

# The Influence of Cultural Accomplishment on the Professional Practice of Broadcasting and Hosting Art

Xiang Xiao<sup>1</sup>, Lian Duan<sup>2</sup>

1. Jilin University of the Arts, School of Drama, Film and Television. Changchun, Jilin, China, 130021

2. School of Media Science/School of Media Journalism, Northeast Normal University. Changchun, Jilin, China, 130117

**Abstract:** With the development of the age, the spiritual needs of the audience have increased significantly. The audience's vision is now expanded, and it is more pursued whether the content reflected by hosts in the process of dissemination can meet their deep-seated spiritual needs. The popular hosts will supplement a certain amount of cultural knowledge in their free time. Their success reflects that hosts of this era must use new ideas and combine new actions in the new communication situation to adapt to the development of the era. Therefore, it is necessary to study the influence of cultural accomplishment on the practice of broadcast host, and how to improve the cultural accomplishment of hosts.

**Keywords:** Cultural accomplishment; Broadcast host; Audience demands; Media update

## 1. Introduction

Hosts should continue to forge ahead and innovate in their daily work. They should also look back and summarize at the past, and absorb various cultural knowledge as much as possible. Calling on hosts to enrich their own cultural knowledge is to improve the content quality of the news and communication industry, to enhance the content of the program, to allow audiences to have a supplementary understanding of culture, which emphasize the propaganda role of hosts in social groups. Whether it is cultural inheritance or development, hosts can play an excellent role in guiding the audience. This article will briefly analyze the potential relationship between personal cultural training and the broadcasting and hosting art, combined with the latest information released by the media industry, and make suggestions for the development of future hosts.

## 2. The influence of cultural accomplishment on the practice of broadcasting and hosting

### 2.1 Conducive to enhancing professional competitiveness

The broadcasting and hosting art major has the characteristics of strong professionalism and clear professional division of labor. Its employment positions include broadcasters, hosts, and self-media anchors. Although the employment occupation is relatively decent, the ratio between the number of recruits and the number of graduates each year is seriously out of balance, which has caused fierce competition in the broadcast host industry. If you want to stand out in the industry of hosts, it is not enough to simply possess the skills such as "Putonghua standard", "strong logical expression ability", and "professional experience". Crosstalk is also a kind of language art and the crosstalk actor Guo Degang has analyzed the language art industry more than once. He said that the artist's last fight is culture.

### 2.2 Helping to enhance the power of language expression

"The bright moon rises from the Tianshan Mountains, among the vast sea of clouds. The desert with the lonely smoke and the cold moon in the sky is the battlefield where soldiers fight, and it is also the source of inspiration. Since ancient times, the roads of defending the home and the country, guarding the frontiers, are full of hardship, full of sacrifices, and full of glory. On the stage of the "The Chinese Poetry Competition" today, let us once again experience the country's sentiments that have passed through the ages, and once again sing the exciting frontier poems."

This is the words spoken by the host Dong Qing in the programme "The Chinese Poetry Competition" of CCTV. The main purpose of this programme is to cultivate the audience's love for literary poetry and enhance the audience's knowledge accumulation. There are two major advantages in Dong Qing's word application about frontier poetry<sup>[1]</sup>. First of all, the solid cultural foundation makes the expression of words more powerful, and the audience has been able to feel the elegance of the content since the beginning of the programme. This is like preparing a very exciting trailer for the audience before the theater movie is released. The function of the trailer is mainly to attract the audience and raise interest in the content of the communication. The quality of the trailer also affects box office revenue of the movie in a certain sense. So do excellent host words for the show.

### 2.3 Conducive to better broadcasting and hosting practice

The practice process of hosts is not blindly carrying the prepared manuscripts, host words to broadcast, and hosting the party, etc., and only "a talkative mouth" is not enough to support a host in this industry to compete with others. Appropriate reading in spare time

and extensive promotion of the own cultural accomplishment are also necessary for the overall development of hosts.

It is not difficult to link up in a show, but the in-depth communication with the on-site professional judges, professional players, and professional guests during the recording process. Hosts can only cope with the randomness of the scene and keep up with the pace of the show only by organically combining cultural cultivation and practice. When recording the show, communicating with on-site guests and professional judges requires the advance preparation for the professional content involved in the show and the in-depth understanding of the show, which is responsible for the show, the audience, and the identity of a host.

### **2.4 Conducive to perfect the broadcasting and hosting work in accordance with the needs of the audience**

The audience's preferences indirectly affect the changes in the communication content, and the fundamental purpose of the show is to serve the audience. In the wave of the new media era, audience groups are also undergoing tremendous changes. The audiences of traditional media are generally older, and their continuous focus is mostly on news broadcasts or on a certain professional field, such as "Cross-Strait", "Economy Half an Hour", "Yangshengtang" and so on. However, young audiences have different areas of preference, and they pay attention to specific professional programs in a short period of time and change frequently. On the whole, the audience presents a relatively fragmented way of attention. In order to cater to the preferences of the audience, hosts should do their work in various fields, understand the culture of the times in many ways, improve the content of the work, and enhance the inherent advantages of hosts.

## **3. How to improve the cultural accomplishment of hosts**

### **3.1 Cultivate life-long learning attitudes**

Hosts should improve cultural accomplishment and establish a life-long learning attitude, and advance in the search for knowledge. While carrying out the work of broadcasting and hosting, the free time should be reasonably used to understand and read information such as social news, industry knowledge, and literary common sense.

Hosts should absorb the essence of a wide range of cultures with a learning mentality, and transform it into their own internal reserve in an effective way. Every industry in the humanities society has in-depth culture. Hosts do not make excessive demands of all the culture to be in the bag, but only want to maintain the love and sensitivity to the development of the exploration industry. With the rapid development of social sciences and communication media, people's communication and understanding of information have become more convenient and faster, which has also stimulated people's desire for knowledge in every corner of life. It has become the habit of today's audience to use the media as a channel to expand knowledge. This allows us to maintain the desire for knowledge and expand our infinite horizons in a limited time to deliver a complete message to the audience<sup>[2]</sup>.

### **3.2 Having a sense of crisis at all times and be unwilling to be eliminated**

According to the current total number of colleges and universities enrolling broadcasting and hosting arts, the talent reserve of broadcasting and hosting arts has shown a relatively saturated state. If you don't run forward, the torrent of competition will dissipate your dreams.

Hosts should improve their cultural accomplishment and have a sense of crisis at all times. In today's media market, there are rich and diverse types of shows. Hosts need to broaden their horizons, learn more, improve their own knowledge structure, and exploit more possibilities for hosting.

### **3.3 Reasonably planning content methods to efficiently enhance the own cultural accumulation**

First of all, hosts should choose according to the trend of the audience's attention of the times. The primary purpose of this is to supplement the content of the broadcast. Part of the media whose main purpose is profit is gradually dependent on the preferences of the audience. Working in such a media company, you should make clear judgments on the preferences of the audience and establish a point of intersection with the audience.

### **3.4 Combining cultural cultivation with the practice of broadcasting and hosting**

Broadcasting and hosting work is closely related to various cultures. After a relative understanding of the culture, it should be actively used in practice. Hosts working on larger media platforms such as CCTV can first experiment with short video platforms such as Tik Tok, Kuaishou, and Wesee. After getting the public opinion responses of these self-media platform audiences, they then actively make reasonable adjustments to their own conditions and audience value orientations, and then apply them to the practice of larger media platforms.

## **4. Conclusion**

Cultural accomplishment is very important to the broadcasting and hosting industry. This article makes an in-depth analysis of the impact of cultural accomplishment on the practice of broadcasting and hosting art and how to combine the two. The profession of broadcasting and hosting art is to a certain extent inclusive. It requires a combination of various cultures and their own practice. The combination of cultural cultivation and the practice of broadcasting and hosting art not only improves oneself, but also improves the environment of China's media industry, as well as contributing to the great rejuvenation of the Chinese nation.

## **References:**

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