

# *A Primer on the Humanistic Perspective of Broadcasting Education in Colleges and Universities*

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**Abstract:** In the era of online media where everyone has a camera, a large number of webcasters have emerged and become prominent. Meanwhile, traditional media such as radio and television are declining, and it is difficult for college broadcasting graduates to cope with the diversified employment needs. Looking back, facing the present and casting the future, we will discuss broadcasting education in colleges and universities from the humanistic perspective of broadcasting majors to trigger the industry's thinking with little or no effort and seek greater media discourse initiative and influence effectiveness of broadcasting host talents in the new mainstream media.

## 1. Introduction

The emergence of microblogging, WeChat, short videos, and other new media forms, coupled with the emergence of cross-border hosts, the development of AI smart anchors, and the influx of large quantities of non-scientific network “anchors”, broadcasting students do not seem to have an advantage in the competition of new media platforms. According to data released by the State Administration of Radio and Television, as of October 2020, there were 408 prefecture-level and above radio and television stations, 36 educational television stations, and 2,106 county-level radio and television stations across the country. The sheer number of media outlets also means a wide demand for broadcasters, but their media influence has not significantly increased because of the number. With the deepening development of media integration, new requirements are put forward for broadcasting host education in colleges and universities.<sup>[1]</sup> We should innovate the concepts and methods in criticism, and accurately grasp the “changes” and “constants” in broadcasting host teaching so that we can continue to realize the humanistic meaning and social value of hosts in the new mainstream media platform and do the best job in the new mainstream media. We need to continue to realize the humanistic meaning and social value of the host in the new mainstream media platform, and to be a voice worthy of the times. In the era of pan-anchORIZATION, the first thing we need to do is to understand what a “host” is. Wang Han said that “master” is mind, “hold” is skill, and “human” is emotion. We need to take away the “main”, remove the “hold”, and remember that you are a “person”. It tells us that the host should have the temperature of a “human

being”. Wu Zongxian said that the host is a chef, not a dish. This means that the host is not the “main character” of the program but should serve the guests and the content. Xu Gehui said that the host is not a vegetarian and should always consider himself a public figure. He reminded the hosts of paying attention to their words and behavior in their daily life and being a model of morality rather than a moral failure. Therefore, the host is the image of the radio and television network program and should play the role of action leadership, reflecting humanist care.

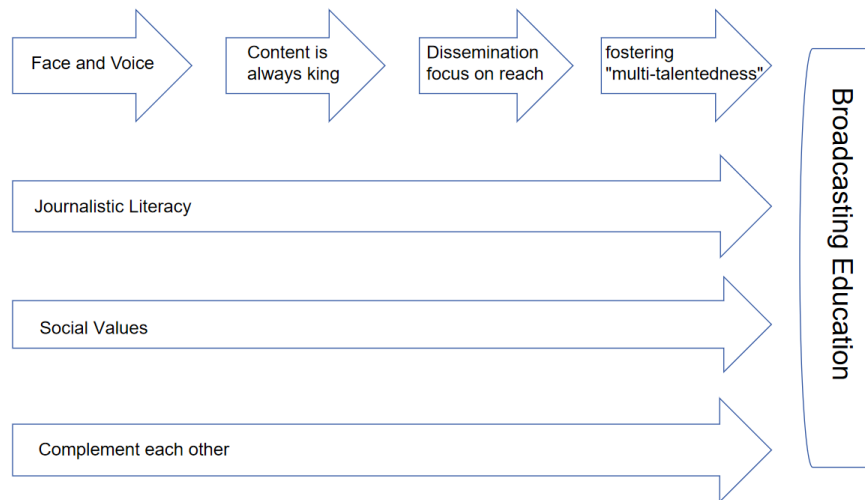


Figure 1: Schematic diagram of the broadcasting talent training program.

## 2. Broadcasters reconfigure new media discourse

The 5W model of communication in the new media era inspires our broadcasters to deconstruct the mass communication thinking under traditional media in terms of subject creation, content as king, making good use of platforms, paying attention to the audience, and emphasizing on arrival, and construct new methods and paths in the era of integrated media (shown in Figure 1).

### 2.1 Face and Voice

Communication without an audience is futile. In the new media era, broadcasters must learn to “attract flow”. In the era of “faces”, face value is justice. Face value, if it does not represent a greater right to speak, then at least can represent the priority of discourse. “All people have the heart of love of beauty. The era of looking at faces is not out of nowhere. Attention was paid to the “face culture” and read carefully in ancient times. Zou Ji saw Xu Gong’s beauty and felt ashamed of himself. Bai Juyi’s “Song of Long Hatred” depicts Yang Guifei’s beauty, and “Dream of Red Mansions” describe Lin Daiyu’s first entry into the Jia House and of Yingchun and Tanchun... The preference for the face can reflect the potential for autonomy in the field of aesthetics. Announcers and hosts are public figures in their own right, representing not only themselves but also a business card for the columns and channels and even the media, as well as speaking positively for our profession. Therefore, a fluent and standard Mandarin voice, a round and full- breath voice, healthy and pleasing appearance conditions, comfortable and infectious broadcasting creative ability, skillful and wonderful improvisation of oral expression and the ability to read the script and other broadcasting and hosting professional basic skills must be solid.

## 2.2 Content is always king

No matter how the communication medium changes, quality content is always the king of maintaining the audience community.<sup>[2]</sup> “It starts with the face, gets stuck in the talent, and stays true to the character.” If yesterday’s news is tomorrow’s history - and the media is writing history - what will we leave behind? Is it the “fake news” that will serve as future history, or is it a drop in the ocean that will be lost in the panopticon, or is it the media that has worked for the development of society because it was once useful? The Internet has no memory, but we must do our best to leave our footprints and voices. McLuhan believed that everything is a medium, and just as we may not have realized “words” as a medium of communication for a long time, “voice” as a medium of communication is also often overlooked. Broadcasting and hosting students and practitioners should not only have the external form of self-confidence and ability to speak but also have a constant flow of quality content and humanistic care, to be a timely provider of true and accurate information, the promotion of excellent culture and the practice of good character with an independent personality. The successful attempts of “Anchor Talks About Lianchang”, the success of Li Jiaqi and Li Ziqi, Ding Zhen’s contribution to the development of his hometown after the fire, and the continuous efforts of “Lanshan Tide” and other integrated media platforms all show that while seizing the opportunity, we should make efforts to provide high-quality content to realize the way of self-cultivation and perfection and the way to realize self-cultivation and perfection.<sup>[3]</sup>

## 2.3 Dissemination must focus on reach

Communication must aim at reaching the audience. In the era of new media, it is all the more necessary to be good at guiding and cultivating the audience. The audience in the new media era is still more of an “audience” than a “user”. New media information based on algorithmic recommendation is more personalized, and has also changed from the traditional media era of being “transmitter-based” to “recipient-based”. New media empowers the audience, but it has not changed the fact that the majority of the audience on the new media platform is still in the role of the receiver, which is also inevitable.<sup>[4]</sup> As for the role of the majority of the audience, sending a circle of friends is just sending a circle of friends is not really in the information “publisher” position. There is nothing wrong with focusing on the audience and enhancing the sense of service, the key is to serve the audience, not to cater to the audience. Unlike the traditional media era is subject to literacy and capital cost pressure, the use of new media threshold is relatively low, as long as there is an Internet-connected smartphone that can become a node in the new media communication network. To effectively avoid the lack of value, “information cocoon”, vulgar content and other problems brought about by algorithmic recommendations, broadcasters and hosts should play a value-led role in social media platforms, reasonably guide the audience, purify the cyberspace, and improve their aesthetic taste and comprehensive quality level. New media applications based on user demand to provide more intelligent, personalized service is not wrong, just like the Communication University of China, Professor Gong Chengbo predicted the future development trend of the Spring Festival Gala, the future of the Spring Festival Gala may be based on new media platforms to adjust the pace of interactive data and baggage. But if you think about it, is this a man controlling the machine, or is the machine inventing itself by the hand of man? Behind the seeming personalization is the mass production of “couch potatoes”.

## 2.4 Keeping up with the times and fostering “multi-talentedness”

In the new media era, under the development mode of “+ Internet” in all walks of life, the broadcasting hosting profession demonstrates its value of the times because of its various career

possibilities.<sup>[5]</sup> However, the fundamental attribute of broadcasting hosting is journalism, and the basic attribute is art, with both humanities and social science attributes. Therefore, we have to stand in the perspective of media philosophy and examine the broadcasting and hosting in the new media environment from a humanistic viewpoint, not only the work form of announcers and hosts, but also the oral communication style of broadcasting and hosting. As Associate Professor Liu Bing of Shandong University said, “Our understanding of the world depends on how we measure it. Our understanding, in turn, determines our votes, actions and attitudes.” Swimming in the center of integrated media, footwork, eyesight, brainpower, and penmanship should be practiced, refined, and generalized. Unlike science and technology, broadcasting and hosting, as a craft, no matter how the wind and clouds change, “starvation in the wilderness years can’t kill the craftsman”. We should learn to build on our strengths and avoid shortcomings and focus on “strengths” and “expertise”, and incorporate the traditional media era into the media center.<sup>[6]</sup> We need to learn how to “build on our strengths” and “build on our weaknesses” and “specialize in one specialty”, apply the successful thinking and experience of the traditional media era to the new media platform, and clearly define our own positioning, content positioning, platform positioning, and audience positioning, and find the right direction.

### 3. Artistic Talent Has Journalistic Literacy

In the new media era, most of the “users” are still the audience and have not been empowered by technology to change their identity position of passively “receiving” information most of the time. Therefore, it is still necessary and important to explore broadcasting hosting education in colleges and universities in the new media era, to find the root of the problem, not forgetting the original intention, and to do a good job as a party journalist. The humanities should still return to the temperature and sentiment of the humanities and the value orientation of social sciences. The fundamental attribute of broadcasting and hosting is journalism, and the basic attribute is only art. Mr. Qi Yue once said, “Announcers are party journalists, which is determined by the task and nature of broadcasting work.” The broadcasting hosting profession trains communicators who convey information in audio-visual programs through vocal language and sub-language, representing the fundamental interests of the broadest masses of people and is the “mouthpiece” of the Party, the State, and the people. Regardless of how the communication platform changes and how diverse the communication methods are, broadcasters and hosts should always be clear about their identity attributes of “newsman”, which is the essential positioning of the training objectives of broadcasting and hosting education. In the creation of oral expression, the announcer hosts “on” to understand the relevant guidelines and regulations of the party and the country, “in” to analyze the characters and events in the broadcast content, and accurately grasp the theme of the main idea. Only in this way can we set up a correct public opinion direction, accumulate emotions in the process of broad “preparation”, and express them appropriately with skillful language skills. Therefore, in the broadcasting teaching process, we should firmly establish the ideals and responsibilities of journalists, and be a media person with artistic literacy.<sup>[7]</sup>

### 4. Higher education personnel training emphasizes social values

Based on the local community, it serves the local area and radiates regional development. In recent years, the broadcasting host education in colleges and universities cannot better meet the demand for talents in the media industry. The reason for this is that, in addition to some students regarding the arts as a path to higher education, it is also because students have lofty aspirations but poor execution, aiming for high platforms while neglecting related professional practices. In the era of media, broadcasting hosting education for multiple employment directions needs to combine the

local media's talent demand, the school's own regional schooling advantages, and students' own development planning to further clarify the professional positioning and truly store talent for the community. In recent years, colleges and universities have launched cold thinking under the hot background of broadcasting majors, and actively explored special training modes based on their own schooling advantages and the needs of the media industry, such as sports commentary based on sports colleges, financial program hosting based on financial background, and new modes such as Cantonese broadcasting, Montessori broadcasting and bilingual broadcasting based on the special dialect area. Hebei University is located in Baoding, Hebei Province, adjacent to Zhangjiakou, the co-host of the 2022 Beijing Winter Olympics. To better volunteer for Winter Olympics services and discipline construction, it absorbs the advanced experience of Finland and actively explores the opening of the Winter Olympics sports commentary channel class. Looking at media development trends and grasping the pulse of the times, universities have combined media demand and disciplinary advantages to try to seize the first opportunity. Nanjing Media College of e-sports commentary, Sichuan Media College of audio language arts, Jinan University of oral communication, Sichuan Film and Television Institute of the appearance of the reporter class are useful attempts.

## 5. Theory and practice need to complement each other

Theoretical knowledge and practical experience go hand in hand, with theory guiding practice and theory being enriched in practice. The success of “Queen of Variety” Xie Na and “broadcasting a brother” Kang Hui shows that we need to specialize rather than generalists. Of course, the idea of trying to cultivate generalists is not naive. Multi-specialization focuses on “one specialization”, while “strengths” are emphasized to avoid weaknesses.<sup>[8]</sup> In the face of the emergence of cross-border hosts and non-specialized hosts, there may be a “discipline + host” (dual degree) training mode. It seems that financial people who can host are more suitable for financial program hosts, Chinese students who can express themselves are more suitable for cultural programs, and legal talents who can do the program are more capable of doing a good job in legal programs. Based on the school's disciplinary advantages cultivating broadcasting host talent is indeed not a path to explore. However, the generalization of the training can train “inclusive” talents, the compression of the proportion of professional courses, and the addition of interdisciplinary general courses to cultivate composite talents are a pseudo-proposition that needs time to be further verified. Composite talents should also be cultivated in practice rather than classroom indoctrination. The “research-based broadcasting education” training model shifts from teaching students knowledge to teaching them the transition to learning, broadens the knowledge base, and aims to produce expert presenters. In an era of pan-anchoring of network media, it is even more important to keep a clear mind at all times, not be misled by the bubble and clamor, and combine theoretical construction with media practice to gain more media discourse and influence.

## 6. Conclusions

Prof. Lu Jingchao told to the broadcasting graduates of Communication University of China (CUC), “The children who go out from the Department of Broadcasting of CUC are all flowers, and they can't be the wildflowers on the roadside. They can be the graceful and atmospheric peonies, graceful daffodils, and refreshing jasmine, but they cannot be the wildflowers and weeds on the roadside”. Students who come out of the media university can have no arrogance in their bodies, but they must have a proud spirit and do things without inferiority. They are also suitable for university broadcasting education from the perspective of humanities. From the first CCTV Spring Festival Gala in 1983, Jiang Kun served as the host, to the integration of non-class students such as Venus

and Sabin. The pan-hosting of the host illustrates the importance of hosting work. Based on this, the university hosting education should forget the original intention more than before. Based on the advantages of disciplines, we should develop and innovate in practice, so that college broadcasting education can be both erudite and useful, without insulting the times and the mission, and better serving the modernization of socialist spiritual civilization.

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