

Analysis of the Reform Path of Broadcasting and Hosting Art Education in the Era of Intelligent Media

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Abstract: In recent years, with the continuous development of artificial intelligence technology, the trend of media intelligence has gradually become clear. The impact of intelligent media on the broadcast hosting industry is mainly reflected in: the diversification of creative subjects, the diversification of creative content, the need to form a "social-like" connection with users, and new requirements for broadcast hosting professionals. In view of this, colleges and universities should pay attention to the reform of broadcasting and hosting art education to cope with the impact of the intelligent media era.

Keywords: Intelligent media era; Broadcast host; Arts education; Path to change

Introduction

In the process of media development, artificial intelligence has gradually become an important technology in media development. From the earliest times, the use of big data processing, algorithm recommendation and other technologies to provide accurate services for the audience, to now, the application of the Internet of Things, VR, AR and other technologies, a smart media era in which everything is a media has arrived. In the era of intelligent media, the most direct impact is the application of artificial intelligence, and then the rapid development of Internet anchors, the development of "intelligent media" will inevitably have a far-reaching impact on the "broadcasting" education as the support of "intelligent media" talents, and exploring the way of "intelligent media" education reform is an urgent problem to be solved in the field of "intelligent media".

1. The new changes in the art of broadcasting and hosting in the era of intelligent media

In the traditional media environment, broadcasters and hosts are mainly anchors and hosts, and their works are mostly group works, and there is less interaction with the audience. In the era of intelligent media, the broadcast hosting industry presents the following characteristics: the diversification of creative subjects, the individualization and generalization of the content created, and the need to establish a kind of social communication relationship with users.

1.1 The pluralism of the identity of the creative subject

Creators are the main subjects who create in the field of broadcast hosting art, and are now mainly announcers and hosts: (1) In the era of "intelligent media", the creative subjects of broadcast and hosting programs show diversified characteristics; It is the contest between AI and real hosts, AI intelligent broadcasting is an advanced product evolved from virtual broadcasting technology, which is very similar to real broadcasting technology in terms of image, thinking and expression. Since 2018, AI intelligent live streaming has been adopted by People's Daily, Xinhua News Agency, CCTV, and other mainstream media. (2) Like broadcasters and presenters, online anchors are also "public roles" in the media. However, the announcer and the host are the spokesperson of the broadcast host program, are strictly screened, so their quality is relatively high, and the requirements of the network anchor are not high, as long as you have this idea, and with some equipment, you can start live broadcasting, so, on the Internet, the number of network announcers far exceeds the licensed announcers and hosts.

1.2 Personalization and generalization of creative content

In the era of broadcast hosting, the creation of broadcast programs is basically group creation, and in the era of intelligent media, people's communication methods began to develop towards images, "the media characteristics of the human body have been

strengthened and played an important role in information exchange." "Network anchors take "people", "scenery" and "love" as the link, forming the relationship between "people" and "love", which makes the content they create personalized, and at the same time, their content also surpasses the traditional broadcast and extensiveness. Webcasting is a phenomenon that widely exists in all fields of social life, and its production has a certain degree of arbitrariness and extensiveness.

1.3 It is necessary to establish quasi-social communication relationships with users

"Quasi-social interaction" is a concept of "quasi-social interaction" proposed by American psychologists Donald Horton, Richard Wall and others. It refers to a relationship between the audience and public figures in the media, and is a social relationship formed by the audience through the "imagination" of public figures in the media (such as hosts, TV characters, etc.). It is also a tendency of the media to give the audience a "sense of affinity" to the public figures of the media, as well as the announcers and presenters of radio and television stations. In order to maintain the audience, they will use impression management, self-shaping and other methods to gain the trust of the audience, and use letters, phone calls and other methods with the audience to enhance their interaction, and finally establish a social-like interactive relationship. However, because the technological strength of the media is not enough to support further exchanges between the two countries, the relationship between the two countries seems a bit rusty. In the era of intelligent media, live streaming and short videos have become the most important ways for network users to contact the media.

2. The reform path of broadcasting and hosting art education in the era of intelligent media

2.1 Build a stage for telling the story of "digital"

With the rapid development of intelligent media, various media and information on the Internet are gathering, processing and presenting at an unprecedented speed, building a global, highly shared virtual space. The intelligent media revolution has changed the traditional "media-public" relationship, changed the way of "media and technology companies", "content production and distribution", "communicator and user" and "information and terminal", and realized the integration of "Internet +" and "information + terminal". In this case, a smart media organization must not only have a voice on the big screen, but also have the ability to judge and interpret the media and information, and also have the ability to tell the "digital" story.

First of all, from the perspective of enrollment channels and elective courses, the broadcasting and hosting category should also increase the proportion of science candidates, and set up digital media technology, intelligent media technology and other related disciplines to improve the information quality and comprehensive quality of college students. Secondly, build a platform for smart media practice activities, from the perspective of the construction of off-campus practice bases, in the era of intelligent media, universities should expand the types of off-campus internship units and internship bases, break through the collaboration mode of media programs only with traditional media and new media, and try to cooperate with various AI-related companies such as cloud computing, smart devices, and high-tech industries, and create contact information with intelligent media platforms for students.

2.2 Introduce intellectual media teachers and reform the admission system

The cultivation of "intelligent" talents with core competencies in the intelligent media society should not only pay attention to improving students' "proficient" business ability, but also pay more attention to cultivating "proficient" humanistic personalities. The establishment of this system is based on scientific career selection guidelines and a sound teaching team. First of all, the basis for college graduates to choose careers has been reformed, for a long time, because many colleges and universities only pay attention to their basic theoretical knowledge when choosing to broadcast and host this art course, ignoring their humanistic quality, coupled with the expansion of broadcasting and hosting courses in recent years, the quality of students is low. Looking at the new situation of the 2019 college entrance examination, many colleges and universities have started from the aspect of student quality and carried out a new round of college entrance examination reform. For example, Chongqing University must score more than a batch of admission scores in the province where they are located for candidates who host the broadcast; Jilin University divides the teaching of broadcasting and hosting and TV programs into two parts, which correspond to the enrollment plans of each undergraduate college. Second, we should increase the introduction and training of "smart media" teachers. Colleges and universities should adopt the method of bringing in and going out, to a certain extent, they should take the initiative to introduce teachers from digital media, computer science and other related disciplines, and improve the teaching staff that is compatible with curriculum reform.

2.3 Raise the level of thinking and cultivate the consciousness of the “subject”

The so-called “intelligence aimed at realizing the program given by human beings” is nothing more than a simple natural intelligence, without any moral or humanitarian considerations. The original intention of artificial intelligence is not to replace people, but to assist and improve human intelligence. For the professional and technical personnel of broadcast hosts, the purpose of teaching is not to detach from “artificial intelligence”, but to improve the “use” and “intelligence” to achieve their subjective initiative. Whether it is hosting and publicity in traditional media, or news production with the assistance of artificial intelligence, it is human behavior, so the core of broadcast hosting teaching must still return to the teaching starting point of “people” and the teaching idea of “training theme”. On the basis of cultivating the diversity, initiative and openness of language communication subjects, educational reform has been carried out for the initiative and creativity of communication subjects. Within teaching

First of all, in terms of teaching content, media creation, media aesthetics, media criticism and other contents should be added to cultivate college students’ media aesthetic ability and media creation ability. The second is to attach importance to the education of communication ethics, the “moral difficulties” caused by the “tools” of intelligent media and the “moral problems” that may occur in the future have attracted widespread attention from industry and academia, therefore, it is necessary to strengthen the publicity of the media, establish a correct, scientific values and communication views, and make full use of human “values”, which will be a key basis for confrontation with “tools” in the “competition” of intelligent media.

3. Conclusion

To sum up, with the advent of the era of intelligent media, the new characteristics of the broadcast host art industry, such as the diversification of the identity of the creative subject, the generalization of the creative content, and the need to establish quasi-social communication relations with users, have put forward higher requirements for the talents of broadcast hosts. Therefore, colleges and universities should keep up with the development trend of the times, strengthen the reform of broadcast hosting art education, and then cultivate more excellent broadcast and host talents.

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