

Study on the Background and Development of Network Video Program Hosts

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Keywords: Network program, Host, Background, Development

Abstract: The application of new media technology in the Internet era has become a new force that breaks the discourse power of traditional media in the past. Under the background that new media gradually integrates newspapers, televisions, and radio stations and completes the centralized dissemination of information, network hosts act as the times require. The emerging careers of students cannot be ignored for the development and impact of new media platforms. The audience market of network media is rising step by step, various network video programs and network radio programs are emerging in an endless stream, and network hosts are also increasingly entering the audience's field of vision. Clarifying the background of the emergence of this new career as a web host and making effective expectations for its development will play a vital role in the integration and development of the current hot web program.

1. Motivations and conditions for network moderators

Web host can be divided into virtual host and real host. The so-called virtual network host is to use computer digitally simulated animated characters as the appearance of the host, and then give the animated characters character and moderation function through the voice acting of real people, and act as host in the network program. The world's first virtual web host named Ana Nova was a computer-simulated newscaster launched by the British Press New Media Company in 1999. The first TV virtual host in China was launched by Beijing TV station "Science and Technology News Weekly" in January 2001. It is an animated character named "Bill Deng". The other kind of web host is the real host. As various portals invest in video platforms and build teams to create new media video content, the status of the web host has risen and developed in various forms. The identity mode of the web host.

The essence of the new media revolution brought by the Internet is an information explosion. How to efficiently find the information content that meets your needs in the numerous and varied information database is a basic problem in front of the online audience. The massive nature of Internet information and the diversity of communicators have created obstacles for online audiences to find information. This practical need of Internet users requires an information guide to guide them, save time and improve efficiency. Find your interests from online content. This practical source of demand and online audiences regard the new Internet media content as a communicator, which in turn creates a demand for information screening services.

Internet audiences regard network media as a bridge and media for communicating with others. At this time, the audience becomes a communicator, and the communication portal required by the network media when acting as a communication bridge also requires a network host to check and maintain. The expression needs of the audience need a living person with affinity to translate and communicate, rather than the cold interface and software. Such needs are closer to the emotional needs of human beings. Network media has become a tool for humans to communicate emotions and communicate with each other. As a social person, facing the pressure of work and the troubles of life, in the network society, we need to vent and resolve our own soul and emotions. Only the network host

who is a real person can expect the role of interactive communication to meet the network. This demand from users.

At the same time, the virtual network host has gradually been used by the traditional media program production process. In more and more TV programs, we can see the construction of virtual scenes, virtual animation characters and traditional media host debut mode. For example, during the 2014 World Cup broadcast, CCTV Sports Channel's special program for the World Cup not only set up a virtual reality studio in Brazil where the World Cup is held, but also cooperated with the virtual animation host to show the audience the wonderful picture of the World Cup in all directions. With the game.

2. The development trend of web host

As a professional communicator on the network platform, the network video program host has some of its own significant advantages and disadvantages compared with the traditional radio and television program host.

2.1 Advantages

(1) The grassroots nature of hosting a major

Compared with traditional media presenters who come from the science class, the presenters of online programs are more staff in various industries, and most of them do not have the professional background of the host. This makes the presenters of network programs seem more symbolic of grassroots culture, which is precisely the mainstream or source of network culture. The grassroots professionalism brings to the network host a more civilized hosting style, which is more easily accepted by the network.

(2) Originality of disseminated content

In order to differentiate from traditional media programs and to reflect the distinctiveness of online culture, Internet programs, especially those made on video platforms, adopt bolder, fresher and original materials and characters regardless of the theme or content. The content of the online program itself is a stylized, not obsessive and serious mainstream value. The original network program has also attached an eclectic label to the host, and has become the background symbol of the network host, making the network host more recognizable.

(3) Personality of communication style

The text communication of the theme forum website, the live broadcast of the video website, and the podcast content with various styles all have novel communication modes and communication styles. The relaxed, ridiculous, witty and even extreme communication style sets a clearer paradigm for the position of the web host. There are many presenters with unique personalities in the current video website, such as Soap Video's "Dapeng Baba", although the host Dapeng is not a professional host, but its alternative hosting style, hosting skills, easy The witty language has become an important factor for this online program to have a huge response.

(4) Advantages of interpersonal communication

Because of their extremely distinctive style characteristics, network program hosts often produce some loyal fans, and the accumulation of fan effects is precisely the prerequisite for the influence of network programs. In addition, some network program hosts themselves are well-known figures with a background of justice topics, and any audience targeted by the topic controversy effect may become a provider of program clicks.

2.2 Disadvantages

(1) Short birth history

Unlike traditional program hosts who have rich theoretical research support and a large number of professional talents in colleges and universities, network program hosts are an emerging profession, and they still lack certain templates and experience in theoretical research and talent training. The short history of birth is a major reason for the current unevenness of the network show host group, and

the level is high and low. I believe that with the development of new media platforms, the professional process of network show host will gradually improve. The research and talent model will be further resolved.

(2) The spread level is uneven

Network program hosts come from various industries, and most of them lack professional hosting skills training. There are indeed uneven levels in the skills business of program hosting. This is also one of the existing restrictions that restrict the progress of network program levels to a higher direction. Great barriers. It is understandable that online programs choose unique hosts with unique personality to ensure the number of clicks, but if a so-called "personality character" with non-standard Mandarin and distorted values is flooded on the new media video platform, I believe it will also be detrimental to the future development of online culture.

(3) Lack of stable development path

At present, most of the online self-made programs are launched because of their low cost, and they are launched to cater to the current hot topic or social phenomenon. They are very speculative, resulting in the lack of coherence in the production and broadcast of online programs, unlike traditional media in program planning. And operation is so stable and continuous. This kind of program ecology makes the affiliated host lack a stable development environment on the career path. Often after an Internet program is broadcast, it is not known whether there is the possibility of continuing to produce and broadcast. However, with the intervention of large portal websites, I believe that future Internet programs will become more large-scale and have more brand value, and the development of network hosts will also have a more ideal environment.

3. External factors and conditions for the generation of web host

As a special profession spawned by the online world, the existence and development of network moderators have obvious advantages over traditional moderators, such as the diversification of personnel communication content, the formation of civilians, and the personalization of communication styles. These advantages provide a basis for network hosts to be distinguished from traditional hosts, and are also a favorable factor for attracting the attention of network audiences. It is precisely because of these unique advantages that the web host has not only become an influential presence in the online audience, but is also the key point for each portal to discover and compete for new darlings. Web hosts have more freedom to choose topics and initiate discussions in online programs, which determines that they must be common sense leaders in the network society and insightful critics who have an overall view. The topics or activities hosted must be popular in the online society. At the same time, although the web host is well-known in the online world, the prestige and reputation in the real world cannot catch up with the traditional host. In terms of the host's basic skills and business level, the web host also needs to be close to the traditional media host.

3.1 External motivation-the need to compete with traditional media

Traditional media and online media learn and learn from each other in the constant competition. This fierce competitive environment has improved and developed the status of network hosts. The profession of host has been accompanied by the development of traditional media. In the past few decades, host has played an important role in the programs of traditional media. With the expansion of new media, the popularity of network programming has made network hosts a hot topic. Regardless of whether the traditional programs are moved to the online platform or the self-made programs on the online platform, the influence of the network host is gradually approaching or even surpassing the traditional media host in response to the characteristics of the audience range of the new media. This is just one aspect of the new media's display of its own strength. Setting up a web host for its own program that is suitable for the style and easy to be accepted by the online audience has been considered by more and more online platforms before planning and implementing online program programs.

3.2 External conditions-the development and progress of Internet technology

As mobile communication technology enters the 4G era, the entrance of traffic gradually tilts towards mobile clients, which means that the information age has entered a situation where new media is gradually replacing traditional media. Internet users have gradually evolved from the original pure audience to a unity of audience and communicator. Applications such as blogs, podcasts, forums, personal video live streaming sites, Weibo, WeChat, etc. provide opportunities and channels for users to truly participate in media sharing. The resources and content formed by network users have become the most important source of value. Various portals, Internet companies and even the leaders of traditional manufacturing industries have begun to deploy Internet mobile entry strategies one after another to seize new media traffic channels. As the text, pictures, videos and other content generated by users spontaneously, as long as they intend to enter the network to generate value and social significance, they often cannot do without the services of the new media platform that bears. This creates the most suitable environment for the birth of network programs and network program hosts.

Whether it is a podcast host, a forum host, an Internet radio host, a webcast host, and other host identity forms, they are the vanguard of the attention of the new media program army to capture the audience. The support of external technology is the basis for all new media communication events.

References

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