

Morphological Changes in Podcasting in Short Video Platforms

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ABSTRACT

The characterization, motivation and impact of the phenomenon of broadcasting modal change in the context of short video platform are explored. It is worth paying attention to the fact that the role of announcer in the traditional media era is solidified, the language norms show strict characteristics, and the mode of communication embodies unidirectional characteristics, and these phenomena are experiencing a significant transformation in the current short-video environment. An "immersive, interactive, and witty" linguistic transformation is taking place, especially in the field of broadcasting. Examples of increased effectiveness of information dissemination can be seen in the general phenomenon of increased audience participation. In the future development path of broadcasting hosting, a new balance between "creative expression and professional standardization" needs to be established. The construction of a language system adapted to all-media communication should be promoted, which requires the collaborative participation of platform operators, content producers, regulatory agencies and other parties to realize.

KEYWORDS

Radio host; Morphological change; Short video platform; Media convergence

1 Introduction

The popularity of mobile Internet technology is deepening, and short videos have become a dominant form of information dissemination. Statistics released by SichuanOnline show that in 2023, the average daily usage time of mobile terminal users reached 435 minutes. Examples show that mobile audio-visual apps take up 187 minutes, while short video apps consume 151 minutes. In such an environment, as an important bearer of information transmission, the form of language expression, presentation methods and communication paths are undergoing a comprehensive transformation. The language paradigm of "standard pronunciation and unidirectional transmission" emphasized by traditional media is encountering the impact of the new expression mode of "emphasizing interaction, fragmented content and distinctive personality" of short video platforms. This change not only involves a revolution in the form of communication, but also has a profound impact on the efficiency of public information transmission and the mechanism of social opinion formation. Through a systematic comparative analysis of the language expression characteristics of traditional media and short video platforms, this study explains the drivers of change and their social effects. It is proved that this study can provide the necessary theoretical support for the innovative development of broadcasting hosting profession in the context of media convergence.

2 Podcasting morphology in traditional media

2.1 Definition of the role of the announcer and presenter

Within the traditional media ecosystem, the roles of broadcasting and hosting practitioners are characterized by a high degree of institutionalization and hierarchization. As a "news and opinion worker", "culture and art worker" and "mouthpiece of the Party", its scope of function is clearly framed in the "sounding board" mode of work. Originating from the one-way communication structure of the traditional media operation mechanism, the information is edited and processed by professional organizations, and then transmitted to the audience groups through the channel of broadcasting hosts in a one-way manner. For example, the visual presentation of the image of the anchor of the "News Broadcast", the dignified, serious and calm qualities have been maintained for a long time, and the degree of authority of the media and the trustworthiness of the discourse can be demonstrated as a result.

In the context of new media convergence, the limitations of traditional role orientation gradually emerge. The announcer group is limited by the unidirectional communication paradigm of "you broadcast and I listen", and the space for displaying personal characteristics and creative expression is strictly constrained. Professor Yao Xishuang emphasized in his research that "in broadcasting and hosting activities, the creator of broadcasting and hosting is the main aspect of the contradiction, and how well he or she exerts his or her subjective initiative directly affects the quality of the broadcasting and hosting works, and relates to the success or failure of the broadcasting and hosting creative activities ^[1]". It can be seen that the suppression of subjective initiative by traditional positioning is obvious, making it difficult for broadcasters to cope with the new communication needs of diversification and interaction.

2.2 Regulation of linguistic expressions by traditional media

The traditional media field has built up a "rigorous systematic structure of linguistic norms", involving multiple dimensions such as phonological elements, lexical choices, grammatical rules and pragmatic guidelines. Broadcasters and hosts are required to reach the level of Grade 1A Putonghua, with special emphasis on the standardized vocal requirement of "correct and rounded characters". Announcer-hosts are banned from using Internet buzzwords, and similarly restricted are dialect words and non-standardized abbreviated forms. The observance of the three principles of seriousness, accuracy and completeness is particularly evident at the level of linguistic practice.

While the guarantee of authority and accuracy is realized through this normative system, the space for linguistic creativity and individual expression is significantly constrained. The repetition of programmed expressions within a safe range has resulted in the difficulty of providing differentiated language services for different content and audience groups, and the trend towards homogenization is gradually emerging in the field of language expression.

2.3 Audience and messaging model

The traditional media field has long been dominated by a transmitter-centered paradigm of information dissemination. The role of the passive recipient of information is imposed on the audience group, and the process of constructing program content that is severely lacking in interactivity is formed. Although hotlines and SMS platforms have been established, the depth and breadth of their interactions are significantly constrained, making it difficult to realize a truly two-way communication pattern.

The lag is notable in the system of feedback mechanisms, with ratings data often taking days or even weeks to get through to the production team. Expressive strategy adjustments are thus not made in a timely manner, and the announcer community is in a constant state of self-expression. The lack of sensitivity to the changing needs of the audience is thus highlighted.

Against the background of the rapid development of new media technology, the latest report of CNNIC shows that 68% of users believe that "self media can precisely push the information I need", and this proportion is only 23% among TV viewers.

3 Podcasting morphology in short video platforms

3.1 Character diversity and personalization

The role of short-form video platforms is evident in the dissolution of traditional media role boundaries, driving the evolution of the announcer community toward identity diversity. No longer just a messenger, today's broadcasters are evolving into content creators, community interactors, and brand implementers. The space for individual expression has thus been significantly expanded. Examples can be seen, the CCTV news "anchor said broadcast" program, the usual serious image on the TV screen was abandoned by the anchors, turned to a more relaxed and witty tone of voice for current political news interpretation, the number of fans of the account in a year and a half time that exceeded the 40 million mark.

Increased communication effectiveness is realized through role diversity. The use of life-like scenarios - such as the display of home environments and the appearance of informal attire - effectively shortens the psychological distance between the audience and thus strengthens the portrayal of intimacy. While maintaining professionalism, it is also possible to show personal qualities, as evidenced by the reshaping of the image of Kang Hui, the "CCTV jockey", who has gained a new interpretation of the authority of the profession. The development of niche content has also become possible, and a typical case in point is that anchors in the legal field specialize in the production of short videos on legal literacy, and the deep cultivation of vertical fields is thus evident.

3.2 The effect of information reception habits on language style

The reading fragmentation dynamics created in the mobile Internet environment are profoundly reconfiguring the discursive paradigm in the field of broadcasting. It is worth noting that there is a significant shortening of the attention span of users on short video platforms, and practitioners have gradually developed the so-called "Golden Three Seconds" operation norms: conflicting questions must be implanted in the beginning of the program (e.g., "Is it true that the charging process of mobile devices can induce cancer?"), a visual shock or a strong emotional stimulus at the beginning of the program.

The New Beijing News reported in 2022 that the Institute of Chinese Language and Linguistics of Zhejiang University released the "Recent Survey Report on Internet Language and Literature Norms", which investigated the corpus of about 5

million Chinese characters, 500 pictures and 500 videos that appeared on domestic Internet platforms over the past three years, and found that 61% of the "non-standardized expressions" originated from formal innovations. The proportion of new words constructed on an ad hoc basis is 13%, such as "Stable genius", "Intensive parenting", etc. This has a negative effect on their mastery of the standard Chinese knowledge system. The proportion of new words constructed on the spot, such as "Stable genius" and "Intensive parenting", is 13%, which has a negative effect on their mastery of the standard Chinese knowledge system ^[2].

3.3 User-generated content changes the communicator's discourse

Ordinary users become the main body of content production, which is realized by the UGC mechanism. It is the paradigmatic characterization of these users' creations that profoundly influences the transformation of the professional broadcaster's discourse. The influence of communication has been captured by "non-professional" netroots bloggers, as seen in the case of farmer anchor "Zhang Xuexue", whose Jieyin platform has reached 15,991,000 followers. Elements of linguistic stylization, such as dialectal narration and improvisation, come from a community of grassroots creators and have now been borrowed and absorbed by professional broadcasters. The dynamics of the comment section require the anchor to pay attention in real time, and the subsequent content strategy is adjusted accordingly.

4 Key differences compared to traditional media

4.1 Linguistic freedom and creativity

The linguistic freedom of podcasting in short video platforms shows a significant increase. Taking Wang Bingbing, a CCTV host, as a typical example, "dramatized interpretation techniques" and "scenario reproduction techniques" are used in an integrated way, and "experiential reporting" is realized in the process of explaining scientific research results. Examples can be seen, Zhu Guangquan will be "Hubei regional specialties" and "historical and cultural elements" to produce an organic combination: "Cold water with smoke and sandy moon, not only the East Lake with cherry blossoms, hot dry noodles with phoenix claw and lotus root, and crayfish with rice wine and mushrooms". Combine the innovative and entertaining nature of its content with the humorous qualities, vividness and personalization of its words while carrying the goods ^[3]. At the same time, AR/VR technology brings the immersive broadcasting scene construction effect is obvious, Shenzhou spacecraft return report in the virtual track demonstration link is an example.

4.2 Difference between creation cycle and release frequency

Significantly different from the linear production process of traditional media is the instantaneous and fragmented nature of short video platforms. In the field of content creation, this high-frequency update rhythm is triggering a profound change in the linguistic symbol system. Creative adaptation of terminology by the user community - expressions such as "technology is hard to live with" - has resulted in popularized translations of technological concepts. Unconventional sentence structures are widely used, and the effect of emotional transmission is significantly enhanced by subject-verb inversion expressions such as "God's level, my friends". The construction of a dynamic language specification system is particularly necessary at the platform governance level. Specific implementation paths include the establishment of a three-level corpus classification system (banned words, restricted words and open words) and the use of natural language processing technology to carry out real-time monitoring. Examples of the application of semantic association blocking techniques in adolescent protection mode show that potentially ambiguous expressions can be effectively controlled. Mainstream media account operation strategies are similarly differentiated: CCTV news shaking voice number in the current political reports strictly avoid the use of network acronyms, political communication authority can thus be maintained; In the cultural popularization section, the innovative use of anthropomorphic expressions such as "cultural relics playwrights" has revitalized the digital narrative of cultural heritage. It can be seen that the unique content production rhythm of short video platforms not only reshapes the pattern of language practice, but also promotes the continuous innovation of the governance mechanism. The phenomenon of the organic fusion of the official discourse system and folk expression is the most intuitive manifestation of this change.

4.3 Social interaction and instant feedback mechanisms

The instant interactive nature of the short video platform has led to the birth of the phenomenon of "linguistic complicity", in which the host and the audience participate in the dynamic construction of linguistic meaning. The key lies in the real-time feedback system driven by the algorithm: When the anchor explains a certain product, if the pop-up screen frequently appears such as "Price?" "Effect?" "If keywords such as "Price?" and "Effectiveness?" appear frequently in

the pop-ups, the intelligent system will automatically mark these contents and push prompts, making it necessary for the host to respond to these focused questions within the following 60 seconds. From the perspective of the chain of interaction rituals, this exchange goes beyond the simple transfer of information to the sharing of meaning, emotions and values. Therefore, the design and production of increased interactivity is essentially a way to enhance the audience's sense of participation and belonging through dual innovation in technology and content, and to promote the emotional connection between mainstream media short videos and the audience^[4].

5 The socio-cultural impact of discursive change in short video platforms

5.1 The challenge of popular culture to professional language standards

The explosive growth of user-generated content (UGC), in the short video platform as a carrier, the power pattern of the use of language has been reconfigured. According to the 55th Statistical Report on Internet Development in China disclosed by China Internet Network Information Center (CNNIC) on January 17, 2025, the data as of December 2024 showed that the number of Internet users reached 1.108 billion. The phenomenon of "popular culture empowerment" has been born in the communication ecology of universal participation, which is typically characterized by the process of folklorization, deconstruction and reconstruction of professional terminology. Examples can be found in the content contained in the 2023 Jitterbug New Paradigm for Healthy Living white paper. The medical term "targeted therapy" has been re-created to mean "precision against cancer cells" through an animated demonstration combined with a spoken narration by the anchor. With more than 230 million plays, the content was acquired on the Shakeology platform. The traditional media's role as "gatekeeper" has been broken by such linguistic practices, and more notably, the Xinhua Dictionary (12th edition) has included online terms such as "Group buying" and "Live commerce". The 12th edition of the Xinhua Dictionary has included online vocabulary such as "Group buying" and "Live commerce". The mainstream discourse system's recognition of popular linguistic innovations is thus evident.

5.2 Trends in the diversification of the media ecosystem

Significantly present in the current process of media convergence is the dual ecological pattern of "decentralization and re-centralization" constructed by short video platforms^[4]. Mainstream media organizations are no exception. Through the innovation of communication language to realize the influence of reconstruction, the example can be seen, CCTV news shaking voice account "anchor said broadcast" column, the column using news broadcast content and network popular elements of the combination of the way, so that the current shaking voice fan amount as high as 39,313,000. A new communication paradigm of "fusion of professionally produced content and popular expression" has emerged as a result of two-way penetration. The "T-shaped ability structure" that broadcasting and hosting practitioners need to have is thus highlighted - not only do they need to maintain in-depth accumulation in their professional fields, but also have the ability to integrate elements of network culture.

5.3 New models of cultural export and intercultural communication

The global cultural communication landscape is undergoing a reconfiguration process driven by short video platforms. China Youth Net reported that as of January 25, 2025, Li Ziqi had 24.1 million followers on YouTube, firmly ranking at the top of Chinese creator accounts. Even though she hasn't updated in a while, the account still added 2.1 million new followers in 2023. The effectiveness of cross-cultural communication is fully demonstrated by the combination of "oriental aesthetic qualities and daily life narratives". The close-up presentation of the handmade ramen noodle production process in the production "Lanzhou Beef Noodle", together with the subtitle design of "the sense of temperature of craftsmanship", has successfully triggered an ASMR-style cultural resonance experience among overseas audiences. This mode of communication has developed into a new type of infrastructure for the export of culture.

6 Response strategy

6.1 Enhancing professionalism in broadcasting

In the policy text of the Fourteenth Five-Year Development Plan for Radio, Television and Audiovisual Networks, the State Administration of Radio and Television explicitly included the requirement that the "All-Media Skills Upgrading Project for Presenters" should be effectively promoted. Specifically, groups of presenters in media organizations at the provincial level and above must participate in no less than 60 hours of new media-related practical training activities each year. "Iron must be hard", the announcer host should enhance the professionalism of broadcasting, not only need to set

the "editorial broadcasting" in one, but also to learn to "dance" with the AI. In 2022, CCTV's first AI super-simulation anchor on-line "AI crown", real people and virtual people broadcast news on the same screen. Various types of AI anchors have been presented in different kinds of programs and important events such as the "Two Sessions" and the Winter Olympics, assuming the work of broadcasting, interviewing and editing ^[5].

Thus, it is clear that to meet the demand for professionalism in the context of the intelligent communication era, it is necessary to build a cultivation system that consists of educational elements, technical elements and policy elements. There is a need for this systematic architecture of the Trinity.

6.2 Establishing language norms for short video platforms

The establishment of a normative system should be taken into account in the search for a balance between "rigid governance" and "flexible inclusiveness". In 2023, a new type of thesaurus management program, "Dynamic Thesaurus Mechanism", introduced by Jitterbug platform, is worth paying attention to. The mechanism divides user-expressed content into three levels: The first category is words that must be banned, and expressions of an insulting nature, such as those labeled "regional black", are subject to a real-time blocking strategy; The second category consists of words whose use is restricted, and Internet buzzwords in the form of harmonized sounds, such as "Bengbu zhou", which are not permitted in youth-oriented usage patterns but are exempted in the field of artistic and literary creation; The third category belongs to open-access terminology, involving terms such as "drowsiness" in the medical field, which are included in the scope of the Special Protection Thesaurus. Examples have shown that this categorization has some practical value.

6.3 Effective mechanisms for audience engagement and feedback

In the environment of "linguistic complicity", broadcasters and hosts need to enhance the sense of intimacy, utilize the short video platform with strong instantaneous function to enhance the interaction with the audience, respond to the needs of the audience in a timely manner, and enhance the stickiness with the users. Specifically, the announcer-host should adopt a more life-like expression, take the initiative to set up interactive topics, and stimulate user comments and content co-creation. Broadcasters and hosts must be "sincere" with the audience and get emotional connection in the "discourse field".

7 Conclusions

Research findings suggest that what has profoundly affected the podcasting discourse is the rapid growth of short video platforms in recent years. The presentation is characterized by a diversity of characters, a significant shift in language styles, and the continuing impact of user-generated content. Not only have traditional forms of expression been reshaped by this change, but the socio-cultural aspects of the society have also been profoundly affected. It is worthwhile to focus on the cross-cultural communication effects of the change in the broadcast host's discourse, which could be the focus of future research. Examples show that the differences in acceptance by audiences from different cultural backgrounds need to be analyzed in depth. Mechanisms for maintaining the authority of information in the new media environment also need to be focused on. The key to the development of the industry in the context of technological iteration is the adaptive improvement and innovative practice of practitioners. This shows that there is a practical necessity to explore the path of professional transformation that meets the requirements of the times.

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