

Research on the application of personalized commentary in regional TV news host

Ru Yuxi

Anhui Normal University, Wuhu, Anhui, 236700, China

Keywords: Personalized Commentary; Regional Television News; Hosting; Usage

Abstract: In the current digital age, the television news industry confronts unprecedented challenges and opportunities. Traditional television news is no longer the sole conduit through which audiences receive information; the rapid advancement of the internet and social media platforms has significantly accelerated and broadened the dissemination of information. However, with the proliferation of information overload and false news, the trust and demands of audiences towards news have also evolved. To remain competitive and enhance viewer engagement, the television news industry must continually innovate and refine its content and format. Personalized commentary, as an emerging trend, is gradually revealing its unique value in regional television news hosting. By integrating regional characteristics with the personal style of the host, personalized commentary not only enhances the allure of news programs but also better addresses the diverse needs of audiences. Nonetheless, it faces numerous challenges in terms of news authenticity and objectivity, audience acceptance, and the quality of the host and commentary. Exploring the application of personalized commentary in regional television news hosting aims to find a balance between innovation and professionalism to drive the sustainable development of the television news industry.

1. Introduction

In the era of information overload, audiences demand more from news programs than mere facts; they seek profound interpretations and a richer viewing experience. Personalized commentary has emerged as an innovative tool to meet this demand. Through the host's unique perspective and individualized expression, news programs not only convey information but also provoke thought and resonance among viewers. Regional television news, with its distinct cultural context and audience, benefits from the incorporation of personalized commentary, making the program more attuned to local concerns and lifestyles. However, this trend is accompanied by certain risks and challenges. The question remains how personalized commentary can attract viewers and enhance the host's professional caliber while maintaining the authenticity and objectivity of the news. Personalized commentary by regional television news hosts transcends mere event description, integrating personal viewpoints and emotions to provide a multifaceted understanding of the news's context and significance. This approach not only enhances the program's appeal but also effectively boosts viewer engagement and loyalty. Nevertheless, the application of personalized commentary is not without its difficulties. It demands hosts to possess high levels of professionalism and

commentary skills and requires news programs to ensure that the authenticity and objectivity of the news are not compromised by bias and sentiment during content planning and editing. Therefore, exploring the use of personalized commentary in regional television news hosting is of both theoretical importance and practical value.

2. The theoretical basis of personalized reviews

2.1. The theoretical basis of comments

The theoretical foundation of commentary is deeply rooted in the soil of communication studies, serving as an invisible hand that guides the audience's thoughts and shapes their understanding of events. Commentary transcends mere reporting of news facts; it involves the host analyzing and interpreting news events through their unique perspective and extensive experience. Such commentary acts as a balm, aiding the audience in comprehending complex information and finding their stance amidst the information deluge of the modern era. Through personalized commentary, hosts not only forge a closer emotional bond with their audience but also enhance the program's influence and credibility. Theoretically, the efficacy of commentary hinges on the authenticity of its content, the rigor of its logic, and the power of its language. Each commentary should be meticulously considered to ensure it is not only engaging but also directive and educational. Commentary is an art that demands hosts possess keen insight and formidable linguistic skills to shine most brilliantly on the television screen [1].

2.2. The value and influence of personalized comments

The value and impact of personalized commentary in regional television news hosting are truly immeasurable. Imagine, as local viewers watch the news, the host speaks in their familiar dialect, employs humorous expressions, and occasionally references local anecdotes. This sense of familiarity and resonance is profoundly precious. Personalized commentary is not merely a tool for information dissemination but serves as a bridge for emotional connection. It enables viewers to perceive the host not as a distant voice but as an integral part of their daily lives. This approach not only enhances viewer engagement but also makes the news content more relatable, authentic, and captivating. In an era inundated with monotonous information, personalized commentary acts as a refreshing stream, offering audiences a distinctive experience and perspective. Moreover, through personalized commentary, the host can better convey the deeper significance of the news, stimulating viewer reflection and discussion, thereby maximizing the effectiveness of information dissemination. This interaction and sense of participation precisely align with the objectives of contemporary television news. Personalized commentary is not just a display of the host's charisma but a crucial means of forging emotional bonds with the audience, thereby enhancing the overall value and impact of the program.

3. Problems

3.1. Impact on news authenticity and objectivity

The incorporation of personalized commentary in local television news hosting has, while enhancing viewer engagement and program appeal, also introduced certain undeniable issues, particularly concerning the authenticity and objectivity of news. The introduction of personalized commentary has led hosts to express more personal viewpoints and emotions during broadcasts. Although this approach can bring hosts closer to their audience, it also somewhat blurs the line

between news reporting and personal commentary. As a result, viewers may find it challenging to discern which content is meticulously verified news and which represents the host's subjective opinions. This confusion could potentially lead to biases in how viewers perceive news events, thereby impacting the public's accurate understanding of facts. With the rise of social media, audience engagement and interactivity have significantly increased, with hosts frequently citing viewers' comments or questions. While this interactive format enlivens the program's atmosphere, it may also facilitate the dissemination of unverified information. Some viewer comments may carry strong personal biases or unconfirmed rumors, and if hosts are not cautious in referencing these comments, they might mislead the audience or even provoke skewed societal discussions. Furthermore, personalized commentary can affect the impartiality of news. When hosts offer news commentary imbued with apparent personal bias or emotion, it can provoke emotional responses from viewers rather than rational judgments based on facts [2]. This emotive commentary can sometimes exacerbate social divisions, especially regarding sensitive topics or major social events, where the host's rhetoric might directly influence public sentiment and attitudes. In the realm of personalized commentary, the professionalism and sense of responsibility of hosts are paramount. Excessive personalization can undermine the credibility of news, diminishing audience trust in the media. Viewers expect news programs to deliver rigorously verified and objective information, rather than the personal emotional expressions of the host. In conclusion, while personalized commentary has brought new dynamism and formats to local television news hosting, it has also inevitably had profound impacts on the authenticity and objectivity of news.

3.2. Challenges of audience acceptance

In today's television news broadcasting realm, the incorporation of personalized commentary undeniably infuses programs with fresh vitality, making the news more relatable to the viewers' daily lives. However, the rise of personalized commentary has not been without its challenges, one of the most significant being the issue of audience acceptance. Many viewers have grown accustomed to the neutrality and objectivity of traditional news reporting, and when hosts introduce personalized commentary, this shift is not always readily embraced by the audience. There are concerns that such commentary introduces subjectivity, with apprehensions that the host's personal opinions might compromise the impartiality and authority of the news. This unease has led to resistance among some viewers, who favor a more conservative news format, believing that news should remain calm and serious, rather than infused with the host's personal sentiments. Moreover, the style and manner of personalized commentary also present challenges in terms of acceptance. While some viewers may appreciate a host's witty and humorous observations, others might find such a style lacking in gravitas, or even somewhat inappropriate. Particularly in the context of serious news events, overly casual or personal commentary might be perceived as disrespectful to the events themselves, provoking dissatisfaction among viewers. Furthermore, regional differences among audiences also influence the acceptance of personalized commentary. A particular commentary style might be highly favored in some areas, while deemed offensive or unsuitable in others. The diverse cultural backgrounds, values, and news consumption habits of viewers necessitate that hosts exercise great care in balancing their commentary to avoid misunderstandings and controversies stemming from cultural differences [3].

3.3. Quality of hosts and level of commentaries

The utilization of personalized commentary in regional television news imposes elevated demands on the quality and evaluative capacity of the presenters. Nonetheless, several issues remain prominent at this stage. The caliber of the presenters directly influences the overall quality

of the news program. Personalized commentary necessitates that presenters possess not only solid journalistic acumen but also acute perceptiveness and rapid responsiveness. However, some presenters, due to insufficient professional training or lack of experiential accumulation, struggle to convey their insights in a manner that is both profound and accessible, often skimming the surface. News anchors should have a vast reservoir of knowledge to navigate commentary with ease; yet, in reality, some presenters exhibit a relatively narrow breadth of understanding, resulting in discussions that lack depth and persuasiveness. The level of commentary is also a crucial factor in personalized assessments. High-quality personalized commentary must be grounded in factual evidence, characterized by rigorous logic and substantive content. Nevertheless, some presenters' commentaries often bear a strong subjective tint, lacking objectivity and impartiality, and may even provoke audience disdain due to overly vehement rhetoric. The expression of emotion within commentary ought to strike a delicate balance, evoking audience resonance while maintaining rationality, a task that proves challenging in practice. Moreover, personalized commentary in regional news must take into account local culture and the audience's receptivity. Certain presenters have failed to adequately consider regional differences, resorting to inappropriate expressions that significantly undermine the effectiveness of their commentary. Audiences anticipate that presenters will remain attuned to local realities, offering targeted and actionable insights rather than vacuous theories and platitudes.

4. Measures to Address the Problems

4.1. Ensuring news authenticity and objectivity

Preserving the veracity and objectivity of news is an essential creed that every television news anchor holds dear. Each news broadcast serves as a pivotal window through which the audience understands the world, and if this window is obscured by inaccuracies, the audience will not see the truth. Consequently, when integrating personalized commentary with local TV news hosting, the paramount strategy is to rigorously control the authenticity and impartiality of the news. Firstly, the sources of news must be authoritative and reliable; it is imperative not to resort to unverified information merely to captivate the audience. The anchor can ensure that every news segment is verified multiple times before airing through close collaboration with news journalists and the editorial team, thereby preventing the propagation of false information and enhancing the viewers' trust in the program. When faced with trending events and breaking news, the anchor must remain calm and analytical, eschewing emotional responses. Even during the segment of personalized commentary, it is vital to ensure that one's perspective is grounded in facts rather than personal conjecture. Furthermore, during the program, the anchor should endeavor to offer views from various perspectives to help the audience gain a comprehensive understanding of the multifaceted aspects of an event, rather than emphasizing a single viewpoint. When expressing personal opinions, the anchor should clearly distinguish between the facts of a news story and personal commentary, avoiding confusion among the audience. For instance, when reporting on a complex social event, one can invite experts or scholars from the relevant fields to provide a professional analysis and dissect the issue from an objective and comprehensive perspective. The news team can also conduct regular training sessions to enhance the news literacy and professional ethics of each member. Through case analysis, situational simulations, and other methods, the anchors and journalists can gain a deeper understanding of the importance of news factual integrity. Advances in technology also provide powerful means to ensure the authenticity of news; by utilizing big data analysis, satellite images, and other modern technologies, news coverage can become more precise and objective [4]. Upholding the authenticity and impartiality of news not only falls within the responsibilities of news professionals but also represents a form of respect for the audience. Only by

doing so can personalized commentary genuinely serve a positive function, ensuring that local TV news has both warmth and depth. Through such endeavors, the audience will be able to not only receive information but also gain enlightenment from the personalized commentary segment in the news program.

4.2. Improve audience acceptance

In the realm of television news anchoring, audience acceptance directly impacts the viewership ratings and societal influence of news programs. Hence, exploring how personalized commentary can enhance audience acceptance is a topic worthy of profound investigation. Personalized commentary has the potential to amplify the host's relatability and credibility. Viewers are often more captivated by the host's personality and style when consuming news. If the host incorporates personalized commentary into the news broadcast, showcasing their individual perspectives, emotions, and unique insights, it renders the host more authentic and approachable in the eyes of the audience. This sense of authenticity and approachability effectively boosts the viewers' trust in the program, thereby increasing audience loyalty and engagement. Furthermore, personalized commentary can enhance the appeal and entertainment value of news content. Traditional news broadcasts often carry a somber and monotonous tone, which can lead to viewer fatigue. By introducing elements of humor, wit, or personal flair into the news presentation, hosts can render the program more vibrant and engaging, thereby capturing the audience's attention. For instance, when reporting on a serious news item, a host might employ light-hearted humor or emotionally charged commentary to alleviate the gravity of the news, enabling viewers to absorb information in a more relaxed and enjoyable environment. This not only enhances the viewing experience but also heightens the audience's focus and participation. Personalized commentary fosters interaction between the audience and the program. In the contemporary media landscape, viewers are no longer passive recipients of information; they desire interaction with the program to express their opinions and viewpoints. By generating discussion and debate through personalized commentary, hosts can ignite viewers' enthusiasm for participation, encouraging them to interact and share on social media platforms. For example, a host might pose provocative or thought-provoking questions during the news broadcast, prompting viewers to share their perspectives on platforms like Weibo or WeChat after the show, thereby creating a broad discussion atmosphere. This interaction not only amplifies the program's influence but also attracts a larger audience. Local television news anchors, when addressing local audiences, can enhance the program's relevance by integrating local culture, customs, and current events into their commentary. For instance, when covering significant local events, the host might share personal views and conduct in-depth analysis based on local cultural contexts, thus conveying the program's attentiveness to local issues and increasing viewers' sense of connection and belonging. In the process of enhancing audience acceptance, personalized commentary requires ongoing experimentation and refinement. The use of personalized commentary must strike a balance, exhibiting distinct personal traits while maintaining the objectivity and fairness of the news. Hosts should tailor their commentary style and tone to the nature of the news content and the characteristics of the audience, avoiding overly subjective or emotional remarks that might undermine the news's credibility. Through continuous practice and reflection, hosts can develop a personalized commentary style that effectively enhances audience acceptance [5].

4.3. Enhancing the quality of hosts and commentaries

Enhancing the quality and commentary skills of news hosts is pivotal to the application of personalized commentary in regional television news. The goal is for hosts to transcend being mere

conveyors of information and instead become "friends" to the audience—a fundamental approach to boosting viewer engagement and program ratings. Hosts must possess a solid foundation in journalism. This implies not only delivering news with accuracy but also having unique insights and profound understanding of the stories. Immersive study and exploration of news knowledge, as well as understanding the context and backstory of news events, are essential for providing well-reasoned and substantive commentary. Furthermore, hosts must exhibit exceptional language expression abilities. Clear pronunciation, appropriate speech tempo, and a rich array of expressions and gestures are crucial for enhancing a host's likability. Audiences are drawn to charismatic and compelling hosts who convey enthusiasm and professionalism through the screen. Cultivating a host's cultural literacy and overall competence is also critical. A host is not merely a broadcaster but a well-rounded "polymath" with a broad knowledge base in literature, history, science, and the arts. Such a host can reference classical texts and offer eloquent remarks, thereby providing viewers with deeper reflections and inspiration during commentary. Regular training and assessment are crucial for enhancing skills and commentary levels. Participating in professional workshops, seminars, and lectures helps hosts continually update their knowledge and refine their expertise. Periodic evaluations not only gauge learning outcomes but also identify areas for improvement, facilitating timely enhancements. Moreover, practical experience plays a key role in elevating commentary skills. Hosts should engage in field interviews and research, gaining firsthand insights into news events and societal phenomena to build a reservoir of authentic experience. Genuine understanding and immersion in the pulse of news allow hosts to deliver commentary with passion and sincerity, thereby resonating with the audience.

5. Conclusion

The application of personalized commentary in regional television news hosting presents both opportunities and challenges. In today's rapidly evolving news landscape, television news programs must perpetually innovate to captivate and retain viewers. Personalized commentary, with its unique perspectives and profound insights, can significantly enhance a program's appeal and audience engagement. However, this process must be approached with caution to ensure that the integrity and objectivity of the news are preserved. To address these challenges, news organizations should focus on intensifying training for their hosts, enhancing their professional skills and commentary quality, while also employing various strategies to increase audience receptiveness to personalized commentary. Maintaining fairness and accuracy in the news remains a critical principle throughout this process. Through ongoing exploration and refinement, personalized commentary can play a more substantial role in regional television news hosting, providing viewers with a richer viewing experience and injecting new vitality into the future development of the television news industry.

References

- [1] Li P, Tuzhilin A. Towards controllable and personalized review generation [J]. *arxiv preprint arxiv:1910.03506*, 2019.
- [2] Huang C, Jiang W, Wu J, et al. Personalized review recommendation based on users' aspect sentiment [J]. *ACM Transactions on Internet Technology (TOIT)*, 2020, 20(4): 1-26.
- [3] Zhang Y. Incorporating phrase-level sentiment analysis on textual reviews for personalized recommendation [C]//*Proceedings of the eighth ACM international conference on web search and data mining*. 2015: 435-440.
- [4] Li J, Li H, Zong C. Towards personalized review summarization via user-aware sequence network[C]//*Proceedings of the AAAI Conference on Artificial Intelligence*. 2019, 33(01): 6690-6697.
- [5] Moghaddam S, Jamali M, Ester M. Review recommendation: personalized prediction of the quality of online reviews[C]//*Proceedings of the 20th ACM international conference on Information and knowledge management*. 2011: 2249-2252.