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The crucial role of TV hosts in building audience trust

Abstract. *This paper deeply discusses the role of the public image of TV program hosts in building the trust of TV channel viewers. By analyzing the interaction between the host's image, words and deeds and the audience's perception, we reveal how the host's public image has become a key factor affecting the audience's trust. However, the research shows that the professionalism, reliability and affinity of the host are important elements to establish and maintain the audience's trust. This paper also investigates the relationship between the personality characteristics of the host and the content of TV programs and their audience groups, and emphasizes the importance of the host as an interactive bridge between the information transmitter and the audience. In addition, through the comparative study of the host image in different types of TV programs and different cultural backgrounds, this paper further studies the complexity and diversity of the host public image in the global media environment.*

Keywords: host public person; TV audience trust; media interaction; information dissemination.

Важная роль телевизионных ведущих в формировании доверия зрителей

Аннотация. В данной статье представлен анализ роли общественного образа ведущих телевизионных программ в формировании доверия зрителей к телеканалу. Профессионализм, надежность и близость ведущего являются важными элементами для установления и поддержания доверия аудитории. Путем анализа взаимодействия между образом ведущего, его словами и поступками, и восприятием аудитории, показано, как общественный образ ведущего стал ключевым фактором, влияющим на доверие аудитории. В статье также исследуется взаимосвязь между характеристиками личности ведущего, содержанием телевизионных программ и их аудиторией. Кроме того, путем сопоставления образа ведущего в различных типах телевизионных программ и культурных контекстах, в статье дальше исследуются сложность и разнообразие его общественного образа в глобальной медийной среде.

Ключевые слова: общественный образ ведущего; доверие аудитории телевидения; взаимодействие с медиа; передача информации.

“The public image of the host” is a comprehensive concept, which involves the image and characteristics created by the TV program host in the public eyes. This includes not only the expression of the host in front of the camera, such as his speaking style, body language and dress, but also his personal character, professional ability and values [1, p. 24]. This image is gradually established through the continuous presentation of TV programs and other public media platforms, which reflects how the host interacts with the audience and transmits information, and affects the audience’s acceptance and trust in the program content to a certain extent. The public image of the host is not only the display of his personal characteristics and professional skills, but also the result of his interaction with culture, social values and the current background of the times. In this process, the host becomes a bridge between the audience and the media content, and the credibility, attraction and professionalism of his image directly affect the loyalty of the audience and the popularity of the program. Therefore, the public image of the host plays a vital role in shaping the media brand, enhancing audience participation and maintaining the credibility of the media.

According to the latest policy on presenters in China in 2023, the General Office of the State Administration of Radio, Film and Television issued a policy document to regulate the professional behavior and social activities of broadcasters and presenters, which shows that broadcasters and presenters, as the image representatives of the media, are an important force in the party’s propaganda of ideological and cultural undertakings, and bear the important responsibilities of adhering to the correct orientation, spreading advanced culture and leading civilized fashion. We must adhere to the combination of strict management and love, and pay equal attention to incentives and constraints, and accelerate the construction of a team of professionals with firm political stance, noble moral quality, extensive cultural knowledge, lofty professionalism and excellent work skills. In his works, Zhang stated that media platform organizations should take the host as an important force to strengthen network communication and occupy cyberspace, and strive to extend the offline influence of announcers and hosts to the online [2, p. 120]. The announcers and presenters carry out live webcasting, text audio and video information release and other behaviors through the network platform, adhere to both standardization and development, and put forward management requirements according to the different nature of job behavior information and private information.

In exploring the global media landscape, the role of TV program hosts and their cultural differences are particularly striking. Especially in the contrast between western and Asian cultures, this difference not only lies in the style of hosting and the way of interaction, but also profoundly

affects the content of the program and the audience's response. Western culture usually emphasizes individual expression and open dialogue, while Asian culture tends to embody traditional values and group harmony. Through this comparison, we can better understand the role of hosts in cross-cultural communication and how they connect audiences of different cultures in the global media environment.

Graham Norton, a British host, enjoys a high reputation in western media circles for his unique sense of humor and relaxed conversation. In his talk show "The Graham Norton Show", the audience can see that he skillfully uses irony and humor to create a relaxed and happy atmosphere. This program is famous for its humorous style and the participation of many star guests, and it also enjoys high popularity and popularity internationally. Furthermore, this style not only reflects the emphasis on free expression and individuality in western culture, but also shows the equal and open communication between western hosts and guests. Norton's programs are usually informal and allow guests to show their true selves. This interactive mode is deeply loved by western audiences. His hosting style represents a trend of western media culture to a great extent, which emphasizes the naturalness of individual expression and audience interaction.

In contrast, Zhu Jun of China is in "Xin China" and other programs show a more dignified and polite hosting style. This style is deeply influenced by China traditional culture, emphasizing etiquette, respect and harmony. Zhu Jun is famous for his gentle attitude and deep respect for the guests in the program, which reflects the values of collective harmony and respect for the elderly or guests in Asian culture. In this cultural background, TV hosts often play the role of information transmitter and cultural inheritor, paying more attention to the depth and educational significance of content, rather than just pursuing entertainment effects.

These two different styles are essentially the products of their respective cultural backgrounds. Western culture tends to encourage individual expression and direct communication, while Asian culture pays more attention to collective values and social harmony. This cultural difference is not only reflected in the interaction between the host and the guests, but also profoundly affects the production style and content arrangement of the program. Norton's talk shows often contain pungent humor and straightforward comments, while Zhu Jun's programs show more profound interviews and cultural discussions. These two different hosting methods have found their own suitable positions in their cultural environment and met the expectations and needs of different audience groups. By comparing these two styles, we can not only deeply understand the influence of different cultures on media and communication methods, but also better appreciate the characteristics and charm of programs under different cultural backgrounds.

For the host to build and maintain a good public image, it is suggested that special attention should be paid to the shaping of personal brand, which includes clarifying his own unique style and characteristics, such as sense of humor, wisdom, honesty or professional knowledge, and that the host should strengthen these characteristics through continuous self-display and consistency, so that the audience can easily identify and remember them [3, p. 8]. In addition, the host should be sensitive to social trends and audience needs, and adjust its content and style in time to adapt to changes. For example, with the rise of social media, hosts can use these platforms to expand their influence, establish more direct contact with the audience, and increase interaction and participation. In this way, the host can not only create an image on the TV screen, but also establish his position in the broader media field. In the process of shaping the public image, consistency is very important. The host needs to ensure consistent image and style in different platforms and occasions, so as to build the trust and loyalty of the audience. At the same time, the host should constantly improve his professional knowledge and skills, whether in language expression, program planning or insight into market trends. For example, participating in relevant training, seminars or communicating with peers are all effective ways to improve their own abilities. Professional knowledge and skills can not only improve the quality of programs, but also be the cornerstone for hosts to gain industry recognition and audience respect [4, p. 88].

In the public sphere, the host is not only the transmitter of information, but also the embodiment of public morality and social values. Therefore, they should show noble morality and positive values, such as honesty, respect for others, fairness and impartiality. In addition, the host should also avoid involving controversial or sensitive topics to avoid damaging the reputation of individuals and programs. When dealing with emergencies or sensitive issues, we should show professionalism and calmness to ensure the accuracy and fairness of information. By maintaining a good public image and following high standards of professional ethics, the host can not only win the trust of the audience, but also set a good example for the media industry.

In the future, the public image of TV hosts will play an increasingly important role in shaping the audience's trust. With the continuous development and diversification of digital media, the audience has higher requirements for the source of information. They not only care about the information itself, but also care about how it is presented and interpreted. Therefore, the host not only needs to have professional knowledge and communication skills, but also can establish emotional connection with the audience through his personal charm and credibility, which will be an

important reference for the audience to judge the reliability of information [5, p. 78]. The integrity, professional ability and personal style of the host will become the key factors to enhance the trust of the audience and promote the dissemination of information. In the future, we are expected to see more hosts with strong personal influence and high professionalism, who will become an indispensable bridge and link for TV media in the new era.

In the ever-evolving landscape of media, the role of TV program hosts emerges as a linchpin in the delicate tapestry of audience trust and engagement. This exploration has traversed the multifaceted terrain of host public images, uncovering the intricate dance between hosts' personas, audience perceptions, and cultural nuances. From Western exuberance to Asian dignity, hosts shape their public images as bridges, connecting diverse cultures and values.

The study emphasizes that professionalism, reliability, and affinity are the bedrock elements that anchor audience trust. Hosts act not merely as transmitters of information but as embodiments of public morality and societal values. The careful cultivation of a positive public image, marked by consistency, responsiveness to societal trends, and adherence to high ethical standards, contributes not only to audience trust but also to the overall credibility of the media landscape.

Looking forward, the dynamics of host-audience relationships are poised to evolve further. The integration of hosts into the broader media field, the rise of digital platforms, and the global exchange of hosting styles underscore the ongoing transformation. Augmented by technology and propelled by cultural diversity, hosts are expected to wield increasing influence as bridges connecting information, culture, and audiences.

As hosts navigate this dynamic future, their ability to balance individuality with cultural sensitivity, and professionalism with personal charm, will define their success. The audience, in turn, will continue to seek hosts who not only deliver information but also resonate with authenticity, relatability, and trustworthiness.

In conclusion, the public image of TV hosts is not merely a reflection in the media mirror; it is a dynamic force shaping the future of media interaction. The convergence of tradition and innovation, ethics and entertainment, professionalism and personality, heralds a new era where hosts, as the faces of media, wield transformative influence. In this era, audience trust is not just earned; it is nurtured through a delicate dance between hosts and the evolving currents of media culture. As we step into this uncharted territory, the host's role as a trusted guide, entertainer, and cultural ambassador becomes increasingly pivotal, signaling a vibrant future where the hosted realm continues to captivate and connect audiences worldwide.

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Research on crisis communication strategies of enterprises in the new media era

Abstract. *The rapid development of information technology in the era of new media has led to the fact that the methods and means of disseminating information are becoming more and more diversified. Enterprises can be created with a PR crisis at any time in the business environment, crisis events in enterprises can develop at unpredictable moments, combined with the accelerated speed of information dissemination in new environments, which speeds up the response to crisis events in enterprises and expands the impact of crisis situations.*

Keywords: *Internet; new media; corporate crisis; PR strategy; anti-crisis communications.*

Исследование стратегий кризисной коммуникации предприятий в эпоху новых средств массовой информации

Аннотация. *Стремительное развитие информационных технологий в эпоху новых медиа привело к тому, что каналы и способы распространения информации становятся все более и более диверсифицированными. Предприятия могут столкнуться с PR-кризисом в любой момент*