

Teaching Thinking Methods for Broadcasting and Hosting Major in the New Media Era

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Abstract: In the new media environment, the talent training mode of broadcasting and hosting art major has not been able to meet the requirements of the times. On the one hand, high-quality broadcasting and hosting talents that the society needs are in short supply. On the other hand, many graduates of broadcasting and hosting major fail to enter the media industry, and their career planning needs to be further expanded. Based on the author's learning and practice experience, this work first analyzed the job requirements of broadcasting and hosting in the new media era, then put forward the reform strategy of broadcasting and hosting professional training mode in the new media environment, and finally discussed the inheritance and innovation of broadcasting and hosting professional training mode in the new media era.

1. Introduction

With the continuous innovation of digital technology and network technology, 5G communication technology is gaining popularity day by day. A large number of audiovisual new media have attracted many users, and traditional media also add wings to the dissemination of high-quality content with the help of new media [1]. A large number of new media, such as mobile media, network media and mobile media, have flooded into people's lives. The emergence of new media has brought challenges to traditional media and accelerated the pace of reform and transformation of traditional media. The integration and penetration of traditional media and emerging media is the development process of today's media. Media integration has a profound impact on all aspects of human life in the new era [2]. The audiovisual programs in the new media era have raised the higher requirements for the broadcaster's moderators due to their nonlinear, diversified, interactive and personalized communication characteristics. The specific performance is characterized by impromptu oral expression, strong real-time interaction ability, deep professional knowledge reserve, full media creation skills and colorful personality brands etc..

2. Job Requirements for Broadcasting and Hosting in the New Media Era

2.1 Good impromptu oral expression

In the new media era, information communication is becoming more and more convenient, and the production time of programs is greatly shortened. The program forms are rich and lively, and more and more live programs are also available. In the process of content production, the host can no longer "save the book" as before, and must have a good improvisational ability to perform improvisational voice language creation expression in order to cope with the increasingly compressed content production process [3]. As information dissemination gradually shifts to a user-driven mode of communication, the role of the host is no longer a "sound tube" and a "speaker". It is no longer a symbolic element of information dissemination and content expression, but a true sense of independence. The individual of "person" exists in the program and can express the "self" views, voices and attitudes [4].

2.2 Strong real-time interaction ability

After the rise of network media, a number of original interactive programs appeared in China,

such as video interactive program “static distance” hosted by Li Jing, “olympic purple microstar” hosted by Hu Ziwei, “dapeng” hosted by network host Da Peng and “wonderful talk” launched by iQIYI etc.. The hosts of this type of new media network programs all have strong interactive communication ability. Audiovisual programs under the new media generation pay more attention to communication and interaction than traditional radio and television programs. changing the previous model of blindly propaganda and education and adding a lot of interactive content and links with the audience. They have changed the pattern of past missions and added a lot of content and links to interact with the audience [5]. Audience interaction has also become an important part of the creation of new media generation programs. The host of the new media generation must have the ability to interact with the audience in real time.

2.3 Deep reserve of professional knowledge

The audiovisual programs of the new media generation have the characteristics of diversification, and the content and theme of the programs cover many fields such as politics, economy, society and culture etc.. In the era of audience differentiation, audiences are very interested in their own content, which means that when the program is diversified, the host's own professional knowledge reserve must be rich enough to meet the psychological needs of audiences with unique interests.

2.4 Complete media creation skills

In today's increasingly mature media development, the speed of information dissemination is fast, and the host can collect, compile, broadcast, and evaluate in order to ensure that information can be disseminated in the first time. “Omnipotent” host has become the new requirement of broadcasting and hosting in the media age. Traditional media has a clear division of labor, and everyone needs to specialize in his or her own business. However, the integration of content production requires that every practitioner must not only have good business ability, but also master and operate various media equipment, have multimedia skills and the ability to produce a variety of content. As the discourse window of the program, the host needs to master comprehensive creative skills to effectively grasp the program direction.

2.5 Rich personal brand colors

The change of the times makes the host of the show no longer exist in the form of the universal aesthetic value of the public, i.e., it no longer acts as a “popular lover”. The new media will present different requirements to the host according to their own preferences and psychological needs. This requires the host to have a distinct personality, develop in a personalized direction and establish a personal brand. This is not only the image of the host, but more importantly the personal charm, language style and quality of the host. A host with a distinct personality can largely influence the overall style of the host's program. In the new media era, only personalized host talents can win their place in the professional competition of mass-producer streamline production [6].

3. Reform Strategy of Professional Training Mode of Broadcasting and Hosting in New Media Environment

3.1 Find good self-positioning and optimize the training objectives

There are many colleges and universities offering broadcasting and hosting majors in China. A considerable number of them are not accurately positioned, and they are close to the first-class broadcasting universities such as the Communication University of China etc.. They do not combine the local and their own actualities to carry out curriculum reform and innovation. Colleges and universities have the function of serving the society [7]. Our broadcasting and hosting major should also actively establish links with the society, serve the local economic development, have their own characteristics in the curriculum and cannot completely copy the curriculum system of other schools. Training goals also need to be more targeted, avoid being too far away and losing yourself.

3.2 Identify students' strengths and pay attention to teaching students in accordance with their aptitude

Broadcasting and hosting teaching can not engage in flooding, and must be deeply cultivated and taught in accordance with their aptitude. According to each student's voice characteristics and personal strengths to conduct differentiated guidance. Some students have varied voices and are good at shaping different characters, so they can strengthen the guidance of dubbing for films and advertisements. Some students like foreign languages and speak fluently, which can strengthen bilingual broadcasting training. Some students are good at officiating at weddings. According to the characteristics of different students, we can set up personalized expansion module, implement differentiated teaching, give full consideration to students' interests and specialties, stimulate students' interest in learning and improve the teaching effect.

3.3 Extension and expansion of classroom teaching

Many colleges and universities try to introduce the method of subject competition to match classroom teaching. They actively build a disciplinary competition platform, connect the content of the study with the subject competition, and let the students gain practical points by participating in the discipline competition, gain training opportunities and consolidate the professional foundation [8]. Through the communication between classroom teaching and after-class practice, the language control ability of students is constantly improved, and the communication ability of spoken language and paralinguistics is enhanced.

4. Inheritance and Innovation of Broadcasting and Hosting Professional Training Mode in the New Media Era

4.1 Introduce oral communication courses to strengthen oral communication training

The major of broadcasting and hosting art is only offered by universities in mainland China, but not in other countries and regions around the world. However, in recent years, we found that Shih Hsin University in Taiwan offers oral communication major. This major focuses on training students with the ability of speech, debate, expression, persuasion and coordination, and strengthens the guidance to students in the aspects of language art and argument, language and power, language and socialization etc.. Students are expected to have new century workplace skills and modern civic qualities. In fact, our broadcasting and hosting art major can introduce some oral courses to the broadcasting and hosting teaching, such as interpersonal communication, interpersonal persuasion, language and logic, negotiation and negotiation, conflict management and communication, etc.. These courses are conducive to the broadcast of professional students expand their professional vision, enhance their theoretical accomplishments and expand their employment.

4.2 Establish connections with the society and build a sharing platform

Colleges and universities themselves have the function of serving the society, and we can not run a school behind closed doors. We must actively build links with society, let students open their eyes and firmly grasp the pulse of the times. At present, many colleges and universities actively carry out in-depth cooperation with the media industry. Some simple dubbing and editing work of media and media companies can be completed by students. For the media, it can also reduce the production cost and form resource sharing. Of course, our cooperation objects should not be limited to the media industry. We can strengthen our contact with them in many industries related to the professional career development of broadcasting and hosting, for example, we can strengthen the cooperation with primary and secondary schools in classic reading, and cooperate with tourist attractions in training their interpretation ability.

5. Conclusion

With the advent of the new media era, the traditional radio and television industry is facing new

challenges. Media convergence has put forward new requirements for the development of radio and television industry and opened up a new vision for the cultivation of professional talents. As an important element of traditional radio and television programs, broadcasters and hosts have gradually developed into an important role in audiovisual new media programs. There are new era requirements in terms of role positioning, professional ability, practical level and cultural connotation. The announcer host must have good oral communication ability, elite discourse ability, new media innovative content production ability and media and personal brand synchronous creation ability, in order to win the surprise in the full flow of information in the media competition.

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