

Research on Innovation in Broadcasting and Hosting Language in the New Media Era

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ABSTRACT

With the advent of the new media era, the methods of information dissemination have undergone significant transformation. Traditional modes of linguistic expression no longer align with the dissemination characteristics of new media platforms, nor can they adequately meet the diverse demands of audiences. In the new media environment, broadcasters and presenters must actively adapt to contemporary changes and innovate their linguistic expression to meet audience demands and enhance programme influence. This paper examines the linguistic expression of broadcast presenters, exploring innovative strategies for their verbal delivery in the new media era. It aims to provide further reference for broadcasters navigating media transformation, enabling them to explore new forms of linguistic expression that balance entertainment value with cultural substance, thereby enhancing the artistry and persuasiveness of their communication.

KEYWORDS

New media; Broadcast presenter; Linguistic innovation; Linguistic expression

1 Introduction

With the continuous advancement of media technology, new media platforms have become one of the primary means by which audiences receive information and understand the world. In the era of new media, the methods of information dissemination have undergone significant transformation. Audiences no longer content themselves with passively receiving information, but instead seek diverse and personalised content experiences. This evolution in communication methods presents both new opportunities and challenges for broadcasters and presenters. Traditional broadcasting language and formats no longer meet the demands of modern communication or public expectations. In the new media era, broadcasting language must continually innovate, enhancing the artistry and persuasiveness of linguistic expression to better serve programme content. However, in the process of adapting to the transformation of communication methods, issues such as excessive entertainment and homogenisation have also emerged. In the era of new media, how broadcasters and presenters can break away from traditional models and explore new forms of linguistic expression while balancing entertainment value with cultural substance has become a crucial topic for both industry development and academic research.

Academic research on broadcasting and presenting language has been extensive, yet it has predominantly focused on traditional media. Consequently, innovative studies addressing broadcasting and presenting language in the era of new media remain relatively scarce. This paper examines the linguistic expression of broadcast presenters, exploring innovative strategies for their verbal delivery in the new media era. It aims to provide further guidance for broadcasters in adapting to new media transformations while enhancing the artistry and persuasiveness of their linguistic expression.

2 The impact of new media environment changes on the language requirements for broadcasters and presenters

2.1 Analysis of new media characteristics

With the advent of the new media era, the continuous advancement of technology has transformed the means of information dissemination. In the past, audiences could only receive information through traditional media such as newspapers, radio, and television. The content formats and dissemination methods were relatively limited, leaving audiences to passively receive information without the ability to filter it according to their preferences and needs. The emergence of various new media platforms now affords audiences greater choice. Viewers can selectively filter and receive information through television, short videos, and online livestreams, accessing content anytime, anywhere via mobile phones, tablets, and computers, thereby enabling more immediate dissemination of information. Moreover, information is predominantly presented in concise formats. Leveraging various new media platforms, it can reach tens of millions of users within minutes, with dissemination speeds far surpassing those of traditional media. In the era of new media, audiences' viewing habits exhibit a fragmented nature, with viewers habitually participating in information dissemination through actions such as liking, commenting, sharing, and bookmarking.

In the new media era, media formats are becoming increasingly diverse, with information sources expanding and dissemination accelerating. This has led to more multifaceted and personalised information transmission, while also enhancing interactivity. The transformation in information dissemination methods has consequently altered audiences' reading habits.

2.2 The impact of new media environment changes on the language requirements for broadcasters and presenters

Broadcasting and presenting, as a vital means of disseminating information, sees its linguistic characteristics and modes of expression directly influence the effectiveness of information transmission. Compared to traditional media, the new media era is characterised by more diverse modes of communication, heightened interactivity, and pronounced fragmentation. These shifts in communication patterns impose greater demands on broadcasters and presenters' linguistic expression. They must keep pace with the times, enhance interactivity, flexibly adapt their presenting style, and improve the precision of their delivery. This enables them to better adapt to the new media environment, elevate programme quality, and strengthen audience engagement.

2.2.1 The requirement for diversified information dissemination methods

In the era of traditional media, channels for information dissemination were relatively limited. Under these conditions, the linguistic style of broadcasters and presenters was similarly constrained. Audiences passively received information through channels such as radio and television, with little scope for independent choice. In the new media era, with the gradual proliferation of social media, audiences now have access to information through a wider array of channels. They can browse diverse content according to their interests and needs, with platforms such as Douyin, Xiaohongshu, and Himalaya offering varied choices. The diversity of communication channels demands presenters to possess enhanced linguistic expression skills, enabling them to adapt their communication strategies in a timely manner according to the characteristics of different media platforms.

Meanwhile, compared to traditional media, new media platforms place greater emphasis on the innovation and appeal of content, with audiences tending to favour more distinctive forms of expression. The "Golden Five Seconds" principle is a crucial rule in the development of short-form video platforms. It advocates that creators must master the opening five seconds of their videos, using this pivotal moment to swiftly capture viewers' attention and retain them for longer viewing sessions and engagement with more content (Yu, 2020)^[1]. This necessitates broadcasters and presenters continually innovating their delivery styles and enhancing their personal distinctiveness to meet audience expectations and heighten programme appeal.

2.2.2 Requirements for enhanced interactivity

Traditional media broadcasting language predominantly presents information through monologues. In the new media era, the interactivity of information has increased, primarily manifested in two aspects: instantaneous dissemination and two-way interaction. The emergence of live streaming, bullet comments, and voting features has broken down the barriers between programmes and audiences, fostering a closer connection between presenters and viewers. Audiences can participate in real-time interactions through comments, live connections and other means. Presenters must not only deliver content but also pay close attention to audience feedback. This necessitates broadcasters and presenters enhancing their ability to react spontaneously, effectively guiding audience engagement to boost participation levels. They must promptly identify key talking points for interaction while cultivating a warm and approachable tone, thereby improving communication skills. Establishing an emotional connection with the audience is crucial for heightening their sense of involvement.

2.2.3 The demands of fragmented communication on language

In the new media era, the process of information dissemination exhibits pronounced fragmentation, with content frequently presented in concise formats and relatively brief forms. In terms of duration, short videos typically range from 15 seconds to 4 minutes, with the longest not exceeding 5 minutes (Jiang, 2025)^[2]. New media short-video platforms such as Douyin and Kuaishou are characterised by their production of videos typically lasting around 15 seconds. This inherently grants short videos a fragmented dissemination quality, breaking away from the traditional model where information must be received during specific time slots. It enables users to watch short videos anytime, anywhere, during their daily fragmented moments (Zhang, 2025)^[3].

Short-form video users can browse content during fragmented periods such as commutes, queues, or lunch breaks.

Amidst the deluge of videos, audience attention spans have become increasingly fleeting, with viewers spending less time on individual pieces. Should a video fail to capture interest within its opening moments, viewers will immediately swipe away. Concurrently, in the era of new media, platform content has become increasingly lightweight, with audiences favouring "light reading". Consequently, videos featuring lengthy content and intricate narratives tend to receive lower click-through rates. This necessitates broadcasters and presenters enhancing the precision and conciseness of their linguistic delivery to reduce the audience's comprehension burden. Simultaneously, they must reinforce visual and auditory memory points, eschewing lengthy introductions. By highlighting key points at the outset, they facilitate fragmented reception and capture the audience's attention swiftly.

3 Strategies for innovation in broadcasting and hosting language in the new media era

3.1 Enhance web-savvy expression

In the new media environment, broadcasters and presenters must heighten their sensitivity to trending topics online and gain an understanding of audience needs and preferences. Unlike the singular forms of expression found in traditional media, the new media era allows audiences to filter content according to their interests. A more approachable and innovative style of presentation is better equipped to capture their attention. Broadcasters and presenters may incorporate internet culture and popular expressions into their linguistic delivery to better align with the characteristics of online communication, thereby engaging audiences while enhancing the warmth of their presentation. For instance, Zhu Guangquan's rhyming and humorous delivery have won the affection of many viewers; the CCTV programme *Anchor Speaks on the News* has incorporated popular expressions such as 'thumbs up' and 'cheering on', using accessible, contemporary language to deconstruct social hot topics. This approach lends the presentation a highly approachable feel, bridging the gap with audiences while adapting to the dissemination characteristics of new media platforms, earning it widespread popularity among netizens.

However, in employing buzzwords, one must exercise moderation and adhere to linguistic conventions. While appropriately enhancing the text's web-savvy feel without compromising the accuracy of information transmission or linguistic propriety, particular care must be taken during news reporting to preserve the authenticity and objectivity of the coverage.

3.2 Enhance interactivity

The presenter serves as the conduit connecting the audience to the programme, acting as a personified narrative intermediary. Their presence transforms the medium from an objectified tool into a communicative subject. The effect achieved is not merely that of a medium; it also bridges the gap between the medium and its audience (Gao, 2020)^[4]. It is evident that presenters and audiences are not independent entities; the distance between them influences the programme's communicative effectiveness.

In the era of new media, technological advancements have enhanced interactivity, giving rise to formats such as live streaming and comment interactions. Broadcasters and presenters must move beyond one-way communication in their linguistic expression to foster greater engagement, enabling audiences to feel a sense of participation and value within programmes. This transforms them from mere spectators into active participants, thereby bridging the gap between presenters and their viewers.

The presenter may proactively engage the audience through topic guidance and posing questions to encourage active participation. By designing open-ended discussions aligned with the programme's content, they can encourage viewers to leave comments expressing their views in the discussion section. Prompt responses to audience interactions further enhance their sense of involvement throughout the engagement. For instance, Mango TV's variety programme *Friends, Please Listen* has created an exceptionally interactive show through a combination of live radio broadcasts and video segments. By connecting via voice calls and sharing written correspondence, the programme listens to listeners' heartfelt stories, weaving together touching narratives through the medium of sound. Host He Jiong engages with callers in a gentle and natural tone, fostering a sense of closeness with the audience. When encountering listeners who are feeling low or confused, one should first offer an empathetic response before guiding them into deeper conversation, thereby encouraging them to share more readily. Moreover, after responding to listeners' comments, prompt questions such as 'Does anyone else have thoughts on the issue just raised?' are raised to encourage further audience participation in the discussion.

The heightened interactivity of the new media era places greater demands on presenters' verbal delivery. They must remain attuned to audience reactions in real time, adjusting their tone and pace accordingly, while providing prompt and precise responses to interactions. At the same time, it is advisable to employ more approachable colloquial language in communication, reducing the use of formal, rigid phrasing to enhance the warmth and friendliness of the language. By

employing techniques such as recreating scenarios and weaving narratives, one can heighten the audience's sense of immersion and evoke a profound resonance.

3.3 Enhance personal distinctiveness

In the new media era, information dissemination channels have become more extensive, allowing audiences to select content of interest to view while demanding higher standards of content quality. Concurrently, in light of the ongoing evolution of social contexts and aesthetic preferences, broadcasters and presenters should adopt more distinctive hosting techniques tailored to captivate audiences, thereby enhancing the appeal and entertainment value of radio and television programmes (Li, 2024) ^[5]. In the new media era, broadcasters and presenters should eschew formulaic and homogenised approaches in their delivery, instead cultivating personal characteristics to forge a distinctive style.

One may develop a distinctive linguistic style by integrating personal character traits and life experiences, thereby reinforcing one's irreplaceability. Many outstanding presenters have made a lasting impression on their audiences through their distinctive personal style. For instance, Sa Beining, whose lively and spirited delivery blends gravitas with humour; Dong Qing, whose gentle and poised demeanour exudes literary refinement; Wang Han, whose measured and seasoned expression skilfully weaves in life's insights; and He Jiong, renowned for his quick wit and high emotional intelligence. These presenters have not only enhanced the programme's memorability through their highly distinctive delivery styles, but have also extended their professional longevity.

Concurrently, presenters may delve into diverse fields, exploring their own potential while acquiring knowledge. Through learning and practice, they broaden their intellectual horizons and enhance their professional expertise, thereby adapting to varied programme requirements.

3.4 Enhancing the adaptability of language

In the new media era, programme formats have become more specialised. Broadcasters and presenters must enhance the adaptability of their linguistic expression, promptly adjusting their style to suit different programme types, target audiences, and platform characteristics. For instance, when addressing younger audiences, employ onomatopoeic expressions and appropriately exaggerated tones to capture attention; for youth-oriented audiences, utilise contemporary, internet-savvy language to foster rapport through relaxed communication; when engaging older audiences, avoid rapid speech, ensure clarity and comprehensibility, adopt a calm and gentle tone, and deliver positive, wholesome content that resonates with everyday life. Simultaneously, programmes spanning diverse genres—such as news and current affairs, live-streamed shopping, sports competitions, educational content, and emotional interviews—require distinct tones and stylistic approaches. This necessitates maintaining professionalism while aligning with each programme's specific positioning, thereby ensuring optimal dissemination outcomes. This necessitates the presenter possessing a robust linguistic repertoire and the ability to employ it with flexibility, accumulating knowledge through daily life and applying it with adaptability.

3.5 Enhance the precision of expression

In the era of new media, the speed of information dissemination has accelerated. If expressions are unclear or ambiguous, information may deviate from its original intent during transmission. Moreover, in the era of new media characterised by fragmented reading habits, users' attention spans have also become fragmented. Precise expression enables audiences to swiftly grasp key points, thereby enhancing the dissemination effectiveness of content. For instance, Xiaoqiang, a presenter from Zhejiang Television, uses his Douyin account 'Xiaoqiang Says' to deliver clear, compelling and approachable video commentary on current events. Each video lasts only around two minutes, yet offers concise summaries that highlight key points, conveying a clear value proposition to the audience. When analysing breaking news stories, the opening segment clearly presents key figures, essential information and the sequence of events to the audience, enabling them to swiftly grasp the news story.

Concise and precise expression aligns with audiences' fragmented reading habits, enabling them to grasp key information within the opening five seconds. This approach suits the rapid dissemination of information in the new media era, allowing audiences to swiftly obtain valuable insights. It enhances communication efficiency and broadens the reach of content. In the era of new media, broadcasters and presenters enhance the precision of their delivery by employing clear and straightforward language. This enables them to convey information efficiently and significantly boost the impact of their content.

3.6 AI-empowered assisted artistic creation

The continuous advancement of technology in the new media era has opened up fresh avenues for linguistic innovation. Broadcasters and presenters can now harness AI technology to support their artistic endeavours, thereby exploring further possibilities in verbal expression.

For instance, employing AI-assisted translation in cross-cultural or cross-regional communication enables flexible switching between languages of different nations and dialects of various regions, thereby enhancing the approachability of expressions. Employing AI technology to analyse creative content, dissemination data, and target audiences, we provide professional optimisation recommendations. This enables adjustments to be made in the subsequent expression phase, ensuring better alignment with the platform's dissemination characteristics and enhancing audience engagement.

In the new media era, broadcasters and presenters can leverage technological advantages to provide scientific guidance and tool support for linguistic expression, enabling timely optimisation and refinement of their communication style. However, presenters must avoid over-reliance on tools that may diminish the warmth of their delivery, ensuring technology is judiciously employed to bolster both expression and artistic creativity.

4 Strategies for enhancing innovation in broadcasting and hosting language in the new media era

4.1 Keep abreast of social issues and keep pace with the times

In the new media era, with the proliferation of information channels, broadcasters and presenters, as key disseminators of information, must pay greater attention to social hotspots and keep pace with the times. In the era of new media, the emergence of formats such as live streaming and short videos has accelerated the speed of information dissemination. Broadcasters and presenters who fail to engage with current social issues risk producing homogenised content that loses its timeliness. At the same time, the social responsibilities borne by broadcasters and presenters likewise require them to keep abreast of current affairs, pay attention to social hotspots, and actively convey positive energy.

This necessitates presenters actively monitoring social hotspots and current affairs, while ensuring the comprehensiveness and accuracy of the information they receive. Extract content of interest to audiences from trending events and incorporate it into one's own programme creation. However, when selecting trending topics, priority should be given to content relevant to the audience's interests and daily lives, rather than blindly pursuing viral popularity. Maintain rational judgement regarding sensitive topics, ensuring that selected content provides the correct guidance. Avoid the pattern of merely repeating trending topics; do not become a mere conduit for information. Instead, analyse and interpret the information to demonstrate the presenter's professional value. When presenting programmes with a high degree of technical content, particularly in the field of popular science, it is essential to interpret specialised material using accessible language to ensure the audience can grasp the programme's content intuitively. Maintain sensitivity to news hotspots, pay close attention to breaking developments, respond promptly, and avoid missing the window of opportunity. Concurrently, attention must be paid to the focal points of interest and attention across major platforms and diverse audience segments, tailoring content output to meet audience requirements.

In the new media landscape, broadcasters and presenters who engage with societal hot topics and keep pace with the times can continually broaden their knowledge across various fields. This enhances their ability to filter and analyse information, ensuring their content remains closely attuned to societal needs and the lives of ordinary people.

4.2 Define one's personal positioning and develop a distinctive style

In the context of new media, singular forms of expression and homogenised content can no longer satisfy the diverse demands of audiences. Against this backdrop, viewers increasingly favour programmes with distinctive characteristics, while uniquely expressive approaches prove more effective in capturing their attention. For instance, Dong Qing's speech is refined and eloquent, resonating with reason and emotion. She frequently weaves quotations from eminent figures and classical verses into her delivery, with many of her iconic opening monologues on *The Reader* leaving a profound impression on audiences. Incorporating personal style into presentation can break away from the stereotype of presenters as mere mouthpieces, transforming delivery from mere content transmission into emotional connection. This enhances programme distinctiveness and strengthens audience loyalty. Therefore, presenters should gain a thorough understanding of their own characteristics and strengths, and identify a style that suits them.

To develop a distinctive style, presenters must first establish their personal positioning based on their vocal qualities and individual characteristics, analyse their strengths, and identify their unique niche. Analyse and research the presenting styles of similar hosts to identify your own unique selling point. Secondly, one must continually refine their language skills through practice, adapting appropriately to different programme formats by blending personal style with the show's requirements. This involves skilfully employing language to convey emotion and enhance the programme's atmosphere.

You may design programme introductions and closing remarks with a personal touch.

The skilful use of presenting language, combined with personal characteristics to form distinctive expressions, not only demonstrates the presenter's professional competence but also leaves a lasting impression on the programme's audience.

4.3 Enhance one's overall competence and commit to lifelong learning

In the new media era, faced with diverse information dissemination methods and increasingly specialised content, broadcasters and presenters must enhance their overall competence, maintain a lifelong learning attitude, and prepare thoroughly to meet the challenges.

In the new media era, content has become increasingly diverse, yet for broadcasters and presenters, fundamental skills remain the cornerstone of their profession, requiring continuous refinement through dedicated practice. Standard vocal intonation and clear logical expression enhance the substance of content. Whether in video, radio or live broadcast formats, a well-crafted vocal quality amplifies the content's impact, lending it greater 'penetrating power'. Solid foundational skills can cultivate a presenter's professional image, conveying a sense of greater authority and reliability to the audience. This requires broadcasters and presenters to maintain rigorous training in fundamental skills, enhance their ability to improvise in response to the ever-changing environment of the new media era, and practise targeted exercises to address their specific weaknesses. Proactively experiment with diverse communication formats, drawing upon the expertise of distinguished presenters both domestically and internationally. Through practical application, accumulate experience and refine skills to enhance professional competence and on-the-spot responsiveness. This enables swift control of the situation when confronting unforeseen circumstances, thereby defusing crises.

Secondly, as a presenter, one must continually broaden their knowledge base, enhance their intellectual reserves, and build up their own repository of material, enabling them to handle programmes of varying types with ease and confidence. Maintain a constant curiosity about new developments, keep abreast of industry trends and the innovative practices of other outstanding programmes, adopt a lifelong learning mindset, and remain thoroughly prepared to adapt to the industry's evolution and growth.

In the era of new media, broadcasters and presenters must evolve from single-skilled professionals into multi-skilled talents. They should not confine themselves solely to verbal expression but must also understand the distinct communication characteristics of various platforms, possessing comprehensive competencies that integrate multiple skills. Proficient in scriptwriting, audio processing, video editing, and live streaming, with enhanced copywriting skills. Capable of producing multi-platform, multi-format outputs from a single creative piece, better adapting to the dissemination characteristics of the new media era and delivering superior content to audiences.

5 Conclusion

With the advent of the new media era, the methods of information dissemination have undergone profound transformation. Broadcasting and presenting, as a vital means of disseminating information, must continually innovate its linguistic approach. This involves enhancing web-savvy sensibilities, boosting interactivity, strengthening personal distinctiveness, improving linguistic adaptability, refining expressive precision, and judiciously employing technological tools to support creative endeavours. Only through such measures can it adapt to the demands of the new media landscape and its audience, thereby crafting more compelling content. In the new media landscape, broadcasters and presenters must not only possess solid professional foundations and linguistic proficiency, but also maintain a keen awareness of societal trends, define their personal positioning, and cultivate lifelong learning habits. Only through such dedication can they adapt to the transformative forces of new media, sustain their competitive edge in diverse communication channels, and explore innovative forms of linguistic expression that strike a balance between entertainment and cultural substance. By enhancing the artistry and emotional resonance of their delivery, they can craft content that radiates warmth, conveys conviction, and possesses profound depth.

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