and hosting.

1. Influence of new media on broadcasting and hosting art

1.1 Changes of media characteristics

New media has the characteristics of real-time, interactive and global, which have produced great changes in the expression form and communication mode of broadcasting and hosting art. The real-time nature of new media has changed the expression form of the art of broadcasting and hosting. Traditional radio and television programs are pre-recorded, and audiences can only listen to or watch at specific points in time. New media platforms, such as social media and live broadcasting platforms, provide a real-time communication mechanism. Broadcasting and hosting artists can interact with the audience in real time through the form of live broadcasting, and the audience can comment, like and share immediately, and interact and communicate with the broadcasting and hosting artists in real time. This real-time feature makes the art of broadcasting and hosting more active and dynamic, and increases the audience's sense of participation and interaction.

New media interactivity changed the way of the spread of the art of broadcasting and hosting, the traditional radio and television programs is one-way, broadcasting and hosting artists through language expression to the audience, and the new media platform through social media, interactive function, the audience can and broadcasting artists communication and interaction, the audience can through comments, questions, interactive interaction and broadcasting artists, share their views and experience, the interactive characteristics of the broadcasting and hosting art and establish a closer connection between the audience, enhance the audience's participation and loyalty. The global characteristics of new media have changed the scope of the art of broadcasting and hosting. Traditional radio and television programs are limited by regions and channels, and the scope of communication is limited. The new media platform has global coverage, and audiences can access and watch programs through the Internet anytime and anywhere, which makes the works of broadcasting and host artists no longer limited by the region and time and space, and can reach the global audience. Broadcasting and hosting artists can expand their influence and audience base with the help of the global communication ability of new media platforms.

1.2 Variety of audience needs

In the era of new media, the needs of audiences have become more diversified and personalized, which puts forward higher requirements for the art of broadcasting and hosting. Viewers are no longer satisfied with the traditional program format, they are eager to obtain more innovative and personalized content, hoping to establish a closer connection with the broadcasting and hosting artists. First, audiences' needs are more diverse. In the past, audiences mainly received program content through traditional media such as television and radio, with limited choices. The new media platform provides the audience with a wide range of choice space, and they can choose the programs and content to watch according to their personal interests and preferences. Therefore, broadcasting and hosting artists need to provide more diverse program content and expression forms according to the needs of different audience groups, to meet the different interests and preferences of the audience.

Secondly, the audience has higher requirements for personalized expression and content innovation. The era of new media has given audiences more right to speak and participate, and they hope that the program can reflect their personalities and values. The audience puts forward higher expectations for the way of expression, thinking depth and innovation of the broadcasting and hosting artists. Broadcasting and hosting artists need to explore and shape their own unique personal image and style, and attract the audience's attention and recognition through innovative content and expression methods. They need to keenly capture the social hot spots and the focus of the audience, and bring freshness and inspiration to the audience through their unique perspective and creativity. At the same time, the new media era also provides more opportunities for communication and interaction, and broadcasting and hosting artists can understand their needs and feedback through the interaction with the audience. Visitors' opinions and suggestions can become an important reference for artists to improve themselves. Broadcasting and hosting artists should pay attention to the interaction with the audience, actively respond to the audience's attention and needs, and establish a good communication and interactive relationship with the audience.

2. Innovative path of broadcasting and hosting art in the context of new media

2.1 Innovation and improvement of skills

In the new media era, broadcasting and hosting artists need to have a wider range of skills to meet the requirements of new media platforms and the needs of audiences. With the popularity of video content on new media platforms, Broadcast and hosting artists need basic video editing skills, This includes skills like editing, special effects, subtitle adding, etc., To ensure that they can produce high-quality video content; Broadcasting and hosting artists on new media platforms are not only expressed in language, Also need to use a variety of media forms to create, They need to master skills like picture processing and audio editing, To incorporate multimedia elements into the content, Enhance the audience's experience and appeal; Broadcasting and hosting artists need an active participation in social media in the new media era, Interact and communicate with the audience, They need to learn to use various social media platforms, Understand its characteristics and methods of use, And how to establish a good interactive relationship with the audience; In the new media era, the audience has an increasing demand for participation and interactivity, Broadcast and hosting artists need to learn interactive marketing skills, This includes designing interesting interactive activities, conducting online voting, and conducting real-time interaction with the audience, To increase the audience's sense of participation and loyalty; The importance of data in the new media era is self-evident, Broadcasting and hosting artists need to have a certain digital literacy, Understanding the basic principles and tools for data analysis, To use the data to understand the audience's preferences and behaviors, So as to optimize their own content creation and communication strategies.

In addition, broadcasting and hosting artists in the new media era also need to constantly learn and improve their skills to adapt to the rapidly changing media environment. They should pay attention to the latest trends in the industry, attend relevant training and seminars, communicate and cooperate with other practitioners, and constantly update their knowledge and skills. New media era of broadcasting and hosting artists skills requires more extensive and diversified, in addition to the language expression ability, they need to have video editing, multimedia production, social media management, interactive marketing skills, at the same time also need to keep the enthusiasm of learning, constantly improve their skills, to meet the needs of the new media era and challenges.

2.2 Content innovation and individuation

In the new media era, audiences' demands for broadcasting and hosting programs have become more diversified and personalized. In order to attract the audience's attention and gain more attention and recognition, broadcasting and hosting artists need to pay attention to the innovative and personalized content. First, broadcasting and hosting artists should commit themselves to innovative content. They need to constantly innovate in the content and form of the program, providing novel and unique content to attract the interest of the audience. By adopting novel program ideas, unique story-telling methods, and creative interactive forms, the broadcasting and host artists can bring a refreshing experience to the audience.

Secondly, individuation is an important aspect of broadcasting and hosting art. Broadcasting and hosting artists should pay attention to excavating and shaping their own unique personal image and style to make them stand out from many programs. By presenting personalized characteristics and styles, broadcasting and hosting artists can establish an emotional connection with the audience, making the audience more willing to pay attention to and support their programs. In addition, a rich variety of information and entertainment content is also the key to attract the audience. Broadcasting and hosting artists should provide diverse content covering different fields and topics to meet the different needs of the audience. They can explore a variety of topics, providing in-depth, interesting and valuable information, while combining entertainment elements to make the show more vivid and interesting.

By focusing on the innovation and individuation of content, broadcasting and hosting artists can gain more attention and recognition on new media platforms. Audiences are eager to interact with individual, creative programs, and they are willing to spend time to follow broadcasting and hosting artists who can provide a rich variety of content. Therefore, broadcasting and hosting artists should constantly tap their potential, constantly improve their innovation ability, and create personalized and unique style of program content, in order to attract the attention of the audience and gain more recognition.

2.3 Enhanced interactivity

In the era of new media, the audience's demand for the participation and interactivity of broadcasting and hosting programs is getting higher and higher. The traditional one-way communication mode has been unable to meet the needs of the audience, so the broadcasting and hosting artists need to strengthen the interaction with the audience, to provide more participatory programs and interactive forms, in order to enhance the audience's sense of participation and loyalty. First, broadcasting and hosting artists can enhance their interaction with the audience through live broadcast and real-time interaction. Through the live program, the audience can participate in the discussion, questioning and interaction of the program in real time, and have real-time interaction with the broadcasting and host artists. This interactive experience can increase the audience's sense of participation and make them feel their importance in the show, thus enhancing their loyalty. Secondly, broadcasting and hosting artists can design and launch participatory programs and interactive forms. For example, they can organize online voting, audience surveys, or participatory activities to get the audience directly involved in the decision-making and creation of the program content. The participation of the audience not only increases the interest of the program, but also enhances the audience's sense of belonging and sense of participation, so that they are more devoted and loyal to the program.

The audience is no longer the passive recipients, but the participants and co-creators of the show. They can establish a closer contact with the broadcasting and hosting artists, and form a good interactive relationship. This interactive experience can attract the continuous attention and participation of the audience.

3. Conclusion

To sum up, in the context of new media, broadcasting and hosting art is facing unprecedented innovation and development opportunities, new media for broadcasting and hosting artists provides a broader space and creation channels, but also put forward higher requirements and challenges, broadcasting and hosting artists need in skills, content innovation and interactive innovation and promotion, but also need to focus on multimedia fusion and data driven creation, through continuous innovation and need to adapt to the needs of the new media era, broadcasting and hosting art will usher in more broad prospects for development.

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