

Tips and Strategies for Presenters in Competition Live Streaming

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ABSTRACT

In the era of integrated media, the sample and shape of programs have changed a lot compared to the past. With the support of technology, live programs are developing like a spring. And competition live is an extremely important branch of live programs, thus, the issue of hosts and competition live has a lot of space to be explored. This study aims to explore the skills and strategies of the presenter in live competition broadcasting, and to propose strategies to optimize the presenter's performance through the analysis of the definition, shape, characteristics and functional requirements of the presenter in live competition broadcasting. The results of this study show that the presenter needs to have strong professionalism, vivid language expression and flexible adaptability, and also needs to impress the audience with true feelings. The effect of live broadcasting can be enhanced by carefully designing interactive links and fully controlling the rhythm. This study provides theoretical guidance and practical reference for competition live hosts. It facilitates the hosts to continuously refine and strengthen their professional abilities on this basis and improve their comprehensive quality.

KEYWORDS

Competition broadcasting, moderator; Skills; Strategies; Optimize their professional competence and improve comprehensive literacy

1 Introduction

With the development of Internet technology, competition live broadcasting has become an important way of communication. However, most of the current domestic and international research on competition live hosts focuses on specific types of competitions, such as sports competitions or knowledge competitions, and lacks a comprehensive discussion on the skills and strategies of competition live hosts. This study aims to fill this gap by analyzing the definition, shape and characteristics of competition live broadcasting, exploring the functions and requirements of the host, and proposing optimization strategies to enhance the host's performance in competition live broadcasting.

2 Definition and format of competition live streaming

At the beginning of this study, we first need to clarify the "conceptual problem". The definition and form of clear competition live is the prerequisite for the study of the moderator's strategic skills in the competition.

Competition live refers to the use of Internet technology and video broadcast platform, all kinds of competition activities of real-time picture, sound and related data information, through the network transmission to the user terminal equipment, so that the audience can be synchronized in different locations to watch the competition process of a communication mode.

There are various forms of live contests, including traditional sports contests, knowledge contests, e-sports contests, talent contests, robotics events and online virtual contests. In these categories, different competition live broadcasts have different requirements and characteristics.

2.1 Live streaming of traditional sports competitions

The main roles of a traditional live TV sports competition presenter include facilitating the flow of the program, increasing the viewership of the program, controlling the atmosphere, conveying information, entertaining the audience, etc^[1].

It covers all kinds of traditional sports such as soccer, basketball and tennis. Usually there is a professional on-site commentary team to explain and analyze the game in real time, but also multi-camera shooting to capture the game's various exciting moments, and the use of slow-motion replay, tactical analysis and other technical means to help viewers better understand the game.

2.2 Knowledge contest live

Such as poetry contests, encyclopedic knowledge contests and so on. The live broadcast mainly focuses on the contestants, the host and the display of the questions, attracting viewers through the intense and exciting question and

answer sessions and the fierce competition among the contestants. At the same time, this type of program will also have experts to interpret the questions, increasing the knowledge gained by viewers.

2.3 Live streaming of e-sports competitions

This type of live broadcast is very popular in the field of game competition, such as the League of Legends, King of Glory and other e-sports events. In addition to showing the game battle screen, there will be professional gaming commentators to explain and analyze the game situation, tactical arrangements and player operations. In addition, there will be real-time game statistics and analysis, such as the player's economy, equipment, kills, etc., to facilitate the audience to understand the dynamics of the game.

Based on the above different types of live broadcasts, this study summarizes the general rules of competition live broadcasts from personality to commonality. This study distills the general characteristics of competition live broadcasting.

3 Characteristics of live contests

When watching a live stream of a competition, we tend to keep an eye on the status of the game, and perhaps without paying attention, we miss a key piece of information. The most intuitive feeling of viewers for this kind of competition live broadcast is usually intense, exciting and watchable. And this reveals the most important feature of live contests.

3.1 Real-time

Real-time includes real-time display and real-time interaction. Live contests convey information to the audience in real time, and the audience can also transfer their views and emotions to the live program through timely feedback and interaction. This real-time is always happening and is two-way.

3.1.1 Real-time display

Live contests can be the whole process of the competition, including the performance of the players, judges' comments, score changes, etc., presented to the audience in real time, so that the audience as if they were there, can be the first time to get the latest news of the competition, do not miss any of the wonderful moments!

3.1.2 Real-time interaction

Viewers can send pop-ups in real time during the live broadcast to express their views and cheer for the players, and they can also participate in various interactive activities in the live broadcast, such as voting and lucky draws. The anchor or host can also respond to the audience's questions and messages in real time, enhancing the interactivity between the audience and the live content.

3.2 Competitive

Competitiveness is the key factor that determines whether the program is appealing to viewers or not. Its not just the constraints imposed by the rules, but also the physical and even psychological confrontation between the two sides.

3.2.1 Intense confrontation

In order to win, the participating parties will go all out in the competition, give full play to their skills and potentials, and show a high level of competitive performance, bringing an intense and exciting viewing experience to the audience. Especially in the Robotics Competition, both robots will even have close physical combat and close confrontation. And the competition will also become ups and downs, suspenseful.

3.2.2 Clarity of rules

Live contests usually have clear and strict contest rules that all contestants must follow to ensure fairness and impartiality of the contest and to make the results more convincing.

3.3 Diversity

Contest live has always been a big category, which covers several aspects. Not only are there various forms of contests, but the subjects involved are also varied.

3.3.1 Variety of forms

It covers various forms such as knowledge quiz, talent performance, sports competition and skill competition. For example, "Chinese Poetry Conference" is mainly in the form of poetry knowledge quiz, "Create Camp" and other talent shows belong to the talent performance category of the competition, while the live broadcast of sports events is a representative of the sports competition category, and at the same time, there are also some live broadcasts of vocational skills competitions belonging to the skills competition category of the competition.

3.3.2 Diversity of participating subjects

There are both individual competitions and team competitions. In the individual competition, players compete with their own strength; in the team competition, team members need to work closely together, play their respective advantages, and fight together for the team honor.

3.4 Ornamental

Competition live in the final analysis is also considered a type of program, the audience's experience is how the program needs to pay direct attention to the content. The competition live not only gives the audience a rich audio-visual experience, but also tells the story behind the competition, reflecting the spirit and value.

3.4.1 Visual-auditory experience

Through multi-camera shooting, professional guide switching and high-quality audio capture, it provides viewers with clear, smooth, multi-angle images and clear sound, showing the exciting moments of the competition to the audience in all aspects.

3.4.2 Storytelling and drama

During the competition, the growth of the contestants, the unexpected situations during the game, and the ups and downs of the score all constitute a rich storytelling element, full of drama and suspense, attracting the audience's sustained attention.

3.5 Dissemination

3.5.1 Social media communication

Viewers can easily share the live link to social media platforms, triggering more attention and discussion, creating secondary communication and further boosting the contest's buzz and conversation.

3.5.2 Emotional communication

The passion and fervor, the touching and unforgettable during the game are all conveyed through the sound, picture and the host's explanation and tips. The spirit and beliefs behind the game make the content expressed in the live broadcast of the competition not only the winners and losers of the game, but also the recognition of good quality and mainstream values.

4 Functions and requirements of competition live moderators

The definition, shape and characteristics of the competition live broadcast are clearly detailed, and the most important thing is to connect with the host in series. So how should the host and the competition live organic combination, play the role of the host should have?

The host plays multiple roles in the competition live. As the presenter throughout the whole scene, his professional ability directly affects the fluency and infectiousness of the evening party. In the current industry practice, some hosts exist "heavy recitation of lines, light field interaction", "strong form of routine, weak personality expression" and other

issues, resulting in hosting effect on the surface ^[2].

4.1 Functions of the presenter in competition live broadcasts

4.1.1 Process control

Strictly in accordance with the predetermined process of the competition to promote, clear the beginning and end of each link, accurate control of time. For example, in the knowledge contest, the host should reasonably allocate each round of question and answer time, to ensure that the competition rhythm is compact and orderly, neither can drag the audience to feel tedious, nor can it be too hasty so that the players and the audience can not keep up with the pace.

4.1.2 Transmission of information

Clearly and accurately communicate to the audience and contestants the rules, process, precautions and other key information of the contest. In talent competitions, the moderator needs to explain in detail the scoring criteria, promotion rules, etc., so that all parties can understand the judging basis and development direction of the competition.

4.1.3 Atmosphere creation

Through the passionate and infectious language, body movements and clever interaction, mobilize the emotions of the audience on the scene and in the broadcast room, creating a warm atmosphere for watching the game. In the live broadcast of sports competitions, the host's passionate commentary can make the audience feel the tension and excitement of the game, and enhance the audience's viewing experience. In the commentary of soccer matches, commentator He Wei was on fire with his poetic language. He not only appropriately describes the match and conveys the correct information, but also makes the information come alive in the audience's mind and creates a warm atmosphere of the match.

4.1.4 Conflict harmonization

When there are disputes and emergencies in the competition, the moderator should intervene in a timely manner, uphold the principle of fairness and impartiality to coordinate and deal with, resolve conflicts and ensure the smooth progress of the competition. For example, in the skills competition, if the players have objections to the referee's decision, the moderator needs to stabilize the emotions of both sides and guide them to solve the problem according to the established complaint process.

4.1.5 Tandem interaction

Build a bridge of communication and interaction between contestants, judges, viewers and the live broadcast audience. Organize communication sessions between contestants and judges, so that the judges' professional comments can be accurately conveyed to the contestants; at the same time, collect feedback from the audience such as questions, votes, messages, etc., and display and respond to them, so as to enhance the interactivity and sense of participation of the three parties.

4.2 Requirements for presenters in competition broadcasts

Based on the characteristics of the live contest given the unique function of the host, the host of the contest live should summarize the rules and practice diligently. Start from the following five aspects, and strive to become a host who can make the program more colorful.

4.2.1 Professionalism

In-depth understanding of the professional knowledge of the field involved in the competition, familiar with the details of the competition rules, able to accurately interpret the rules, and respond to the contestants' and viewers' questions about the rules. In the live broadcast of the robotics competition, the host should not only be clear about the process of the competition, but also have a certain understanding of the relevant scientific and technological principles, the construction of the robot, and the innovative points, so that he can explain the highlights of the competition to the audience, and at the same time, he can also communicate effectively with the contestants and the judges. This requires the host to conduct a full investigation, interviews, records before the game, only to make sufficient preparation, the host can be confident and generous in the live broadcast, reflecting their own professionalism.

4.2.2 Language expression

Have a clear and fluent, concise, vivid image of the language expression ability, pronunciation standards, moderate speed of speech, according to different competition situation and atmosphere, flexible adjustment of the language style, or impassioned warm, or calm atmosphere, or humor and fun. Let the audience have an immersive feeling, as if they were in the competition scene. So that they can also feel the warm atmosphere of the competition through the screen.

4.2.3 Resilience

In the face of various emergencies in the competition, such as equipment failure, player errors, time delays, etc., can quickly react, calmly and wisely take effective measures to resolve the crisis, to ensure the coherence and integrity of the live broadcast. For example, when the competition site equipment failure, the host should promptly through the language to calm the audience and players emotions, while coordinating staff to quickly solve the problem.

4.2.4 Ability to control the field

Have strong control ability, can control the rhythm, atmosphere and order of the competition site and live room, guide all parties to actively participate in the competition, to ensure that the competition in accordance with the predetermined plan for the smooth progress of the competition. In the white-hot stage of the competition, the atmosphere is heated, and the host should be able to control the rhythm to avoid the scene getting out of control.

5 Optimizing and improving the strategic skills of contest live hosts

Competition hosts have already played a good role in demonstrating and leading for us in the program, so how will we optimize and improve to better adapt to the live broadcast form in the new era, which requires us to constantly summarize the experience of the previous generation and think about the practice. This study will analyze and demonstrate how to improve and optimize the strategic skills of competition live hosts from four aspects: language, link, rhythm and collaboration.

5.1 Language expression skills polishing

Precise wording: When introducing the rules of the competition, information about the contestants, the results and other key elements, the host must be careful with his or her words and make sure that every word is accurate. Avoid vague and ambiguous expressions, such as explaining the answers to the questions in the knowledge contest, and use the most concise and clear language to explain the knowledge points. This requires the presenter to constantly check the accuracy of important people, positions, names, etc. Some of the content is constantly changing in past experience, which requires us to constantly verify the accuracy of important content the second before we go on stage.

Cultural literacy: As information transmitters and opinion leaders, they not only need to have good oral and communication skills, but also need to have a broad knowledge background and cultural literacy. This will enable them to understand various topics more deeply and to analyze and interpret them from multiple perspectives. Broadcasters and presenters shape their image among audiences through the accuracy, comprehensiveness, and insight of their program content. The professionalism and reliability they present will have a direct impact on how much the audience trusts them^[3].

Rich emotion: according to the process of the game and the atmosphere of the scene, the host flexibly adjusts the emotional color of the language. When the players perform brilliantly, they are praised with passionate words; when the game is in a tense stalemate, the tone of voice is a little bit heavy to enhance the audience's sense of immersion. For example, in "Chinese Poetry Conference", the host Dong Qing always has a good grasp of the emotional tone. When the contestants were speaking brilliantly in the Flying Flower Order segment, showing their profound poetic skills, Dong Qing did not mince her words of praise, and her excitement and delight were conveyed to the viewers through her words, making everyone's blood boil along with her. When the contest entered the final decisive stage and the scores were scorching, Dong Qing's tone of voice became more calm and steady, creating a tense atmosphere and making the audience's heart beat faster.

Humor: the timely incorporation of humor can effectively ease the tension and add fun to the live broadcast. For example, in the "oddball" a language competition program, host Ma Dong's humor is played to the fullest. When the debate between the debaters into a heated confrontation, the atmosphere of the scene tense, Ma Dong laughed and teased: "You guys continue to quarrel, I have to doubt whether this is a 'debate', or a 'quarrel competition'! I'm going to wonder if this is a 'debate' or a 'quarrel competition'!" It drew laughter from the audience, and the atmosphere instantly

became lighter, both stopping the contestants' bickering in time and controlling the room, and allowing the audience to continue watching the program in a more enjoyable way.

5.2 Interactive sessions are carefully designed

Diversified interactive forms: In addition to regular pop-up draws and voting, the host can also carry out interactive activities such as knowledge quizzes and predicting the results of the game to win prizes. For example, in the sports competition live or robotics competition live, the host can let the audience boldly predict the final score, to enhance the audience's viewing experience. **In-depth interactive guidance:** the host takes the initiative to throw out some topics with discussion value, guides the audience to speak actively in the pop-ups, and then selects representative pop-ups for response and discussion, so that the audience can really participate in the live broadcast. In the live broadcast of the skills competition, the audience can be asked for their opinions on a certain innovative operation of the players, and the power of teamwork can also be interviewed in the live broadcast of the teamwork competition.

5.3 Increased rhythmic control

Reasonable allocation of time: Before the competition begins, the host needs to have a clear plan of the time required for each segment. For important links, such as the final competition, judges' comments, etc., enough time is reserved; and like advertising interruptions, simple process introduction, etc., controlled in the shortest possible time, to ensure that the live broadcast is compact.

Flexible adjustment of rhythm: According to the actual situation of the competition, the host is flexible to change the rhythm. If the process of the competition is too fast, add some interactive links or review the exciting moments; if the pace of the competition is dragging, the host to speed up the speed of words, to promote the competition as soon as possible to enter the next section.

5.4 Enhanced collaboration with the parties

Communicate with the contestants: The host should communicate fully with the contestants before the competition to understand their backgrounds, characteristics and goals, so as to naturally bring out the relevant stories of the contestants in the live broadcast, and increase the affinity of the contestants and the attention of the audience. Before the game, the host should take the initiative to collect materials, so that before the game for the players have a clear idea.

Cooperate with the judges: the host should be familiar with the judges' areas of specialization and review styles, and ask supplemental questions or guide the judges at the right time during their reviews, so that their professional opinions can be better conveyed to the audience and the contestants.

Collaborate with the behind-the-scenes team: Maintain close communication with the director, camera, technicians, etc., to obtain all kinds of information in the live broadcasting process in a timely manner, such as the need for screen switching, the status of the equipment, and the insertion of advertisements, etc., to ensure that the live broadcasting is carried out smoothly.

6 Conclusions

This study proposes a series of optimization suggestions through an in-depth analysis of the skills and strategies of the hosts in competition live broadcasting. These recommendations not only provide theoretical guidance for the hosts of live contest broadcasts, but also provide a reference for their performance enhancement in practice. Future research in this field can further explore the specific needs and strategies of hosts in different types of competition live broadcasts, and continue to refine and deepen the cultivation of all-round, diversified and high-quality talents for hosts.

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