

# Bottlenecks and Breakthroughs in the Professional Development of TV Program Hosts in the Context of All Media

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**Abstract:** In the context of the era of integrated media, it is necessary to explore the impact and demand of new media changes on the training of radio and television professionals. On this basis, the author selected B Media College as the main survey object, and on this basis, three representative universities were selected as the survey objects to investigate their understanding of new media hosting ability, the cultivation of new media hosting ability, and the teaching content of new media hosting. Through the understanding of the four aspects of the new media hosting industry, a questionnaire survey was conducted, and the underlying factors that cannot match the market were analyzed. It is hoped that through these factors, media universities can have a clearer understanding of the talent development trend of broadcasting and hosting majors, thereby providing a more suitable environment for the development of integrated media hosts in the integrated media communication ecosystem.

**Keywords:** New Media Host; Integrated Media; Oral Communication; Hosting Profession

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## Introduction

Unlike the centralization, centralization, and institutionalization of mass media, the Internet enlivens individuals and enhances their core values in media operations. Specific "people" replace the media as "nodes" and "traffic entrances". In the perspective of integrated media, how to attract audiences, undertake traffic, and rebuild the connection with audiences is an important part of building the communication power of new mainstream media, and also the primary task of talent cultivation in media colleges. The anchors of new media are mainly host and communication oriented talents with the ability to attract, undertake, and accumulate network traffic.

## 1. Issues that need to be addressed

In order to have a more comprehensive understanding and performance of these students' true understanding and performance of their work orientation, and to revise those who are preparing to engage in this field, this survey mainly focuses on the work orientation of B Media College. In addition, we conducted a survey on broadcasting students from three universities: Communication University of China, Shanghai Academy of Drama, and Sichuan Academy of Film and Television. The survey content includes four aspects: the first part is the practice status of new media hosting, the second part is the cognitive status of new media hosting ability, and the third part is the professional construction status of new media hosting; Conduct a sampling survey on the professional attitudes of new media hosts. On this basis, 518 questionnaire surveys were conducted on four grades of college students, and 74.9% of the samples were from first and second grades of college. This study adopts both qualitative and quantitative methods, based on the authenticity of experience, to overcome the rigidity caused by excessive quantification. At the same time, organize existing relevant materials and conduct in-depth research to identify deep-seated factors that cannot match the market, and then explore a development trend for talent cultivation and discipline construction of broadcasting and hosting majors that is more suitable for the characteristics of the new media era.

## 2. Cognitive characteristics eliminating the superiority of specialization

### 2.1 Common awareness and attempts of new media transformation

Faced with the "all media" communication format in the new media environment, schools and individuals themselves consciously engage in social practice and integration. The questionnaire results show that practical attempts to integrate with the internet are relatively common among students, with 89.77% of students majoring in broadcasting and hosting having already opened personal

accounts on internet platforms. This kind of early environmental attempt is beneficial for students to understand the real employment situation and expand their career identity and choice range. However, at the same time, the personal operation of self media accounts is only in the experimental stage, with around 80% of student account followers below 1000, including 35.91% with less than 100 student followers. The overall situation has not yet demonstrated professional advantages, and the operation of personal accounts is still in a very limited stage. It is not difficult to see that there is value advocacy for new media practice in relevant teaching in universities, but the specific practice is still in the early stage and lacks effective mechanisms for long-term operation after practice.

## **2.2 Confused career positioning and misaligned mainstream needs**

On the basis of extensive attempts at new media accounts, students' content output and operational purposes exhibit ambiguity and swing. 82.63% of people set up accounts to share daily leisure and entertainment, while only 39.77% of people view this behavior with professional attributes, believing that the content output of accounts is to accumulate a fan base for future new media hosting. Most learners still divide media practice into majors. Although 80.89% of students believe that they have advantages in terms of appearance as learners of broadcasting and hosting majors, and 92.08% of students believe that their language expression skills are more suitable for the role of new media hosting. However, when entering specific usage scenarios, they still consider themselves as consumers and viewers, enjoying the entertainment effects brought by media forms, Automatically conceal professional identity.

Despite career attempts, the difficulties experienced by broadcasting and hosting students are more due to their own mindset rather than technical skills. 62.36% of students stated that the disadvantage of becoming a new media host lies in finding suitable vertical fields, which poses a challenge for broadcasting and hosting students to enjoy content outside of their careers. At the same time, due to the professional characteristics of traditional broadcasters and hosts, personal characteristics are often hidden behind the program, which makes it difficult for them to adapt to the communication logic of personal presentation, further leading to a sense of scarcity of their own content. At the same time, in the face of new opportunities and new markets, students also place greater emphasis on the income treatment and progress space of their profession in their employment choices, while the advantages of traditional media in terms of staffing security and stable environment are not the primary considerations. The mismatch between the demand for mainstream media and personal employment intentions not only exacerbates the talent drain on the platform, but also creates a job selection dilemma for prospective practitioners, further leading to a shortage of new media talents on the new mainstream media platform.

## **2.3 Deviation between Content-centered Professional Understanding and Professional Understanding**

In the context of incorporating oneself into professional attributes, it was found that college students exhibit a strong value orientation in their cognitive orientation. 79.92% of college students view new media anchors more as content sharers, while only 39.77% of college students agree with the identity of entertainment providers. However, in real life, most students mainly focus on sharing and entertainment when registering their accounts. In terms of personal focus, they are more focused on "life" and "entertainment". 78.57% of students are more focused on life, and 71.24% are mainly focused on entertainment. However, their published articles often focus on entertainment sharing and showing off their appearance, which is very different from their understanding of their professional knowledge.

## **2.4 The understanding of risks is reasonable, but there are limitations to market operations**

In a study on the employment choices of college students majoring in broadcasting and hosting, it was found that they have a reasonable and conservative attitude towards the future of the role transformation of new media hosting. 68.15% of college students said they will make decisions based on their own development status. At the same time, it is necessary to objectively recognize the advantages and disadvantages of the industry practice of contracting institutions, neither blindly pursuing nor overly pessimistic.

### **3. Reason exploration: Personal empowerment under new media**

#### **3.1 Changes in core competencies of new media in the era of integrated media communication**

As preparatory practitioners who grew up basking in the glory of the era of big screens, on the one hand, they aspire to shape the traditional image of hosts, and on the other hand, they are accustomed to joking and deconstructing image interpretation in online discourse. Under the influence of these two mindsets, they are unable to define and form their own front-end image, further feeling the difficulty of self positioning. For the audience, the ideal personality of hosting and disseminating requires both a civilian trait that is easy to interact with, a noble character higher than the audience, professional literacy and strength, and a unique and distinct personality. The recognizable personality traits transform platform influence into personal influence through "empathetic communication", and in the ubiquitous communication environment, use individuals as brands to generate a new round of value. This leads to students with traditional core competencies being at a loss in the new environment, facing new competitors with personalized charm and talent for oral communication who find it difficult to discover their personal advantages, resulting in a misplacement of self expectations.

#### **3.2 Traditional professional platform definition iteration, missing logical training for different platforms**

The profession of broadcasting and hosting has its unique characteristics, as the professional ability needs of broadcasting and television broadcasters and hosts often undergo new developments with the changes in the broadcasting and television industry. Therefore, the discipline and professional positioning are often in a state of change. With the deepening of the reform of radio and television, the adaptability of professional students trained according to the original disciplines is relatively weak. As internet platforms demonstrate strong vitality and entry-level platforms continue to expand their influence, traditional media has also fallen into a difficult situation of giving up self built platforms and borrowing ships to go to sea to regain audiences. Under this strong platform logic, personal development relies on the formulation of platform rules and logic. Broadcasting and hosting practitioners have different identities such as hosts, anchors, podcasts, influencer, and managers, while their corresponding content creation ideas such as short videos and live broadcasts, as well as training in platform operation logic, are in a state of absence.

### **4. Conclusion**

In the online environment, "personal characteristics determine the generation of network links", "homogeneity" and "belonging" constitute a new information exchange environment, and thus reconstruct a new information exchange environment for information exchange. Under this communication ecology, the traditional media's "fixed and predetermined" communication methods in the past are being greatly affected. Therefore, under this influence, various aspects, including the production model of content, the relationship between disseminators and listeners, and the value system, will be eliminated and replaced by new communication formats and operational models. The first thing to face in building a "integrated media" and a "new mainstream media" is the requirement for the education system reform of "broadcasting and hosting". Adhere to the creative rules of broadcasting and television, explore new ways of oral expression in an integrated media environment, and strengthen the importance of personalized expression in teaching; Ultimately, it can meet new social expectations and provide a more suitable direction for the development of new media.

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