

# *From "Internet Celebrity" to "Host": How Social Media Broadcasters Influence the Expression and Positioning of Traditional Hosting Arts*

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**Abstract:** With the rise of social media and live streaming platforms, internet celebrity host culture has rapidly penetrated mass communication, bringing unprecedented challenges and changes to the traditional broadcasting and hosting industry. Based on media convergence theory and framing theory, this paper uses typical case analysis to explore how internet celebrity culture reshapes traditional hosts' expression styles, professional positioning, and communication strategies with audiences through live streaming platforms. The paper analyses the symbiosis and opposition between internet celebrity culture and traditional hosting arts from aspects of personalized expression, interactive communication, and professional image, proposing transformation paths and strategies for hosts in the new media era. Research finds that the personalization, interactivity, and entertainment nature of internet celebrity culture has impacted traditional hosting arts, compelling hosts to adapt to the new media environment while maintaining professionalism and credibility. This paper provides new theoretical perspectives and practical suggestions for how hosting arts can achieve innovative development in the context of media convergence.

## 1. Introduction

In recent years, with the rapid development of internet technology, social media platforms such as Weibo, Douyin, and Kuaishou have become widely popular globally, creating a new cultural phenomenon centered on "internet celebrities." These platforms have not only attracted many users but have also promoted internet celebrity hosts to interact and communicate with audiences in more flexible and entertaining ways. In contrast, traditional broadcasting and television hosting arts have occupied the centre stage of mainstream media with standardized and authoritative expression styles. With the rise of internet celebrity culture, traditional hosting arts face challenges in adapting to emerging communication methods and repositioning professional roles.

## 2. Background of the Study

Internet celebrity hosts have quickly captured the market through personalized expression styles and highly interactive communication methods, forming a stark contrast with traditional hosting arts.

Traditional hosts often emphasize professional competence and accurate information delivery, while internet celebrity hosts tend toward casual, entertainment-oriented content expression. As internet celebrity culture penetrates, traditional hosts' professional positioning and expression styles are gradually changing. They need to adapt to the demands of personalized expression and interactivity while maintaining professionalism and authority. This paper focuses on exploring the impact of these changes and how traditional hosts can respond to this transformation.

Media Convergence refers to the integration and intersection of various media forms in technology and content, which is an important trend in current new media development. Henry Jenkins (2006) points out that cross-media narratives and multi-platform interactions in the context of media convergence promote the integration of new and old media [1]. In this context, traditional hosting and internet celebrity culture gradually interpenetrate, requiring traditional hosts to maintain existing professional standards while adapting to the interactivity of network communication. Media convergence theory provides a theoretical basis for exploring the symbiosis between internet celebrity culture and hosting arts.

Framing Theory, originating from Erving Goffman's "frame analysis," influences audience understanding and interpretation through information "frames." [2]. Robert Entman (1993) points out that frames determine how people select and interpret information [3]. Under the influence of internet celebrity culture, the expression framework of traditional hosting is gradually transitioning from "authority" to "accessibility," but this transformation requires hosts to balance professionalism with approachability. Framing theory explains how traditional hosts seek dynamic balance between maintaining professionalism and meeting personalized needs.

This research adopts typical case analysis methodology, revealing the differences and commonalities between traditional hosts and internet celebrity hosts in terms of expression style, interaction methods, and professional positioning through comparative analysis of hosts' performance on different communication platforms. Selected typical cases include CCTV hosts and top Douyin broadcasters, specifically exploring how traditional hosts can achieve innovation in expression style and professional transformation in the new media environment through analysis of their program performance and audience feedback.

### **3. Main Content**

#### **3.1 Expression Style and Career Positioning of Traditional Hosting Arts**

##### **3.1.1 Expression Style of Traditional Hosts**

Traditional hosts have long held important positions in mainstream media such as radio and television. Their task is to broadcast news, knowledge, and entertainment content to the public through standardized and authoritative expression. Traditional hosting is characterized by standardization, rigor, and authority [4]. Taking CCTV news hosts as an example, their program style is serious, emphasizing language precision and emotional control. This authoritative expression builds a trust relationship between hosts and audiences, facilitating the fairness of information delivery. Within this framework, hosts must not only possess strong language expression abilities but also deep cultural literacy and extensive knowledge reserves. Hosts play the role of information transmitters in programs, typically maintaining objective and neutral stances while avoiding excessive personal emotion in the information delivery process.

Taking CCTV news hosts as an example, news programs typically adopt a serious and formal language style, which not only reflects media authority but also meets audience expectations for news reporting. For instance, CCTV's "News Broadcast" as an authoritative news program features hosts who ensure accurate information delivery through dignified and clear language. This

expression style not only helps improve audience acceptance but also shapes the professional image of news programs. Within this framework, hosts must possess strong language expression abilities and good emotional control. For example, famous host Kang Hui, when hosting "News Broadcast," can effectively convey the severity and importance of news events through precise language and appropriate emotional investment. His hosting style emphasizes the importance of maintaining professionalism and emotional balance in serious topics, generating audience trust in the information.

Furthermore, traditional hosts' expression style emphasizes objectivity and neutrality, avoiding personal emotional infiltration. Taking famous host Bai Yansong as an example, his performance in "News 1+1" highlights this point. Even when facing sensitive events, Bai Yansong always maintains neutrality, focusing on objective presentation of various viewpoints, thus building audience trust. This expression method ensures information fairness and helps audiences comprehensively understand event backgrounds. Hosts' authoritative expression relies not only on language skills but also requires deep cultural literacy and extensive knowledge reserves. For instance, when host Wang Duanduan hosted "Chinese Traditional Medicine Conference," she not only conveyed knowledge through accurate medical terminology but also incorporated rich historical background and cultural stories into the program, enhancing audience interest and understanding. This expression style makes hosts not just information transmitters in audiences' minds but also knowledge guides. In summary, traditional hosts' expression style is characterized by standardization, rigor, and authority as core features, building trust relationships with audiences through authoritative platforms and professional expression, providing guarantees for effective information delivery.

### 3.1.2 Career Positioning of Traditional Hosts

Traditional hosts' professional positioning relies on their media platforms, such as radio and television stations, which possess high authority and credibility. Therefore, hosts are often viewed by audiences as public figures with high professional qualities and social responsibility. Hosts' career paths are typically fixed, with personal style and expression forms less influenced by individualized expression, relying more on team production and arrangement. Traditional hosts, supported by authoritative media like television, maintain high professional authority among viewers. Their professional positioning emphasizes credibility and rigor, usually maintaining a high public image. However, with the popularization of social media, hosts are gradually required to adapt to new interactive needs, shifting towards more "down-to-earth" expression [5].

In this context, hosts are often viewed as public figures with high professional qualities and social responsibility. For example, famous CCTV host Negmat's performance in the "Spring Festival Gala" has made him a household name, with audience trust and expectations stemming from his years of accumulation on authoritative media platforms. Hosts' career paths are typically fixed, with personal style and expression forms less influenced by individualized expression, relying more on team production and arrangement. In television programs, hosts' performance is often closely related to the overall strategy of the production team. For example, in "Today's Law," hosts ensure systematic and logical information delivery through carefully designed program structures and team collaboration, demonstrating the impact of teamwork on personal expression.

With the popularization of social media, traditional hosts' professional positioning gradually faces challenges. They are required to adapt to new interactive needs, shifting towards more "down-to-earth" expression methods. For example, when transitioning to online live streaming, hosts use humor and relaxed language to attract audiences, changing people's fixed impressions of them as traditional hosts. This transformation not only increases their popularity but also indicates that traditional hosts need to flexibly respond to changes in the media environment. In the public mind,

traditional hosts' professional image emphasizes credibility and rigor. For example, CCTV host Zhu Guangquan maintains objective reporting and authentic expression in programs, establishing a good professional image among audiences. However, this image is also impacted by the new media environment, requiring hosts to constantly adjust their positioning to adapt to increasingly changing audience needs.

## **3.2 Impact of Internet Celebrity Culture on Traditional Hosting Arts**

### **3.2.1 Influence of Personalized Expression on Hosting Style**

One of the core characteristics of internet celebrity host culture is personalized expression. Unlike traditional hosts' serious and authoritative expression style, internet celebrities focus more on self-expression and displaying personal charm. They often attract audience attention through humorous, exaggerated language styles and emotional expression. This personalized expression breaks the professional framework of traditional hosts, forcing them to gradually incorporate more personalized elements when facing new media audiences. The success of internet celebrities has inspired traditional hosts to reform their expression styles. In some entertainment-focused programs, hosts have begun to imitate internet celebrity styles, attracting more viewers by enhancing their personal charm [6]. For example, hosts can increase program interest through more impromptu performances and interactive segments, thereby closing the distance with their audience. However, traditional hosts must balance personalized expression with professional presentation when attempting this style.

Li Jiaqi attracts viewers through his humorous, exaggerated language style and emotional expression in livestreams. As the "Lipstick King," he can sell tens of thousands of lipsticks in just a few minutes. This personalized expression not only breaks the professional framework of traditional hosts but also changes audience expectations of hosts. This influence of personalized expression has gradually emerged in traditional media as well. CCTV host Zhu Xun has clearly incorporated more entertainment elements in "Happy Account Book," interacting with guests through a relaxed and humorous approach that brings vitality to the program. This transformation forces traditional hosts to face the question of finding balance between professionalism and personality. In this new environment, traditional hosts have begun to try more impromptu performances and interactive segments to increase program interest and close the distance with audiences.

However, traditional hosts must carefully handle the relationship between personalized and professional expression when trying to incorporate personality. For instance, He Jiong of Hunan TV often shows his humorous side in programs while maintaining a rigorous attitude toward information, a balance that has won him good reputation among viewers. Additionally, traditional hosts still need to demonstrate authority and credibility when covering major news events. For example, host Zhu Guangqian's performance in important news reports, though somewhat relaxed in style, still maintains the basic principles of seriousness and fairness. With the popularization of social media, personalized expression has become an important factor in attracting audiences. Many traditional hosts have begun imitating internet celebrities, adjusting their expression styles to meet audience needs. As a result, the boundary between traditional hosts and emerging broadcasters has become increasingly blurred, forming a new mode of expression.

### **3.2.2 Impact of Interactive Communication on Communication Methods**

Another notable characteristic of internet celebrities is strong interactivity. Through livestreaming platforms, internet celebrities can interact with audiences in real-time, directly responding to viewers' comments and questions. This interactivity greatly enhances audience

participation, making information transmission no longer unidirectional but multi-directional and instantaneous. Traditional hosts must also adjust their communication strategies in the new media environment, trying to incorporate more interactive segments in their programs to enhance audience participation and stickiness. However, traditional hosts do not have the same flexibility as internet celebrities. They usually cannot interact with audiences in real-time on radio and television platforms, making them relatively weak in terms of audience stickiness. To address this, many hosts have begun trying to use social media platforms like Weibo and WeChat public accounts to interact more directly with audiences. Through this multi-platform interaction, traditional hosts are gradually establishing communication patterns similar to internet celebrities, enhancing interactivity and connection with audiences.

Through livestreaming platforms, internet celebrities can interact with audiences in real-time, directly responding to viewers' comments and questions. Taking Dong Yuhui, famous for "livestream shopping," as an example, she not only showcases products but also answers audience questions in real-time. This interactive form greatly enhances audience participation and creates a new consumption experience. This interactivity's influence on traditional hosts is gradually emerging. Many traditional hosts have begun trying to incorporate more interactive segments in their programs to enhance audience participation and stickiness. For example, the new media program "Chinese Public Opinion Field" involves audience participation in program decisions through live audience questions and voting, increasing program interest and interactivity. Through these interactive segments, traditional hosts can not only improve audience participation but also enhance program attractiveness.

Nevertheless, traditional hosts still face a gap in interactive capabilities compared to internet celebrities. On radio and television platforms, hosts often cannot interact with audiences in real-time, making them relatively weak in terms of audience stickiness. For example, CCTV's "News Broadcast," though authoritative, lacks direct audience interaction, leading to reduced attractiveness among young viewers. Therefore, many traditional hosts have begun actively using social media platforms like Weibo and WeChat public accounts to interact more directly with audiences. Through social media, traditional hosts are gradually establishing communication patterns like internet celebrities, enhancing connections with audiences. For instance, Li Sisi actively interacts with fans on her social media platforms, sharing life moments, which has helped her build a closer relationship with audiences and better attract young viewers' attention to her programs. Overall, internet celebrity culture has driven traditional hosts to reform their interactive communication methods, continuously blurring the boundaries between traditional and new media, forming a new communication ecology.

### **3.3 Career Positioning Transformation and Challenges for Hosts**

#### **3.3.1 Cross-Platform Development of Traditional Hosts**

With the expansion of internet celebrity culture, traditional hosts must adapt to cross-platform development. Previously, hosts' careers mainly revolved around radio and television platforms, but in the new media era, they need to possess more cross-platform capabilities. For example, famous host Zhang Lei successfully attracted many young fans by creating a personal account on Douyin and interacting with audiences through short videos. This transformation has made her career more diverse and provided reference for other traditional hosts. However, cross-platform development is not easy for hosts. They need to learn how to use new platforms and master new skills like shooting, editing, and interaction. For example, when host Li Sisi entered the short video platform, she not only needed to quickly adapt to platform operations but also think about how to combine her program style with new media characteristics to attract more viewers. This process requires hosts to



possess extremely high adaptability and innovation capabilities.

In the process of cross-platform development, traditional hosts also face challenges in maintaining professional standards and image. For example, some hosts lose their original authority when transforming into internet celebrities due to over-entertainment, affecting their professional image in viewers' minds. Therefore, hosts need to find a balance between entertainment and professionalism when building their personal brands to ensure their success on new platforms. Additionally, hosts face challenges in content quality during cross-platform development. Content is extremely rich on internet platforms, and maintaining content professionalism and depth has become a new task for hosts. For example, famous host Chen Luyu successfully attracted viewers of different age groups after transformation by insisting on combining professionalism with entertainment through interview programs. Therefore, cross-platform development not only brings opportunities for traditional hosts but also poses new challenges. They need to continuously learn and innovate to adapt to the rapidly changing media environment.

### **3.3.2 Reshaping Professional Image and Maintaining Credibility**

The rise of internet celebrity culture has posed new requirements for traditional hosts' professional image. In traditional media, hosts' images are often dignified and serious, representing authority and credibility. On social media platforms, internet celebrities attract numerous fans through friendly, down-to-earth images, contrasting with traditional hosts' images. For example, internet celebrities on short video platforms interact with audiences through relaxed and humorous styles, significantly increasing their fan loyalty. Facing this change, traditional hosts face the challenge of maintaining professional credibility during transformation. Taking host Zhao Pu as an example, although her performance on social media is relatively relaxed, she still maintains accuracy and rigor in expression. This balance has helped her maintain a high professional reputation in the new media environment. Additionally, Zhao Pu has further consolidated her social responsibility as a public figure through active participation in public welfare activities.

However, overly entertaining or personalized expression may weaken audience trust in hosts' professional qualities. To avoid this problem, many traditional hosts choose to maintain certain professional standards while expressing personality. For example, some hosts still focus on positivity and upward mobility when sharing personal life on social media, ensuring audience recognition of their professional image. Meanwhile, traditional hosts are also learning to borrow expression methods from internet celebrity culture to enhance their approachability and interactivity. For example, host Zhang Dada's performance on short video platforms, sharing life in a relaxed and humorous way, has strengthened emotional connections with fans. Such transformation has brought him success in the new media environment while maintaining respect for traditional hosting images. In summary, under the influence of internet celebrity culture, traditional hosts need to maintain credibility while reconstructing their professional image, flexibly responding to challenges brought by the new media environment.

## **3.4 Symbiosis and Opposition between Internet Celebrity Culture and Traditional Hosting Arts**

### **3.4.1 Establishment of Symbiotic Relationships**

Although internet celebrity culture and traditional hosting arts show obvious differences in expression style and communication methods, they are gradually showing symbiotic trends in the new media ecology. Many traditional hosts have enriched their professional expression diversity by borrowing from internet celebrities' expression methods. For example, CCTV host Negmat uses

internet celebrity interaction forms in variety shows, making programs livelier and more interesting, attracting young viewers' attention. Meanwhile, internet celebrities are gradually improving their content credibility and depth after learning traditional hosting professional qualities.

In this symbiotic relationship, traditional media has also begun to recognize the value of cooperating with internet celebrity culture. For example, Hunan TV's "Hello Saturday" program adds more entertainment and interest by inviting internet celebrities as guests, attracting a broader audience group. This cooperation not only enriches program content but also enhances internet celebrities' professional image, promoting mutual development. However, although symbiotic relationships are being established, competition and conflict possibilities still exist. Traditional media must carefully handle brand image maintenance when integrating with internet celebrity culture to avoid influence from unprofessional or vulgar elements in internet celebrity culture. For traditional hosts, how to maintain professionalism while absorbing new elements is an important issue they must face.

### 3.4.2 Opposition and Conflict

Internet celebrity culture, with personality and entertainment as core characteristics, is deeply loved by young audiences. However, this tendency to over-emphasize entertainment often weakens information transmission seriousness. Many internet celebrities may adopt exaggerated expression methods and emotional content to attract audiences, thereby affecting information accuracy and objectivity. This phenomenon is particularly obvious on some short video platforms, where hosts attract audiences through funny, exaggerated performances, neglecting content authenticity control. This phenomenon poses challenges to traditional hosting arts. Traditional hosts usually need to follow professional ethics, maintaining information transmission rigor and authority. Facing internet celebrity culture's impact, traditional hosts are forced to consider how to maintain professional standards while attracting audiences. For example, CCTV news anchors usually require maintaining stability and rationality in expression, and this style appears somewhat rigid when facing internet celebrities' entertaining content, making it difficult to establish the same emotional connection with audiences.

Traditional hosting arts emphasize professional ethics, including information accuracy, objectivity, and responsibility to audiences. In contrast, internet celebrities often sacrifice content quality while pursuing entertainment effects. In some cases, this conflict not only affects information transmission effectiveness but also negatively impacts audience judgment. For example, some internet celebrities often exaggerate effects or lack necessary scientific basis when promoting products, which may mislead audiences in consumption decisions. Facing this situation, traditional hosts need to find balance between entertaining expression and information accuracy. They can borrow interactivity and approachability from internet celebrity culture to enhance connections with audiences while maintaining strict control over information. For example, some programs have begun adding interactive segments to involve audiences while still ensuring content professionalism and credibility. This method not only attracts audience attention but also maintains hosts' professional image.

Meanwhile, internet celebrities also need to improve their content professionalism to avoid falling into low-quality and entertainment traps. Many audiences have high demands for information accuracy, especially in fields involving health and technology, where lack of professionalism may lead to serious consequences. Therefore, some internet celebrities have begun to realize that only by improving content quality can they stand out in competition and win audience trust. For example, in recent years, some internet celebrities have begun inviting professionals as guests to discuss specific topics to improve program professionalism and credibility. Through this method, internet celebrities can not only attract more audiences but also enhance content depth

while maintaining entertainment value. This trend reflects internet celebrity culture's reverse influence on traditional hosting arts, promoting hosts to pay more attention to content quality and professionalism in creation.

### 3.4.3 Future Outlook: Jointly Interpreting New Era Hosting Arts

Looking to the future, the integration of internet celebrity culture and traditional hosting arts will continue to deepen. Driven by technology, new media forms like livestreaming and short videos will become important expression methods for hosting arts. Traditional hosts need to actively embrace this change, learning and applying new media communication technologies to enhance their competitiveness. Meanwhile, internet celebrities also need to continuously improve content quality and professionalism to maintain positive interaction with traditional hosts. For example, some internet celebrities have begun focusing on accurate transmission and evaluation of product information during product promotion, and this change has won more audience trust. Eventually, the integration of internet celebrity culture and traditional hosting arts will create more diverse hosting styles, providing audiences with better content experience. While maintaining their respective characteristics, both will jointly interpret new era hosting arts, promoting progress and development of the entire media industry.

## 4. Conclusions

Through the discussion of the interaction and opposition between internet celebrity culture and traditional hosting arts, this paper reveals the profound impact of the rise of social media on the expression styles, career positioning, and audience communication strategies of traditional hosts. With the popularization of internet celebrity culture, traditional hosts need to balance the relationship between personalized expression and professional norms when adapting to the new media environment, maintaining their credibility in professional fields. At the same time, internet celebrity culture also provides traditional hosts with rich innovative expression methods, making their career development paths more diversified. Future research can further explore the impact of internet celebrity culture on the professional ethics and sense of responsibility of hosts, analysing how traditional hosts can avoid the problem of over-entertainment in the transformation process. At the same time, as media convergence deepens, the boundaries between traditional hosts and internet celebrity broadcasters may become more blurred. How to attract more audiences while maintaining professional quality will be an important topic for the future career development of hosts.

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