

DOI: <https://doi.org/10.63332/joph.v5i2.542>

Dilemmas and Opportunities for Chinese Broadcasters and Presenters in the Era of Media Convergence

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Abstract

In this era of media convergence with rapid technological development, broadcasting practitioners are faced with the problem of how to use new technologies to enhance news dissemination and turn dilemmas into opportunities. This study uses media convergence theory and Chinese broadcasting theory to conduct a collective case study of positive examples of barrier-breaking, analyzing different presenters and their programs. It analyses the impact of changes in how audiences receive information, the relative lag in the speed of communication, the limitations of the form of communication, and the decline in the influence of communication on the communication of broadcasters and presenters. It puts forward positive suggestions in terms of guiding public opinion, strengthening one's influence, adapting to the form of communication, and transforming the language style. This will inform the career development of radio and television industry practitioners in the era of media convergence.

Keywords: media convergence era; broadcasters and presenters; dilemmas and opportunities; radio and television; digital technology

Introduction

With the popularity of AI, VR, big data algorithms, and other digital technology applications, media convergence has penetrated many aspects of our lives, and practitioners in the radio and television industry are facing unprecedented new challenges and opportunities in such an era. On 25 January 2019, at the twelfth collective study meeting of the Political Bureau of the Communist Party of China Central Committee (CPC Central Committee) on the Omnimedia era and the era of media convergence, Chinese President Xi Jinping emphasized that the promotion of media convergence and Omnimedia development has become an urgent task.²⁰²³ For the first time, "solidly promoting the in-depth convergence of the media" was included in China's Government Work Report, which also indicates that media convergence and development in China is not only a media change and an industry change but also a high-quality development of the information society. It is also an important part of the high-quality development of the

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information society and a systematic project. In such a media convergence ecology, broadcasters and presenters are at the forefront of radio and television communication, the cohesion of the entire behind-the-scenes solid team of the essence of the production, the study of them in the study can be a glimpse of the ecological status quo of the whole media industry under the impact of media convergence, which is of great practical significance (Yao Xishuang, 2018).

Literature Review

The concept of "media convergence" was first proposed by Ithiel De SolaPool, a professor of communication in the United States. He used the idea of "convergence of communication forms" to describe the trend of multifunctional integration of various media. In the earliest conception, media convergence refers to integrating traditional media such as newspapers and television (Pool, 1983). Now, with the rapid development of information technology, media convergence has taken a new turn. According to Professor Yu, media convergence refers to the increasing convergence of the technologies that newspapers, radio and television, and the Internet rely on, with information technology as the intermediary, satellite, cable, computer technology, etc., as the means of transmission, the use of digital technology has changed the time, space, and cost of obtaining data, phenomena, and language, and a variety of information has been integrated on the same platform, which strengthens the interchangeability and interconnectivity of the different forms of media with each other. Interchangeability and interconnectivity between different media, thus leading to an increasingly apparent trend of media integration (Yu, 2008).

The above can be seen in the three layers of meaning of media convergence, firstly, media convergence is a product of the development of information technology; secondly, the rise of new media has brought the possibility of media convergence; again, the traditional media are "compatible" with the new media system with more substantial functions, and the final direction of development is media integration. Media convergence significantly changes the media industry, in both opportunities and challenges. This intermingling, entanglement, and transformation of traditional and emerging media is called the era of media convergence (Jensen, 2022).

Undeniably, the shocks and changes brought by the era of media convergence have also created new requirements for broadcasters and presenters, and broadcasters and presenters are also facing significant changes. The changes in communication channels, methods, and effects in the era of convergence media have raised standards of professionalism for broadcasters and presenters.

"Journalisation" of broadcasters and presenters

With the development of China's television industry, the team of broadcasters and presenters has become even more prominent, resulting in unevenness in professionalism, ideology, morality, and personal cultivation. While improving the overall quality of broadcasters and presenters, we can also look at the new demands placed on them in the convergence media era under the impact of new media.

Communication Model with Omnimedia Journalists

The era of convergence media brings new means of communication and brand-new media forms, and its communication characteristics are mainly manifested in the following two aspects: First, the resource sharing of news business. Media convergence breaks down the boundaries between

media, and based on resource sharing, a new news gathering and editing process is formed: gathering news materials - making them into words and images - forming news products and disseminating them to the audience. In this link, the sharing of resources and the differences between different media are more emphasized (Klinenberg, 2015); the second is the digital news carrier. The development of digital technology and communication technology has made media convergence possible; with the maturity and development of these two technologies, there will be a new digital media platform that integrates a variety of media forms (Indrati, 2021, Ang et al., 2017, Tan & Tan, 2020). Media such as radio, television, newspapers, the internet, mobile phones will be digitized and built on digital technology.

The Chinese media is also trying to restructure its commercial organization. It has set up editorial departments as "central kitchens", breaking down the barriers between existing departments. In addition, the integration of internal resources allows content to be "collected once, produced in different ways, and disseminated in multiple ways", thus facilitating the transformation of the entire media group into a platform for the exchange and sharing of resources (Meng, 2022). Representative models include People's Daily's all-media production platform "Central Kitchen" (Xinhua, 2023); Jiefang Daily's multi-channel digital publishing system; and Guangzhou Daily Group's central editorial office, where Omnimedia journalists have emerged in such an industry environment.

An Omnimedia journalist is a person who masters the language of all media expressions, has the thinking and ability to break through the boundaries of all different media, and adapts to the work requirements of a variety of composite media positions, combining the abilities of planning, writing, photography, videography, audio recording, editing, the use of network skills and the operation of modern equipment (Cai et al., 2020). This coincides with Gordon's proposal of "backpack journalists" at the individual level (Gordon, 2003). The broadcasters and presenters are required not only to undertake the regular work of planning, writing, broadcasting, and hosting, but also, on certain specific occasions, to undertake the work of photographing, videotaping, recording, editing, and transmitting.

Possession of Differentiated Reporting and Commentary Capabilities

In the era of convergence media, realizing the exclusivity of information resources is impossible. In the face of fierce market competition, if you want to stand in the crowd of media and become one of the best, you can start from two aspects, one is the differentiation of homogeneous resources, from the angle of exploration, depth of excavation, breadth and other aspects of the search for new information resources to grow; on the other hand, to increase the strength of the commentaries, so that the presenter on behalf of the position of the media, to show their point of view. Viewpoints win in the digital media era (Beckert, 2022). From big national events to small social events, commentaries can be both straightforward and micro-aggressive. In the age of convergence media, there are many voices. People are eager to hear comments with credibility and journalistic conscience in the mass of information. The news presenter should practice his or her ability to comment on news events with a quick response to ensure that he or she can make his or her voice heard on behalf of the media in the complicated media environment.

"Comprehensive" of announcers and presenters

In the era of convergence media, the diversification of program formats and the continuous advancement of technology have put higher requirements on broadcasters and presenters

(Oloyede, 2023). It can be summarized into three points, The first is to have a strong sense of competition. With the accelerated pace of media development in China in recent years and the increasingly fierce competition in the market, broadcasters and presenters not only need to improve their overall quality continuously but also update their knowledge structure to adapt to the future competition in the media; secondly, they need to have a higher sense of professional ethics and social responsibility. They should be responsible for their own media identity and the media they represent, remove the falsehoods and save the truth, not cause negative social impact, mislead the audience, and reduce the credibility of the media, at the same time, broadcasters and presenters should also maintain a good personal image, and keep the professional image that a media person should have; third, they should advocate the spirit of journalism professionalism more, regard truthfulness as the life of the news, and hold fast to their conscience of the news (Yu, 2022).

In the era of media convergence, broadcasters and presenters should not only have the superb business ability required by traditional media but also must be based on the multimedia platform, have the concept of all-media, and master the digital technology means necessary for multimedia communication. At the same time, the social role of broadcasters and presenters has gradually changed from relay and communicator to content producer, and they should learn and make good use of new media to expand the influence of TV program presenters. Many broadcasters and presenters have their blogs, microblogs, and other information release platforms in addition to broadcasting and television media (Perreault & Ferrucci, 2020)., thus possessing a strong cultural influence, making a good promotion for themselves and their columns, and creating their branding effect by using new media as a platform (Martin & Murrell, 2021).

In addition to media promotion, presenters also utilize all mediums for self-promotion. Books, publications, the internet, and advertisements have all become tools for presenters to carry out self-efficacy propaganda. Many presenters actively use new media to interact with the audience, creating a good public image and promoting their programs (Indrati et al., 2021). In recent years, there has been a boom in books written by presenters, such as Yang Lan's *One Question, One World* and Bai Yansong's *Pain and Happiness and Are You Happy*, which record presenters' media reflections and news presenters' ideals.

The Dilemma of Broadcasters and Presenters in the Age of Media Convergence

For a long time, traditional media such as radio and television have assumed the role of information distributor and gatekeeper. However, the emergence of the Internet has provided space for audiences to show their strengths. On the Internet's open platform, everyone enjoys the right to speak, publish news, express opinions, and even form a particular influence. The boundaries between information dissemination and reception have blurred, and how audiences receive information has changed (Soo Young Shin, 2022; Hase et al., 2023; Park & Yoon-Sung-wook, 2020). Radio and television broadcasting is a one-way communication activity, the communicator forms an influence on the receiver, while the receiver is difficult to play a role in it. Broadcasters and presenters control the information and guide public opinion while at the same time losing audience participation, there are communication disadvantages and certain dilemmas in the convergence media era (Negreira-Rey et al., 2022; Henghe Hu, 2022).

Limited forms of information dissemination for broadcasters and presenters.

All the media that have appeared in the history of human communication have certain new

features, but none of them can combine the advantages of all the media. Newspapers, periodicals, magazines, etc., are in the form of text communication, radio is in the form of sound communication, and television is in the form of sound and picture combination of communication, but compared with the Internet, new media is a single and fixed media form. Radio and television broadcasters can only disseminate information within the fixed broadcast time of the program. The audience can only receive radio and television broadcasters' communication through the fixed program, which narrows the scope of communication. The impact of broadcasters and presenters on the audience is poor in continuity, which is prone to loss of audience (Gao, 2010).

Decline in the Impact of Communication between Broadcasters and Presenters

For a long time in the past, people's family life was accompanied by radio and television, radio and television are the main channels to get all kinds of information, the broadcasters and presenters are like the messengers of information dissemination, and the audience is full of curiosity and worship of radio and television program presenters, and even the king of the presenter as an authority. After the emergence of the Internet and new media, people have a new means of contacting the world and begin to get used to computers, mobile phones, and other mobile terminals to obtain information, learning knowledge, leisure, and entertainment. With the Internet new media people can achieve more demands, all the resources that radio and television can provide the same Internet can provide, and more optional, the status of the broadcaster and presenter in the audience's heart is far less than the height of the past.

In the era of convergence media, new media communication on the Internet shows a strong advantage over radio and television media communication, and the only way for broadcasters and presenters to break through the existing disadvantages and win a new life in the era of convergence media is to adapt to the development trend of the times and to look for positive and effective coping strategies. At this time, cross-platform publishing content, presenters and announcers cross-platform reporting, and other means in the media integration are particularly important (Segbenya et al., 2023).

Methods

This study mainly adopts case studies from qualitative research. On the one hand, a cross-case comparative study is conducted on the broadcasting styles of Qiyue, Kang Hui, Yang Lan, Bai Yansong, Wang Bingbing, and Ni Ping. On the other hand, a cross-case comparative study is conducted on the programs hosted by them, such as "Variety", "Anchor Talks About Broadcasting", "Waiting for You", "Journey of the Heart of Music", "News 1+1", and "Interviews with Yang Lan", to summarize the changes and opportunities and development they face with the development of media convergence, and to summarize the direction they can change in the future. The study summarizes the changes of broadcasters and presenters under the development of media convergence, as well as the opportunities and development they face. It summarizes the development direction they can change in the future, in an attempt to provide broadcasters and presenters, as well as related broadcasting and television practitioners, with ideas and guidance for their development.

Findings and Discussion

Broadcasters and presenters at the core of the radio and television programs, in the overall communication effect of the program, play a vital role, sticking to the tradition can only sit and

wait for death, eliminated by the times, forgotten by the audience. For radio and television broadcasters to break through their communication bottlenecks, it is necessary to merge Internet thinking and innovative communication service concepts in the thinking on the recognition of the current situation of media convergence development and enhance the concept of service for the audience groups. Maintain an equal and open mind, get closer to the life and the audience from the heart, dilute the past preaching style, correct posture, pay attention to the sense of communication with the audience, pay attention to the oral expression of the language (Jay Nelson, 2020; García-Perdomo, 2021; Medina et al. 2023).

Broadcasters and Presenters Play the Role of Opinion Leaders

The image of the broadcaster presenter on the screen represents, to a large extent, the image of the media, which should be dignified and atmospheric, natural and affable, rather than claptrap, fancy, and weird. Therefore, the presenter always pays attention to the propaganda effect, improves the level of guidance, conveys the correct guidance to the audience, and gives full play to the real role of a news presenter.

Presenters must inherit and persevere. The creation of broadcasting and hosting art is a highly practical work, and the formation of the discipline of broadcasting and hosting in China is, even more, the crystallization of many years of hard work and practice by successive generations of broadcasters and presenters. However, some believe that broadcasting creations only need to read from the script rigidly and dully (Yao Xishuang, 2018). In fact, under the convergence media environment, only by effectively combining traditional media's authority, credibility, and professionalism with the effectiveness, interactivity, and convenience of emerging media can we realize the complementary advantages of the two and enhance the quality of media communication.

In the era of convergence media, presenters also need to be timely and resourceful in adjusting and guiding the content of communication, guiding public opinion, and being the real manipulator of the program (Jay Nelson, 2020; García-Perdomo, 2021; Medina et al., 2023; Susic & Herceg, 2023). For example: the Music Heart Journey produced by Tourism TV is the first interactive music heart healing program in China. Through new media such as WeChat and microblogging, the presenter actively and effectively guides people with different life experiences and knowledge levels to express their views on the set topics, which makes the program more rational and comprehensive, and focuses on the presenter's inheritance of and adherence to the tradition in the convergence media environment.

Broadcasters and Presenters Need to Strengthen their Personal Influence

Strengthening personal influence and cultivating a regular audience. Whether in the past or now, the broadcasters and presenters who are popular with the audience have one quality: their unique personal characteristics and charms. The Internet has brought considerable information and the trouble of choosing information. The proliferation of false information on the Internet has decreased the network's credibility. The diversified opinions on the network confuse the thinking of the audience. Under such circumstances, people are eager to get an authoritative voice. Although the number of new media is huge, the power is scattered, and it is not easy to form a system. At the same time, radio and television program announcers are a professional team with rich experience and business quality, which is the advantage of radio and television as the mainstream media. In the era of convergence media, the broadcaster presenter should have a

sense of responsibility for mainstream media communication, keep keen, never publish false information and unverified information, do a good job of information processing, enhance the value of communication, reject homogenization, formalization, vulgarization, to do with ideas, depth, and connotation. Therefore, the announcer presenter plays the mainstream media advantages, dig dissemination of information connotation depth. Precise style positioning creates lasting popularity, cultivates fixed audience groups, and forms an influential personalized communication brand (Bulatova et al., 2020; Herrero, 2022; Murunga & Diang, 2020; Vázquez-Herrero et al., 2022; Martin & Murrell, 2021).

Broadcasters and Presenters Need to Be Proactive in Adapting to New Forms of Communication

Convergence media is an inevitable trend of media development in the context of information globalization and diversification, especially with the continuous progress and development of society, people's habits of thought and lifestyle have undergone a great transformation, and audiences are more interested in obtaining more and quicker information, TV program presenters have to take the initiative to change the stereotypical expressions and thinking stereotypes for the audience's diversification of audio-visual language and the need for personalization, and add more vitality and a sense of the times in The communication of audible language to add more vitality and sense of the times.

Content segmentation requires breaking down professional barriers, highlighting the quality of professional content output, and satisfying the audience's demand for professional content supply. With the widespread application of the Internet, "mobile" VR, and AI technology, the concept of convergence media is not only the convergence of media communication symbols, but also inevitably extends to the mode of communication, communication channels, and reception terminals, the presenter and the reporter can enrich the hosting through the co-operation with AI anchors, the use of holographic projection and virtual reality studio. Scenes and stimulate the audience's visual experience (Glück, 2021; Aliffudin, 2024; Yuke Huang & Yu, 2023; Owsley & Greenwood, 2022). Big data and algorithms can also be used to assist in pinpointing audience needs and preferences for more targeted push and broadcast (John Mills & Wagemans, 2021; Nelson, 2021; Martin & Murrell, 2021; I Indrati et al. Ferrucci, 2020; Sadia Jamil, 2020; Arriagada & Ibáñez, 2020). Radio, television, network, and mobile media will become the "content" of the new media in McLuhan's theory and logic as "traditional media". They will further highlight the characteristics of "human-centered" communication to meet the various needs of people to the greatest extent. Taking "Kai Shu Storytelling" as an example, in addition to the original concept of "object sense" in broadcasting and hosting theory, a new idea of "user sense" can also be proposed. This program reflects the importance and necessity of doing a good job of user segmentation. It establishes a new interpersonal communication relationship in the context of integrating media by considering user demands.

Broadcasters and Presenters Need to Change their Language Style

The language of the presenter is even more so. Excellent TV presenters can only understand the laws and characteristics of convergence media, integrate themselves into the audience, think what the audience thinks, communicate on an equal footing, convey sincerely, develop in the direction of popularity and affinity, and express themselves more and more popularly and marketable based on accurate role positioning and tone grasping to realize the resonance and interaction with the audience truly. Only with such a strong sense of audience awareness can we

make our language official and deprogrammed and communicate with the audience on an equal footing in terms of emotion and empathy (Segbenya et al., 2023; Ningrum & Adiprasetyo, 2021; Garcés et al. Yoon Sung-wook, 2020). For example, the presenter Ni Ping, whether she hosts "Variety" or "Waiting for You", her hosting style is simple and unadorned, and she has a strong command of the program with her emotions. In honest emotional lyricism, she brings the audience into an intense emotional atmosphere and subconsciously spreads the program's content to the audience.

At the "Forum on the Development of Broadcasting and Hosting in the Age of Convergence Media" held in Beijing, the experts and scholars also discussed the changes and perseverance of broadcasters and presenters in the age of convergence media. Li Hongyan, deputy dean of the School of Broadcasting and Hosting Arts of the Communication University of China (CUC), believes that language communicators in the field of broadcasting and hosting need to understand the changes, take the initiative to think, and prepare for the rainy days. They must also grasp the unchanging elements, soberly realize the changes, and hold fast to them (Li, 2013). In the changing media landscape, it is necessary to keep up with the context and channels in which language communication takes place, to create and improve communication links, to refine language skills, and to strengthen the organizational mastery of language and the ability to disseminate information (Sanders et al., 2020).

Conclusion

This study's main contribution is to provide guidance and suggestions for developing broadcasters, presenters, and related media practitioners in the era of media convergence. Under the convergence media environment, only by effectively combining the authority, credibility, and professionalism of traditional media with the effectiveness, interactivity, and convenience of emerging media can we realize the advantages of the two to complement each other and enhance the quality of the media's communication. Excellent TV presenters only understand the laws and characteristics of convergence media, integrate themselves into the audience, think the audience thinks, think about what the audience thinks, communicate on an equal footing, and convey in all sincerity, to achieve empathy and interaction with the audience truly, and to get the audience's recognition and love. Only with such a strong sense of audience awareness can we remove the officialization and programming and communicate with the audience equally regarding emotion and resonance. In the era of convergence media, the presenter's level of thinking and humanistic qualities determine whether he or she has the charisma to convince the audience and to influence the audience with noble sentiments, positive attitudes, and elegant taste.

The main research limitation of this study is that it is not deep enough; this study opens a channel for research focusing on broadcasters and presenters, and future studies hope to conduct in-depth research on the communication effects of this group of people and the use of specific methods of media convergence. The researcher also believes that in the future, broadcasters and presenters will be able to inherit and persevere in theory and practice, explore and innovate, enrich and improve in learning, comprehend and move forward, and grasp the dilemmas and opportunities facing Chinese broadcasters and presenters in the era of convergence media.

Acknowledgments

We would like to thank Taylor's University, Malaysia, for supporting the publication of this

paper. We also thank Universiti Kebangsaan Malaysia for equally supporting our collaboration in publication.

Competing Interests

The author ensured there were no potential conflicts of interest in association with this article's research, authorship, and publication.

Data Availability

In this review paper, the writers have examined a variety of publications written by distinct authors, all of whom have been referenced as required. The writers listed in the reference section are the owners of the cited material.

Ethical Approval

Ethical approval is not required.

Informed consent

Informed consent is not required.

Author Contributions

YZ: Conceptualisation, search strategy, study selection, data extraction, data synthesis, manuscript writing, revision, and editing

KHT: Conceptualisation, methodology, writing, Quality assurance, project supervision, manuscript writing, revision, and editing

PP,MY, SMS, ZM: Quality assurance, editing.

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