Research on the Reform Path of Broadcasting and Hosting Teaching Based on Artificial Intelligence

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Abstract. The new technology of artificial intelligence has brought about the change of media, which has formed a new way of content production and dissemination. Artificial intelligence has changed the way of thinking and creation of broadcasting and hosting. Mobile, visualization, intellectualization and interaction have become the main development line of broadcasting and hosting. However, the development of broadcasting and hosting art teaching in China is still in its infancy, and there are still some serious problems, such as lack of professional teaching team, inadequate hardware facilities, too single teaching mode, backward teaching concept and so on. These problems have seriously hindered the development of broadcasting and hosting art teaching in China. This paper first analyses the application of artificial intelligence in broadcasting and hosting. Then, this paper analyses the existing problems. Finally, some measures are put forward.

Keywords: Teaching Reform, Broadcasting and Hosting, Artificial Intelligence

1. Introduction

With the continuous progress and development of artificial intelligence technology, China's radio and television industry has also made rapid development. Intelligent voice broadcasting greatly enriches the hosting style. Personalized voice synthesis has been found in advertisements, dubbing and documentaries. Virtual host embodies the humanistic care of digital technology in the field of communication, which improves the space and ability of broadcasting creation. Emotional moderators of artificial intelligence have posed great challenges in many aspects, such as hosting pattern and innovative ideas. With the increasing demand for professionals of broadcasting and hosting, the teaching scale of broadcasting and hosting art is also expanding. This paper focuses on the relationship between AI and the creation of radio hosting, hoping to be helpful to the teaching reform of radio hosting specialty.

2. Application of artificial intelligence in broadcasting and hosting
2.1. Intelligent speech technology

Intelligent voice is an important entrance to AI. In television journalism, television programs convert voice information into program subtitles through speech recognition technology. The accuracy rate of Mandarin transcription is more than 95% for the second-level and second-level Chinese. Therefore, the society has a higher accuracy rate of voice transcription of hosts. In speech synthesis, in 2017, the Washington Post launched *Amazon Polly*, an experimental product for news reading. Users can listen to news in four sections: business, entertainment, technology and life.

Intelligent voice technology can also simulate the voice of specific people. In 2018, CCTV launched Innovation China, which produces synthetic commentary sounds based on the recorded data of the late voice dubber Li Yi. In the second season of CCTV’s *Classic Chanting and Spreading*, viewers can open the "Reading Poems into Music" gadget and scan the two-dimensional code on the screen. After reading and recording a poem and uploading it, the audience can hear the song sung by their own voice. Therefore, AI voice technology has become a development direction of broadcasting and hosting, including intelligent voice technology, intelligent voice equipment, voice innovation ability, etc.

2.2. Virtual host

Virtual host is a kind of emulator image which can simulate and synthesize the hosting behavior through digital technology. In 2001, Ananova, the world's first virtual host, was born in Britain. In 2004, 3D virtual host Xiaolong appeared on CCTV Film Channel. In the Spring Festival Gala of CCTV in 2015, the virtual host "Yangyang" runs through the live broadcasting process, which increases the viewability of the program. In 2017, Microsoft Xiaobing, the virtual host of holography, appeared on Hunan Satellite TV "I am the Future". Microsoft Xiaobing can not only explain the relevant knowledge smoothly, but also "mutually contradict" with Zhang Shaogang. This strong contrast brings a new experience to the audience. Virtual host is another achievement of artificial intelligence technology in the field of broadcasting and hosting. It is born out of people's pursuit of perfection, which once again confirms the idealistic complex of human aesthetic consciousness. Virtual hosts overcome many limitations of human beings, which bring new changes to existing methods.

2.3. Interactive robot

On the basis of virtual hosts, interactive robots have sensors, effectors, controllers and other entities. Therefore, interactive robots have the ability to move. In 2017, Jiajia, an intelligent robot from Xinhua News Agency, conducted an overseas interview as a journalist, which realized the world's first dialogue between intelligent robots and real people. The voice content of the robot is dubbed by the staff, and then the tone sound close to the host is generated by voice synthesis technology. The movement and expression are controlled remotely by the staff. The variety show "Masked Singing, Guess and Guess" uses robots as guests. According to masked singer singing data recognition, robot analysis and singer matching. As an auxiliary role in the program, interactive robots add interest and viewability to the program. However, the popularity of interactive robots also requires technological upgrading and time accumulation.

3. Problems in the current educational model of broadcasting and hosting major
A total of 1000 questionnaires were issued, and 951 questionnaires were valid, with an effective rate of 95.1%. The specific analysis is as follows.

3.1. The content is out of the teaching reality

The major of broadcasting and hosting art has always emphasized the skill teaching of voice language, such as Putonghua pronunciation, oral expression and so on, which has not met the needs of talents under the background of artificial intelligence. The survey results show that divorce from AI practice and older content are the main problems in teaching, 81.3% and 83.9% respectively. The results are shown in figure 1.

![Figure 1. The content of the course is out of the teaching reality.](image)

3.2. Single teaching mode reduces teaching quality

The teaching of broadcasting and hosting still remains in the traditional teacher-centered teaching mode. Students think that this teaching mode leads to many problems. According to the survey results, students think that the biggest problems are monotonous content and form, classroom divorced from life, accounting for 82.9% and 80.9% respectively. The detailed results are shown in Figure 2.

![Figure 2. Single teaching mode reduces teaching quality.](image)

4. Measures for the reform of broadcasting and presiding courses
4.1. Teaching content connecting with AI practice

In the context of artificial intelligence, we should pay more attention to the practical training of broadcasting and hosting talents. Broadcasting hosts should really understand the opinions of the audience through practice. Only in this way can we broadcast the content that the audience likes. Broadcasting and hosting personnel should pay attention to personalized development. Therefore, the broadcasting and hosting talents should have the ability of adaptability and innovation. Broadcasting and hosting professionals should constantly innovate the original broadcasting model, so that the new model is in line with the trend of the era of artificial intelligence. Therefore, broadcasting hosts should pay attention to continuous innovation in the practical application of artificial intelligence. This not only promotes the professional level of broadcasting, but also promotes the development of artificial intelligence, which will enhance their competitiveness.

4.2. Enhancing the innovation of teaching mode

The traditional teaching mode is too single, and the inculcation teaching mode can not meet the requirements of teaching in the era of artificial intelligence. With the development of China's radio and television industry, many new types of programs are constantly emerging, and the hosting mode is constantly changing, which requires that the teaching content of broadcasting and hosting specialty be innovated to a certain extent. Therefore, the traditional teaching methods can not be applied to the teaching of broadcasting and hosting specialty, and need to innovate the traditional teaching methods. Under the Background of AI, experimental teaching teachers should learn more advanced and excellent educational concepts and methods, such as reasoning guidance method, practical practice method, inspiration infection method, comparative identification method, self-education method, etc. These teaching methods will promote the continuous innovation of educational methods, only in this way can we adapt to the requirements of the AI era.

5. Conclusion

Artificial intelligence technology promotes the development of broadcasting hosting, but excellent hosts and broadcasters can not be replaced by artificial intelligence. An influential host is not only a symbol, but also a brand. It is the image representative of a city or even a country. The host is not only a disseminator of information, but also an emotional communicator. Excellent hosts are good at controlling the sense of communication, object and scene. Its unique language skills, personality charm and personality charm can not be imitated by robots. Although intelligent robots have super storage and computing capabilities, their indefatigable characteristics will inject innovative power into the future of broadcasting and hosting profession. But intelligent robots are more rational and less perceptual. Robots have human emotional expression, which is a new challenge for artificial intelligence.

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