

The Cultivation of Bilingual Broadcasting Host Talents under the New Media Environment

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Abstract: In view of the current situation of media in China, it is necessary to cultivate bilingual broadcasting talents. Based on the general environment of new media development, this paper uses literature research, survey research, content analysis, comparative research and other research methods. It studies the current talent needs of bilingual announcer and host starting from the role positioning and ability requirements of bilingual announcers and hosts. The current situation of relevant professional personnel training in colleges and universities is analyzed, and the existing problems are analyzed. The survey results show that the demand for talents in terms of language organization ability, language expression ability, on-the-spot strain ability and field control ability of double-broadcast positions is significantly higher than that of single-broadcast positions, which is closely related to the characteristics and work content of bilingual broadcasting and hosting positions. At present, the teaching method of bilingual broadcasting and hosting courses is relatively systematic, comprehensive, and scientific, and can implement flexible teaching according to the differences of students' individual characteristics. However, there are still few innovative teaching methods such as task-driven teaching methods and thinking training teaching methods. This paper provides a certain direction and reference for the cultivation of bilingual broadcasting talents.

Keywords: New media environment, Bilingual broadcasting and hosting, Talent training.

1. Introduction

The development of media technology is changing with each passing day, and a new era of communication has been unknowingly coming. By analyzing the current training mode of broadcasting and hosting art professionals, it is found that there are many areas that need to be improved. There is a shortage of high-quality broadcasters in society. Correspondingly, many graduates majoring in broadcasting and hosting fail to find their place in the media industry, and their career planning should be further expanded [1].

At present, the research on the quality of bilingual broadcasting talents in China mainly has the following deficiencies: 1. Insufficient number of studies. As of 2012, CNKI (www.cnki.net) has collected more than 35 million articles in various journals, among which there is only more than 40 research on bilingual broadcasting and hosting. Bilingual broadcasting and hosting are almost unpopular in academia, which needs to be strengthened by future generations [2]. 2. Insufficient depth of theoretical research. After reading through the literature, master and doctoral theses and two monographs in this field, it is believed that the current academic research on bilingual broadcasting and hosting is only in its infancy, and a large number of basic issues have not been systematically and in-depth researched. Most of them are discussions on some ideas of a local issue or a more general discussion on the overall situation of bilingual broadcasting hosts. 3. There are few systematic theoretical studies on the quality of bilingual broadcasting hosts and the quality of Chinese-English bilingual broadcasting hosts. At present, China is in a critical period of increasing talent gap in Chinese-English bilingual broadcasting and hosting. If a systematic and in-depth study on the quality of Chinese-English bilingual broadcasting hosts cannot be conducted, and only conduct research from the business level of broadcast hosts, it will be a waste of time

[3].

Through the practical investigation of the professional quality of bilingual announcers and hosts and the talent education model of broadcasting and hosting discipline in many colleges and universities, the types of talent education model of bilingual broadcasting and hosting and the current situation of teaching in China are summarized, thus revealing the shortcomings and problems of the current education model. This paper has certain reference significance for future research on the cultivation of bilingual broadcasting talents in the new media environment.

2. The Talent Training of Bilingual Broadcast Hosts in The New Media Environment

2.1. Research Mentality

With the deepening of the globalization of China's media and the deepening of the understanding of bilingual broadcasting and hosting in academia and industry, the demand for Chinese-English bilingual broadcasters and hosts in the industry is constantly changing. The enrollment and training programs for Chinese-English bilingual broadcasters and hosts in colleges and universities have been changing [4]. In the case of insufficient research on the quality of bilingual broadcasting and hosting talents in the industry and academia, this paper attempts to reverse the quality requirements of bilingual broadcasting and hosting talents by analyzing the ability needs of employers and universities for bilingual broadcasting and hosting talents [5, 6]. The recruitment requirements of radio and television stations for Chinese announcer hosts, English announcer hosts and bilingual announcer hosts since 2001 are sorted out. The requirements of colleges and universities for enrollment and examination of broadcasting majors are also sorted out. The horizontal and vertical research and analysis are carried out to construct a

basic framework and system for the quality of bilingual broadcasting and hosting from the perspective of industry and academia and to lay a foundation for future research.

2.2. Methodology

(1) Literature method

The literature method is mainly used to collect, sort, and summarize the data of similar research topics in China and in foreign countries, analyze and synthesize the existing research results and their shortcomings, and find the entry point of this topic.

(2) Comparative analysis

The comparative analysis usually compares the two interrelated index data, and shows and explains the size of the research object, the level, the speed, and whether the various relationships are coordinated. In the comparative analysis, it is a key step to choose the appropriate comparison standard. The appropriate choice can make an objective evaluation. If the choice is not appropriate, the evaluation may draw the wrong conclusion.

(3) Investigation and research method

Investigation and research method refers to the method of directly obtaining relevant materials through investigation and understanding of objective conditions and analyzing these materials. The investigation and research method may not be limited by time and space. The investigation and research method is a common method in scientific research. It can be used in descriptive, explanatory, and exploratory research. It generally discusses the relevant counselling respondents through the basic steps of sampling, mostly individuals as the analysis unit, through questionnaires, interviews and other methods.

First, the professional quality of bilingual broadcasters and hosts is focused on. The recruitment notices of broadcasters and hosts and bilingual broadcasters in various social units from 2006 to 2021 and the recruitment notices of broadcasters and hosts and bilingual broadcasters in colleges and universities from 2018 to 2021 are statistically sorted out by random sampling method. Data observation and empirical research are carried out on the recruitment information within a long time. Quantitative analysis method is used to thoroughly find out the problems by counting a large number of real recruitment notices and reliable data in recruitment notices [7]. Meanwhile, combined with the qualitative analysis method, the statistical results of the text are combined with the current new media environment, the media characteristics of bilingual broadcasting and hosting, and the language theory to analyze the regular characteristics of specific phenomena [8]. Using a combination of quantitative and qualitative methods, the research object is analyzed from multiple perspectives, from the perspective of phenomenon to theory.

This paper intends to achieve the purpose of full research, a more comprehensive and specific analysis of the current professional teaching mode of broadcasting and hosting, to explore how to deepen students' understanding and application of the current teaching mode. This paper takes five schools as an example, Huazhong University of Science and Technology, Hubei University, Communication University of Zhejiang, Wuhan University of Communication and Inner Mongolia University. Using the observation method and the questionnaire method, a questionnaire survey is conducted on 600 students in the above schools, including 240 boys and 360 girls, accounting for 40 % and 60 %

respectively. The valid results obtained in the questionnaire survey account for 87.83%, 527 copies. This questionnaire mainly starts from the following perspectives: students' personal learning ability and quality, learning objectives for professional knowledge, school's existing software and hardware teaching equipment, teaching means, teaching methods and teaching effects, practical courses, media social internships, participation in competitions and evaluation methods, etc., setting up a variety of different options. Because students have received a period of professional education, they have a clear understanding of broadcasting teaching. Therefore, through the questionnaire survey, the acceptance of students majoring in broadcasting and hosting in teaching can be analyzed to a certain extent, and show some valuable directions to find the existing problems in time.

3. Results and Discussion

3.1. Professional Quality Requirements for Bilingual Broadcasting Hosts

The requirements of Chinese and English broadcasting for broadcasting talents are shown in Figure 1.

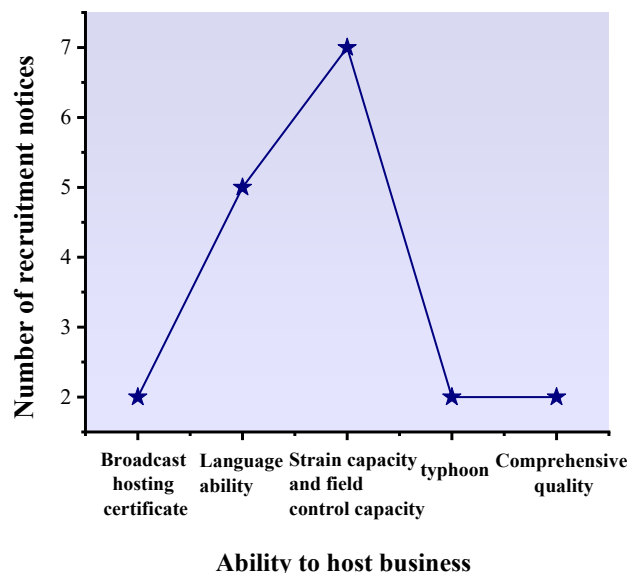
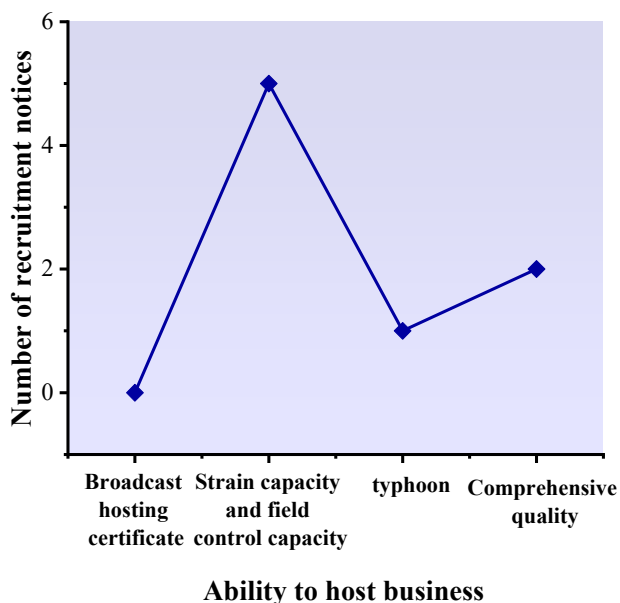


Figure 1. The requirements of Chinese and English broadcasting for broadcasting talents

It shows that whether it is a Chinese broadcasting post or an English broadcasting post, the requirements of the employer are not very high in terms of whether or not to hold the "People's Republic of China Certificate for Announcer and Anchorperson". According to the investigation, only in the recruitment requirements of the hosts of the two column groups of CCTV, it is clearly stipulated that this certificate must be held, and other employers have no requirements for this condition. Employers pay more attention to the adaptability and field control ability of broadcasting and hosting talents. Seven of the recruitment notices of Chinese and English broadcasting (29.1 % of all recruitment notices) specifically put forward their own requirements for the adaptability and field control ability of candidates. In addition, 5 of the recruitment notices of Chinese and English broadcasting (accounting for 20.8 % of all recruitment notices) put forward requirements for the language ability of candidates. Although there are only two requirements for the

host's temperament and demeanor and comprehensive quality, as a qualified broadcaster host, solid and stable temperament and demeanor and excellent comprehensive quality are essential in the host. The requirements of bilingual broadcasting on the professional ability of broadcasting talents are shown in Figure 2.



Ability to host business
Figure 2. The requirements of bilingual broadcasting on the professional ability of broadcasting talents

Among the recruitment notices of bilingual broadcasting posts, 5 (50 %) put forward requirements for candidates' adaptability and field control ability, 0 put forward requirements for candidates' certificates, 1 (10 %) put forward requirements for candidates' temperament and demeanor, and 2 (20 %) put forward requirements for candidates' comprehensive quality. By comparing the requirements of the broadcasting and hosting ability of bilingual, Chinese-English broadcast talents, it is found that there are some similarities and differences between them. There is no excessive requirement on whether to hold the broadcasting host certificate. In terms of temperament and demeanor and comprehensive quality, the requirements of the two are also relatively similar. The difference is that bilingual broadcast talents have significantly higher requirements in terms of language organization ability, language expression ability, on-site adaptability, and field control ability than single-cast employers. This is inseparable from the job characteristics and work content of bilingual broadcasting.

3.2. Curriculum Setting of Bilingual Broadcasting Host Talents Training

According to the study of the teaching methods of broadcasting and hosting majors in five colleges and universities, and the full understanding of the theoretical content and practical operation of the curriculum, the similarities and characteristics of the commonly used teaching methods in several colleges can be summarized. The comparison of teaching methods in major colleges and universities is shown in Figure 3.

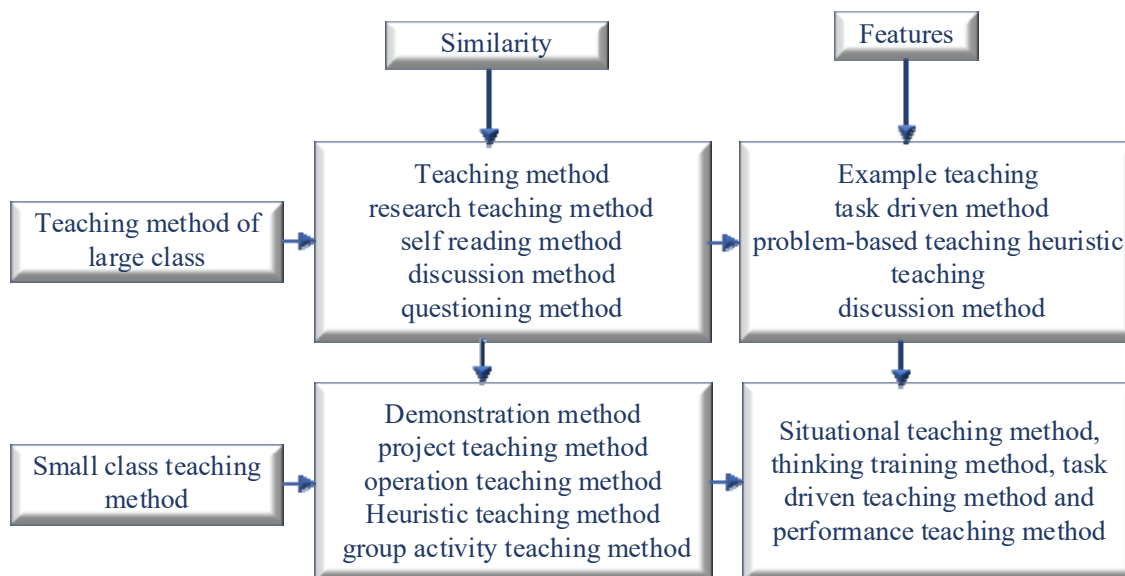


Figure 3. Comparison of teaching methods in colleges and universities

By combing and summarizing the teaching methods of broadcasting and hosting courses in five colleges and universities, it is found that the current teaching methods of broadcasting and hosting courses are more systematic, comprehensive, and scientific, and can integrate various means of teaching, and implement flexible teaching methods according to the differences of students' individual characteristics. However, there are still few innovative teaching methods such as task-driven teaching methods and thinking training teaching methods.

The research on students' pre-employment internship and internship status during school is shown in Figure 4.

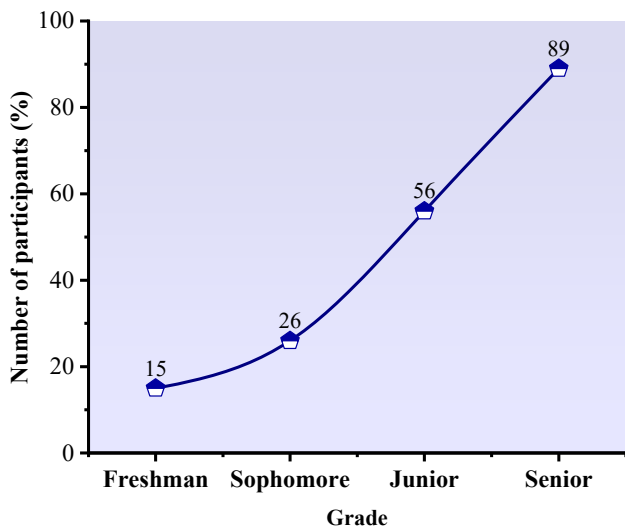


Figure 4. Students' participation in internships in five schools

At present, the proportion of internships is generally low among freshman to junior year students majoring in broadcasting and hosting. 85% of freshman students have not participated in any internships in the media, 74% of sophomore students have not participated in any internships, and 44% of juniors have never participated in internships.

In the future, the media industry will undertake the task of publicizing mainstream ideas and conveying different cultures. There is no doubt about the development and demand for bilingual broadcasting talents in this context, and the types and expressions of bilingual broadcasting talents are also changing day by day. From the previous impression of social education programs to learning English, to the live connection in the current TV news live broadcast, the concept and manifestation of bilingualism in the program has become more and more popular and detailed. With the development and progress of the times, for the professional talent training mode of bilingual broadcasting and hosting, it should keep pace with the times, which should not only reflect the essential foundation of higher education, but also adapt to the actual needs of social development, so that the students of this major can obtain a broader development space and more development opportunities.

4. Conclusion

In view of the current situation of media in China, it is necessary to cultivate bilingual broadcasting talents. Based on the environment of new media development, the methods of literature, comparative analysis, investigation and research are used starting from the role orientation and ability requirements of bilingual announcer hosts. This paper studies the current talent demand of bilingual announcer hosts and the

current situation of talent training in colleges and universities. The investigation indicates that the demand for bilingual broadcasting talents by employers is very large, and the requirements for talents for this position in terms of on-site adaptability and field control ability are significantly higher than those for single-casting positions. As for the teaching of bilingual broadcasting courses, it is known that the current teaching methods of broadcasting and hosting courses are more comprehensive and scientific, which can integrate various methods for teaching, and implement flexible teaching methods according to the differences of individual characteristics of students. The talent training mode is the blueprint for the implementation of teaching work, the plan for the construction of the teaching staff, and the basis for the development of teaching reform. The "new" in the new media era is the "new" with revolutionary significance. Such a "new" role has a huge influence on the broadcasting and hosting arts majors born under the background of traditional media. Through continuous exploration and practice, new ideas for solving new problems have also been formed.

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