

Exploration of the Path of Anchor Style Innovation from the Perspective of Media Convergence

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Abstract: Media convergence has promoted profound changes in the radio and television industry and put forward higher requirements for the styles of announcers. Traditional broadcasting styles have accumulated authority in one - way communication but are difficult to meet the diverse needs of audiences. The development of media technology and the changes in audience demands have prompted the transformation of broadcasting styles towards interactivity, personalization, and multi - platform adaptation. This paper analyzes the impact of media convergence on broadcasting styles and proposes paths for style innovation, including enhancing interactivity, focusing on personalized expression, and building personal brands, providing specific countermeasures for enhancing the professional competitiveness of announcers.

1. Introduction

Against the backdrop of the popularization and application of Internet mobile communication technology, information dissemination has begun to show a trend of diversification and two - way communication. Therefore, in the media - integrated environment, broadcasters and hosts need to flexibly adjust their broadcasting and hosting styles around the diverse needs of the audience. By innovating their broadcasting and hosting styles, they can meet the diverse needs of different audience groups, thereby enhancing the audience's stickiness to the media [1]. The in - depth advancement of media convergence has prompted the traditional radio and television industry to undergo a complete transformation in terms of communication methods and content presentation. As a key link in information transmission, the innovative style of announcers has become a crucial issue for adapting to technological development and meeting changes in audience demands. Starting from the background of media convergence, this paper explores the evolution and influence of broadcasting styles, analyzes its innovation paths, including enhanced interactivity, multi - platform adaptation, personalized expression, and brand building, aiming to provide useful references for announcers to enhance their professional adaptability and communication effectiveness in the new media environment.

2. Traditional Types and Evolution of Radio and Television Broadcasting Styles

2.1 The Precipitation of Traditional Styles and the Call of the Times

The so called media convergence era is a unique new social form in which various personalized media are integrated, complementing each other's strengths and making up for each other's weaknesses. Against the background of the media - convergence era, everyone can express themselves and comment within the scope permitted by the law, and disseminate information through appropriate media platforms. The discourse power of traditional media has shifted. The diversification of the public's information acquisition channels has made people's attention no longer limited to traditional media such as radio, television, and print media. This impact and influence have also led to a decline in the social attention and influence of traditional announcers and hosts. With the development of science and technology and the progress of the times, challenges are often accompanied by opportunities. If announcers and hosts want to still have discourse power in the media - convergence era and still gain the upper hand in the competition, they must innovate. This innovation should be in line with the background of the times and meet the needs of the audience ^[2].

The broadcasting styles of radio and television, as the accumulation of long - term practice, contain unique professional aesthetics and communication value. In the past, news broadcasting was characterized by a solemn and rigorous tone, carrying the mission of disseminating information and shaping authority. Entertainment broadcasting, through a relaxed and lively expression style, met the audience's need for a pleasant experience. And special - topic broadcasting focused on the deep integration of emotion and content, providing the audience with a more attractive audio - visual experience with delicate emotional expressions. These traditional types not only established the norms of the broadcasting industry but also formed the public's aesthetic expectations for radio and television culture. With the changes of the times, these traditional styles have gradually exposed disadvantages that are not adaptable to modern times. Diverse needs make it impossible for a single style to cater to the preferences of various cultural circles. Technological progress endows information transmission with more interactivity and real - time nature, making the old one - way communication method seem rigid. This limitation has prompted announcers, while following professional norms, to explore more diverse and more life - like means of expression in order to communicate more effectively with the times.

2.2 Diversified Attempts and Exploration of New Styles in the Evolution

The changes brought about by media convergence have prompted the broadcasting styles of radio and television to undergo a profound transformation. The display of styles has gradually shown a diversified trend ^[3]. Announcers began to incorporate personal colors into their reports, increasing their affinity. Entertainment radio enhanced the audience's sense of participation and experience by introducing on - site interaction links. Special reports adopted the technique of combining diversified sounds and media, trying to present a more abundant and three - dimensional information content in the narrative process.

The change in broadcasting style is not only driven by technological progress but also reflects the active pursuit of cultural adaptability. Based on traditional styles, announcers need to absorb new elements with a more open attitude and resonate emotionally with the audience. This exploration is both a continuation of tradition and an active embrace of the future. The expressions of announcers are no longer just calm voices but have become an important channel for the audience to feel the pulse of the times, thus injecting lasting vitality into the in - depth development of media convergence.

3. The Impact of Media Convergence on Broadcasting Styles

3.1 The Profound Transformation of Broadcasting Styles Triggered by the Technological Revolution

The technological wave promotes the transformation and upgrading of the traditional broadcasting field. The rise of short - video and live - broadcast technologies has prompted the broadcasting style to go beyond the traditional voice - centered mode and evolve towards the integration of audio - visual and multi - sensory interaction. The shapers of voices are no longer satisfied with this. In front of the camera, they also need to show active body language and distinct facial expressions to build a more attractive and infectious all - around communication image. This technological transformation requires announcers to break away from the role of mere information transmitters and become three - dimensional expressers in the communication process.

The application of big data and artificial intelligence broadens the path of broadcasting style innovation ^[4]. Through intelligent analysis, announcers can accurately grasp the preferences and behavior patterns of the audience, so as to tailor unique communication strategies for different groups. The broadcasting style can adjust the speaking speed, intonation, and content arrangement according to the user profile, reflecting the sense of personalized service. This technological empowerment makes the evolution of the broadcasting style more targeted and interactive, strengthening the emotional connection between the announcer and the audience.

3.2 The Personalized Transformation of Broadcasting Styles Driven by Changes in Audience Demands

The changing needs of the audience are undoubtedly the key factor driving the transformation of broadcasting styles. Contemporary audiences are no longer satisfied with passively receiving information; they desire more interaction and deeper emotional connections. This change in demand directly changes the way announcers express themselves. The style that used to focus on information authority now needs to incorporate more kindness and personalization to achieve two - way communication with the audience. In the live - broadcast scenario, announcers show an equal and interactive relationship by responding to the audience's questions or comments in real - time, thus narrowing the distance from the audience.

The change in the way of media access has made the audience put forward new demands for the broadcasting style. Consumers' preference for fragmented information has promoted announcers to adopt a more concise, vivid, and even entertaining way of expression. Announcers need to quickly capture the audience's attention through efficient information expression and an attractive style within a limited time. This adaptation is not a simple formal change but a dual test of communication effect and emotional expression.

3.3 The Innovative Dimensions of Broadcasting Styles Shaped by Multiple Platforms

Diversified media channels provide a broad stage for the rich development of broadcasting styles ^[5]. On short - video platforms, the lightweight and entertaining nature of the content determines that the broadcasting style needs to be more creative and interesting, while live - broadcast platforms emphasize the on - the - spot performance and interaction ability of announcers and require a more natural and kind - hearted style. On social media, the broadcasting style also needs to take into account the topicality and social attributes of the expression to attract more attention and participation.

The integration of multiple platforms not only tests the ability of announcers to adapt to different

styles but also poses a comprehensive challenge to their comprehensive skills. The communication environments of various media are different. Therefore, when adapting to different platforms, announcers must accurately master the regulations of that platform and be able to skillfully use diverse expression techniques. In this multi - platform environment, the broadcasting style is no longer a single professional skill but a dynamic and flexible comprehensive quality.

4. The Path of Broadcasting Style Innovation from the Perspective of Media Convergence

4.1 Strengthening Interaction to Make the Broadcasting Style Closer to People's Hearts

In the context of media convergence, interactivity has become one of the key characteristics of broadcasting style innovation. By communicating with the audience in real - time, announcers can establish a stronger emotional connection. In the live - broadcast platform, announcers not only need to master smooth language expression but also need to respond to the audience's questions, comments, and feedback in real - time. This instant interaction tests the announcer's adaptability and also narrows the psychological distance from the audience.

However, interactivity is not simply catering but also lies in guiding and enhancing the audience's sense of participation. Announcers can stimulate the audience's initiative by designing open - ended questions, initiating meaningful discussions, or adopting interesting interaction forms. This method can not only increase the stickiness of the communication content but also further promote the transformation of the audience's role from passive reception to active participation. Interactivity is no longer an added value of communication but one of the core competitiveness of broadcasting style innovation.

4.2 Multi-platform Adaptation to Broaden the Possibilities of Communication and Expression

Media convergence has extended the communication field of announcers from a single channel to multiple platforms, and the adaptability of the broadcasting style has become a key ability. On short - video platforms, the lightweight and interesting nature of the content makes the broadcasting style more lively and vivid. Announcers can combine expressions, body language, and special effects in short - videos to make serious content more approachable. On social media platforms, the broadcasting style needs to be both concise and emotionally expressive to enhance the communication efficiency of the content and at the same time make the audience feel emotional resonance.

Announcers must accurately adjust their styles according to the characteristics of different platforms. Mastering and using these skills can not only make your expression more accurate and efficient but also significantly enhance the attractiveness and persuasiveness of the article. Platform adaptation is not simply a transformation of the traditional style but an in - depth exploration of the essence and form of communication content. By adjusting the flexibility of the style, announcers can accurately meet the diverse needs of different audience groups.

4.3 Focusing on Personalized Expression to Inject Unique Charm into the Style

Media convergence gives more space for personalized expression of broadcasting styles. The audience's pursuit of uniqueness has prompted announcers to transform from simple content transmitters to personal brand builders. Announcers need to explore their unique styles in combination with their own characteristics. For example, through the recognition of voice and intonation, the depth of emotional expression, and the flexible control of language rhythm, they can form a personalized communication charm. A unique style can not only enhance the audience's

memory of the content but also provide a differential advantage for announcers in the highly competitive media environment.

Personalized expression is also reflected in the true transmission of emotions. The audience is more inclined to interact with "warm - hearted" announcers rather than mechanical voice output. Announcers can make the communication content more infectious through appropriate emotional disclosure and tone changes. This real and life - like way of expression can quickly narrow the psychological distance from the audience and inject lasting vitality into the broadcasting style.

4.4 Strengthening Personal Brand Building to Enhance Professional Competitiveness

In the context of media integration, the personal brand of announcers has transformed from an accessory of career development to a key manifestation of core competitiveness. Shaping a personal brand is a long - term and continuous process. It not only involves the professionalism of the content but also needs to inject unique personalized elements. For example, announcers can show their professional qualities on social media and at the same time increase the sharing of content related to daily life to shape a multi - faceted public image. This three - dimensional brand - building model can effectively enhance the audience's trust and recognition of announcers.

The successful shaping of a personal brand also requires continuous innovation and optimization of the content. Announcers should focus on creating original and widely - spread content and form a good interaction with the audience. Through high - quality communication content, the brand can be deeply bound. A personal brand not only brings a wider audience base for announcers but also creates more possibilities for their career development in the media - convergence era.

5. The Guarantee Mechanism for Improving the Innovation of Broadcasting Styles

5.1 Professional Skill Training Helps Announcers Adapt to Media Convergence

Improving the innovation ability of broadcasting styles is inseparable from systematic professional skill training. In the context of media integration, announcers not only need traditional language expression skills but also must master various skills required for new media communication, such as short - video production, audio editing, and data analysis. The learning of these skills can be achieved through professional training courses, industry forums, and practical opportunities, enabling announcers to truly improve themselves in the process of technological empowerment. The expansion of skills is not only an inevitable choice to meet the needs of the times but also an important support for creating an innovative broadcasting style.

The training content needs to focus on practicality and pertinence. Facing the needs of different platforms and audiences, announcers should receive situational training, such as simulated live - broadcast interaction, short - video content design, etc., to improve their flexible response ability in real communication scenarios. This training method based on actual needs can not only enable announcers to quickly upgrade their skills but also help them more accurately understand the connotation and direction of innovative broadcasting styles.

5.2 Industry Support Policies Provide Stable Guarantee for Style Innovation

Industry support policies are the institutional guarantee for the innovation of broadcasting styles. Relevant departments should introduce support policies to provide resource support and innovation incentives for announcers. Media organizations should be encouraged to stimulate the enthusiasm of announcers to explore diverse styles by setting up special funds, organizing innovation competitions, etc. The update and improvement of industry norms can provide clear guidance for

the innovation of broadcasting styles, ensuring that the direction of innovation does not deviate from professionalism and ethical bottom lines.

Industry support policies should also focus on building an open cooperation platform to promote resource sharing and experience exchange. In the context of media convergence, the cooperation and cross - border creation among announcers will become an important driving force for style innovation. By building an exchange mechanism within the industry and across industries, announcers can draw on the wisdom and strength of multiple parties, break the shackles of traditional styles, and inject more diverse inspiration and motivation into innovative broadcasting styles.

5.3 Platform Ecological Optimization Creates Diverse Spaces for Innovative Styles

The ecological environment of media platforms has a profound impact on the innovation of broadcasting styles. The platform is not only a window for announcers to display their innovative styles but also an experimental field for innovative thinking. Therefore, media organizations should optimize the platform ecology to provide announcers with diverse expression spaces. For example, by designing more interactive communication mechanisms and providing experimental support for creative content, announcers are encouraged to boldly try different communication forms and styles.

In the process of improving the quality of the platform ecology, it is equally important to safeguard the interests of announcers. The shaping of an innovative style usually requires a lot of time and energy investment. Therefore, the platform should build a reasonable incentive mechanism to ensure that the labor achievements of announcers are fully respected and rewarded. This protection and affirmation of innovative labor can not only enhance the professional sense of achievement of announcers but also lay a solid foundation for the sustainable innovation of the industry.

6. Conclusion

In the context of the media - convergence era, the style innovation of announcers is no longer an optional choice but an inevitable path to adapt to industry transformation and meet audience needs. The accumulation of traditional styles is the foundation, but innovation is the key to maintaining vitality. Whether it is the promotion of technology or the change of audience demands, they are all calling for a more flexible and more people - centered communication method. The diversified attempts of broadcasting styles not only broaden the possibilities of content expression but also become an important bridge connecting the emotions of the audience and deepening the communication effect.

The innovation of broadcasting styles is by no means achieved overnight. It requires systematic professional training, perfect industry policy support, and optimized platform ecology to work together. This all - round guarantee mechanism will help announcers to comprehensively improve from technology, expression to ideological depth. In the future, the innovation of broadcasting styles should not only be the pursuit within the industry but also become a cultural achievement jointly shaped by the audience and the media, injecting continuous vitality into promoting the high - quality development of the communication industry.

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