CRAFTING A UNIQUE IDENTITY: PRESENTER'S PERSONA IN CONVERGING MEDIA

Ming Zhang

Southwest Petroleum University, Chengdu, China

Abstract: In an era marked by constant evolution and media convergence, this study explores the challenges and opportunities faced by presenters who act as communication bridges between the media and the audience. The changing communication landscape, characterized by the involvement of multiple stakeholders, has posed challenges to traditional radio and television media in terms of audience engagement. Simultaneously, the presenter, as a pivotal communication figure, has the opportunity to craft a distinct personality expression within the integrated media landscape, thereby enhancing the bond between the audience and the medium.

This research delves into the rationale behind the construction of personalized expressions, outlines effective strategies for their development, and addresses the existing challenges. It aims to provide insights into how presenters can optimize the realization of their personality expression in the context of integrated media, ultimately fostering stronger connections between the audience and the medium.

Keywords: integrated media, presenter, personality expression, audience engagement, media convergence

Introduction

At a time when media technology is constantly evolving and tending towards media convergence. Acting as a communication bridge between the media and the audience, Challenges and opportunities for presenters. On the one hand, the communication environment with the participation of multiple subjects makes the radio and television media less attractive to the audience, On the other hand, the presenter as a subject of communication can fully construct his own personality expression in the era of integrated media so as to attract the audience, Enhance the connection between the audience and the medium. This paper discusses the reasons for the reality of constructing personified expressions, the strategies for constructing them, existing problems, to explore how to better realize the personality expression of the host in the era of integrated media.

1. Personality expression is the inevitable requirement of the era of integrated media.

Mobile Internet era, Information technology, the development of media technology continues to change the way and speed with which people receive information. Personalized, mobile and fragmented interactive communication environment is increasingly accepted and loved by the public.

Traditional presenters are faced with the challenge of changing communication environments and methods in the context of media convergence. Emphasizing personality expression is inevitable for the host to face the challenges of the media environment.

2.1. Transformation of the communication environment under media convergence

With the development of media technology, the monopolization of media information by traditional media is gradually being broken. Mobile Internet has transformed the audience of media information from passive receivers to active participants. Meanwhile, the traffic advantage of traditional media is gradually declining, and there is a decline in audience attention and an exodus of media talent to new media. Thus, at a time when traditional media are in decline and new media are growing in strength, Media convergence and the construction of new mainstream media is a general trend. As a major player in the mediated communication chain, the transformation of presenters in the media convergence environment is

also a result of responding to shifts in communication environments and approaches.

The presenter as a bridge between the medium and the audience to convey information, It has always been the most vivid subject of the radio and television media to the outside world. Thus, the role played by the presenter in the process of media convergence to enhance audience stickiness should not be ignored. Now, in the "short video era" of the Internet of Everything, User-produced content is very common. Audiences also no longer rely solely on big-screen era TV and radio stations for information. The close relationship between the audience and the traditional media is also gradually dissolving. In this case, Traditional media have been investing in small-screen interactions on mobile, We are constantly broadening and deepening the strength and depth of media integration. For example, Kang Hui's first news vlog, the slow live broadcast of the construction of Vulcan Mountain during the Wuhan epidemic, and the political short video initiated by various mainstream media. All of them reflect the positive pace of traditional media to new media. Thus, in such a communication environment, Hosts began to tend to personality expression is also in line with the media convergence environment, and the traditional media go hand in hand with the result.

2.2. De-symbolizing the role of the presenters

The presenter assumes the role of a bridge between the medium and the audience to convey information, it is also the most vivid subject of the radio and television media to the outside world. Thus, the role played by the presenter in the process of media convergence to enhance audience stickiness should not be ignored. However, initially, the traditional image of the presenter was constructed as a "sounding board", a "tool" to speak on behalf of the medium. Such a positioning makes the presenter's sense of individuality and self-awareness as a communicator almost lost. Indeed, the presenters, as a bridge of communication, does have to act as a rational and objective role in the communication chain. However, with the integration of the media and changes in the communication environment, this "symbolic" image of the host has gradually fallen out of favor with the audience.

Since the 1980s, when Shen Li debuted as the first host in the history of Chinese television programs, the identity and image of the presenter is constantly being constructed and developed in the minds of the audience, until the personal style and image of the host has become almost equal to the style and image of the program he is on. For example, when people see Dong Qing they think of programs like "The Reader" and "The Chinese Poetry Conference"[1]. When they see He jiong, they think of programs like" Happy Camp" and "Star Detective". The host has become a personality symbol for the media brand.

With the development of radio and television, "symbolic" presenters have lost their competitiveness in the highly competitive media industry. The audience prefers "hosting" as a skill, and "people" as the essence of the host to be the main role in communication. For example, Dong Qing has become the highest model of literary presenter in the hearts of the audience with her gentle and atmospheric yet powerful and uncommon speech. He Jiong has become an ideal role model for variety show hosts in the hearts of viewers with his humorous and witty image as well as his high EQ and IQ. As Bai Yansong said, "What hosts fight for in the end is charisma." Indeed, in today's world of media convergence and the explosion of audiovisual products, "Symbolic" hosts can no longer satisfy the aesthetic needs of viewers. Only by presenting a three-dimensional image of human beings to the audience can we resonate with the audience and get their love.

2.3. Challenges and resilience of AI anchors

On November 7th, 2018, at the 5th world internet conference in Wuzhen, Sogou and Xinhua News Agency introduced the first artificial intelligence anchor in China, which can work 24 hours a day without rest and mistakes. The artificially intelligent anchor sparked a buzz in the industry upon its launch. Whether or not AI anchors will replace human anchors' has sparked controversy, but for now, it seems that AI anchors still can't replace human anchors or hosts. Even if the AI anchor can completely replicate the voice, looks, and movements of the corresponding host, what traditional hosts can't be replaced by AI anchors are human emotions and on-site response ability. The expression of emotions belonging to the human being is also an important factor in the expression of personalization. This also shows that personality expression is the advantage that the host as a subject still has in the media convergence environment and the direction that should continue to move forward to explore.

While AI anchors will have some impact on the hosting industry, a machine will always be a machine, and when it comes to emotions, a machine can't replace the role of a human being. Similarly, AI anchors will not be able to satisfy the audience's demand for hosts with personable expressions. However, technology has been constantly progressing and development, artificial intelligence anchor in the future whether the same technology-enabled individual style and unique expression is not known. However, traditional hosts facing the challenge of artificial intelligence anchors need to firmly grasp the existing advantages, and continue to expand the depth and breadth of personality expression to meet the audience's information needs, emotional needs. Becoming a connecting subject with personality between the audience and the medium in the era of integrated media is something that traditional presenters need to work on urgently[2].

3. Strategies for Constructing Personality Expression of Hosts in the Age of Melting Media

In the era of integrated media, in the communication environment with the participation of multiple subjects, the host needs to highlight the characteristics of human nature and show the beauty of human nature and the unique charm of personality. Only by integrating one's outlook on life, values and world outlook into hosting communication and constructing one's own strategy of expressing individuality can one adapt to the new communication environment, win the support and love of the audience and get better development.

3.1. The Subjective Strategy of Personified Expression

In the era of integrated media, the most important core of the host's personality expression is to show the audience a real and vivid communicator. In the past, the "high and mighty" broadcasting style is no longer in line with the modern audience's aesthetic tendencies and practical needs. With the continuous development of mass media, civilianization and cordiality have become the popular hosting style for the common people. The phenomenal publicity generated by the short-video program "Anchor Says United", a spin-off of "News United", is proof enough of this: When the anchor walks off the anchor desk, leaving behind the institutionalized and ritualized forms of expression, and expresses himself to the audience in a living and intimate language, he

becomes the ideal subject of communication for the audience. Therefore, the moderate downgrading of the communication subject's dimension of the audience's language expression can not only cater to the current communication environment, but also display a vivid communicator in front of the audience, which is an important strategy for constructing a personified expression subject.

At the same time, the role of emotional factors in the subject of communication in the construction of personality expression should not be ignored. Emotion is an important factor in traditional presenters not being replaced by artificial intelligence. Therefore, in the construction of the subject of personality expression, we should fully utilize emotional factors, reach emotional resonance with the audience, deconstruct the traditional host's communication role as a "rational tool", and narrow the distance between the audience and him. For example, Ning Yuan, a female anchor who reported the number of earthquake casualties in tears after the Wenchuan earthquake in 2008. From the perspective of "hosting", it seems to be a professional ability problem for a news anchor to loses control during the broadcast. However, from the perspective of "people", at that moment, the communication subject realized empathy with the audience, and achieved the effect that the former could not.

Another example is Annabel Lee. After the Wenchuan earthquake in 2008, she once choked up at the scene because of the touch of the interviewee, but her "out of control" still gained the understanding and recognition of the audience. What they show is the subjective feelings as creators and communicators, and the sincere feelings of a real experiencer. This is what the audience needs, and enhancing the stickiness with the audience in the new communication environment requires.

3.2. Audience Strategies for Personified Expression

In the creative process of broadcasting and hosting, it is an important creative principle that the form is expressed in the voice and reaches the audience. Delivering complete and accurate information to the audience is an important task for the communication agent. However, with the development of media technology and the diversification of the audience's access to information, the traditional "paraphrased" language-based communication is no longer popular with the audience. Therefore, the audience, as the

main receiver of media information, is also an important factor to be considered by the communication subject in the construction of personality expression.

The main body of communication in the construction of personality expression process, the importance of the audience is mainly reflected in: conversion of the "communicator" mentality, experience the "user perspective", in order to truly feel what kind of communication language is accepted and loved by the audience. For example, in Kang Hui's first news vlog, a first-person perspective is used to show the official working environment and experiences of a CCTV journalist.

This first-person perspective allows for an immersive behind-the-scenes experience and successfully approximates the user's perspective in social media. In such a communication process, it not only shows the vividness and truthfulness of Kang Hui as the subject of communication, but also clearly conveys the content information that needs to be conveyed to the audience, and allows the audience to intuitively feel the charm of the expression of the personality of the subject of communication. Distinguishing itself from traditional third-point-of-view reporting, this debut vlog, reaped extremely high traffic as well as audience likes and support. This is a successful attempt to use audience strategies in the process of constructing a personified expression of the communication subject.

3.3. Media Strategies for Personalized Expression

In the era of integrated media, the rapid development of media technology not only brings the competitive pressure of the participation of multiple subjects, but also brings the opportunity and more media convenience to the expression of the personality of the subject of communication. Before the emergence of the "mobile Internet" communication scenario, the personality expression of the traditional host as the subject of communication is still reflected in the traditional big-screen broadcast programs. As a result, there are limitations in the communication environment as well as in the mode of communication and the effect of the personalized expression presented. The expression of personality presented through comments in the program and a large number of on-the-spot interviews cannot build a two-way interaction with the audience in front of the TV set, and the effect of the communication subject's

expression of personality is constrained by the media technology.

However, with the continuous progress of media technology, the expression scene of the personality of the subject of communication is more abundant and diversified, and the charm of the personality of the subject of communication arrives at the audience with the help of various communication methods. In addition to Kang Hui's news vlog on a small screen mentioned above, the live broadcasts of the "CCTV Boys" during the epidemic and in farming activities are all breakthroughs in personality expression by traditional hosts under the environment of media convergence. Kang Hui, Sa Bei ning, Zhu Guangquan, Ni Ge Mai Ti and other CCTV hosts took turns to throw off the usual serious and serious anchor image, lively and interesting introduction of the goods, and through the comment area of the live broadcast with the audience to start communication and exchange, so that the audience in the relaxed atmosphere of the live broadcast room, to see the group of CCTV hosts is not the same side. In addition, CCTV news is also constantly opening the news of mobile live coverage, through the media technology to realize the audience to participate together, to obtain a good communication effect and social effect.

4. The Dilemma and Lack of Personality Expression of Current Hosts

Truth and emotion, which are most emphasized in the construction of personified expressions, are often alienated in the course of actual behaviors. If the subject of communication has cognitive bias for the construction of its own personified expression, the expression effect that deviates from the original intention of personified expression will appear, falling into another kind of falsehood..

4.1. Excesses and imbalances in the expression of emotions

As mentioned above, emotion is an important factor that cannot be ignored in the construction of personality expression by communication subjects. Real emotion is the inevitable result of sincere expression, but often in the pursuit of emotion in the process of deviation, true feelings become excessive catharsis, which is not desirable[3]. For example, on November 12, 2021, in the middle of Tianjin Traffic Radio's "Red Green Light" program. The two anchors argued during the program over the topic of "which city is a food desert". Argued over whether roast duck

was a delicacy, and continued the dispute over Qianlong's cabbages. Eventually the male anchor slammed the door and left, resulting in a bad program and communication effect. From this we can see that emotion is an important factor in the quest for personalized expression, but perhaps the degree of control is good. Appropriate emotional investment can drive personality expression and pull in the distance with the audience. Excessive emotional involvement and loss of control can lead to a sense of lack of professionalism as a communicator, causing viewer resentment and counterproductivity.

4.2. Stereotyping and blurring of roles

In the era of integrated media, users are deeply involved in content creation, everyone can act as an independent subject of communication, and the scope and definition of the subject of communication are constantly "sinking". As a result, the communication host's monopoly on the subject of communication was broken. In such an eram, everyone can produce news and express it. If the presenter, as a subject of communication, fails to adapt to the change of identity in time and still clings to the high profile of the subject of communication in the era of the big screen，it will not be able to link with the audience, nor will it be able to adapt to the new communication environment as well as to achieve a good expression of personification in the new communication environment.

4.3. Fixation and rigidity of modes of expression

From the 1980s, the medium of radio and television continued to evolve and presenters began to emerge. Nowadays, after several generations of continuous exploration, a standard sample of radio and television program hosting has been formed, and a large number of excellent hosts who are household names have been developed. The traditional big-screen TV expression has become the "comfort zone" of traditional hosts. It's not easy to step out of the "comfort zone". In the era of media integration, traditional TV stations are breaking through in many filed such as the format of new media programs, however, not all breakthroughs can be successful. Because many presenters who have been creating and expressing themselves on the big screen for a long time, their language logic and habits are difficult to change, and there is no way to quickly adapt to the fresh language of the integrated media era. Therefore, without adequate preparation, it is inevitable to move

directly towards new media programs, which will lead to a strange "mix and match". And without familiarizing ourselves with the relevant mechanisms and patterns of the new platform, the effectiveness of the personified expression is greatly diminished[4]. Therefore, in the era of integrated media, while focusing on the construction of personalized expression, the communication subject should also clarify the communication logic and mechanism of the new communication environment, and change the language pattern adapted to the new environment. On this basis, the construction of personified expressions can be effective.

5. Conclusions

In the era of integrated media, the presenter, as the main body of communication, must realize the construction of his own personality expression through a variety of ways and make use of the existing conditions to become a solid communication bridge between the audience and the media. Similarly, presenters need to overcome the discomfort with the new communication environment brought about by media convergence, overcome the deficiencies in emotion, role, and expression, and realize the great charm of personalized expression as a subject of communication in the new communication environment.

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