

Research on Interactive Strategies of Broadcasting Hosts and Audience Reactions in the New Media Environment

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ABSTRACT

New media has become one of the main channels for information dissemination. In the broadcasting industry, the rise of new media has changed the interaction mode between broadcasters and listeners. The host not only needs to master traditional broadcasting skills, but also needs to utilize the characteristics of new media platforms to enhance interaction with the audience. This paper explores the interactive strategies of broadcasting hosts in the new media environment and their impact on audience response, in order to provide reference for broadcasting hosts to better adapt to the changes brought by new media, thereby improving the interactive effect of broadcasting programs and audience satisfaction.

KEYWORDS

new media; broadcasting and hosting; interaction; audience response

1 Introduction

Entering the digital age, new media has reshaped the path of information transmission and the interaction mode of audiences with its unique communication advantages and technological characteristics; The role and function of broadcasting hosts are undergoing fundamental changes. This change is not only reflected in the technical aspect, but also in the interaction strategy and audience participation mode. Audiences are no longer passive recipients of information, but can participate in the creation and dissemination of program content in real time through likes, comments, sharing, and other means. This interactivity greatly enhances the audience's sense of participation and satisfaction, and also brings unprecedented challenges and opportunities to broadcasting hosts. In this context, it is of great significance to explore in depth the interactive strategies of broadcasters and hosts in the new media environment and how these strategies affect audience response, in order to optimize media communication effectiveness and enhance audience experience. This paper will explore the impact of new media on the traditional broadcasting industry, aiming to reveal the dynamic processes and mechanisms involved, identify key factors that can effectively enhance audience engagement and satisfaction, and formulate strategies accordingly.

2 Overview of the New Media Environment

2.1 The Impact of New Media on the Traditional Broadcasting Industry

In the digital wave, broadcasting is no longer a single form of radio transmission, but needs to be carried out in parallel on the Internet, mobile applications, and social networking platforms. New

media platforms provide users with the ability to choose and customize content anytime, anywhere. This on-demand consumption model is in sharp contrast to the real-time broadcasting of traditional broadcasting. It not only changes users' listening habits, but also forces the broadcasting industry to enhance the interactivity and individualization of content. [1] In this process, the introduction of digital technology has broadened the innovation boundaries of broadcasting content, enabling broadcasting programs to provide a more immersive auditory experience and enhancing the attractiveness and competitiveness of the media. On the other hand, the shift in audience behavior also presents new challenges and opportunities for the broadcasting industry. The audience can provide real-time feedback and interaction on the broadcast content through comments, sharing, likes, and other forms; This not only enhances the audience's sense of participation, but also provides a basis for real-time adjustment of radio programs. Therefore, broadcasting institutions must rebuild the communication bridge with the audience, use data analysis tools to deeply understand audience preferences and achieve content customization, thereby enhancing audience loyalty and brand influence.

2.2 The Evolution of the Role of Broadcasting Hosts

Firstly, the scope of responsibilities for broadcasting hosts has changed. In the traditional media era, broadcasting hosts are mainly responsible for planning and presenting programs, focusing on the charm of sound and the fluency of programs. However, due to the increased immediacy and interactivity of information dissemination, broadcasters and hosts not only need to maintain their original broadcasting skills, but also need to master multimedia skills such as video production and social media management, in the new media environment. The diversification of these skills requires broadcasters to be able to flexibly use various platforms and also possess strong data analysis abilities. This can extract feedback from a large number of user interactions, optimize content output, and ensure the best match between program content and audience needs. Secondly, the forms of participation for broadcasters and hosts have also undergone changes. On new media platforms, hosts are no longer executors of one-way communication, but have become participants and facilitators. [2] In live broadcasts or social media interactions, hosts need to respond in real-time to audience comments and questions, and adjust program content based on audience feedback. This diversification of participation not only changes the relationship between hosts and listeners, but also greatly enriches the professional connotation of broadcasting and hosting.

3 Interactive Strategies of Broadcasting Hosts in the New Media Environment

3.1 To Create Captivating Content

The innovation of content is not only about the novelty of the theme, but also requires in-depth information mining and innovative expression methods. Specifically, in terms of theme selection, the host needs to keep up with the pulse of the times, grasp social hotspots and trends, and pay attention to areas that are not often reported by mass media but have potential attention value, in order to maintain the freshness and uniqueness of the program content; In terms of information presentation, broadcasters should make full use of new media technology, combining graphics, audio, video, and interactive elements to create a multimodal content experience. For example, audio programs can be accompanied by visual charts or animations to explain complex information, or virtual reality technology can be introduced in specific programs, allowing listeners to enjoy audio content while also gaining richer sensory experiences through visual elements. On the other hand, innovation in content also needs to refer to the results of audience segmentation. Different

groups have different consumption preferences and behavioral characteristics. Therefore, broadcasters should use data analysis tools to collect and analyze audience data, understand their basic attributes, preferences, and behavior patterns, and customize program content based on these data. For example, programs designed for young audiences can include online Q&A, opinion voting, and other segments; At the same time, the broadcast time and promotion channels of the program should also be adjusted according to the active time periods and habits of the audience to ensure that the content can effectively reach the target audience.

3.2 Use of Multi Platform Interactive Mode

Social networks, video websites, and podcast platforms in new media platforms each have their own advantages, providing hosts with a wide range of expression spaces and forms. Specifically, on social media, broadcasters can utilize the platform's real-time and interactive features to release previews, behind the scenes footage, and real-time interactive segments related to upcoming programs, stimulating listeners' curiosity and desire to participate; On video platforms, video editing and graphic animation can be performed to attract visually oriented users; Podcasting platforms are more suitable for in-depth exploration of specific topics and should provide richer and more detailed content to meet users' needs for in-depth information. [3] On this basis, it is also necessary to build an integrated multi platform content ecosystem, which can help maintain user loyalty. Broadcasters and hosts need to ensure that the content published on different platforms maintains consistency in style and quality, forming a unified voice for the brand, and the content between different platforms should be organically linked to form complementary relationships. In this regard, the anchor can guide users to pay attention to other social media accounts or mention topics that will be discussed in depth in the podcast on social media during the live broadcast, in order to increase user participation, promote traffic exchange between platforms, and enhance the overall media influence.

4 The Impact of Interactive Strategies of Broadcasters and Hosts on Audience Response in the New Media Environment

4.1 Measurement of Audience Participation

Currently, digital platforms provide quantifiable indicators such as audience viewing frequency, duration of viewing, and interactive behavior; These data intuitively reflect the audience's level of interest and depth of participation in the program content. Broadcasters and production teams should regularly collect and analyze this data to adjust program content and interactive methods based on it, making it more in line with the needs and preferences of the audience. On new media platforms, user behavior and preferences will change over time and in the external environment, so continuous data monitoring and analysis are essential. Broadcasters and hosts need to establish a dynamic participation evaluation mechanism, which not only focuses on the interactive data of a single program, but also on the changing trend of audience participation. [4] In this regard, listeners should be encouraged to provide opinions and suggestions after the program, and based on these opinions and suggestions, the form of real-time Q&A and the timing of interactive activities should be continuously optimized to better adapt to the changing needs of listeners.

4.2 Diversity and Immediacy of Feedback

Regarding the diversity of feedback, traditional radio interaction relies on phone calls and text

messages, while on new media platforms. This interactive method has evolved into various forms including graphics, audio and video, real-time chat, and more. These rich feedback methods not only provide broadcasters with a more comprehensive grasp of audience emotions and reactions, but also make program content more vivid and diverse. To effectively utilize this advantage, broadcasters need to consider the integration of various interactive forms in the early stages of program design, ensuring that the program can reach a wide audience and inspire them to participate in the program in multiple ways. Moreover, the host and production team should actively explore new technologies to optimize the content recommendation system, achieve intelligent analysis of audience feedback, and more accurately adjust program content and interactive strategies. As for the immediacy of feedback, new media platforms can provide almost delay free feedback channels. This immediacy not only allows the host to quickly capture the audience's reaction, but also enables immediate adjustment and optimization of the program. Therefore, in order to maximize the advantages of instant feedback, broadcasters need to have the ability to quickly respond and adapt, interpret audience feedback in a timely manner, and transform this information into real-time adjustments to the program.

4.3 Response to Strategy Adjustments

On new media platforms, the speed of information dissemination is extremely fast, and audience feedback can be obtained almost in real-time. This requires the host to be able to quickly adjust the program content and interactive methods based on real-time feedback from the audience. For topics that have received strong feedback from the audience, they should be explored in depth or appropriately expanded in a timely manner; For content with mediocre response, it is necessary to consider how to adjust or whether to reduce the proportion of relevant content. The real-time adjustment of this strategy can not only enhance the attractiveness of the program, but also maintain its foresight and competitiveness in the fiercely competitive new media environment. At the same time, the success of strategic adjustments also depends on the proficient use of new media technologies and tools by broadcasters and hosts. [5] Data analysis tools, interactive platforms, and other tools can help broadcasters capture audience behavior more accurately, thereby optimizing program formats, timing of content push, and interactive methods to meet the changing needs of audiences. By implementing these strategies, it is possible to ensure that the program maintains vitality in a fiercely competitive media environment and meets the needs and expectations of a wide audience.

5 Conclusion

In summary, new media provides diverse interactive platforms and tools for broadcasters and hosts, enabling program content to be more personalized and real-time, and interacting with listeners through various forms; The effective implementation of interactive strategies helps to enhance audience engagement, increase program attractiveness, and build long-term audience loyalty. With the continuous development of new media technology, broadcasters and hosts need to constantly learn and adopt more flexible and varied interactive strategies to respond to the expectations and needs of the audience, in order to further enhance the overall media experience.

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