Research on the Training Reform of Broadcasting and Hosting Art Professionals in the Age of Medium Financing

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Abstract: This is an era of media convergence, the media environment is changing with each passing day, and the media competition is very complicated. However, in the current era of media integration, the survival situation of the traditional announcers and hosts is grim, and the sense of crisis is imminent. Therefore, the author carries out research on the reform of talent training of broadcasting and hosting art specialty in the era of financial media. This paper analyses the current situation of the training of radio and hosting professionals, and puts forward corresponding improvement measures. The study found that in the age of media, the broadcasting host should take advantage of the trend, construct a pattern of communication, and rethink and position it from the perspective of communication, thereby further broadening the path of sustainable development of professional disciplines.

1. Introduction

Today's media age is an era of media convergence. A large number of new media such as mobile media, online media, and mobile media have poured into people's lives. The emergence of new media has brought challenges to traditional media [1]. At the same time, traditional media has accelerated the pace of reform and transformation [2]. Since the establishment of the Chinese broadcasting professional in the Beijing Broadcasting Institute in May 1963, the professional education of the broadcasting host has gone through 55 years. Although it has achieved a lot of results, it is also a thorny and sloppy way to cross the river [3]. In the era of media integration, how to combine traditional media with new media is a question that broadcasters need to think about [4]. With the development of society and the continuous progress of information technology, for the media industry, the form presented is no longer a single form. It is the integration of various media, which has become the mainstream of the times [5]. The characteristics of this stage are as follows: the rapid development of technology, the alternation of media, from the whole society to personal life, is in an era of multi-integration, network nesting and digital information [6]. The integration and penetration of traditional media and emerging media is the process of media development. The integration of media has a profound impact on all aspects of human life in the new era. Therefore, it is an important practical problem to clarify the subject orientation of broadcasting and hosting art education in our country.

The major of broadcasting and hosting art is a new major. With the development of radio and television industry, it has been constantly adjusted and improved, and has developed into a unique feature in domestic colleges and universities [7]. Make it unique in the international arena, with distinct Chinese characteristics of the profession. With the advent of the era of financial media, the traditional radio and television industry is facing new challenges. Media convergence puts forward new requirements for the development of radio and television industry, and also opens up new horizons for professional training [8]. Interactive integration of media forms improves the initiative of the audience, lowers the threshold of access to information, and widens the selectivity [9]. Optimize the media structure and standardize the order of communication. For example, some of the show's appearances include broadcasters, commentators, live reporters, and even netizens. Announcers and presenters, as important elements of traditional radio and television programs, have gradually developed into an important role in audiovisual new media programs [10]. There are new era requirements in terms of role positioning, professional ability, practical level and cultural

connotation. Subject orientation is the cornerstone of discipline construction, which directly determines the core concept and development direction of professional education. From another perspective, it is also a strong alliance between the media and a win-win situation for both. At this time, our broadcaster host is still in a personal form in the communication system, but it is ultimately a specific symbolic carrier. If it cannot be completely transformed and positioned, it will be eliminated by the audience and the market.

2. The status quo and problems of the professional training of broadcasting host

2.1 Broadcasting presiding professional talents training teaching status

The broadcasting host is an important professional category of colleges and universities. In the development process of the new era, it is becoming more and more popular, and it belongs to one of the newly emerging professions of art. Through a multi-faceted and multi-angle interpretation of a topic, combined with Weibo, WeChat and other network paradoxes, multi-party interaction, promote the event to receive high attention. China is in the period of rapid development of new media. The introduction of many concepts of new media, all media, self-media, and media has, without exception, all indicate that the demands of the journalists for the public opinion work are striding forward. The subjectivity of the audience to watch and listen has full autonomy. Especially nowadays, network technology has become popular, and everyone can become a communicator with the ability to produce and distribute programs. Everyone can become a "net red, star" in a certain sense. After the media convergence, the competition between the media has evolved from a single media to a multi-media competition. Because of the particularity of broadcasting and hosting art specialty and the diversified requirements of talent cultivation, there has been a long-standing controversy about the subject orientation of broadcasting and hosting art specialty. "The major of broadcasting and hosting is not a popular one. At present, many colleges and universities have not reached the mature starting conditions. To solve the current problems, it is necessary to control the scale of broadcasting and hosting major.

As can be seen from Figure 1 above, in recent years, the number of announcers and hosts in the traditional radio and television system has increased by less than 6,000, which is in great contrast to the rapid growth rate at the end of last century.
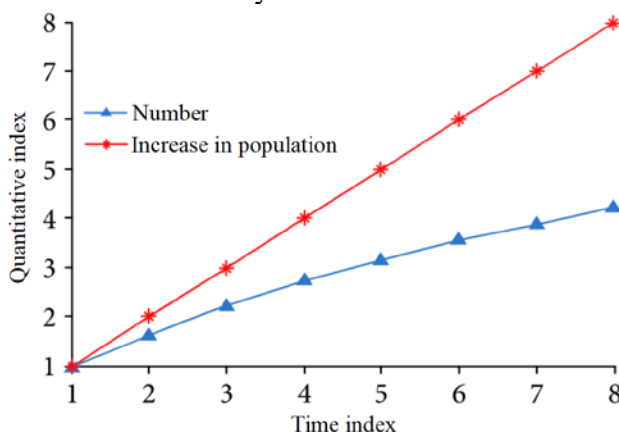

Figure 1 Statistics of the number of Boeing hosts in the system in recent years by the Personnel and Education Department of the State Administration of Radio, Film and Television

2.2 Problems in the Teaching of Broadcasting and Hosting Specialty

With the continuous development of radio and television industry, the demand for radio and television hosts is growing. Under the concept of quality education, students are the center of classroom and teaching. Teachers must renew their ideas and change their role orientation. Media convergence has a far-reaching impact on the spread of TV programs, radio programs and even homemade programs on the Internet. In the teaching process of broadcasting and hosting specialty, different students have different foundations. Some students have better basic language ability,

while others are poorer. But at present, most colleges and universities adopt large-class teaching, ignoring the individual differences among students. As a result, the teaching efficiency is not high. In the past, the social status of broadcasters and presenters was chosen by the media, but in the era of all-media, whether the fittest can survive and drive market research and development is decided by the audience. Broadcasting and Hosting Art is a marginal specialty involving multidisciplinary studies. It is supported by four university disciplines: philosophy, art, journalism and communication, linguistics and applied linguistics. The creation of righteousness has developed. With the continuous development of media technology and media platforms, the professional training of broadcast-hosting professionals is only unable to meet the requirements of the broadcast media professionals for the broadcast media.

With more than 50 years of development, the broadcasting host has delivered a large number of professional first-line broadcasting host talents to the traditional broadcasting and television industry, meeting the development needs of the traditional broadcasting and television industry in different periods. From a family to more than 300 colleges and universities today, from dozens of graduates every year to tens of thousands today. As shown in Table 1.

Table 1 Estimation of the Number of Students Majoring in Broadcasting and Hosting Arts in China

Broadcasting College	Communication University of China	Communication University of Zhejiang	Shanghai Theatre Academy	Huazhong University of Science and Technology	Average number of people	Total people
Enrollment scale	120	96	57	34	66	15486
Number of students in school	300	346	238	159	274	75684

3. Innovative Strategies for Training Broadcasting and Hosting Professionals in the Media Age

3.1 Cross-media Teaching

Multimedia and cross-media are two important characteristics of the era of media integration. In the process of teaching, we should apply various forms of media. As a broadcasting host, we should pay more attention to the advantages brought about by this change, collect all kinds of news information every day, timely grasp the information and communication mode we need, and provide useful help for the broadcasting host process. Since the beginning of the new century, the media ecology has changed rapidly, the media has become more and more, and the boundaries between different media forms have become increasingly blurred. This also makes multimedia an important channel in the teaching process. In the face of the traditional broadcasting and hosting methods and styles which have no novelty and can not give more fresh breath, the audience can only choose to give up. Thus, the program "products" produced by the traditional industry can not meet the needs of the market and potential customer groups. Although in this era, many people have not turned on the radio and television for a long time. Even some people don't know how the radio looks, but we still watch various videos and listen to various audios every day. In the age of media, the announcer host faced a severe test. Instead of just sitting in front of the screen and in front of the microphone, the United States and the United States asked for full participation, quick response, instant capture, and real-time dialogue. In today's melting media era, we must not only continue to improve the broadcasting theory, but also increase the attention and research on the theory of hosting communication.

The training mode focuses on the training of hierarchical and targeted sports specialties, which meets the needs of media organizations for professionals. Take a TV station sports channel as an

example. At present, there are 10 sports program hosts and 4 other channel part-time hosts.

Table 2 Professional source statistics of a TV channel host

Job source	Broadcasting professional	Sports major	Other	Total
Sports news anchor	4	0	0	4
Sports column host	1	2	1	4
Sports commentator	0	3	3	6
Total number of people	5	5	4	14

3.2 Extend learning with multimedia

China's broadcasting science is a core of the broadcasting subject of China, and it is also a precious wealth unique to China. Daily practice is essential in the professional teaching process of the broadcast host. Multi-platform, multi-form media must reflect the professional advantage of media people. First, there must be the media consciousness of media workers of media workers. For example, after the class, you can create a WeChat group to let students learn and discuss in the group. Students can also be given demonstrations, through the consolidation exercises after class, to achieve the purpose of expanding learning, and constantly improve the level of students' broadcast skills. The broadcaster is first and foremost the audience of the news, then the communicator, disseminating the news with his own professionalism, and spreading the positive energy of the society in the form that the people like to hear. In the traditional media, the host represents the image of the media, has a certain degree of authority, can not be too self. In the self-media, the host communicates with the audience in a completely self-image, representing only himself. In the style and sense of communication, the host is closer to the audience and has a lower posture. Thus, in the new media environment, the media is changing, and people's demand for information has not changed. It can be imagined that in the future, with the deepening of media convergence, the boundaries between the media will gradually disappear, and the announcer and host will eventually be integrated into a communicator.

4. Conclusion

Everything in the age of financial media is in the process of change and development, technological changes, media exchanges, social and cultural levels, as small as everybody's daily life and living, are deeply branded with integration. Every year, more undergraduates than postgraduates are trained in the professional education of broadcasting and hosting in Colleges and universities in China. A steady stream of students enter the media industry. Sincerity means having one's own feelings and not deceiving. If we can't pay enough attention to it and ignore the trend of new media, it will be eliminated. To sum up, broadcasting and hosting is a very popular specialty. In the era of media integration, we should strengthen the teaching innovation of broadcasting and hosting specialty, provide more opportunities for students to practice, and constantly improve students' comprehensive ability. In other words, it must be integrated with emerging media to adapt to the impact of new media. In the information age of diversification, fragmentation, and self-media, it reflects the unique value of its media people. For the broadcast host, it is necessary to create a group of media broadcast talents with the characteristics of the new era. Then, on the basis of sincerity, strive to lay a solid foundation for broadcasting, deepen the content of the program, fit the public's psychology, improve their language communication and emotional expression, and become a broadcaster who can enter the hearts of the people.

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