



Multidimensional Integration: Exploring the Practical Education of Broadcasting and Hosting Art in the Era of Integrated Media - A Case Study of "CCTV Host Competition"

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Abstract. In the era of integrated media, the broadcasting and hosting arts profession should focus on the comprehensive qualities of media professionals and their ability to adapt to the multimedia environment. This requires a fusion of multiple disciplines and dimensions, emphasizing the importance of practical education. This article combines the segment settings, and platform data of the "2023 CCTV Host Competition" to explore the practical education of broadcasting and hosting arts in the era of integrated media. It aims to achieve the transition from teaching to nurturing, in order to cultivate new media professionals who possess knowledge of various industries and have a global perspective in communication.

Keywords: Convergence media era, broadcasting and hosting, practical education, CCTV Host Competition.

1 Introduction

The major of Broadcasting and Hosting Art is a discipline with practical educational significance. Media professionals need to have a thorough and comprehensive understanding of the theoretical foundations of the discipline, pay attention to the development of their own personalities, strengthen the practical verification of related industries, and integrate innovative technologies in order to disseminate values with more Chinese characteristics.[1]

"The 2023 CCTV Host Competition" has been the top-rated special and variety program in the country since its premiere on 6 October 2023. The highest viewership rating for a single episode reached 1.05%, with a peak audience share of 5%. [2] The television audience alone reached a staggering 238 million people, particularly popular among the younger demographic.

Comparing the viewership of the CCTV-1 host competition during the same time period this year, the ratings among the 25-34 age group have increased by 38%. Many students majoring in art-related disciplines in various universities have used the videos

of this program as practical exercises for analysis and summary, which has certain demonstrative and educational significance. The essence of education is to cultivate talents with professional skills and meet social needs. The major of Broadcasting and Hosting Art should be guided by this program, combining theory with practice, and cultivating and improving the comprehensive literacy and abilities of multimedia professionals from various aspects such as event design and contestant performance.

2 From Individual Development to Personality Development: Enhancing Adaptability to the Multimedia Environment

The comprehensive literacy and ability improvement of media professionals cannot be separated from practical education. The practical education of broadcasting and hosting arts majors needs to extend from individual development to personality development, placing individuals in the context of the collective and making personalized choices based on the preferences and needs of the audience. [10] In the context of media integration, the audience has more autonomy in accessing information and channels, therefore, media professionals, based on respecting individual development, should use a multimedia mindset, set up personal new media accounts, and enhance their adaptability to the multimedia environment.

2.1 Comprehensive Enhancement, All-Media Thinking

The term "All-Media" refers to the use of various media forms such as text, sound, images, animation, and web pages in the dissemination of media information, achieving the concept of "all things as media". [6]

In this context, it is crucial to enhance the adaptability of media professionals. From internet thinking to mobile internet thinking focused on precise communication, and now to the integration of full-media thinking based on big data, cloud computing, and LBS technology, with users as the center and products and services as the orientation, achieving integration of content, channels, platforms, operations, and management. [7] The "2023 CCTV Host Competition" also breaks the previous restrictions on professional categories in its competition format, placing more emphasis on the comprehensive assessment of contestants' qualities and their adaptability to the full-media environment.

In the "90-second impromptu assessment" segment of the first round of the competition, each question can be regarded as a practical business operation and points to the diverse requirements of the host's abilities in real-life scenarios. For example, the train No. 5630 from Zunyi to Chongqing West has added a themed cultural carriage called "Train Market" this year. If a live broadcast activity for agricultural assistance is conducted in the "Train Market," How will you host? In the Spring Festival special program, you will connect with the astronauts of the Chinese space station and share the "Space New Year's Eve dinner" with the national audience. At this moment, what will you say? In the second round of the competition, the contestants are given impromptu

questions set against the background of various programs such as "Chinese Poetry Competition" and "China in the Classics" in the integrated media environment.

In the third round of the competition, young hosts are encouraged to "go out" and create their own "programs". The difficulty of the questions increases, placing higher demands on the contestants' comprehensive abilities. Simply improving individual skills is not enough to cope with it, so it is necessary to have a holistic media mindset and start from multiple aspects such as breadth, depth, and technology in order to effectively improve the quality of programs.

2.2 Personalized presentation, new media accounts

In the first stage of the "CCTV Host Competition," the three-minute self-presentation segment provides participants with ample space to showcase their individuality. Contestants present various unique themes such as the inheritance of intangible cultural heritage skills, the beauty of Chinese etiquette, urban culture and tourism, and outstanding traditional Chinese culture, among others, during their self-presentation.

For example, Feng Lin and Sun QingKun, in the "Mid-Autumn Festival Gala," captured the attention of the audience with emotional connections and innovative live broadcasting formats from a fresh perspective.

Innovative forms of expression are disseminated through new media, achieving a more efficient promotional effect. [5] With the advent of interactive communication platforms such as radio, television, Douyin, WeChat, and mobile applications, traditional mainstream media, represented by television, have successively entered the online realm. They have established new media accounts to engage in "secondary dissemination" of media products. Broadcasters and hosts have also registered personal new media accounts, embarking on a completely new exploration.

For example, Dong Zhen, a contestant in the CCTV Host Competition, is not only a host at Zhejiang Radio Station, but also a cultural self-media blogger with 502,000 fans on the Douyin platform. In his work "The Incredible Treasure," he stated, "The relocation of national treasures allows for a better display of cultural relics, and my voice helps to spread them further. In three years, I have shared 341 short videos, using the perspective and language of the post-90s generation to share the stories behind cultural relics." "In the Internet era, I hope that more cultural relics can come alive and become popular. In order to create a personal IP, the host not only needs to rely on new media, but also needs to pay more attention to the quality of content production."

3 From theoretical application to practical verification, enhancing the professionalism of the vertical industry

With the rapid development of vertical programs, there has been an explosive increase in the number of programs, leading to a rapid growth in demand for media professionals specializing in vertical content. According to the data of the top 20 integrated media anchors in the short video releases in 2023, there were 41,000 releases annually, accounting for 31.4% of the total releases.[4] The content mainly focuses on domestic

and international current affairs and hot topics related to people's livelihood, such as global economy, financial consultation, health and wellness, employment trends, property security, and local life consultation. The top 20 integrated media anchors in the releases have deeply cultivated specific fields, refined content tracks, and occupied 8 seats in the specific field anchors. [2] The requirements of various professional platforms for media professionals are to have strong comprehensive abilities while possessing expertise in a certain area. They should be able to independently complete tasks such as writing and shooting in specific fields. To create new media IP, hosts need to deeply cultivate specific areas and master professional knowledge in order to increase audience engagement. Therefore, the mastery of specific domain knowledge by media professionals is crucial for platform dissemination.

3.1 Interest-driven, cultivating a combination of general and specialized knowledge

Zhou Qing'an, the dean of the School of Journalism and Communication at Tsinghua University, suggests that media professionals should strive to combine general knowledge with specialized expertise in their capacity building. Media professionals with integrated skills in gathering, editing, and broadcasting should be guided by their interests and develop comprehensive abilities through the combination of general and specialized knowledge.[3] "General" refers to the need for a daily commitment to learning in a specific field, emphasizing the importance of laying a solid foundation and focusing on fundamental training. "Specialized" means that individuals should immerse themselves in their chosen field of interest, dedicating themselves to becoming experts in a specific area and achieving a "second specialty" in addition to their skills in broadcasting and hosting. In this way, comprehensive abilities and professional expertise can be rapidly improved.

For example, contestant Zhang Huixin demonstrated her self-composed, self-directed, self-performed, self-sung. In order to promote the ancient genre of Nanjing - Nanjing Baiju, he tells stories in authentic Nanjing dialect, conveying a strong local flavor. In order to inherit this skill, the contestant Zhang Huixin not only personally apprentices and learns the art, but also attempts to combine it with modern rap. He allows the audience to experience how he uses his voice to illuminate dreams and pass on intangible cultural heritage through his actions.

3.2 Focusing on content to enhance innovative ability

In the context of media convergence, in order to attract young audiences, many media professionals combine hot topics and trends to creatively express their content. For example, contestants Huang Xinqi and Kong Hao draw topics for the program "Dialogue," with Chen Weihong making a guest appearance as a question presenter. The contestants will use a youthful language style to lead the audience into the 100-year history of Chinese animation. To create original and high-quality content based on the subject matter and current trends, it is necessary to enhance one's innovative abilities.

Firstly, it is important to cultivate curiosity and pay attention to social trends, niche information, and popular topics. Dare to try new styles and new technologies, not limited by traditional thinking and patterns. Secondly, enhance political literacy, strengthen deep understanding of "positive energy," and empower high-quality content with innovative methods.

For example, the contestant Chang Daoqin took the audience "through time" to the opening ceremony. With his vivid commentary, delegations from the polo, shot put, and ice play events took turns to appear, as if the scenes of ancient sports were right in front of their eyes.

Furthermore, contestants Gao Haosen and Song Xueying drew the topic "Lantern Festival Gala" for their performance. The guest presenter Zhu Guangquan started the show with an exciting question, and then the contestants' performances were brilliant and diverse: they interacted with the audience to guess riddles using handheld lanterns, and recreated the scene of making tangyuan (glutinous rice balls) in a sports commentary style... This "lively" approach not only showcased clever ideas but also brought about fresh and innovative elements.

4 From problem-solving to innovative applications, the diversification of integrating innovative technologies

Innovation is crucial for practical education. [11] In the field of broadcasting and hosting arts, problem-solving is an inherent demand of the profession. Moreover, it is even more important to apply knowledge in the context of problem-solving, innovate knowledge, and seek breakthroughs that can enhance communication and better guide values.

In order to enhance the cultural connotation and appreciation of the program, expand the practical scenarios, incorporate more elements from classic programs, and integrate innovative technologies such as XR and AR, assist in upgrading the overall stage design and hosting scenes, and create a more visually and audibly appealing presentation style, the 'CCTV Host Competition' aims to elevate the program's cultural significance and enjoyability.

For example, contestants Fu Yan and Gong Yunxi captured the "online sense" characteristics of the program in the "Internet Spring Festival Gala". Fu Yan adopted a technical innovation in improvisational hosting, flexibly using AI technology of the new era to place the host, guests, and audience in a unified space, giving the "Internet Spring Festival Gala" a brand new expression and showcasing the application of network platforms and technological innovation by hosts in the new era.

4.1 The "Culture and Technology" Model

In 2022, the implementation of the national cultural digitization strategy was included in the 20th National Congress report of the Communist Party of China. Under the guidance of policies, cultural technology has become the driving engine for the innovative

development of the cultural industry during the "14th Five-Year Plan" period. The innovative integration of culture and technology enables artifacts, history, and culture to "speak," breaking the limitations of time and space, and interacting with the audience, thereby strengthening the dissemination of traditional Chinese culture. [8]

For example, in the three-minute self-presentation session, contestant Liu Xinyue led the audience on a journey of digital transformation, immersing them in the harmonious culture of the museum. As Kang Hui commented, "With thousands of years of Chinese civilization, when we enter the time tunnel with digital technology, we can feel the significance of harmony culture, harmony with the world, and harmony with life."

4.2 XR (Extended Reality) technology

XR (Extended Reality) is the fusion and development of three technologies: VR (Virtual Reality), AR (Augmented Reality), and MR (Mixed Reality). (I) From an international perspective, telling the story of Chinese-style modernization. XR technology can visualize virtual content, enabling the creation of virtual stages and overcoming the limitations of time and space in traditional stages. By adjusting the screen and lighting, various stage effects can be switched, promoting program innovation. For example, contestant Kong Hao mentioned in the improvisation assessment segment of the program "Dialogue": "We used XR technology on the program site to recreate two wonderful scenes, breaking the limits of time and space, allowing us to enter this parallel time and space perspective and get to know today's guests Monkey Brother, Black Cat Police Chief... "while shaping the characters, also enhance the audience's sense of being on the scene, effectively enhancing the program effect that the contestants want to create.

5 From skill training to value leadership, broadening the communicative power of a global perspective

The major of Broadcasting and Hosting Art must strengthen the value orientation, not only to cultivate media professionals who meet the requirements of the Party and the media, but also to cultivate and promote patriotism and social responsibility while developing the individuality of media professionals. In this process, practice has transformed from being a carrier for cultivating "technicians" to a carrier with a global communication perspective, from achieving personal abilities to showcasing Chinese style, interpreting Chinese culture, and demonstrating the Chinese spirit. [12]

Therefore, the 18 contestants of the third stage of the "CCTV Host Competition" stepped out of the studio, entered society, experienced life, and brought back vivid stories that they personally witnessed, heard, and participated in. They will present these stories on stage through live storytelling, showcasing their comprehensive abilities in integrated journalism, editing, and broadcasting.

To strengthen the value guidance of media professionals and international communication work, we must uphold a global perspective and hold high the banner of a community with a shared future for mankind. We should pay attention to an international

perspective and tell the story of China's modernization in a Chinese way. We should explore a cultural perspective and promote exchanges and mutual learning between Chinese and foreign civilizations. We should highlight an innovative perspective and continuously enhance the effectiveness of international communication. We should broaden the perspective of communication and achieve a two-way flow of "going out" and "inviting in".

5.1 From an international perspective, telling the story of Chinese-style modernization

Media professionals need to reacquaint themselves with the media, broaden their horizons and perspectives, and strengthen their ability to integrate different viewpoints.[13] For example, contestant Fu Yan visited the Xiling Seal Art Society, located at the southern foot of Gushan in Hangzhou, leading us to understand its "youthful" appearance at the age of 120. "Seal carving represents the content, while engraving represents the expression. Every stroke and cut is made with precision, writing the story of Chinese civilization and depicting the diverse aspects of life." The Xiling Seal Art Society is currently striving to share its story with the public from Gushan and extend its influence from China to the world.

Furthermore, contestant Yang Xu entered Tuntou Village in Gaocheng District, Shijiazhuang City to immerse himself in the experience of making palace lanterns. He led the audience to appreciate the craftsmanship and wisdom of the generations of artisans in the "First Village of Chinese Palace Lanterns," paying tribute to the craftsmen who remain true to their original aspirations. Similarly, contestant Yi Yi focused on traditional Chinese colors, learning ancient plant dyeing techniques from Associate Professor Shao Min of the Stage Art Department of the Shanghai Theatre Academy, in search of the ancient color techniques in Chinese traditional culture. The names "Yun Po Tian Qing" and "Dong Fang Ji Bai" allow the audience to experience the romance behind the naming of traditional Chinese colors.

5.2 Cultural Perspective, Promoting Exchange and Mutual Learning of Civilizations

In the process of communication, the integration of cultures has become an irreversible trend.[9] Full-media professionals need to possess the ability of cross-cultural communication, understand the audience's needs and aesthetic standards in different cultural backgrounds, organically integrate different cultural elements, create more inclusive and open information products, and promote cultural exchange and communication on a global scale.

For example, the contestant Liu Xinyue vividly narrated the sincere feelings of cultural relics and archaeology experts through visits to Guo Dashun, the honorary director of the Liaoning Provincial Institute of Cultural Relics and Archaeology, who is 85 years old, and Li Mingyi, a book restoration specialist at the Liaoning Provincial Library, who was born in the 1990s. "Only by truly enjoying the process can one feel the initial excitement and subsequent palpitations, as one knows the joys and sorrows along the

path of deep cultivation." Through a "cross-temporal" dialogue format, the main storyline of the story unfolds in different historical contexts, deeply implanting the power of cultural inheritance in the hearts of the audience.[14]

5.3 Perspectives of communication, the bidirectional pursuit of "walking" and "advancing"

With the advancement of the national language strategy under the "Belt and Road" initiative and the international dissemination of Chinese culture, international communication talents who combine "going out" and "inviting in" have become the bridge and link for cultural exchanges between China and foreign countries. [15] They have also become an effective way to enhance the international communication power of the media and strengthen international discourse power, reflecting the soft power of China's international communication.

For example, participant Shen PengMing visited a foreign teacher at the Guangxi Arts Institute who specializes in teaching Indonesian music, and brought the audience a story of the fusion of Indonesian gamelan percussion and Chinese traditional instruments. Let the audience feel the boundless nature of music, "using music to build a bridge of friendship that connects people's hearts." They are committed to preserving traditional culture and promoting it in innovative ways in order to better inherit it.

6 CONCLUSIONS

The major of Broadcasting and Hosting Arts is a discipline that requires a significant amount of practical education. Knowledge gained from books is always limited, and practice is one of the best methods to validate knowledge and enhance professional skills." By the end of the first stage of the 2023 CCTV Host Competition, the total number of views on related topics exceeded 4 billion. By the end of the second stage, the total number of views on related videos across all platforms was nearly 100 million, and the total number of views on related topics exceeded 5.3 billion." The competition examines the comprehensive qualities of the participants from multiple dimensions and keenly captures the current real demands of hosts in the communication environment.

In the era of integrated media, the role of a host is no longer limited to the transmission of information. It requires interactive communication with a sense of affinity and, more importantly, the continuous enhancement of content and exploration of depth based on professional competence. Emphasizing personalized development, enhancing adaptability to the overall media environment through the mindset of multimedia and the improvement of new media accounts; cultivating and exercising innovative abilities through the combination of general and specialized education to enhance the professionalism of specific industries; promoting content diversification through practical innovation and persisting in technological integration. Broadcasting and the hosting of art majors should be based on the diversified development of new media, cultivating media professionals with a global communication perspective.

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