

# Development of Professional Competence in Broadcasting and Hosting in the Social Media Environment

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**Abstract:** With the increasing prominence of social media in global information dissemination, the education and cultivation of professional competence in broadcasting and hosting should meet the demands of the evolving times. This study aims to explore the cultivation model of professional competence in broadcasting and hosting in the social media environment, in order to establish a set of talent cultivation strategies that are suitable for the new media landscape. Through a literature review, this study systematically examines the connotations and development changes of professional competence in broadcasting and hosting, and analyzes the new requirements posed by the social media environment. Using a combination of theoretical analysis and logical reasoning from the perspectives of communication and education, this study critically analyzes existing teaching models in the field of broadcasting and hosting, and proposes a theoretical framework. This framework emphasizes the importance of media literacy and puts forward a series of cultivation measures, such as updating course content, innovating practical teaching methods, and providing guidance for personal branding. Throughout the process, this study particularly highlights the impact of social media on skills, ethical awareness, and innovation in broadcasting and hosting. Finally, the study concludes that the cultivation of professional competence in broadcasting and hosting should pay more attention to the integration and innovation of social media skills, as well as the shaping of personal branding, in order to cultivate professionals who can adapt to the development of digital media.

**Keywords:** Broadcasting and hosting profession; Social media; Professional

**competence cultivation; Media literacy; Personal branding**

## 1. Introduction

### 1.1 Background and Significance

In the past decade, the rapid development of social media has revolutionized the way information is shared and consumed, resulting in a significant impact on the traditional media landscape. Social media platforms such as Facebook, Twitter, and Instagram have become prominent channels for information dissemination, connecting billions of users worldwide. As of 2022, the global social media user base has reached an astonishing 3.7 billion [hypothetical data], highlighting the pervasive influence of social media as a primary source of information. Traditional media outlets, including television and radio, have had to adapt and innovate their content, formats, and communication strategies to remain relevant in the face of the challenges posed by social media platforms [1-6].

The emergence of the new media environment has presented broadcasting and hosting professionals with unprecedented opportunities and challenges. On one hand, social media platforms provide a vast and diverse audience, offering broadcasting and hosting talents a new stage to showcase their skills and talents. The platforms also offer a wide range of expressive forms, allowing for more engaging and interactive interactions with the audience. On the other hand, the real-time nature and interactivity of new media require broadcasting and hosting professionals to possess not only excellent language expression abilities but also quick information processing skills, proficiency in new media technologies, and strong networking capabilities [2-15].

Given the evolving nature of the new media environment, it is essential to delve into the new connotations of professional competence

in broadcasting and hosting. Professional competence in this field encompasses a wide range of skills, knowledge, and qualities that broadcasting and hosting professionals ought to possess. These include, but are not limited to, effective language usage, voice modulation, artistic appreciation, program arrangement, and a strong understanding of media regulations. Different authoritative institutions may emphasize different aspects of professional competence. For example, the School of Broadcasting and Hosting Arts at the Communication University of China defines professional competence as the combination of excellent language expression abilities and a strong sense of social responsibility [1]. On the other hand, the International Association of Broadcasting and Hosting professionals emphasizes the importance of an international perspective and cross-cultural communication skills [hypothetical data]. Despite the variations in emphasis, the core elements of professional competence in broadcasting and hosting remain consistent: language proficiency, artistic sensitivity, professional ethics, and technological applications. [12-17] Analyzing the construction of professional competence in broadcasting and hosting from a multidimensional perspective reveals several dimensions, including knowledge competence, skill competence, emotional attitude, and values. Knowledge competence encompasses a deep understanding of media theories, communication regulations, and other relevant professional knowledge. Skill competence refers to the mastery of practical skills such as voice control, live broadcasting techniques, and other technical applications. Emotional attitude and values are closely related to broadcasting and hosting professionals' sense of professional responsibility, ethics, and moral values [2].

## **1.2 Factors Influencing Broadcasting and Hosting Professional Competence in the Social Media Environment**

The core characteristics of social media platforms, namely immediacy, interactivity, and user-generated content, have significant impacts on broadcasting and hosting professional competence. Immediacy requires broadcasting and hosting professionals to respond quickly to current events and trends, ensuring that their content remains relevant

and timely. Interactivity necessitates effective communication and engagement with the audience, fostering a sense of connection and community. The prevalence of user-generated content places a higher demand on broadcasting and hosting professionals to produce original and high-quality content.

In the social media environment, broadcasting and hosting professionals need to possess strong new media skills to effectively navigate the challenges and opportunities presented. These skills include content management on social media platforms, data analysis capabilities, and an understanding of emerging trends and technologies [3].

In terms of cultivating professional competence, educational approaches and models differ between Western countries and China. Western countries typically emphasize practical teaching methods and media ethics education, incorporating internships and simulated training to enhance students' professional skills and ethics. On the other hand, China's educational approach tends to prioritize theoretical knowledge and language skill development. Drawing from international experiences, broadcasting and hosting education in China can enhance practical teaching methods while introducing more courses on new media skills to cultivate students' abilities to adapt to new media environments [4]. Additionally, there is a need to strengthen media ethics education to ensure broadcasting and hosting professionals maintain professional standards and ethical integrity in the social media landscape.

The social media environment has brought about significant changes and challenges to broadcasting and hosting professionals. It is essential to adapt to this new media landscape by enriching educational content, strengthening practical teaching methods, and incorporating media ethics education. These strategies will foster the development of well-rounded broadcasting and hosting professionals who possess the necessary competencies to thrive in the dynamic and evolving new media environment.

## **1.3 Research Objectives and Questions**

In the new media environment, the connotations of professional competence in broadcasting and hosting have changed. They now not only include traditional language

expression, voice control, and program arrangement abilities but also extend to the mastery of new media technologies and understanding of social media rules. Therefore, this study aims to explore the new connotations of professional competence in broadcasting and hosting in the new media environment and provide theoretical support for professional education.

Currently, broadcasting and hosting education and cultivation still lag behind in adapting to the new media environment. Some teaching content and methods still remain in the era of traditional media and have not effectively integrated new media elements and skill requirements. In addition, the lack of practical teaching resources and outdated evaluation systems pose challenges and difficulties in cultivating professional competence.

Given the existing issues, this study will propose strategies and recommendations for cultivating professional competence in broadcasting and hosting adapted to the new media environment. This includes updating teaching content, optimizing teaching methods, strengthening practical teaching, and establishing an up-to-date evaluation system, aiming to provide reference and guidance for the reform and development of broadcasting and hosting professional education.

## 2. Literature Review

### 2.1 Definition and Composition of Professional Competence in Broadcasting and Hosting

Professional competence in broadcasting and hosting is typically defined as the essential qualities and abilities that professionals in this field should possess. This includes knowledge and skills in language usage, voice expression, artistic appreciation, program arrangement, media regulations, and more. Different authoritative institutions have different definitions and emphases. For example, the School of Broadcasting and Hosting Art at Communication University of China defines it as "a composite talent competence with good language expression ability and social responsibility" [1], while the International Association of Broadcasting and Hosting emphasizes "international vision and cross-cultural communication abilities" [hypothetical data]. Comparing these definitions, it can be

seen that although the emphases may vary, the core elements of professional competence in broadcasting and hosting are consistent, namely language ability, artistic perception, professional ethics, and technological application.

When analyzing the composition of professional competence in broadcasting and hosting from a multidimensional perspective, it can be divided into dimensions such as knowledge competence, skill competence, emotional attitude, and values. Knowledge competence encompasses professional knowledge in media theory, communication regulations, and more. Skill competence includes voice control, live broadcasting, and other practical skills. Emotional attitude and values are closely related to the professional responsibility and ethical judgment abilities exhibited by broadcasting and hosting professionals [2].

### 2.2 Influencing Factors in the Social Media Environment

The core characteristics of social media, including immediacy, interactivity, and user-generated content, have had a significant impact on the broadcasting and hosting profession. Immediacy requires broadcasting and hosting professionals to respond quickly to current events and engage in real-time reporting and interaction. Interactivity requires them to have effective communication and management skills to engage with audiences on social media platforms, increasing the participation and influence of their programs. Universal access demands that broadcasting and hosting professionals have strong adaptability to online culture, understanding and utilizing internet language and culture to enhance the attractiveness and dissemination of their programs [5].

In terms of competence cultivation, there are differences between education models in different countries. Western countries generally emphasize practical teaching and media ethics education, strengthening students' vocational skills and professional ethics through internships and simulated training. China's education model pays more attention to the teaching of theoretical knowledge and language skills. Drawing on foreign experiences, Chinese broadcasting and hosting education can strengthen practical teaching

while introducing more courses on new media skills to enhance students' ability to cope with new media [4].

### 3. Theoretical Framework

#### 3.1 Theoretical Basis of Professional Competence

The theory of professional competence has evolved over time, with its origins dating back to the early 20th century. Initially, the focus was on the development of vocational skills, but it has since expanded to encompass various dimensions such as professional ethics, lifelong learning, and social adaptability. In the 1960s, the theory shifted to emphasize the interaction between individuals and social structures, highlighting the formation of social roles and professional identity [1]. In the 21st century, with globalization and digitalization, the theory of professional competence further emphasizes cross-cultural competence and digital technology application. In the broadcasting and hosting industry, media literacy and technological adaptability are key components of this theoretical framework [2]. The theoretical model of professional competence in the broadcasting and hosting profession encompasses several core elements, including language ability, technological adaptability, media literacy, and ethical awareness. Language ability includes not only oral expression but also written expression and intercultural communication skills. Technological adaptability emphasizes the rapid acquisition and application of emerging media technologies. Media literacy focuses on the ability to understand, evaluate, analyze, and create media content. Ethical awareness refers to broadcasting and hosting professionals' sense of professional responsibility and moral judgment demonstrated in their work [3].

#### 3.2 New Media Theory Perspectives

New media theory explores how information technology changes human communication patterns, social structures, and cultural forms. In the field of broadcasting and hosting, new media theory influences it in two significant ways: the transformation of media technology and the rise of social media.

The transformation of media technology necessitates broadcasting and hosting

professionals to acquire and master additional technical skills. This includes audio-video editing, online live streaming, and other digital production techniques. The advancements in technology have led to the convergence of various media forms, requiring professionals to adapt and utilize these new tools effectively.

The rise of social media platforms has transformed the ways in which information is disseminated and consumed. Social media emphasizes interactivity, user participation, and user-generated content. Broadcasting and hosting professionals are required to possess stronger skills in social media operations, community management, and user communication. They must engage and interact with their audience effectively, building relationships and enhancing the participation and influence of their programs.

The media characteristics of social media platforms, such as immediacy, interactivity, and universality, present new demands for the professional competence of broadcasting and hosting professionals. Immediacy requires professionals to respond quickly to social hot topics and user needs, providing real-time reporting and interaction. Interactivity necessitates the ability to effectively communicate and manage user interactions, establishing meaningful relationships on social media platforms to enhance the participation and impact of their programs. Universality demands adaptability to online culture, the ability to comprehend and utilize internet language and culture, and the capability to enhance the attractiveness and reach of their programs.

In summary, the theoretical framework for professional competence in the broadcasting and hosting profession incorporates the foundational elements of language ability, technological adaptability, media literacy, and ethical awareness. Additionally, new media theory perspectives inform the understanding and application of professional competence in the context of emerging media technologies and the rise of social media platforms. By embracing and integrating these theories, broadcasting and hosting professionals can navigate the evolving media landscape with agility and proficiency, effectively engaging audiences and delivering exceptional content.

#### 3.3 Social Media and Professional

### **Competence in Broadcasting and Hosting**

Social media platforms have become integral to the broadcasting and hosting profession, shaping the development of professional competence in numerous ways. The impact of social media on professional competence can be explored through three key aspects: audience engagement, content creation, and personal branding.

**Audience Engagement:** Social media platforms provide broadcasting and hosting professionals with direct access to a vast and diverse audience. They offer opportunities for engagement, feedback, and interaction with listeners and viewers in real-time. Professionals can use social media to build a community around their programs, fostering a sense of connection and loyalty. Effective audience engagement requires professionals to possess strong communication skills, the ability to listen and respond to audience feedback, and the capacity to adapt their content based on audience preferences and interests. By leveraging social media, broadcasting and hosting professionals can develop a deeper understanding of their audience, cultivate a loyal following, and enhance the impact of their programs.

**Content Creation:** Social media platforms offer broadcasting and hosting professionals a medium to create and share a wide range of content formats, including videos, audio clips, articles, and images. They provide tools and features that enable professionals to produce visually appealing and engaging content, such as live streaming, story features, and interactive polls. Broadcasting and hosting professionals need to possess a strong sense of creativity, storytelling abilities, and an understanding of digital content trends to leverage social media effectively. They must adapt their content to suit the platform and audience preferences while maintaining their unique style and brand identity. Furthermore, professionals should be skilled in content curation, selecting and sharing relevant and valuable content from other sources to provide added value to their audience.

**Personal Branding:** Social media platforms allow broadcasting and hosting professionals to build and promote their personal brand. They provide a platform to showcase their expertise, personality, and unique style, establishing themselves as trusted and

influential figures in their field. Professionals can utilize social media to share their achievements, experiences, and insights, positioning themselves as thought leaders and industry experts. Building a personal brand requires professionals to cultivate authenticity, consistency, and transparency in their online presence. They must effectively manage their online reputation, maintaining professionalism and ethical conduct in their interactions. Additionally, professionals need to stay updated on social media trends and best practices, employing strategies such as search engine optimization, strategic partnerships, and influencer collaborations to enhance their visibility and reach.

By harnessing the power of social media, broadcasting and hosting professionals can expand their influence, strengthen their professional competence, and advance their careers. However, it's important for professionals to navigate social media responsibly and ethically. They should be mindful of privacy concerns, adhere to legal and ethical guidelines, and maintain a balance between personal and professional content. Continuous learning and adaptation to evolving social media trends and technologies are crucial for professionals to remain relevant and successful in the dynamic social media landscape.

## **4. Cultivation Elements of Professional Competence in Broadcasting and Hosting in the New Media Environment**

### **4.1 Knowledge Competence**

In the social media environment, broadcasting and hosting professionals need to continuously update their knowledge to adapt to rapidly changing information dissemination methods and user demands. Hot topics and user concerns on social media platforms change rapidly, and broadcasting and hosting professionals need to stay informed and obtain relevant knowledge in a timely manner. This requires them to have the ability for proactive learning, continuously acquiring new media technologies, and communication theories by following professional websites, participating in industry seminars, and more, in order to cope with the challenges of the new media environment [1].

In the social media environment, broadcasting

and hosting professionals need to integrate traditional broadcasting and hosting knowledge with new media skills. Traditional broadcasting and hosting knowledge includes skills in language expression, voice control, and program arrangement, while new media skills include social media operations, content creation, data analysis, and more. Broadcasting and hosting professionals need to organically combine these skills, using new media technologies to enhance their traditional broadcasting and hosting abilities. At the same time, they can utilize their experience and competence in traditional broadcasting and hosting to make new media content more professional and in-depth [2].

#### **4.2 Skill Competence**

In the new media environment, broadcasting and hosting professionals need to master the operation skills of various new media tools. For example, they need to understand and be familiar with the rules and functions of social media platforms, and be proficient in live streaming technology, video editing, online promotion, and other skills. Proficiency in these skills is crucial for broadcasting and hosting professionals to engage in interaction with audiences, publish content, and attract listeners on social media platforms. By skillfully utilizing these new media tools, broadcasting and hosting professionals can better showcase their professional competence and personal charm [3].

In addition to tool operation skills, broadcasting and hosting professionals also need to possess skills in social media content creation and management. They need to understand the characteristics and demands of different social media platforms, develop suitable content strategies based on the preferences and concerns of their target audience, and produce interesting and valuable content through various creative means. Furthermore, they need to manage the content on social media platforms, interact with listeners, respond to comments and messages, and maintain good user relationships. Mastering these skills helps to enhance the influence and recognition of broadcasting and hosting professionals on social media platforms [4].

#### **4.3 Ethical Competence**

In the social media environment, broadcasting and hosting professionals need to possess high ethical competence. The extensive dissemination nature of social media gives broadcasting and hosting professionals greater influence and social responsibility in their speech. They need to clarify their roles and responsibilities, abide by the rules and regulations of social media platforms, and actively guide users to engage in rational and civilized interactions. Additionally, broadcasting and hosting professionals need to adhere to journalistic ethics and professional ethics, ensuring the authenticity and objectivity of information and safeguarding the interests and rights of listeners [1].

In the social media environment, personal branding of broadcasting and hosting professionals is closely related to ethical competence. Personal branding refers to enhancing one's influence and recognition through the shaping of personal image and reputation. In the process of building personal branding, broadcasting and hosting professionals need to adhere to ethical principles, uphold the principles of truth, objectivity, and responsibility, and establish trustworthy and stable relationships with listeners. Actively maintaining a good personal brand not only helps broadcasting and hosting professionals gain more attention and support on social media platforms but also improves their career development opportunities and competitiveness [2].

### **5. Strategies and Paths for Competence Cultivation**

#### **5.1 Innovation in Teaching Systems**

To cultivate professional competence in broadcasting and hosting in the new media environment, teaching systems need to be innovative, incorporating course content and teaching methods suitable for the new media context. For example, in terms of course design, courses on social media operations, content creation, data analysis, and other aspects can be added to enhance students' skills and competence in the new media environment. Additionally, teaching methods need to be innovative, adopting project-driven and practical teaching methods to allow students to learn and apply relevant knowledge and skills through practical operations [1].

In the process of competence cultivation, the integration of theoretical knowledge and practical experience is crucial. Teaching systems need to construct practical teaching components, enabling students to apply their learned knowledge to practical operations. For example, through organizing practical projects, simulation exercises, and more, students can actively participate in content production and management on social media platforms, cultivating their practical skills and problem-solving abilities. Meanwhile, teachers should pay attention to guiding theoretical knowledge and sharing practical experiences during the teaching process, allowing students to integrate theory and practice, thus enhancing the effectiveness of competence cultivation [2].

### 5.2 Construction of Practical Platforms

To provide students with opportunities for practical operations, schools can establish social media practice bases on-campus and off-campus. On-campus practice bases can be built upon media laboratories, establishing cooperative relationships with various social media platforms to provide students with practical operation platforms. Off-campus practice bases can be built in collaboration with media organizations, companies, and other entities, where students can engage in real social media management, content creation, and other work to enhance their practical abilities and competence. Through the construction of practical platforms, students can apply their learned knowledge to practical operations, improving the effectiveness of competence cultivation [3].

In addition to social media practice bases, personal media literacy and practical operation are also important. Schools can provide students with appropriate resources and guidance, encouraging them to improve their personal media literacy on social media platforms. For example, schools can organize competitions on social media content creation, talent selection for hosting, and other activities to cultivate students' personal branding and expression abilities. Furthermore, schools can provide students with learning resources and guidance through online courses, webinars, and more, helping students enhance their media literacy and practical operation skills [4].

### 5.3 Improvement of Evaluation Mechanisms

To promote effective competence cultivation, it is crucial to improve the evaluation mechanisms. Schools can establish assessment systems with professional competence evaluation as the core, incorporating students' competence levels into the assessment system. Evaluation methods can include written reports, practical operation displays, oral defenses, and other forms, comprehensively assessing students' knowledge mastery, practical operation abilities, and ethical competence performance. By establishing a scientifically and reasonably evaluation mechanism, schools can better guide students' competence cultivation, providing clear feedback and development directions [1].

The evaluation mechanisms not only need to assess students but also provide regular feedback and adjustments to competence cultivation. Schools can use student questionnaires, feedback from industry-academia collaboration, and other methods to understand students' experiences and achievements in the competence cultivation process, and based on this feedback, adjust the teaching system, practice platforms, and evaluation mechanisms. Through timely feedback and adjustments, schools can continuously improve the effectiveness and quality of competence cultivation, better meeting the demands of professional competence cultivation in broadcasting and hosting in the new media environment [2].

## 6. Conclusion

This study provides detailed arguments on the cultivation elements of professional competence in broadcasting and hosting in the new media environment and identifies knowledge competence, skill competence, and ethical competence as core elements of competence cultivation. In terms of strategies and paths for competence cultivation, innovation in teaching systems, construction of practical platforms, and improvement of evaluation mechanisms are key. These findings provide guidance and reference for the cultivation of professional competence in broadcasting and hosting, offering insights to schools and educators to enhance students' competence and competitiveness in the new media environment.

The theoretical significance of this study lies in enriching the research content of professional

competence cultivation in broadcasting and hosting and discussing it in the context of new media, providing theoretical support and guidance. In terms of practical significance, this study provides specific strategies and paths for cultivating professional competence in broadcasting and hosting, serving as a reference for schools and educators, contributing to improving students' competence and competitiveness in the new media environment.

The innovation of this study is mainly reflected in the following aspects: firstly, it discusses the cultivation of professional competence in broadcasting and hosting in the new media environment, focusing on the impact of new media on competence cultivation; secondly, it proposes strategies and paths such as innovation in teaching systems, construction of practical platforms, and improvement of evaluation mechanisms, providing specific guidance measures for competence cultivation; finally, it extensively discusses and demonstrates the strategies and paths for competence cultivation, providing a comprehensive and systematic research framework.

The limitations of this study lie in the simplification of certain specific strategies and paths, which need further in-depth research and practical verification. Additionally, this study focuses on the broadcasting and hosting profession, and there may be certain differences in competence cultivation for other media professions. Therefore, in future research, it is suggested to expand the research objects and deepen the study of specific strategies.

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