

Research on Innovation and Development of TV News Broadcasting and Hosting Creation under the Background of internet plus Media

Yanhong Song, Zhezhe Chu, Hui Li

Shandong Youth University of Political Science, Shandong Jinan 250100 China

Keywords: New media technology; TV news broadcasting and hosting; Creative style; Development path

Abstract: With the development of economy and the improvement of productivity, China's per capita disposable income is also gradually rising. On this basis, people's demand for information dissemination is becoming stronger and stronger. In order to enable people to receive news information more conveniently and quickly, the mode of information transmission is also constantly updated, from the previous oral, newspaper, radio and television to the new media communication technology of today's era. In the new media era, China's TV news broadcasting and hosting has also undergone significant changes. Different from traditional broadcasting, TV news broadcasting and hosting came into being with the development of radio and television industry in the last century. TV news broadcasters need to use body language and sound language to jointly transmit news information to the audience and integrate sound, image and text, It has strong visual appreciation. Before the advent of information technology, TV news broadcasting mainly took studio broadcasting, news guide and commentary, and live interview and live broadcast of reporters as the main forms of expression. With the emergence of many information media tools, the creative method, creative form, creative environment, creative content and information communication mode of TV news broadcasting host have changed. For the news broadcasting host in the new media era, the change of broadcasting mode caused by the creation of TV news broadcasting host also shows a diversified change trend.

1. Introduction

Before entering the Internet era, the form of TV news broadcasting and hosting in China was mainly oral broadcasting, oral interpretation in the studio or live broadcasting connection of reporters. After the advent of the Internet era, new media technology has been widely used, which has a profound impact on the broadcasting and hosting of TV news [1]. Great changes have taken place in the content, form and way of broadcasting of his creation [2]. TV news programs and short video news information are the main ways for people to receive news information. With the gradual improvement of China's information network, new media network platform came into being, which can provide people with comprehensive news information more conveniently and quickly and ensure the effectiveness of news information [3]. However, whether it is the traditional radio and television news or the network information platform of new media, it needs the professional level of the host and creator and the support of creative technology to convey the information to people more quickly [4].

Traditional TV news broadcasting and hosting work is a kind of program broadcasting mode based on traditional TV news program production, which is usually a news expression form formed by combining sound, image and text resources [5]. With the rapid development of information technology, the traditional way of TV news expression has changed obviously, especially the changes of TV news environment, creative content, creative mechanism, creative goal and external environment, which has brought new ideas to the innovation of TV news broadcasting host. In the new media environment of the Internet, the broadcast host still needs to fully integrate and dock the new media technology with the TV news broadcast host based on the traditional news broadcast, that is, fully apply the new media technology to the news TV program creation, so that the TV news host creation can be scientifically and systematically promoted [6]. At the same time, in the new

media environment, spoken language and silent language have been fully integrated, and the use of different body language and spoken language has brought a new experience to TV news anchorman in the new media environment. The integration of spoken language and body language has become the basic element of TV news broadcasting anchorman in the new media environment, and it has been fully integrated into the on-line report, live broadcast, live report and news commentary of TV news anchorman, making TV news programs show a new development trend. New media, as an era product of the integration of Internet technology and traditional information platform, has completely changed the working mode of TV news broadcasting and hosting, and formed a new working mechanism for TV news broadcasting and hosting [7].

2. The main characteristics of TV news broadcast creation in the era of new media technology

2.1. Timely scheduling of live programs

New media news communication is based on information network technology, and the biggest feature of news information is timeliness. Therefore, for the transmission of TV news broadcasting in the era of new media technology, sufficient plans should be made in advance for sudden news, so as to quickly adjust personnel to broadcast the information, so that the audience can receive the news information in the shortest time [8]. For the broadcast of such live programs, the choreographers need to upload the program list in advance for filing. After approval, the photographers will shoot the actual situation of the place, forward the image to the radio and television station center, and then the TV news announcer can explain it and convey it to the audience after review again. When explaining special news, the host can also arrive at the local place and explain the news events to people on the spot. This communication method effectively avoids the cumbersome examination and approval links and arrangement links, so that the audience can understand the news information more quickly, but it tests the professional skills of TV news broadcasting hosts and their ability to respond to emergencies. In order to meet the timely arrangement of live programs, TV news broadcasters need to strengthen their professional skills and strive to bring better information reception feelings to the masses when explaining news live.

With the development of new media technology based on digitization, the mode of information dissemination is becoming more and more convenient, the transmission speed and resource utilization efficiency are improved, and the timeliness and amount of information of TV live broadcasting are enhanced [9]. The early live broadcast of TV news was mostly live broadcast in one place. The sound and image information of the ongoing news scene, combined with the explanation of the announcer, was transmitted to the audience through TV. The connection of live broadcasting in the studio usually adopts the reporter to arrive at the news scene in advance to collect the News Editing Manuscripts. After review, the broadcast of the announcer and the host is lagging behind and has a long cycle compared with the manuscript editing in the live broadcasting program in the studio according to the content of the manuscripts in advance. In the process of live broadcast, the host's sense of control and arrangement of multi-level, multi angle, multi-channel and multi-form information integration, editing and rhythm control, and in-depth understanding of each news information and program framework have become an important part of the host's live broadcast quality.

2.2. Mainstream guidance of the field of communication news

The field of dissemination of news refers to the field of news composed of dissemination of news content, news commentators and news hosts. The communication and interaction of different personnel and information in the studio may make the audience unable to distinguish the importance and key points of the news for a while. Therefore, the news program host, as the news guide and gatekeeper, should always pay attention to the news when disseminating news. Control the mainstream direction of dissemination of news information, and play a sufficient guiding role in the audience watching and listening to news programs. With the continuous improvement of my country's information network construction, some news media have upgraded the traditional

communication room to an all-media studio, which is no longer limited to fixed shooting positions and postures, and supports real-time reception of information and audience comments. At the same time, the host Different host postures need to be changed according to the content of different news information. In order to maintain the mainstream guidance in the field of news dissemination, the moderator needs to explain the news information disseminated in real time, and integrate the fragmented information in time to achieve two-way interaction with the information, and strive to further expand the display points and participation areas of the news information. Promote the real-time sharing of news information, and demonstrate the interactivity and guidance of TV news broadcast programs in the new media era. The conceptual relationship of news anchor training objectives from the perspective of objectives is shown in Figure 1.

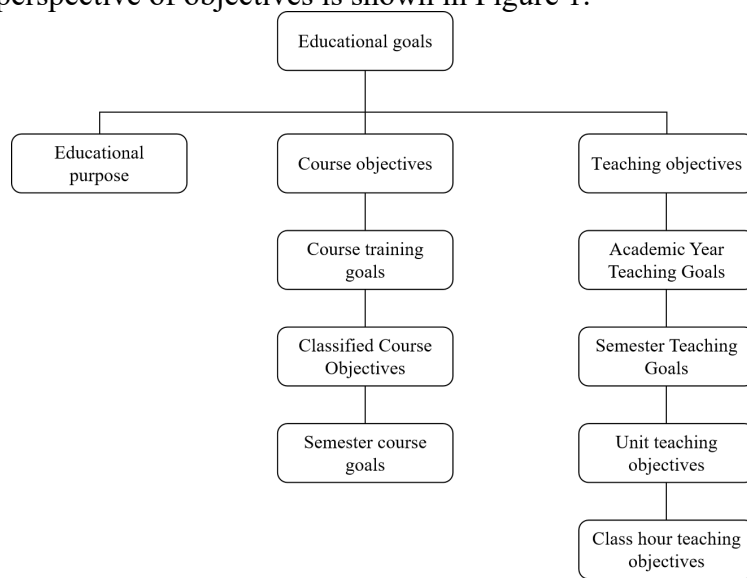


Figure 1 The conceptual relationship of news anchor training objectives from the perspective of objectives is shown in the figure.

A large number of all-media studios have been put into use, which provides material conditions for the construction of interactive studio. In a comprehensive, multi-angle, multi-scenic integrated broadcast center, one news program can use multiple scenic spots, which are hosted by multiple hosts respectively. With the expansion of space and the change of multi-party seats, the host can change the position and posture between scenic spots according to the content and communication needs without fixing the position and posture. This not only increases the audience's visual freshness and avoids visual fatigue, but also forms a new interaction between hosts. Through the multimedia technology platform and various broadcast forms in the studio, the content of the studio interacts the news information in all directions among the display devices, presenters and audiences in the studio, realizing the integration and interactive publishing of traditional media and new media in the limited studio, broadening the audience's participation, enhancing the interactivity of news programs and realizing the all-media sharing of studio resources. In today's all-media studio, the host effectively integrates the manuscript information, video information, network information and interactive data information, arranges it in real time, reports and broadcasts it, and the audience has already received "all-media news" information.

3. Development requirements of TV news broadcast and host creation in the era of new media technology

3.1. Improve your overall quality

In the era of new media technology, news communication programs are faced with opportunities and choices. Due to the blessing of new media technology, the media communication industry has a huge space for development, and the professional skills requirements for news and information communication hosts will also increase accordingly. This means that news information

dissemination moderators are no longer only responsible for reading and explaining according to the filmed news videos and arranged news articles, but also need to improve their own language organization ability and timely response ability to emergencies. At the same time, in the era of new media, hosts also need to master the usage of various advanced new media products, including smart phones, tablet computers, miniature SLR cameras, etc., and strive to present comprehensive and specific news information to the audience. Moreover, as a member of the TV news media industry, the host also needs to improve their own personality charm and cultural accomplishment, and provide audiences with more literary explanations. Changes in the environment of TV broadcasting and hosting have raised the professional level requirements of the news broadcasting work for the hosts. The traditional broadcasting and hosting work has lower requirements on the news broadcasting and hosting personnel, which also leads to the lack of strong industry competitiveness of the news broadcasting and hosting.

In the era of new media technology, in order to meet the requirements of the development of the times for broadcasting and hosting, broadcasting and hosting staff must improve their language organization ability and text integration ability, consciously cultivate their arrangement consciousness in daily broadcasting and hosting work, and combine various new products in the era of new media technology as much as possible, Improve their comprehensive quality. The vigorous development of new media technology has blurred the boundaries of various media industries, and the scope of various media industries is becoming wider and wider. In such an environment, TV news broadcasters should strengthen the training of their own professional level. In addition to strengthening the control of language and emotion, they should also understand the skills involved in various media industries, such as collection, writing and editing. They should not slack off in their work and maintain a lifelong learning attitude, Constantly improve their professional skills and cultural connotation construction, so as to lay a solid foundation for the development of news broadcasting and hosting work. The emergence of a large number of we media creation companies has had a certain impact on the traditional TV news broadcasting programs. Therefore, TV news broadcast hosts should highlight their own personality and make the audience like watching their own programs, rather than just reading and writing good news manuscripts. TV news broadcasting and hosting personnel should actively participate in the link of news collection, fully understand the news information to be transmitted, form their own independent thinking on the development of the situation, and elaborate it twice on the premise of correct transmission of news information according to their own logical thinking in the host, so as to make the news program have a unique style. At the same time, when hosting news programs, hosts need to think from the perspective of the audience, meet the needs of the audience to obtain news information, fully show their personalized characteristics and enhance the charm of hosting.

3.2. Improve the acceptance of emerging culture and language arts

As a news broadcast host, you must keep up with the trend of the times, understand the audience's concerns in time, and appropriately introduce some popular language patterns in the news broadcast process to form a unique news broadcast system. In daily work, use the network platform to understand the needs and preferences of the audience, improve their ability to accept emerging cultures and language arts, keep pace with the times, maintain their own news broadcast style, and be loved by the audience. And accept that in the news broadcast hosting industry has been invincible. It is necessary to clearly recognize what the audience likes and what kind of language can arouse the audience's interest, to always pay attention to the current fashion trends, to pay attention to the current popular language patterns, to use them in the news skillfully, and to form their own news broadcasting style. Survival and development strategies of traditional TV news broadcast hosts in the new media environment. TV broadcast hosts cannot be limited to their own work content in daily life. They should make more use of new media products to pay attention to the needs and preferences of current people, keep their own language and culture consistent with the trend of the times, and improve their language and culture level in daily life and work. Make sure you and the times progress together. The interactive process of social oriented talent training is

shown in Figure 2.

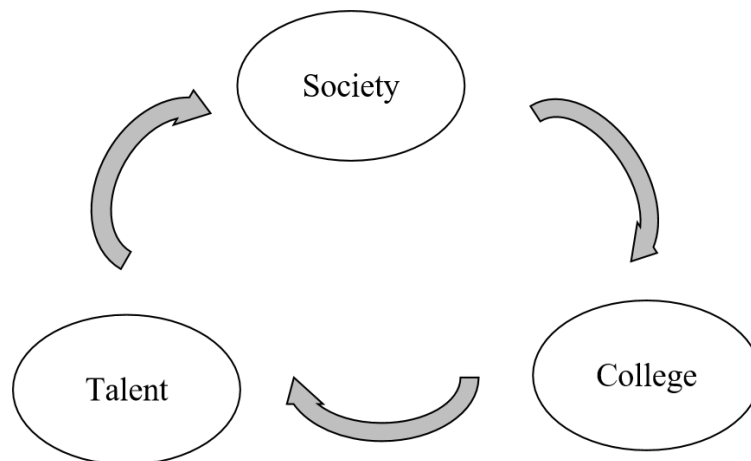


Figure 2 Interaction process of social oriented talent training

With the advent of the electronic information age, great changes have taken place in people's lives. When broadcasting information, broadcasters pay more and more attention to the use of language. At the same time, they also pay more attention to the use of language in line with the characteristics of the times under the cultural background of the times. The traditional rigid and standard broadcasting methods can not keep up with the pace of the times, and the language is becoming more and more colloquial, making it easier for people to understand and have stronger affinity. At the same time, professional nouns are used as little as possible for broadcasting, which can facilitate people's understanding of the broadcasting content and provide convenience for people to quickly extract useful information.. In short, in the context of the network, the broadcasting host should have a sense of innovation. In order to attract the audience, improve himself, adjust his broadcasting mode, and be more in line with his positioning in the network era

4. Conclusions

The era of new media technology is not only the understanding of the application of new technologies, but also the change of communication ideas and ways of thinking. The wide application of new media technology not only promotes the overall development of China's news industry, but also improves the cultural quality and moral quality of broadcast hosts. TV news communication has changed from simple content production to information relationship platform construction, from digital and networked operation to the application of virtual technology big data, from the traditional information communication mode of "point to face" to personalized and fragmented multi-channel network distribution for mobile servers, and TV has changed from the initial setting up of websites and simple rebroadcasting of TV news programs on the network to deep-seated concept change and thinking adjustment. The attempt of TV news digitization is a beneficial exploration based on understanding users and enhancing services under the background of new technology, and only the content and style built on this basis can provide new competitive points for current journalists and presenters.

References

- [1] Zhou X . Research on the framework of building cultural and creative industry chain based on huizhou couplets art[J]. Revista de la Facultad de Ingenieria, 2017, 32(15):797-802.
- [2] Wang J , Lv Y , Jou M , et al. Research on the effects of cloud-based pedagogy for creative talents: A case study on Chinese High School[J]. Computers in Human Behavior, 2016, 63(oct.):229-239.
- [3] Sun P . Research on SEM-based creative thinking development in art design classroom teaching of vocational colleges[J]. Revista de la Facultad de Ingenieria, 2017, 32(11):836-840.

- [4] Rui W , Liqun G . Research on application model of design symbol theory in cultural and creative product development[J]. Revista de la Facultad de Ingenieria, 2017, 32(9):514-520.
- [5] Li X . Research on the construction of relationship model between social creative space and college creative space[J]. Boletin Tecnico/Technical Bulletin, 2017, 55(11):90-95.
- [6] Li J , Wei L . Study on the characteristics of space agglomeration in the creative industries of arts and crafts intangible cultural heritage[J]. Revista de la Facultad de Ingenieria, 2017, 32(13):348-352.
- [7] Kim T K , Min M . On the Accuracy of Quantization Cell Approximation in MIMO Broadcast Systems Based on Limited Feedback[J]. IEEE Access, 2020, PP(99):1-1.
- [8] Li Y , Zhang J , Wu X , et al. Development of aircraft path planning scheme through automatic dependent surveillance broadcast[J]. International Journal of Computer Applications in Technology, 2018, 58(1):55.
- [9] Gomez-Barquero D , Lee J Y , Ahn S , et al. IEEE Transactions on Broadcasting Special Issue on: Convergence of Broadcast and Broadband in the 5G Era[J]. IEEE Transactions on Broadcasting, 2020, 66(2):383-389.