Research on Development Status and Innovation Strategy of Broadcasting and Hosting in We Media Era Under Data Mining

Zhehao Li[✉]

School of Literature and Journalism, Leshan Normal University, Leshan 614000, China

Abstract. With the advent of the self butterfly era, we media website broadcasting and hosting industry under data mining has a great impact on this field in China. Therefore, whether it is for this new thing, or for the broadcasting and hosting of traditional media, there are further requirements for their own positioning, media understanding and professional level.

Keywords: Data mining · We media · Broadcasting and hosting

1 Introduction

Although the development of we media communication industry has a continuous impact on broadcasting and hosting, it also brings more development opportunities. The broadcasting and hosting industry, which is at the forefront of the media, has a strong social influence, and it has to operate with a new way of thinking for the new situation. Therefore, the key to the current field is to abandon the traditional inherent mode and use new forms of expression to ensure that its broadcasting and hosting image is more accessible to the public, deeper and more spiritual.

With the continuous popularization of China's Internet, the development of China's Internet and mobile Internet is gradually mature, and even unlimited traffic has begun to appear. At the same time, Internet products are increasingly filling our lives. At the same time, the number of mobile end users is increasing, even more than twice as many as the number of PC end users. People's demand for simplicity, quickness and interest is also increasing. From fragmented reading to short video viewing, China's we media is also developing rapidly.

In July 2003, two Americans, Sherin Bowman and Chris Willis, clearly put forward the concept of "We Media", which is translated into Chinese as "We Media" and has a very strict definition. So far, the concept of "We Media" has really entered the public field of vision.

The development of we media has gone through three stages: the first stage is the initial stage of we media, represented by BBS; the second stage is the embryonic stage of we media, mainly represented by blog, personal website and microblog; the third stage is the era of we media consciousness awakening, mainly represented by wechat

public platform and Sohu News client. At present, the development of we media is in the transition period from the embryonic stage to the era of we media awakening. However, since we media has only been born for more than ten years, these three stages actually exist at the same time, but at this stage, microblog and wechat public platform are the main body of we media, and the others are relatively weak.

In China, the development of media has been divided into 4 stages: the 2009 Sina micro-blog launched, which caused the social media to be in the media; in 2012, the WeChat official account was launched on the Internet and moved from the media to the mobile terminals; from 2012 to 2014, portal websites, videos, e-commerce platforms and other media have been involved in the media field, and the platform has been diversified; from 2015 to now, live and short videos have become media content. New hot spots in the industry.

Broadcasting and hosting is a college major in Colleges and universities, which belongs to the major of radio, film and television. The basic length of schooling is three years, formerly known as hosting and broadcasting. In 2015, the Ministry of education changed its name to broadcasting and hosting.

This major cultivates advanced technical application-oriented professionals who have the basic knowledge and technical skills of broadcasting and hosting, and can be engaged in broadcasting and program hosting.

2   Data Mining Algorithm

2.1   Basic Application Algorithm

TF4df algorithm can be used to evaluate the importance of a word to a given document in a corpus or document set. The importance of a word is positively related to the number of times it appears in a document. The more times a word appears in a document, the more important it is. However, it is negatively related to the frequency it appears in the corpus [1]. The more times it appears in the corpus, the less important it is. Therefore, tf1df can be used as the basis for news text classification.

Term frequency. F refers to the total number of times a word appears in a given file. The reverse file pre rate is obtained from the total number of files in the library, followed by the number of pieces containing the word, and then the quotient is "time". If the word frequency in a file is higher than that in the whole corpus, the word is more important to the file. Therefore, the f-4df value can be used to filter common words and only retain the words that can highlight the characteristics of the document.

The traditional tf-df algorithm takes the file after word segmentation as the input (word segmentation by stuttering participator and removing stop words) and the output is the tf-df value of each word. Then the F-C% value is sorted from large to large, and the top-N (top-N) words are taken as the feature words for differentiation. The TF-df algorithm steps are as follows. Count the number of times each word appears in the file, and calculate the TF value of the word. The calculation method is shown in formula (1):

$$TF_{ij} = \frac{n_{ij}}{\sum Tl_j} \tag{1}$$

How many files in the file set do the unified words appear. The calculation method of words is shown in formula (2):

$$IDF_i = \log \frac{|D|}{\sum t_i \in d + 1} \tag{2}$$

The TF * DF value of each word is calculated as shown in Formula (3):

$$TF - IDF_i = TF_{ij} * IDF_i \tag{3}$$

2.2 Classification Method Based on Improved t-df and Bayesian Algorithm

News classification based on improved tfdf and Bayesian algorithm firstly uses stutterer to segment news text and remove stop words. Then the improved tfdf algorithm is used to calculate the tfdf value of the remaining words, and according to the statistical results of tf4df value, the highest n valuesv of tfdf value are selected as feature vectors. Finally, the news text is classified by Bayesian algorithm. The flow of news text classification is shown in Fig. 1.
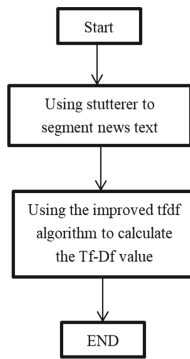

Fig. 1. News text classification process

3 Enhance the Overall Ability of Network Broadcasting and Hosting

(1) Familiar with and proficient in new media technology. Mastering new media technology is one of the first skills that media people need to have in the era of we media. The operation of new media software and hardware is just like the sharp weapon in the hands of local soldiers. With the help of computers and mobile phones, it is an indispensable and important skill for broadcasting and hosting to upload, receive and reprint various kinds of information.

(2) Have sensitive reaction ability. Up to now, any mobile terminal that can meet the needs of Internet access can become a media to release information. For example, the first publishers to report the "7.23" bullet train accident, the death of bin Laden and the fire in CCTV's auxiliary building are all from we media users, and there are countless examples like the above. Therefore, as a successful announcer, he needs to have the ability to control emergencies, and quickly seize the opportunity through his own sensitivity to events. Not only that, he should also have a deep understanding of the current hot news and unpopular topics, so as to transmit the information in time with the fastest efficiency.

4   Strengthen and Improve Their Comprehensive Skills

In the era of we media, every individual can use the Internet to spread information. And these individuals upload their interesting things, events and people to the network in the form of text, pictures or videos, and this series of operations is equivalent to the whole process of traditional media collection, editing and broadcasting. But for traditional media reporters, cameras and radio hosts, in view of the different positions, there are also significant differences in the nature of their work. For example, most of the work of radio hosts is completed in the studio, while such tasks as going out to interview are relatively few. However, nowadays, with the further development of the media, even the traditional broadcasting host also needs to actively go out of the studio, through the all-round forging of their own, with a new mode of work and a new way of thinking to quickly integrate into the current atmosphere. For another example, most radio hosts now actively participate in news interview and production in addition to completing the task of broadcasting and hosting [2]. More importantly, the topic selection information of radio hosts comes from we media, so as to further explain the topic selection and give full, in-depth and thorough interpretation of the information based on the current mainstream values, In order to ensure that the information provided for the public is more authoritative and effective, we can say that it is moving forward and growing towards the omnipotent and comprehensive broadcasting host.

5   The Positive Role of We Media Broadcasting and Hosting

5.1   Improve the Credibility of Your Image

Because we media information release is very random, and the quality of netizens is uneven, the credibility of information is also reduced. Based on the above environment, as a broadcaster, they should not be affected by these bad information, and should always adhere to the principle of disseminating true and effective information. In addition, they should also have the ability to distinguish the authenticity of information, collect and absorb the hot topics from the public, and have their own unique opinions to make their hosting more quality, style and depth.

5.2 Highlight Self Advantages and Show the Charm of Hosting

As an active broadcasting host in the forefront of the media, it makes the dissemination of information more personalized through the integration of their voice, language, posture and body. Especially for today's increasingly serious homogenization of media environment, the key of broadcasting host depends on personalized communication [3]. For example, Cui Yongyuan, who presided over the column of "telling the truth", fully showed his unique temperament and personal charm in the whole hosting process. Witty words combined with quick wit will lead people to a deeper realm successfully. Now, in the face of the noisy we media era, a very attractive and innovative announcer is lacking in this era (see Fig. 2).
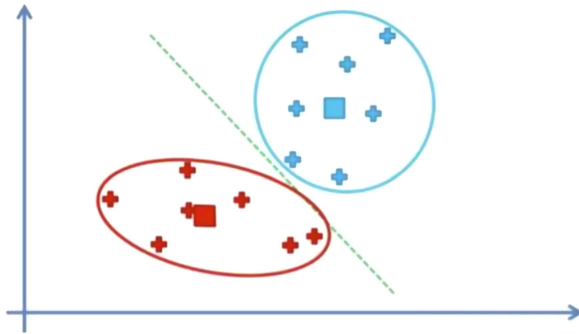

Fig. 2. Simulation with charm of hosting

5.3 Promote the Level of Language Expression

Throughout the information transmission based on the current we media era, due to the great differences in the identity, quality and level of communicators, the phenomenon of nonstandard language also occurs from time to time. Moreover, a series of network words and expressions are emerging one after another, such as "Huichang, Shenma, Fuyun". Not only that, the phenomenon of improper collocation and unreasonable quotation is becoming more and more serious. What's more, even the well-known and influential media have misused and explained the words. Moreover, the relevant departments have made a lot of requirements and norms on the use of language, such as requiring the announcer to use Putonghua in addition to the special festival needs, forbidding to develop or imitate in the form of regional characteristics, eliminating the use of non-standard network language, and ensuring that the use of grammar always follows the rules of modern Chinese [4]. As the most advanced broadcasting and hosting industry in the media, it has a great influence on the society, especially in the standardized use of language, which is both a responsibility and an obligation. Based on the context of the former fast food culture, the announcer should be fully aware of the responsibility of a media person, and should actively and positively transmit the standard language through the language full of taste, culture and connotation (see Fig. 3).
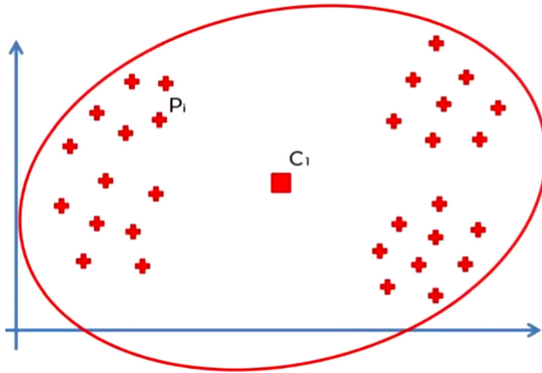
Fig. 3. Simulation with the level of language expression

6 Analysis on the Application of Thinking in the Artistic Creation of Broadcasting and Hosting

6.1 The Function of Thinking in Language in the Artistic Creation of Broadcasting and Hosting

The artistic creation of broadcasting and hosting is to carry out the communication activities of sound language through language [5]. The easy to understand point is that the host speaks in front of the microphone. As an interactive activity, speech not only includes "speech" as the subject and "listening" as the object, but also includes the content and way of speech in this activity. So when we study broadcasting and hosting this activity, what we study is actually the host's "what to say" and "how to say" in front of the microphone. The artistic creation of broadcasting and hosting relies heavily on logical thinking and image thinking, and it is difficult to distinguish between the two kinds of thinking. But we can make an easy to understand analogy. Logical thinking is like the skeleton of broadcasting language, which is the solid backing to support the inner core of language [6]. Image thinking is the flesh and blood of broadcasting language, The flesh and blood growing on the basis of the skeleton is the most appropriate and fresh; the inspiration thinking is not only integrated into the logical thinking and inspiration thinking, but also guides the logical thinking and inspiration thinking, and injects the soul into the broadcasting language, so that it has vitality. Only by combining logic thinking, image thinking and inspiration thinking, can such language be full and accurate [7].

6.2 "Language Skeleton" Derived from Logical Thinking

Logical thinking is often compared to "the grammar of thinking", which fully illustrates the connection between logical thinking and language. Logic, as the long-term experience of human beings in the objective world, is the theory and direction to guide thinking and communication. Logical thinking plays a very important role in real life. As a guide to reveal the internal laws of the objective world, the application of logical thinking can improve people's overall quality, cultivate people's pursuit of rational thinking and

identify with the scientific spirit. People's understanding of the world is summarized as thinking, but people's expression depends on language. Thinking is the spiritual guidance of language, language is the material carrier of thinking, and the formation of thinking needs grammar to follow specific grammatical rules [8].

As an important tool of language logical thinking, it is also an important tool of language logical thinking. Logical thinking is to analyze data, infer the whole process, judge the truth and falsehood to understand the internal laws, characteristics of objective things, and the relationship between other things [9]. The analysis of logical thinking is rigorous and progressive. Logical thinking is used as a guide to create rational thinking language in language art creation, such as material selection, sentence structure, vocabulary selection, rhetorical decoration and theme cohesion [10].

7 The Proper Way of Thinking in the Artistic Creation of Broadcasting and Hosting

7.1 Correctly Understand the Importance of Thinking Ability

It is self-evident that the importance of the ability of artistic creation and hosting is whether or not there is the ability of artistic thinking in broadcasting [11].

In the daily teaching of broadcasting and hosting, it is often found that students prefer to broadcast with manuscripts and are better at broadcasting with manuscripts. In contrast, the enthusiasm of training and learning for broadcasting without manuscripts is not high. At present, most of the teaching of broadcasting and hosting focus on the broadcasting with manuscripts, and most of them focus on the students' Putonghua pronunciation, pronunciation, speaking speed and fluency. However, they don't pay much attention to the content of "speaking" in the process of language expression. They only focus on the external characteristics of expression, but ignore its connotation. In teaching, we often encounter such situations: some students have pleasant timbre, good pronunciation, and full language to express their feelings, but they are fluent in repeating redundant words; some students have solid basic skills in broadcasting with manuscripts, but they can't say anything in improvisation, and their sentences are empty and they don't know what to say. Such a language is flashy and lacks logic core. Broadcast with manuscript is to reprocess the original manuscript based on the understanding and experience of image thinking, while broadcast without manuscript is the direct coding and transmission of the announcer and host's own logical thinking products. Broadcasting host should not be full of emotion and eloquence to talk nonsense, but should be a process of using exquisite external language conditions to wrap the heavy thinking core and succinctly deliver these ideological contents to the audience [12]. It can be seen that the application ability of logical thinking, image thinking and inspiration thinking will have a far-reaching impact on the future development and personal achievement of students majoring in broadcasting and hosting.

7.2 Although they have Different Emphases, they Should Not Be Neglected

The broadcasting with articles relies on the integration of image thinking and logical thinking, while the broadcasting without articles emphasizes logical thinking and intersperses image logic. It's true that the two ways of broadcasting and hosting creation have

their own emphasis, but we can't think that only this kind of thinking is respected. These two ways of broadcasting and hosting are the product of logical thinking and image thinking [13]. In the creation of broadcasting with manuscripts, image thinking does occupy a dominant position, but without logical thinking, the announcer will not be able to correctly grasp the logical connection between the upper and lower sentences in the manuscript, accurately understand the level of the manuscript, and even more difficult to summarize the core ideas of the manuscript. If we lose the guidance of logical thinking and only use the thinking of images, we will eventually turn into a poor work that moans without illness and expresses feelings without connotation [14]. As far as the creation of non manuscript broadcasting is concerned, broadcasters use more logical thinking, but if they lose the blessing of image thinking and have no reasonable emotional mobilization and expression, it is difficult for broadcasters and hosts to produce emotional resonance with the audience [15]. The unpublished broadcast, which only focuses on the logic of words without emotion, will only become a blunt narration that the audience is unwilling to accept [16].

After deeply understanding the application characteristics of the two kinds of thinking in broadcasting and hosting creation, announcers and hosts can also train their weak thinking ability according to their own situation [17]. For example, announcers and hosts who have been engaged in broadcasting with manuscripts for a long time can increase the practice of broadcasting without manuscripts at ordinary times, and try to organize logical and language idiomatic words and sentences without the prompt of manuscripts, so as to adapt to the active state of logical thinking in the artistic creation of broadcasting without manuscripts. However, some announcers and hosts who have been broadcasting without manuscripts for a long time need to exercise their image thinking ability, improve their adaptability in the face of manuscripts, and strengthen their emotional investment and scene restoration in the creation of existing manuscripts [18]. Only in the two forms of broadcasting and hosting creation, can we achieve the nearly perfect state of announcer and host professionally. The art creation of broadcasting work should pay attention to the coordinated development of logical thinking and image thinking. Although they are two different thinking systems, they are closely related, infiltrating, complementing and supporting each other.

8   Conclusion

Zhang song is to respect people, care for people, guide people, inspire people to give a clear advocate. With the advent of we media era, the channels for the audience to receive information are further broadened, and the optional content is also more and more diverse, while the traditional preaching expression is far from meeting and attracting the needs of the audience. The appearance of new we media broadcasting and hosting, from the perspective of civilians, makes a more appropriate, more real and more effective description of things, so as to build a platform for equal communication with the audience, and effectively disseminate positive, positive and valuable information in full communication with the audience, so as to ensure the positive guidance of social civilization and esoteric theory.

References

1. Peng, X.: Research on the development of broadcasting and hosting in the era of big media. Sci. Technol. Commun. **4**, 169–175 (2015)
2. Cheng, Y.: Development strategy of broadcasting and hosting in we media era. Sound Screen World **8**, 36–37 (2015)
3. Dou, H.: Opportunities and challenges faced by broadcasting and hosting industry in all media era. Commun. Copyright **1**, 107-108+111 (2017)
4. Liu, Q.: Innovation of professional talent training mode of broadcasting and hosting in the era of mass media. Educ. Teach. Forum **21**, 64–65 (2016)
5. Zhang, S.: Foundation of Broadcasting Creation. Communication University of China Press, Beijing (2004)
6. Zhang, S.: Chinese Broadcasting. Communication University of China, Beijing (2003)
7. Wu, Y., Zeng, Z.: Research on the Training of Broadcasting and Hosting Professionals. Communication University of China Press, Beijing (2009)
8. Wu, Y.: The Training Path of Host's Thinking and Language Ability. China Radio and Television Press (2005)
9. Wu, Y.: Research on the Comprehensive Quality of TV Program Hosts. China Radio and Television Press (2007)
10. Song, X.: Guide for On-the-Spot Reporting of on Camera Reporters. China Radio and Television Press (2008)
11. Bi, Y.: Outline of Modern Radio and Television, 1st edn. China Radio and Television Press (2007)
12. Lu, Y., Zhao, M.: Introduction to Contemporary Radio and Television, 1st edn. Fudan University Press (2008)
13. Luo, L.: Performance of Literary Works. Communication University of China Press, Beijing (2003)
14. Wu, Y.: Host Language Skills. China Radio and Television Press, Beijing (2011)
15. Fu, C., Wu, H.: Practical Broadcasting Course. Putonghua Pronunciation and Broadcasting Voice. Communication University of China Press, Beijing (2005)
16. Lu, M., Qian, X.: Thought of Thinking Science. Science Press (2012)
17. Jin, B.: Dictionary of Marxist Philosophy. Shanghai Dictionary Press, Shanghai (2003)
18. Jiang, T.: 23 Kinds of Thinking Wisdom Benefiting from Life. CPC Central Committee Party School Press, Beijing (2003)