

# Research on the Influence of Broadcasting Hosting Techniques on Audience Attention

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**Abstract:** With the rapid development of economy, people's living standard is gradually improved, which urges most people to pursue spiritual enjoyment while meeting their material needs. Broadcasting is a medium for people to obtain information and enrich the spiritual world. How to improve the utilization rate of broadcasting and make it become popular among people is an urgent problem in the industry currently. Broadcasting is a tool that has no animation and video effects. Based on the importance of the audience's attention, this paper explores the strategies of enhancing the broadcast hosting skills and improving the audience's attention in order to improve the effect and quality of broadcasting.

**Keywords:** Broadcast Host; Skill Use; Audience; Attention; Influence; Strategy

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Broadcasting is a more traditional way of information dissemination. As early as the 1920s, people used radio waves to spread important information. With the development of society and the arrival of the information age, broadcast forms show diversified characteristics. Therefore, how to improve broadcasting hosting skills to attract audience attention is an urgent problem.

## 1. Importance of the attention of the audience

The target group of radio programs is the broad masses of the people. With the development of living standards and information technology, people are demanding more and more radio programs, and the audience has the power to choose. After comparing different radio programs, they will choose the most interested channels to listen to, in order to relax the pressure and active thinking. In order to survive and develop radio programs, we must attract the attention of the audience, investigate and study the types of programs loved by the audience through online questionnaires, and set up and innovate the broadcast host form according to the characteristics of the audience's favorite programs, so as to improve the listening rate of the broadcast host. The radio program does not have the function of real-time reply, and the host of the radio program. In the process of hosting the program can not receive timely feedback from the audience, can not accurately implement the innovative program, based on the majority of broadcast hosts after the end of the program according to the content of feedback from the audience to summarize, set up a program to attract the attention of the audience, effectively enhance the audience's interest in listening to the program.

Audience attention is the criterion that determines the ability of the broadcast host, and the program is loved by the majority of the audience and can interact in time and increase the enthusiasm of interaction in the program is an effective performance to attract the attention of the audience.

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## **2. Enhancing broadcasting hosting skills using strategies to enhance audience attention**

### **2.1 Understanding the content of the broadcast charm**

The importance of content to radio programs is self-evident. The host has good host skills without good program content can not attract the attention of the audience. It is difficult to improve the quality of radio programs, show the importance of broadcast content, the author put forward a few points to understand the broadcast content and language charm methods to increase audience attention. (2) In the course of broadcasting, the host should adjust the tone of speech and the description of Putonghua to ensure that the content broadcast through the broadcast is understandable and acceptable to the audience, and can not use ambiguous and ambiguous words, prompting the audience to question the professional level of the broadcast host, using standardized language to transmit information to the audience, using broadcast skills reasonably in the process of hosting, and showing the charm of the language to the audience; (3) The broadcast host should adjust and substitute different emotions in conveying the message to the audience so that the mood of the audience changes with the broadcast content. And change gives empathy experiences, such as the light and happy tone used to broadcast the news of the victory of our sports, and the painful tone used to broadcast the disastrous time, which makes the audience feel the different colors of the news. Understanding the broadcast content and increasing the charm can effectively enhance the audience's attention, provide the audience with high quality radio program content, and promote the same understanding of the charm of language.

### **2.2 Understanding audience needs and setting up hosting content**

Radio broadcasting host is an effective way to convey news events to the audience, and the purpose of carrying out radio broadcasting programs is to promote the development of broadcasting and increase the attention of the audience to it. In order to improve the audience's access to information, the program group adopts the method of online and offline investigation to understand the audience's needs, to determine the current audience's hot issues and social issues, and to realize the innovative broadcast form through the overall planning of the program group. Interest in radio programs can attract the attention of the audience and effectively improve the program listening rate and interactivity; Broadcasters should have a deep understanding of the programmes they host, determine the content and style of the programmes according to their form and links and ensure the transmission of information while improving the audience's listening stickiness, such as the Voice of Traffic programme, which has obvious characteristics in setting up the program flow and links. With obvious host characteristics, the problems raised by the audience can be solved efficiently, with a high degree of professionalism and service attitude, which makes the audience feel the personification and affinity of the broadcast host in the process of listening to the program, improves the listening experience of the audience, and promotes the improvement of the listening rate of the program. To understand the needs of the audience, setting up the content of the program can solve the problems of the audience, attract the attention of the audience, and effectively promote the development and progress of the broadcast program.

## **3. Concluding remarks**

To sum up, it is necessary to explore the strategies to enhance the broadcast hosting skills and improve the audience's attention. Radio broadcasting hosts have the characteristics of transmitting information through sound. In order to improve the characteristics, broadcasting hosts should pay attention to the use skills, raise the interest of the audience with the content they like and interest, arouse the curiosity of the audience, increase the listening rate of radio programs, and promote the development of radio programs in China.

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