

# The Predicament and Development Trend of Broadcasting and Hosting Art Major in the Era of New Media

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**Abstract:** With the continuous development of information technology in my country, the information age has brought great convenience and changes to people's daily life and work. It also provides new opportunities and challenges for all walks of life. In the wave of the information age, the traditional media industry has also ushered in new development. In the new media age, broadcasting and hosting are no longer limited to news on TV and radio. Broadcasting, the audience is not just a small number of news broadcast enthusiasts. In the new media era, a large number of new media platforms have emerged. Innovation and development in the broadcasting and hosting industry. This article will discuss in detail the current situation of the broadcasting and hosting art profession in the new media era, the problems encountered in the development process, and how to solve these problems.

**Keywords:** New media era; Broadcasting and hosting; Development and predicament

## 1. Characteristics of the professional development of broadcasting and hosting art in the new media era

### 1.1 Challenges brought by the trend of diversification

With the continuous development of society and the continuous progress of information technology, in the current society, people can receive a variety of information every day, and there are many ways of ingesting information. There is also a single choice and acceptance of news. The change has transformed into today's diversification. For the public in the past, people in the media industry were the only way for everyone to receive news information. Whether the content broadcasted was acceptable to everyone's interests and preferences, it was not the most important thing. the most important issue to consider.

### 1.2 The voice of the public is becoming more and more important

The news media has always had a certain guiding force for social public opinion, especially in the traditional media industry, whether it is a news reporter engaged in television or radio, their control over the degree of reporting of news events will directly affect the situation in this matter. Social attention, or even international attention, to a large extent, they have absolute initiative, and as the main body of news, the role of the public is to passively accept news. In many cases, their own opinions or Views cannot be paid attention to at all, and in most cases when they need to seek help through the media, they are desperate or lost in the sea<sup>[1]</sup>.

### 1.3 The requirements for the ability of hosts engaged in the media industry have become more stringent

Broadcasting hosts who used to be engaged in the media industry, in most cases, only need to broadcast the news accurately according to the press release prepared in advance, and the news is also presented to the public in the form of recording and broadcasting. There are ways to make up for some small mistakes made in time by the personnel in the process of broadcasting the news<sup>[2]</sup>.

## 2. The dilemma faced by broadcasting and hosting art majors in the new media era

### 2.1 The relationship between communication media has changed from independent to gradual integration

Under the strong knowledge of information technology and Internet technology, the development trend of the new media era is unstoppable. The way the public obtains news has developed from the original radio, newspaper, and TV to the current Weibo, WeChat, news client, Himalaya, etc. Countless new media, which are integrated with traditional radio, television and newspapers,

have greatly broadened the channels for the public to obtain news information.

## **2.2 Insufficient innovation of current broadcast hosts**

In the new media era, many aspects of news broadcasting are different from the news broadcasting requirements in the traditional media era. For example, in the current news broadcasting, more innovation and creation are required to form their own characteristics; The authenticity and real-time nature of the news are required to be higher during the broadcast; in addition to being able to broadcast the news accurately, the broadcast host should also express his thoughts and opinions accordingly. Instead, it presents a feeling that the host is interacting with the audience in real time, etc.

## **2.3 The art career of broadcast hosts is unstable**

Influenced by the new media era, in order to increase their core competitiveness and ensure their program ratings, many media tend to choose young people with good looks and body when selecting broadcast hosts. It is an inevitable trend to quickly train these newcomers in the broadcasting and hosting session to become the favorite hosts of the public, using the host as the viewing password of their own programs, adding new talents to the industry, and adding young fresh blood. The successful packaging and training will greatly shorten the artistic life of these young broadcast hosts.

# **3. Approaches to the professional development of broadcasting and hosting art in the new media era**

## **3.1 Strengthen the degree of interaction with the public and increase the degree of public participation**

In the traditional media industry, the relationship between the broadcast host and the public is simply a relationship between broadcasting and listening. In the era of new media, it is clear that such traditional news broadcasting methods cannot continue to exist. Instead, the original unreachable and irrelevant relationship between the two parties should be transformed into the broadcasting host is the voice of the public, and The people's livelihood issues such as agriculture, education, and medical care that the public cares about most and are most concerned about are reported. Only when the broadcast host broadcasts what the public wants to hear, the public will gradually recognize the broadcast host, and the broadcast host can get better development.

## **3.2 Professional skills and comprehensive quality are always the most important**

Although in the new media era, many things that have been used in the past few decades need to undergo some changes to adapt to this new era, but at no time can we put the cart before the horse. An excellent and irreplaceable broadcast host must have professional ability. and comprehensive quality.

## **3.3 Create the characteristics of your own programs and enhance competitiveness**

In the market competition of similar products, often only products with excellent quality, sufficient reputation and unique characteristics can occupy the core position of the market, and the same is true for news programs. It is necessary to select broadcast hosts with strong professional ability and comprehensive strength of all parties, establish a stable, true and reliable image, find the advantages of their own programs, and increase the attention of the people.

# **4. Conclusion**

All in all, in the wave of the new media era, the emergence of various new media platforms has provided many opportunities and challenges for all those who are engaged in the broadcasting and hosting industry and those who love the broadcasting and hosting industry. In today's new media era, for those engaged in broadcasting and hosting, not only strong professional skills are required, but also the ability to be innovative and adapt to the new era. Only in this way can we not be eliminated by the new media era. have a place in the era.

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