

The Expansion of New Era Innovation in Broadcasting and Hosting Art Space

Chongsong Wang

Shanghai University of Sport Shanghai, China 200438

Abstract: In order to better realize the innovative expansion of broadcasting and hosting art space in the new era, managers not only need to strengthen the professional awareness of practitioners, but also need to cultivate their innovative ability. This paper firstly analyzes the importance of the innovation of broadcasting and hosting art space, and then introduces the current development status and existing problems of broadcasting and hosting art space in my country. Once again, it provides the innovative direction of broadcasting and hosting art space, and finally provides measures for the innovative development of broadcasting and hosting art through diversified methods.

Keywords: Innovation in the new era; Broadcasting and hosting; Art space; Expansion

1. The development status and existing problems of broadcasting and hosting art space in my country

1.1 The development status of broadcasting and hosting art space

The innovation of broadcasting and hosting art space is an important direction for the development of my country's media industry in the new era. Judging from the current development status, the traditional art of broadcasting and hosting has a huge mass base. With the development of my country's media industry, the art of broadcasting and hosting has a long history. In the new era, the broadcasting and hosting art space has also been given a new connotation, so the major broadcasting and hosting programs not only need to innovate various elements based on the original hosting style, combined with the development of the times. It is also necessary to pay attention to the introduction of high-quality broadcast host talents, so that the entire broadcast host program can be innovated and optimized in essence. Make the broadcast and host programs more in line with the audience ^[1].

1.2 Existing problems

The problems existing in the art of broadcasting and hosting mainly come from two aspects, one is the mismatch between positions and talents, and the other is the imperfect operation mechanism of broadcasting and hosting. Taking the mismatch between positions and talents as an example, although the broadcasting and hosting profession can provide possibilities for a lot of people, and because the broadcasting and hosting profession has better employment prospects, they can choose many types of units for employment. However, with the arrival of various emerging technologies in the new era and the emerging media based on these emerging technologies, the broadcasting and hosting profession has been impacted to a certain extent. Whether or not to cultivate more professional media talents is also a key consideration in the broadcasting and hosting industry. Although there are many broadcasting and hosting positions in my country, the base of high-quality talents is still small ^[2].

2. The direction of innovation in broadcasting and hosting art space

2.1 Innovation in Broadcasting and Hosting Theory

With the rapid development of my country's media industry, the main source of talents for broadcasting and hosting in my country are top students from major colleges and universities. Moderators who do not come from majors have a stronger professional awareness. However, due to the different teaching methods in different colleges, some talents may have too strong theoretical basic knowledge but poor practical skills.

2.2 Innovation in broadcasting and hosting technology

In the new era, the integration of information technology and various fields has brought about a major change in people's daily life and way of thinking. Therefore, broadcast and host workers need to combine information technology to innovate the artistic expression of broadcast, and also need to combine the content of artistic expression with the needs of the public according to the aesthetic needs of the public. For example, broadcast and host workers can combine resources such as pictures, texts or videos, and use emerging information technology means to achieve it. Only in this way can the public be better guided to watch content through a variety of perspectives, so as to provide the audience with richer radio programs ^[3].

2.3 Innovations in the development of broadcasting and hosting

With the rapid development of my country's social economy, people's requirements for high-quality life are getting higher and higher, and the development of broadcasting and hosting art also needs to be innovated in the context of today's era. The integration of emerging information technologies enables the future development of the broadcasting industry. There are many directions, such as the integration of information technology and the broadcasting industry, which improves the transmission efficiency of radio and television, and can also realize the digital development of the broadcasting industry. Broadcasting and hosting workers should take the development perspective as their work direction in their daily work, and combine their own advantages to expand the development

space of broadcasting and hosting, so as to improve their comprehensive competitiveness.

3. Measures for artistic innovation and development

3.1 Create a good management mode of broadcasting and hosting system

First of all, TV station managers should improve their own management capabilities and strictly follow the management norms of broadcasting and hosting industry personnel in their daily work. At the same time, in order to better improve the professional quality of broadcast and host staff, training activities based on broadcast and host practitioners should be carried out regularly in their daily work. The content of the training activities should be based on the theme of the development of the times, so as to better improve the innovative awareness of practitioners. The main driving force of my country's cultural development comes from the broadcasting and hosting industry, so this industry is facing many pressures. Only with a strong sense of responsibility and a sense of innovation, broadcast and host workers can actively learn various theoretical knowledge and continuously improve their hosting memory, so as to improve their comprehensive ability.

3.2 Cultivate the innovative awareness of practitioners

With the development of the times, the scope of work of broadcasters has also changed to some extent. Traditional broadcasters mainly provide various news information to the masses by reading news articles aloud. With the development of modern society, the scope of work of broadcast hosts in my country has gradually become more extensive. For example, broadcast hosts not only need to complete relevant hosting work in the recording studio, but also need to provide the audience with the latest news information through on-site interviews. At the same time, the broadcast host also needs to have the ability of file editing and program planning.

Therefore, under such a background, the abilities that broadcasters need to have has gradually shifted from the original simplification to diversification, and managers should also pay attention to the development of the comprehensive capabilities of broadcasters. The broadcasters not only need to complete the daily work. In my own job, I need to plan a complete program together with other practitioners, and also need to communicate with post-production staff to learn post-production techniques. This method can not only improve the comprehensive ability of broadcasters, but also promote the integration and development of various fields. The broadcast host can provide key opinions for the post-production staff based on their own thinking and cognition, which is beneficial to the improvement of the quality of the whole program.

3.3 Encourage the innovation of broadcasting and hosting artistic content and form

With the development of the times, traditional broadcasting and hosting cannot meet the needs of popular culture. Broadcasting and hosting practitioners need to innovate broadcasting and hosting work in combination with the development trend of modern new media, so as to better provide space for the development of broadcasting and hosting art. Therefore, in addition to the basic hosting work, broadcast and host practitioners need to promote the broadcast content in a variety of ways. For example, broadcast hosts can use short video platforms such as Douyin, Kuaishou and other software. This method can not only improve the professional quality of broadcasters, but also innovate their thinking and cognition, and also better meet the needs of the public.

3.4 Improve the operation mechanism of the art of broadcasting and hosting

Industry managers need to optimize based on the problems existing in the current mechanism of broadcasting and hosting art. First of all, managers need to establish a scientific and reasonable supervision system, and through a strict selection mechanism in the selection process of broadcasting and hosting personnel, look for compound talents who can promote the development of the broadcasting and hosting industry. characteristics, and assign them to reasonable positions, so as to maximize the value of talents. Managers should also strengthen the restraining role of the broadcasting and hosting industry mechanism. For example, mechanisms such as a reporting system can be established to prevent power imbalances and ensure that all work links are carried out in an orderly manner. Only in this way can they provide support for the innovation of broadcasting and hosting art spaces.

4. Closing remarks:

To sum up, only by creating a good management model of the broadcasting and hosting system, cultivating the innovative awareness of the practitioners, encouraging the broadcasting and hosting practitioners to innovate their work forms, and improving the broadcasting and hosting art operation mechanism, can the broadcasting and hosting art space be scientifically and effectively innovated.

References:

[1] Liu Pei. The construction of innovation in the development of broadcasting and hosting art space [J]. Written and edited, 2021(2):99-100.

[2] Shen Yiyu. On the expansion of innovation in broadcasting and hosting art space [J]. Science and Technology Communication, 2020(4):74-75.

[3] Wang Jing. Research on the expansion of broadcasting and hosting art space [J]. World Premiere, 2019(4):217.

About the author: Chongsong Wang, October 17, 2001, male, Nanchang, Jiangxi, undergraduate, student Research direction: broadcasting and hosting art.