

Research on the Application of Craftsman Spirit in the Field of Broadcasting and Hosting Skills in the New Media Era

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Abstract: In today's era of rapid information dissemination, broadcasting and hosting art is like a shining star, shining with a unique radiance in the sky of the media industry. It is not only an important channel for information transmission, but also a key link connecting the public with the world. With the development of society and technology, broadcasting and hosting arts have become important components of the media industry in the context of the new era. With the development of our society and technology, the art of broadcasting and hosting has been an important component of the media industry in the context of the new era. As is known to all, the craftsman spirit in the subject of broadcasting and hosting emphasizes the importance of the professional spirit of striving for excellence, pursuing excellence, and continuous innovation. This article will explore the application of craftsmanship spirit in this context, reveal its positive effects, and propose targeted strategies and suggestions through theoretical analysis based on a case study.

1. Introduction

With the rapid development of technology and media integration, the art subject of broadcasting and hosting is facing unprecedented challenges. Thus, how to better develop subject skills and enhance communication effectiveness has become a focus of attention in the industry. As a professional spirit [1-2], or rigorous and meticulous, focused and responsible work state. The spirit of craftsmanship provides important spiritual impetus for the field of broadcasting and hosting. As technology evolves, broadcasters and hosts must be adaptable [3], learning to use new tools and platforms effectively to enhance their craft. By integrating these elements, the broadcasting and hosting industry can not only meet the challenges of the digital age but also leverage the opportunities it presents to create more engaging, meaningful, and effective communication [4-5].

2. Research Background

The research on the spirit of craftsmanship in terms of broadcasting and hosting skills has shown different characteristics and development trends. Some scholars have begun to explore, how to integrate the spirit of craftsmanship into the learning of broadcasting and hosting, and to improve

the overall level of the industry. Thus they focus on how to promote the inheritance and development of broadcasting and hosting skills through traits such as excellence, continuous innovation, and pursuit of excellence. Simultaneously, the studies also focused on exploring the existing shortcomings, as well as how to draw on the spirit of craftsmanship to solve these problems. The integration of the spirit of craftsmanship into the field of broadcasting and hosting is a multifaceted endeavour that can enhance the quality and professionalism of media communication. Here are some key points and strategies that scholars and practitioners might consider when exploring this integration: The spirit of craftsmanship emphasizes the pursuit of excellence. In the field of broadcasting and hosting, this can be reflected in the meticulous preparation for shows, the careful selection of language, and the commitment to delivering high-quality content. Besides, the media landscape is constantly evolving with new technologies and platforms. Embracing the spirit of craftsmanship means staying abreast of these changes and innovating in content delivery, storytelling techniques, and audience engagement. In addition, hosts and broadcasters should strive for perfection in every aspect of their work, from pronunciation and diction to the depth of research and the authenticity of the information presented. By focusing on these aspects, the broadcasting and hosting industry can not only improve its current standards but also ensure that it continues to evolve and adapt to the changing needs of audiences and the media landscape.

3. The historical origins and cultural inheritance of craftsmanship spirit in the field of broadcasting and hosting

3.1 The craftsmanship spirit

The craftsmanship spirit in the field of broadcasting and hosting has a profound and far-reaching historical origin, dating back to the embryonic stage of the broadcasting industry (1923-1961). In an era where technology was not yet developed and information dissemination methods were limited, broadcasting hosts gradually formed a unique professional spirit and artistic style through their ultimate pursuit of sound and a profound understanding of content. For example, early broadcasting artists in China, such as Xia Qing and Qi Yue, not only had solid language skills and profound cultural heritage but also devoted themselves to every broadcasting work with a high degree of professionalism. Their well spoken and emotionally charged broadcasting style not only conveys information, but also conveys emotions and warmth, bringing comfort and spiritual encouragement to the audience. The efforts and sacrifices of these predecessors have established a good professional image and noble professional spirit for the broadcasting and hosting industry.

3.2 The cultural inheritance of craftsmanship spirit in the field of broadcasting and hosting

These broadcasting and hosting predecessors with the spirit of craftsmanship are not only inheritors of skills but also disseminators of culture. They integrate excellent traditional Chinese culture with modern values through every broadcasting work, using sound as a medium, crossing the boundaries of time and space, and conveying the essence of culture to a wide audience. In this process, they focus on the accuracy and vividness of language expression and pay attention to the transmission of cultural connotations and the guidance of values. The sense of mission and responsibility in cultural inheritance has made the broadcasting and hosting industry a transmitter of information and an important force in cultural inheritance and development. With the development of the times, although new media technologies continue to emerge, the craftsmanship spirit and cultural heritage in broadcasting and hosting have never changed. The new generation of broadcasting and hosting practitioners, based on inheriting the fine traditions of their predecessors, constantly innovate and breakthrough, continue to inherit and promote the excellent traditional

Chinese culture in more diverse forms and ways that are closer to the audience, injecting new vitality and connotation into the broadcasting and hosting industry.

4. The Value of Craftsman Spirit

The value of the craftsman spirit extends beyond the traditional crafts and artisanal trades to various professional fields, including broadcasting and hosting. Here are some key values and principles associated with the craftsman spirit that can be highly beneficial in these modern contexts: The craftsman spirit includes a strong ethical framework, ensuring that all work is conducted with honesty and integrity, avoiding sensationalism and misinformation. Incorporating these values into the practice of broadcasting and hosting can lead to a more professional, ethical, and engaging media landscape, enriching the experience for both creators and audiences alike. The application of the craftsman spirit in the realm of broadcasting and hosting brings a profound set of values that can significantly enhance the quality and impact of media work. The craftsman spirit discourages the pursuit of ratings or views at the expense of accuracy or responsibility. It promotes a measured and thoughtful approach to storytelling. Besides, continuous learning and skill development are key to maintaining a high standard of work in the ever-evolving media landscape. The pursuit of creative excellence involves exploring innovative ways to tell stories and engage audiences, while still adhering to the principles of the craftsman spirit. Thus, by embracing these values, broadcasting and hosting professionals can create a media environment that is not only engaging and entertaining but also ethical, responsible, and enriching for both the creators and the audiences.

4.1 The definition of the value of craftsmanship spirit

The spirit of craftsmanship stems from respect and love for traditional craftsmanship and skills, which emphasizes reverence for work and the pursuit of excellence in skills. They possess patience and perseverance and can persistently focus on work. Then, it also reflects the courage to try new methods and ideas, constantly promoting the innovation and development of skills. Thus, they possess insights and creativeness, identify problems, and propose effective solutions, which can help to make positive contributions to the development of the whole industry. In addition, it emphasizes a professional attitude of dedication. Craftsmen regard work as life, full of awe and respect for their work, and always maintain a high sense of responsibility throughout their entire careers. Finally, it is considered a pragmatic spirit that seeks truth and pragmatism, integrating knowledge and action, as well as the innovative spirit of innovating. Craftsmen not only focus on theoretical learning but also combine it with practice to improve their skills through continuous practice. The spirit of craftsmanship is a rich and multifaceted concept that can be applied to various fields, including broadcasting and hosting. Here's a deeper exploration of the key aspects of this spirit and how they can be applied in modern professional contexts: The craftsman spirit involves an intense focus on the task at hand, which is essential for hosts and broadcasters to deliver engaging and error-free content. Which can work diligently over time without expecting immediate results is crucial. In media, this might involve long hours of preparation for a single broadcast or the development of a new show concept. The craftsman spirit is grounded in practicality, valuing the application of knowledge in real-world scenarios. For broadcasters and hosts, this means learning from experience and using practical insights to inform their work. By embodying these values, professionals in broadcasting and hosting can contribute to a culture of excellence, innovation, and ethical practice, ultimately enriching the media landscape and the audience experience.

4.2 The significance of the value of craftsmanship spirit

In the field of broadcasting and hosting, the spirit of craftsmanship not only includes pronunciation, intonation, rhythm, and emotion, but also manifests in continuous innovation in program content, form, style, and other aspects. This spirit is of great significance for improving the level of broadcasting and hosting skills and promoting the sustainable development of the industry. Through continuous learning and practice, broadcasting and hosting talents can deeply understand and master the connotation of craftsmanship spirit, thereby continuously improving their professional competence and comprehensive ability in the inheritance and innovation of skills. Guided by the spirit of craftsmanship, broadcasting and hosting talents can bravely try new art forms and expression techniques, continuously promote innovation in the form and content of broadcasting and hosting art, and bring more diverse and colorful artistic enjoyment to the audiences. Thus, broadcasting and hosting talents can better grasp the psychological needs of the audience by these actions, and enhance the dissemination effect and influence. The form and style of broadcasting and hosting should evolve to meet the changing preferences and expectations of the audience. Then broadcasting and hosting professionals should engage in continuous learning to stay updated with the latest industry trends, and best practices. The spirit of craftsmanship encourages professionals to explore new art forms and expression techniques, fostering a culture of creativity and innovation. By trying new methods and understanding the audience's psychological needs, broadcasters and hosts can create content that resonates more deeply with viewers and listeners. The spirit of craftsmanship also involves maintaining high ethical standards in communication, ensuring that information is accurate and responsible. Broadcasting and hosting talents can elevate their professional practice, create more engaging content, and contribute to the vibrant and evolving media landscape.

5. New requirements for the spirit of craftsmanship in the new era

5.1 Integrating innovative technologies to enhance program performance

The broadcasting and hosting industry needs to have a certain degree of artistry to enrich the lives of the general public, create a certain cultural atmosphere, and provide people with aesthetic enjoyment. In the era of new media, the rapid development of technology has had a profound impact on the field of broadcasting and hosting. The spirit of craftsmanship has been endowed with new connotations in this context, which requires broadcasting and hosting practitioners not only to possess solid professional skills and profound cultural heritage but also to keep up with the pace of the times, actively embrace and proficiently use advanced technological means, to improve program quality and meet the growing audio-visual needs of audiences. Specifically, broadcasting and hosting professionals need to master digital, information, and intelligent technologies such as big data, artificial intelligence (AI), cloud computing, etc., and effectively integrate them into various aspects of program production and broadcasting. For example, using AI technology for speech synthesis and intelligent editing can greatly improve the efficiency and accuracy of program production;

By analyzing audience preferences through big data, customized content can be pushed to enhance the attractiveness and interactivity of the program. In addition, the application of technologies such as virtual reality (VR) has brought new forms of expression and immersive experiences to broadcasting and hosting programs, further enriching the content of the programs. This practice of technological integration and innovation is an important manifestation of the "craftsman spirit" in the era of new media. In this process, the spirit of craftsmanship is reflected in the ultimate pursuit of technical details and continuous exploration of innovative applications.

Broadcasting and hosting professionals need to maintain a passion for learning, continuously improve their technological literacy, be brave enough to try new technologies and methods and use technology integration as a means to promote the continuous improvement of program quality.

5.2 Adhere to professional ethics and spread positive energy well

In the new media environment, the speed of information dissemination is accelerating and the amount of information is enormous, but at the same time, there are also problems such as difficulty in distinguishing the authenticity of information and diversified value orientations. The spirit of craftsmanship is also reflected in the adherence of broadcasting and hosting workers to professional ethics. They should always maintain a high sense of social responsibility, adhere to the principle of news authenticity, always seek truth from facts, avoid false, exaggerated or misleading content, actively convey positive energy, promote socialist core values, guide the public to form a correct worldview, outlook on life and values, and promote social harmony and progress.

5.3 Adhere to core values and lead cultural trends

In the era of new media, content innovation is the key to maintaining competitiveness in the field of broadcasting and hosting. Broadcasting and hosting professionals also need to possess keen cultural insight and innovative abilities, adhere to professional ethics and social responsibility, ensure the authenticity, objectivity, and healthiness of program content, actively convey positive energy, and guide mainstream social values. At the same time, keeping up with the pace of the times, paying attention to social hotspots and audience needs, and constantly exploring and presenting high-quality content with contemporary characteristics and cultural connotations. By innovating program formats, enriching program content, and improving program quality, we meet the diverse spiritual and cultural needs of our audience, constantly pursuing excellence and perfection in our programs, and providing viewers with a richer, more diverse, and high-quality audio-visual experience. This balance and integration between perseverance and innovation is a unique manifestation of the spirit of craftsmanship in the era of new media.

5.4 Cultivating Innovative Thinking to Support Industry Development

In the era of new media, the broadcasting and hosting industry is facing unprecedented challenges and opportunities. As future broadcasters and hosts, we should establish innovative thinking, constantly explore new program formats and communication methods to meet the needs of industry development. Through innovative practice, not only can the attractiveness and competitiveness of the program be enhanced, but it can also promote the healthy development of the entire broadcasting and hosting industry. For example, traditional broadcasting and hosting can be combined with emerging formats such as live streaming sales and short videos to expand program formats and profit channels; At the same time, pay attention to interactive communication with the audience, collect feedback, and continuously optimize the program content and production process. For example, the launch of the CCTV short video program "Anchor Speaks Together" and the "CCTV Boys" praised by netizens as the national talent group, namely hosts Kang Hui, Sa Beining, Zhu Guangquan, and Nigemaiti, are good examples. This is not only a requirement for personal quality improvement, but also a powerful promotion for the sustained and healthy development of the entire industry.

6. Case Study

Kang Hui, a senior anchor of CCTV News and director of the broadcasting department of the News Center, has won the favour of the audiences with his profound broadcasting skills. In his career, he not only demonstrated superb broadcasting and hosting skills, but integrated the spirit of craftsmanship, and has been becoming a banner in the field of broadcasting and hosting industry. In addition, He joined CCTV after graduating from the Broadcasting Department of Communication University of China in 1993, hosting multiple news programs and taking them seriously before each production and broadcast. Before broadcasting, he will spend a lot of time and energy revising the text and news introduction carefully. This reflects the embodiment of the craftsman's spirit in professional ability. The news broadcasting industry is a tense, monotonous, dull, and demanding profession. But Kanghui has always been diligent and steadfast in his position in the broadcasting and hosting industry. He uses his focus and persistence to convey the strongest voice, demonstrating the professional competence and responsibility of a journalist.

He constantly tries new forms in newsrooms, combining traditional style with modern technology to bring audiences a new experience. At the same time, he actively integrates and participates in the creation and performance of various art forms, expanding his artistic vision and expressive power. This not only brings high-quality artistic enjoyment to the audience but also sets an example for the entire professional industry. This case not only provides us with valuable experience but also serves as an example for the majority of talents who are in the broadcasting and hosting sectors.

Table 1: The work experience of Kanghui in CCTV

Time	Program	Platform
1994—2005	<i>World Report</i>	CCTV—1
2000	<i>New Century</i>	CCTV—1
2001	<i>Eastern Time and space</i>	CCTV—1
2002—2003	<i>Midnight International Watch</i>	CCTV—1
2007—2020	<i>Newscast</i>	CCTV—1, CCTV—13
2009—2020	<i>News at 30 Minutes</i>	CCTV—1, CCTV—13
2009—2020	<i>Newsroom</i>	CCTV—13
2019	<i>A Good Lesson</i>	CCTV—13
2023	<i>Walking with the People</i>	CCTV-1

The table 1 shows Kanghui's work experience as a news anchor from 1994 to 2023, including time, program, and platform. Kanghui hosted lots of TV programs, such as World Report between 1994 and 2005 in CCTV-1, which helped him to be famous in his professional field. Especially, in the 2008, Wenchuan earthquake, he was a host in a program, and showed his professional skill in the newsroom and got a good response from audiences of the whole nation.

7. Reflection in the New Era

In the process of learning and mastering traditional skills, broadcasting, and hosting talents need to continuously practice and bring high-quality auditory enjoyment to the audience through precise pronunciation, appropriate intonation, and vivid expression. At the same time, they also need to conduct in-depth research on the program content to ensure the accuracy of information and the effectiveness of dissemination. In the process of inheriting skills, broadcasting and hosting talents need to actively absorb excellent elements and advanced concepts from other fields, achieve cross-border integration and innovative development of skills, and meet the increasingly diverse

needs of audiences. The combination of inheritance and innovation enables the broadcasting and hosting art profession to keep up with the times and radiate new vitality. As a public figure, the speech, behavior, and personality charm of a broadcaster have a profound impact on the audience. They need to shape their images with a sincere attitude, professional qualities, and noble sentiments to win the trust of the audience. This pursuit of professional ethics and personal charm is an important manifestation of the spirit of craftsmanship.

8. Conclusion

To sum up, it is not difficult to find that the spirit of craftsmanship plays a crucial role in the inheritance of broadcasting and hosting skills in the new era through in-depth exploration. The qualities of focus, persistence, meticulousness, and patience embodied in the spirit of craftsmanship provide a solid foundation for the inheritance of broadcasting and hosting skills. By constantly honing their skills, broadcasting hosts can make the art of broadcasting and hosting shine more brilliantly in the new era. Secondly, it has played a positive role in promoting innovation in broadcasting and hosting skills. In the process of innovation, broadcasters need to be brave enough to try new ways of expression and skills, constantly break through themselves, and challenge tradition. The quality emphasized by the spirit of craftsmanship provides strong motivation and support for the innovation of broadcasting hosts. In addition, the inheritance and innovation of broadcasting and hosting skills in the new era need to keep pace with the times, closely combining with the characteristics of the times and social needs. Broadcasting hosts need to pay attention to social hot topics, understand audience needs, integrate the spirit of craftsmanship into specific broadcasting and hosting practices, and create more works with the characteristics of the times that are loved by audiences. The application of craftsmanship spirit in the inheritance and innovation of broadcasting and hosting skills is a long-term process that requires continuous efforts and exploration. Only by continuously exploring and inheriting the essence of craftsmanship, combined with the characteristics and needs of the new era, can we promote the continuous development of broadcasting and hosting skills, and bring more high-quality spiritual and cultural enjoyment to the audience.

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