

From "Practice Makes Perfect" to "Deep Communication": The Practical Value of Journalist-Type Hosts

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ABSTRACT

In the context of changes in the information dissemination landscape, the practical value of journalist-type hosts, who combine the dual functions of journalists and hosts, is becoming increasingly apparent. This study analyzes the mechanism by which journalist-type hosts contribute to "in-depth communication" through theoretical interpretation, path exploration, and case evidence. Research has found that practice promotes in-depth communication through four channels: assisting in the selection of precise topics, enriching narrative expression, improving professional judgment, and strengthening communication influence. The cases of outstanding journalist-hosts such as Zou Yun and Wang Zhi demonstrate the crucial role of practice in uncovering the value of issues, enhancing the impact of reporting, improving professionalism, and guiding social awareness. Currently, journalist-type hosts face challenges such as high work pressure, difficulty adapting to new media, and numerous external distractions. The study suggests that measures such as improving training and collaboration mechanisms and promoting innovation in reporting formats and content are needed to enhance practical effectiveness and help journalist-type anchors provide the public with higher-quality in-depth news services in the era of media convergence.

KEYWORDS

Journalist-type host; Practical value; In-depth communication; News practice; Communication path

1 Introduction

In the context of changes in the information dissemination landscape, news media outlets are seeking more diverse and in-depth professional talent. Journalist-type anchors combine the dual functions of reporter and anchor, playing a unique role in news reporting. This study aims to analyze its practical value by combining theory and case studies to explain the practical path and its role in promoting "deep communication." Current research lacks a systematic analysis of the value of practice. This study explores the intrinsic connection between "practice yields true knowledge" and "deep communication," refines the theoretical framework, and investigates how practice can be transformed into a deep communication advantage through dimensions such as topic selection, narrative, professional judgment, and communication influence. It provides a new perspective for related theoretical research and clarifies its unique position within the theoretical framework. In practice, journalist-type hosts can accurately capture key issues by immersing themselves in the field, thereby enhancing the appeal and credibility of their reporting and guiding public perception. For media organizations, cultivating such talent can help enhance core competitiveness, build brand image, and stand out in market competition.

2 Explanation of core concepts and theoretical foundations

2.1 Definition and core characteristics of journalist-type hosts

Journalist-type hosts play dual roles as journalists and hosts in the field of news broadcasting. They are capable of managing the program flow and guiding the discussion in the studio like traditional hosts, while also possessing the ability to conduct in-depth interviews on the front lines and uncover news facts like journalists. Its role is unique, serving as the first point of contact and disseminator of news events, bridging the gap between news gathering and dissemination, and acting as a crucial link between the news scene and the audience. They not only listen to the surface narrative of news events, but also delve deeper into the underlying emotional dynamics, social sentiments, and audience concerns, transforming cold, hard news facts into stories brimming with human warmth and empathy. (Zhang, 2024)

Core qualities are reflected in many aspects: First, news sensitivity, the ability to quickly identify valuable clues from complex social phenomena, and to perceive social hotspots and public concerns; Secondly, excellent interviewing skills, including the ability to obtain authentic, comprehensive, and valuable information through clever questioning and flexible responses. Wang Zhi's sharp and direct style in Face to Face allowed him to dig deep and present profound content. Third, excellent on-site reporting skills, the ability to quickly organize language at the news scene, accurately and vividly convey the situation on the ground, and provide first-hand information in the event of a major emergency. Fourth, independent thinking and analytical skills, the ability to deeply analyze news events, provide unique insights, and guide audiences to think deeply.

2.2 Analysis of the connotation of “Practice is the criterion of truth”: The relationship between practice and cognition

The concept of “truth comes from practice” has deep philosophical roots, emphasizing the fundamental and decisive role of practice in cognition. In the field of news communication, this concept is embodied by reporter-type hosts who gain direct sensory understanding of news events through practices such as front-line interviews and reporting. They witnessed the events unfold firsthand, listened to the parties involved recount their experiences, and formed an intuitive understanding and preliminary assessment of the situation. However, sensory perception is only the starting point. Journalistic hosts must also analyze, synthesize, summarize, and deduce the material through mental processing, elevating it to rational understanding in order to grasp the essence and patterns of events.

By organizing and analyzing a large amount of interview material, journalist-type hosts can reveal the underlying causes, impacts, and trends of events, providing in-depth reporting. At the same time, the experience and knowledge accumulated in practice will in turn guide subsequent practices, helping to better identify, analyze, and solve problems, continuously improve the quality of reporting, and further validate and deepen our understanding of the laws of news communication.

2.3 Core elements and evaluation criteria for “in-depth communication”

“Deep communication” is an important goal of news communication, encompassing multiple core elements. Content depth is key. Reports should not merely scratch the surface of events, but should delve deeper to uncover underlying causes, contexts, impacts, and significance. When reporting on international political and economic events, it is not enough to simply describe the process; it is also necessary to analyze the underlying issues, such as political maneuvering, economic interests, and the impact on the global landscape. Only by integrating interactive awareness into their communication mindset and constantly updating their interactive discourse in response to changing circumstances can journalist-type hosts truly resonate with their audience. (Li, 2024)

The depth of thought is equally important. Journalistic hosts need to demonstrate unique thinking and insights in their reporting, guiding audiences to consider issues from multiple angles and stimulating deep critical thinking. When reporting on social and cultural phenomena, one can provide intellectual inspiration to the audience by analyzing and discussing cultural roots, social psychology, and developmental influences.

In addition, in-depth communication also means comprehensively and systematically grasping events, presenting the full picture from multiple dimensions and levels. Interpreting major policies requires not only reporting on the content, but also analyzing the background, purpose, implementation issues, and impact on different groups, so that the audience can gain a comprehensive understanding.

The criteria for evaluating the depth of communication include: first, rich and accurate information, which requires a large amount of accurate and detailed information to support analysis; second, unique and inspiring viewpoints, which can provide novel perspectives that resonate with and stimulate thinking; and third, positive social influence, which can promote public opinion, public awareness, and social development, thereby promoting social progress.

3 Practical measures for achieving “in-depth communication”

3.1 Practical experience helps identify precise topics: uncovering valuable issues from real-world needs

The practice of journalist-type hosts is crucial to the precise selection of topics in news broadcasting. Practical experience in real-life situations allows hosts to gain a genuine understanding of how society functions and how people live, enabling them to keenly identify newsworthy topics. In their field research on people's livelihood, they visited communities and grassroots organizations, talked face-to-face with the public, and learned about real issues like housing, education, and healthcare. This real feedback gave them lots of ideas and direction for their topics.

Practical experience helps hosts accurately grasp social hot topics and public concerns. When a hot social issue arises, journalist-type hosts rush to the scene immediately, observing and interviewing those involved and witnesses to gain an in-depth understanding of the cause, course, and attitudes of all parties involved in the incident. Based on this, they assess the social impact and public interest of the incident and decide whether to cover it as a topic. This kind of practical judgment is more accurate and reliable than relying solely on online information or second-hand sources.

Practical experience can also help uncover potential issues that are important to society. During industry research, the host may discover issues such as irregular operations and safety hazards within the industry. Although these issues may not receive widespread attention, they are closely related to the development of the industry and the interests of the public. In the field of food safety, for example, they conducted in-depth investigations into companies and markets, uncovering issues such as substandard hygiene and the misuse of additives. Their in-depth reporting attracted public

attention, prompted stronger regulation, and ensured public food safety.

3.2 Enrich narrative expression through practice: Enhance the appeal of reporting through personal experience

The practical experience of journalist-type anchors provides rich material and unique perspectives for narrative expression, significantly enhancing the appeal of news reports. Simple textual descriptions are insufficient to evoke deep feelings in the audience, but through their personal experiences, they incorporate what they see, hear, and feel on site into their narratives, making the reports more vivid and lively. An excellent on-air reporter and host must not only have an outstanding appearance, charisma, and eloquence, but also possess the ability to judge newsworthiness and quickly capture key information. Only then can they present the content that audiences most desire and expand the influence of news reporting. (Ma, 2022)

In natural disaster coverage, journalist-type hosts go deep into disaster areas, witness the plight of the people and the rescue efforts of emergency personnel, and experience the tense yet hopeful atmosphere of the disaster area. When reporting, it is not only important to convey information accurately, but also to use subtle emotions and vivid details to immerse the audience in the scene. For example, "Upon entering the disaster area, the collapsed houses and the cries of the people shocked and saddened me; the resilience and selflessness of the rescue workers as they raced against time to search for survivors moved me." Such narratives can evoke emotional resonance, prompting society to pay attention to the disaster area and provide relief assistance.

Practical experience also helps journalists better understand the emotions and inner worlds of news figures, enabling narratives to convey their thoughts and feelings with greater precision. In character-focused reporting, through prolonged interaction and communication, journalists gain a deep understanding of the interviewee's life experiences, struggles, and underlying stories. When crafting narratives, they use delicate brushstrokes to depict the character's personality and emotional transformations, making the portrayal more vivid and three-dimensional.

3.3 Improving professional judgment through practice: Strengthening reporting professionalism based on frontline experience

The first-hand experience accumulated by journalist-type anchors through long-term practice is of great significance for improving professional judgment and strengthening the professionalism of reporting. In news interviews, faced with complex situations and information, they must use their professional judgment to quickly screen valuable information and distinguish between truth and falsehood. Extensive practice allows hosts to become familiar with professional knowledge and industry rules in different fields, understand the characteristics and expression styles of interviewees, and thus ask precise questions and effectively guide the interview to obtain accurate and comprehensive information.

Practice also enables journalist-style hosts to remain calm and rational during emergencies, responding swiftly based on professional judgment. Sudden incidents often involve complex situations and confusing information. They need to accurately assess the nature of the incident, its scope of impact, and its development trends within a short time frame to ensure timely and accurate reporting. In reporting on public health emergencies, they go to the front lines of prevention and control, work with medical staff and experts, and keep up with the latest developments, scientific evidence, and social impact. They use their professional judgment to share info objectively, stop rumors from spreading, keep people calm, and help shape prevention and control policies.

Journalistic hosts can strengthen their influence and guide social awareness through in-depth content generated through practice. In-depth content is more ideological and professional, providing audiences with comprehensive and in-depth information and perspectives, helping them understand the essence of events and influencing their perceptions and behaviors.

In their in-depth reporting on social hot topics, they uncover the root causes, current status, and trends of issues through investigative interviews, and propose constructive solutions. In reports on environmental pollution, not only are the phenomena and hazards presented, but the causes, such as industrial emissions and domestic sewage, are also analyzed. Remedial measures and their effectiveness are introduced, and solutions such as strengthening supervision and promoting clean energy are proposed in conjunction with expert recommendations. This guides the public to think deeply, enhances environmental awareness, and promotes public participation in environmental protection actions.

In terms of public opinion guidance, in-depth content can provide accurate and authoritative information and perspectives to guide the direction of public opinion. In major policy interpretations, the host communicates with policymakers and experts to provide comprehensive and accurate interpretations. They combine case studies to analyze the impact of policies on society, helping the audience understand the significance of policies and guiding the public to correctly recognize and support policy implementation. Through this approach, in-depth reporting plays a leading role in

public opinion, guiding social cognition and maintaining social stability and harmony.

4 Case studies demonstrating the practical value of journalist-style hosts

Through an in-depth analysis of specific cases, we can more intuitively and clearly demonstrate the unique value of journalist-type anchors in news practice and how they achieve the goal of "in-depth communication" through practice. Below, we select the practical experiences of two representative journalist-type anchors for detailed analysis.

Case 1: Zou Yun's Practical Reporting Case

Zou Yun's reporting on programs such as "High-End Interviews" vividly demonstrates the practical value of journalist-type hosts. With her deep professional background and precise international perspective, she displays a unique practical charm. In her interviews with international political figures and her reporting on global issues, Zou Yun focuses on obtaining in-depth information through thorough preparation. Before each interview, she studies hundreds of pages of materials covering various fields in the interviewee's country and adjusts her questions based on the international situation. During an international interview, we conducted in-depth research into the details of China-Indonesia cooperation projects, communicated with the president's team on multiple occasions, and presented the underlying logic and significance of cooperation between the two countries.

In terms of narrative expression, her language is precise and appropriate, combining warmth with penetrating insight. In a dialogue with the leader of a certain country, she asked tough questions about issues such as upgrading free trade agreements, while also using "cultural resonance" to build rapport. During an exclusive interview, she asked questions that went straight to the heart of sensitive issues without being rude, making complex issues clear and understandable.

With nine years of frontline experience, she has outstanding professional judgment skills. When faced with complex international information, she can quickly grasp the key points and clarify the direction. In her reporting on global economic recovery, she combines the policies and cooperation dynamics of various countries to accurately judge the global significance of China's solutions and help the international community understand China's development philosophy. These reports have had a significant impact, drawing global attention to China's voice, encouraging the international community to view China's development objectively, and helping to enhance China's international communication capabilities and national image.

Case 2: Wang Zhi's Special Report Case

Wang Zhi's interview report on the program "Face to Face" is a typical example of the practical value of journalist-type hosts. He is known for his incisive questioning style and ability to dig deep into the facts of a news story, demonstrating a unique practical charm in his reporting.

In major news events and interviews with prominent figures, Wang Zhi focuses on obtaining first-hand information through practical experience. When reporting on international political events, he travels to the scene of the incident to engage in in-depth discussions with local officials, citizens, and international organization personnel to gain a comprehensive understanding of the background of the event, the positions of all parties involved, and the impact on the local community and the international community. After collecting and analyzing information from multiple sources, he presents the full picture of the event to his audience.

In terms of narrative expression, his language is concise, clear, and to the point. When interviewing well-known entrepreneurs, he asks in-depth questions on key issues such as corporate strategic decisions and market competition pressures. His questions are direct and powerful, forcing interviewees to face the issues head-on and revealing the underlying causes and challenges of corporate development to the audience.

Drawing on his extensive frontline experience, Wang Zhi's professional judgment skills are fully utilized in the program. When faced with complex news events and information, he is able to quickly and accurately assess the situation, discerning truth from falsehood and identifying what is important. In reporting on controversial economic events, we conduct comprehensive analyses of information from all parties and gain in-depth understanding of industry patterns to accurately identify the core issues and trends involved, providing objective and accurate reporting and analysis. These reports have had a profound impact on public opinion and public perception, prompting the public to think deeply about related issues, promoting the healthy development of public opinion, guiding the public to view social hot topics rationally, and contributing to social harmony and stability.

5 Challenges faced by journalist-type hosts in practice and development strategies

5.1 Major problems and difficulties in current practice

Although journalist-type hosts are important, they still face many challenges in practice. In this age of information explosion, competition in the news industry is fierce, and hosts are under tremendous pressure. Some people pursue

timeliness and prioritize speed over depth in practice. When reporting breaking news, they publish information without fully verifying it, resulting in inaccurate content that affects the authenticity and credibility of the news.

The rapid development of new media has led to diversification of communication channels and increasingly diverse and individualized audience demands, posing challenges for anchors in meeting these demands. Traditional reporting methods are difficult to attract attention, and innovative forms and content are needed to adapt to the characteristics of new media. However, constrained by traditional thinking and work patterns, some anchors find it difficult to adjust in a timely manner, resulting in poor communication effectiveness.

In addition, external interference and pressure are also encountered in practice. When interviewing sensitive issues or events involving conflicts of interest, reporters often encounter resistance from uncooperative interviewees and interference from relevant departments, which makes reporting difficult. At the same time, social pressure has a significant impact, and false accusations may interfere with normal work and even adversely affect their career development.

5.2 Media mechanism construction measures to enhance practical effectiveness

To enhance the effectiveness of journalist-type hosts, media organizations need to strengthen their institutional mechanisms. A comprehensive training mechanism should be established to provide ongoing professional training and learning opportunities covering basic skills such as news reporting, writing, and editing, as well as new media technology, cross-disciplinary knowledge, and intensive education on news ethics, in order to continuously improve the professional qualities and comprehensive abilities of anchors. In addition, it is necessary to establish a sound communication and collaboration mechanism to promote collaboration between the host and personnel from other departments. In news gathering, production, and dissemination, anchors need to work closely with reporters, editors, cameramen, and technical staff. Media organizations should strengthen communication and coordination between departments and establish efficient information sharing platforms to ensure that anchors can obtain the information resources they need in a timely manner, thereby improving the efficiency and quality of reporting.

5.3 Exploring paths and methods for promoting practical innovation

Journalist-type hosts can pursue practical innovation through multiple approaches. In terms of reporting formats, they should actively explore integrated communication and leverage new media platforms and technologies to expand communication channels. In the context of mainstream media's social media dissemination, innovative journalist-type hosts can meet the expectations of platform audiences and form emotional connections with them, thereby consolidating mainstream media's position in the social media arena and enhancing media influence. (Li, 2024) In addition to traditional television broadcasting, news is presented in a more vivid and diverse manner through online live streaming, short videos, social media, and other formats. Live streaming is used to report on major events, providing real-time updates on the situation on the ground and enhancing timeliness and interactivity. Short video news clips are produced to quickly convey key points in a concise format, meeting the fragmented needs of the audience.

In content creation, we focus on uncovering the stories behind events and the emotions of the people involved to enhance the depth and substance of our news coverage. Through in-depth interviews and research, we uncover little-known details and insights into the inner worlds of individuals, incorporating these into our reporting to make the news more relatable to everyday life and evoke emotional resonance. In reporting on social welfare events, we not only focus on progress and achievements, but also explore the motivations and stories of participants, showcasing their dedication and sense of responsibility, thereby inspiring and motivating our audience.

In addition, it is necessary to enhance interdisciplinary knowledge and skills in order to adapt to different reporting needs. When reporting on areas such as economics, science and technology, and culture, relevant professional knowledge is essential for accurate and comprehensive coverage of these topics. By learning professional knowledge and participating in training seminars, it is possible to broaden one's knowledge and horizons, enhance interdisciplinary reporting capabilities, and provide audiences with more professional and comprehensive news services.

6 Conclusions

This study comprehensively analyzes the practical value of journalist-type anchors, clearly demonstrating their important role in the field of news communication through theoretical explanations, discussions of practical approaches, and supporting case studies. Through in-depth practical experience, this type of host demonstrates unique strengths in key areas such as precise topic selection, narrative expression, professional judgment, and communication influence, effectively promoting the goal of "in-depth communication" in news reporting. Specifically, in terms of topic selection, they rely on their in-depth understanding of society to identify high-value issues from complex phenomena, thereby

meeting the audience's demand for in-depth news. In storytelling, firsthand experience makes reporting more compelling and easier to resonate with the audience emotionally. Professional judgment based on frontline experience enhances the credibility and authority of reporting. The dissemination of in-depth content plays a significant role in guiding social cognition and shaping the correct direction of public opinion. However, in practice, journalist-type hosts also face challenges such as high work pressure, difficulty adapting to the new media environment, and external interference, which to some extent limit the realization of their practical value. Looking ahead, as the news and media industry undergoes transformation, journalist-hosts must enhance their overall capabilities to adapt to the new media era: continuously strengthen practical experience, delve into grassroots communities to uncover valuable content; learn new media technologies, innovate reporting formats and content, expand dissemination channels, and enhance interactivity and dissemination effectiveness. At the same time, media organizations should improve their mechanisms, provide a better development environment and support, and work together to promote the development of journalism, providing the public with higher quality and more in-depth news services.

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