

# "People-oriented, Communion of Human Feelings": Reflections on the Education of Broadcasting Hosting in the New Era

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**Abstract.** This paper summarizes and analyzes the current situation of the construction and development of broadcasting hosting in recent years, and finds that traditional media has declined under the impact of technological theory and media transformation in the new era. With the differentiation of social employment and the new cultural context, the ecological construction of broadcasting hosting should focus on highlighting the people-oriented professional training concept, making the discipline positioning more precise, training scheme more refined, and talent output more sophisticated, achieving a new pattern of specialty development that resonates with the emotions of the times.

**Keywords:** Broadcasting hosting; people-oriented; communion of human feelings.

## 1. Introduction

Media convergence, digitalization and artificial intelligence are the core contexts facing the specialized development of broadcasting hosting in recent years. We have paid great attention to the formation of a new media ecosystem and the shackles of professional development of broadcasting hosting. Standing at the opportunity of the times, carrying the wings of digital technology, embracing the trend of historical development, linking the transformation and leap between traditional media and new media, we will surely keep the clouds open and see the moon. It is increasingly clear to explore the coexistence of specialized development and digital society in the gap between the old and new media.

With the integration of media forms, the broadening of discourse space, and the mass production of intelligent voice, broadcasting hosting are faced with not only the influence of traditional media industries such as radio and television, but also the inspiration of new media that broadens the voice of the mouthpiece. We are changing from a single model of communicators to communicators in the public domain, and it is a stitcher that walks in the double space. In the circle of symbiosis between technology and culture, broadcasting hosting is a kind of creative art of language and sound, a combination of emotional burst and thinking release, a parallel of practical language and art appreciation, and a life aesthetics of language serving the public and participating in cultural daily life. The core value of the broadcaster host's discourse under the digital ecology is "to dispel negative emotions with warm words, to dispel anxiety and anxiety with constructive words, and to soothe the soul with emotional rituals as narrative strategies"[1].

In the political and cultural context of the new era, most media-related majors in colleges and universities have always been policy-oriented, optimized undergraduate major training programs, accelerated the digital development of new liberal arts education [2], and cultivated a new generation of media talents with a firm political stance, serving social life, having a broad vision and grasping the overall situation, adapting to the new media ecology and applying modern technology. The academic community and the industry are working together to explore effective ways for the broadcasting hosting to adapt to the media ecology, improve the professional quality, give full play to the advantages of innovation, obtain the professional leadership and sustainable development of the professional ability, and carry out the ecological and systematic business test water and target reconstruction of the broadcasting and hosting.

We reflect on the feasibility of traditional media literacy training, the lack of updating of traditional theoretical knowledge and other practical problems, as well as the adverse factors of

professional development such as the mismatch between teaching content and the new social model. First of all, it focuses on the talent training mode, focusing on the dual innovation of form and goal, including media literacy, professional comprehensive ability and application skills ; secondly, it is the problem of subject teaching and teachers. It calls for teaching reform, carries out teaching practice, including teaching mode, teaching content, teaching methods, attaches importance to curriculum construction and teaching methods, sets up a new teacher team, and makes full use of modern technology to upgrade teaching facilities. Finally, it is the problem of specialty establishment and professional adaptation. At the recent historical node, we should look back on the development of disciplines, transform the concept of specialty education, tap the professional adaptation system, and broaden the direction of professional development.

## **2. Return to the educational concept of people-oriented and communion of human feelings**

### **2.1 Maintain “crisis awareness” and “dehomogenization”**

The development of new media is breaking through, subverting the inherent relationship between communicator and audience. The media discourse power is no longer focussed on the media, but scattered in the hands of the audience. “Everyone has a microphone”has a profound impact on the public 's information production, social economy, lifestyle and so on. The advancement of technology, the differentiation of the audience and the evolution of the media form make the broadcast host re-realize whether they are in the spotlight or sink into the daily life of the mass society. From the bright host IP of streaming packaging to tailored digital anchors, these are all proclaiming the need to leave a striking mark in the era of diverse cultural values, to showcase their talents in the interactive world of massive information, and to achieve personalized communication in the form of labels in the midst of waves and storms.

Broadcasting hosting especially avoid the sameness. Personalized image is composed of linguistic symbols and non-linguistic symbols, which is manifested in the unique expression of thinking, the difference of individual image and the personalized interaction of information transmission. The art emphasizes style, which is not only to label the host as a new form of expert and cultural type, but also the audience trust and value identity piled up by “like”. Human is easy to highlight and be annihilated in the information age. Just as the Internet wave pushes a batch of bloggers to the peak of digitization, they sit in the typed and stylized supreme territory, all of which reflect the strong appeal to attract traffic and attention, but they are also easy to turn to the bottom in the ever-changing media ecology. Therefore, "how to stand up and stand steady" is not only a question that individuals need to think about, but also a issue of how to develop their specialty in the new era. Breaking through the solidified routine in the type, refining the skills in the style, and linking the true self in the mirror image, only by deeply exploring the source of "people", creating it as content and resources, and maintaining a high level of superior output, may be able to win lasting attention and professional recognition.

In recent years, colleges and universities have replaced the previous batch training with refined training, from comprehensive and diversified to classified and vertical training, combined with the advantageous majors and resources of colleges and universities to set up comprehensive general and characteristic courses, specified the course direction based on personal labels and interests, and targeted at the business needs of the new era as an iterative reference variable, so as to explore the professional turn to adapt to the new media and Internet context. In another point of view, it seems that the crisis situation of the host has promoted the collective reflection of the broadcasting hosting, but it is more a discipline crisis that the traditional training has failed to fine teach students according to their aptitude, and the professional development has not been timely self-innovation according to the needs of the new era.

## **2.2 Establish “scene thinking” and “role consciousness”**

As an applied specialty, broadcasting hosting specialty needs to use its own advantages, fill the army of society and media, and find application scenarios with professional expression. We are in the era of mobile media with the internet of everything, and “This era is about utilizing and expanding content and user value, and deeply exploring value. Each person's role is realized and completed in a specific time, space, context, occasion, and need [3].” From the procedural mode scene rehearsed in traditional media to the core scene where people are always connected to the public by mobile communication, the broadcasting hosting has been pushed forward by the wave of technology and has been in the network social space that can be connected across screens. Media convergence has brought a number of new posts in the field of broadcasting hosting, which has improved the problems of narrow employment space, crowded positions and saturation of practitioners in traditional media [4]. The new pattern of media has brought about a diversified and specialized market division of labor, and talent cultivation needs to be equipped with new media and new technologies for intensive cultivation, and market-oriented may be a clear adjustment idea, such as training new roles to adapt to a variety of media scenes: professional language talents such as live commerce host, network blogger, and network game anchor.

From the perspective of teaching practice and professional ability, we should stop in time on the traditional broadcasting cavity, enlighten people's thinking with market thinking, integrate it into future career planning with 'role consciousness' in development, and promote the professional development of language discipline. Universities have added mobile scenes and actual combat exercises in relevant teaching practice activities to accelerate the integration of adapting to people and media, and improve the adaptability of media and the ability to use media. At the same time, the business ability of broadcasting hosting should have the product thinking of the Internet, be sensitive to technology and flexibly apply emerging technologies in the creation of broadcasting hosting, and be able to work in the comprehensive, complex and innovative new media frontline such as picture, text, compilation, recording and broadcasting.

The turn of the industry ecology and the classification of the audience group require the broadcast host to have a good idea, whether it is a web celebrity anchor who shares, chats, or carries goods, or a radio and television host of traditional media, and test the charm of language in the scene. It is very important to cultivate the creativity centered on language, the thinking ability connected with the digital network, the sensibility to express subjectivity and facts, and the adaptability based on the platform awareness. With the renewal and iteration of outmoded industries, it began to carry out exploratory and customized reverse training to break the embarrassing situation of the contradiction between supply and demand of media talents. At the same time, we must also try our best to avoid the new round of following the trend brought about by “determine people by technology, judge people by market”, and try to strenuously steer clear of the inertia of pattern training and the similarity that may be caused by reform.

## **2.3 Adhere to “non-tradition” and “de-conventionalization”**

Throughout the history of the broadcasting hosting, we find that broadcast host are often at the forefront of the times: in the special era of the Anti-Japanese War, they shoulder the responsibility of calling and encouraging intelligence propaganda and dissemination; in the period of socialist cultural prosperity, with the prosperity of radio and television, the courage to be the frontline mouthpiece of spiritual civilization construction [5]. In different historical periods, no matter the differences and similarities of the media environment, the evolution of the domestic and international situation, or in the interactive era of diverse opinions, the grasp of the right of discourse and the guidance of public opinion have always been the responsibility of broadcasting hosting. Based on the new era, the audience is upgrading, the language is updating, and the contemporary development of new forms and new formats does not mean that we should follow the old in the fixed template. Among them, there are spokesmen who dominate the screen, pursue the

norms of words and deeds, and smooth links, as well as opinion leaders who enter the crowd and know everything. However, political correctness, firm position, clear thinking, and leading the trend are the most core professional red lines and abilities.

From the perspective of functionalism, the ability threshold of broadcasting hosting professionals is constantly rising, but the background color is always the value of human beings, and it is also a positive public opinion field formed by the host-centered guiding speech [6]. The cultivation of broadcasting hosting talents should reflect on the traditional single question communication mode, and promote rational interpersonal communication, speculative response and flexible problem-solving ability ; in addition to the traditional voice expression of the word with clear articulation and full tune, it can pursue the emotional needs of interactive communication and instant feedback close to the masses. In the era of rapid information production, it is all the more important to find ways to harness technology and spread the influence of speech in a way that conforms to the characteristics of the times, forming a new type of opinion leader. Capture social life and livelihood topics in small areas, and spread positive national energy in larger areas.

With the audience moving to mobile social media, the threshold of anchor online celebrity lowering and the arrival of everything media, we should firmly believe that the advantages of professional talents can be highlighted in the crowded noise, and we should follow the source and innovate in the unswerving professional development cognition and talent training program. The impetuous chaos caused by the rapid production of culture and excessive dependence on new technologies is also a subversion of people. In the face of the complex situation of broadcasting hosting span between the tradition and the tide, we need to determine the critical position of people. The emphasis on professional artistic aesthetics by the public in the past has neglected the high-quality language of information exchange. In the human-centered "broadcasting hosting", it is not only limited to the concept of voice production, but also needs to present human subjectivity and extreme value in a new way. Therefore, we should change from "trumpeter of the times" to "pioneer of the times", integrate professional advantages into the new requirements, step onto the new stage of the times with a new attitude, take national development and national rejuvenation as our own responsibility, and cast the specialty soul with responsibility and mission.

#### **2.4 Emphasize "humanistic literacy" and "emotional resonance"**

From being tightly bound by the coat of instrumentalism and the cocoon of scientific and technological information, to caring for the instinctive psychological needs of human social practice, people's pluralistic values and sincere wishes are increasingly returning to reality [7]. The broadcasting hosting, which is no longer in the "stage center" in the new format environment, is always a subject about humanities and values [8]. The public are quite concerned about people's subjectivity being provoked by emerging technologies such as AI, especially the problems faced by the broadcasting and hosting profession, such as industrial space expansion, cultural development and long-term influence. However, it is worth affirming that the public does not accept the man-machine threat theory, and the interaction between the audience and the virtual characters is not a shake of the traditional occupation and industry status, which is to make up for the actual deviation from people's interaction and the expectation of exploring the personality of others [9].

From the business of broadcasting hosting creation, AI anchors bring new changes to the industrial society : the cheap voice of capitalization, clear and bright intonation and accurate sound arrival rate, while the public's desire to pursue the aesthetic demand of "good voice" in massive information is the inevitable requirement of audience differentiation in the change of media environment. In the media form of live broadcast interaction, industrialized voice manufacturers and digital anchors can't create a "stereo" speech field that people know how to. First of all, it is reflected in the lack of deep thinking from people's subjective consciousness before speaking, and furthermore, there is no "talking about each others' heart" close to genuine psychological activities when expressing. Finally, as human-computer interaction, it can't cross the ethical barrier of mutual confession. The rising stars in the industry blessed by technology have never been able to let people

deeply understand the beauty of timbre and rhyme, the richness of expression, the moving tone and the rhythm of narration, let alone the emotional desire mobilized by the subject, the "sense of object" that people have to appeal to, and the warm communication and emotional care full of humanity.

From the public 's call for the development of broadcasting skills to the improvement of knowledge reserve and cultural cultivation ; from the emphasis on core basic courses in colleges and universities to the general courses that exercise multiple abilities, these show that we have long realized that the broadcasting hosting should cultivate the language advantage with emotion and feeling as the nucleus, and highlight the subjective advantages of "empathy as the core and expression as well". Especially in the digital age, this insistence on humanism is precious [10]. Recently, it is popular on the Internet to promote the non-coban team led by knowledge culture and emotional resonance, which also indicates the return of cultural value and the concern of humanistic feelings. This also enlightens us to take technology as a friend, express the resonance of human-oriented expressive thinking, and then spread to every corner of this era that needs empathy.

### 3. Summary

Human and machine are accompanied by each other. Since the initial sound from Yan 'an Xinhua Radio Station, the broadcasting hosting has shouldered the historical mission and is inseparable from digital technology. The long-distance transmission of sound in the broadcasting era and the deep imprint of the image of hosts in the audio-visual era enable us to clearly feel the pulse of the times in professional development. In the new era, broadcasting hosting must be on the fast track of rapid development, but the broadcasting and hosting team presents problems such as unevenness and quality grade differentiation, which still need to be deeply cultivated on the specialized fertile soil. The development and construction of the major cannot ignore the prompt update of the media form and social system, but this does not mean denying the ontology of the discipline, forgetting the language pattern and the essential law of the hosting. Colleges and universities should pursue the value and goal of discipline construction with high standards. Nowadays, multiculturalism is popular and the times are changing with each passing day. It is required that the development of specialty should be carried out with technology and flourish. The broadcasting hosting should not only to follow the trend, but also to break through the change, to be a guide with great tolerance and exploration of the times, and to shape the voice of the era of "having human feelings, knowing cold and warm".

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