

Cross-Screen Communication Strategies of Hosts from the Perspective of Media Ecology

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Abstract

In the context of the increasing normalization of cross-screen dissemination of media content, the cross-screen communication capabilities of hosts play a crucial role in the effective dissemination of information. As key nodes in the media ecosystem, hosts act as system connectors, social navigators, and content gatekeepers. Based on the role positioning of hosts within the media ecosystem, they can adopt a series of measures to enhance cross-screen communication effectiveness and audience experience. By establishing a media synergy dissemination matrix through engagement on various platforms, hosts can enhance the aggregated dissemination effect of the media system. Utilizing cross-screen narratives to adapt to the dissemination rules and audience habits of different media platforms can increase audience engagement and retention. Leveraging cross-screen interactions, hosts can create emotionally connected spaces across platforms, strengthening the emotional connection between audiences and media platforms. During the cross-screen communication process, hosts should also pay attention to the adaptability of media platforms, the coherence of cross-screen narratives, and the consistency of the host's brand.

Keywords

Media Ecology, Host, Cross-Screen Interaction, Cross-Screen Narrative.

1. Introduction

With the rapid development of digital media and the widespread adoption of smart devices, cross-screen dissemination of media content has become the norm. People no longer confine themselves to traditional television screens but access information and entertainment content through various media screens. Each medium possesses distinct functional positioning and occupies corresponding information, audience, and advertising resources [1]. Consequently, cross-screen dissemination has emerged as a barometer for the prospective deep integration of media.

In such a media ecological context, whether driven by the external forces of the media ecosystem or internal professional anxiety, hosts need to proficiently master new media technologies without being constrained by them. Therefore, how to conform to the operational logic of internet platforms and the development trajectory of digital technology, enhance cross-screen communication capabilities, and adapt oral communication content to various platforms for targeted and comprehensive dissemination has become a crucial issue for contemporary media hosts. This entails meeting the diverse needs of different audiences and media formats and effectively capturing audience attention.

Media professionals must be innovation-driven, improving the quality and efficiency of content production, and continually enhancing the visual presentation of oral communication content and the effectiveness of cross-screen dissemination. By situating hosts within the theoretical framework of media ecology and examining their roles and functions within the media

ecosystem, we explore specific measures to achieve the cross-screen communication goals of hosts.

2. Hosts: Key Nodes in the Intra-Media Ecosystem

According to media ecology theory, any medium must occupy a unique ecological niche in terms of time and space, implying that it has specific conditions for survival and development, along with unique behaviors and functions in this state [2]. Examining the survival and development status of media within a specific social environment requires analyzing the relative balance among the components within the media, as well as the interactions between media and the broader social system, including political, economic, and other external environmental factors [3]. Media compete and cooperate with each other to attract audiences, forming an intra-media ecosystem. This intra-media ecosystem interacts with and is influenced by the macro political, economic, and cultural environments, creating an interconnected and complex media ecosystem [4].

We will temporarily set aside the external ecological factors and focus on the internal media ecology, examining the cross-screen communication strategies of hosts within the intra-media ecosystem. We divide the internal media ecology into three systems: the media system formed by the competition and cooperation within media platforms, the content system centered on disseminating media products, and the audience system composed of different types of audience groups. As initiators of communication activities and disseminators of content, hosts play a crucial role in the intra-media ecosystem.

2.1. System Connector: Integrating Heterogeneous Media Resources

In the intra-media ecosystem, different media platforms such as television, radio, the internet, and social media each possess unique media characteristics and platform advantages. Media ecology theory emphasizes the interrelationships and interactions within and outside the media system, advocating for the integration of various media forms and platforms to meet the diverse needs of different audiences. Hosts play an essential role in linking different systems within the media ecology and integrating media resources.

First, by deeply understanding and mastering the characteristics and advantages of various media platforms, hosts can consciously use appropriate media language and forms in oral communication, ensuring higher effectiveness and adaptability in cross-platform presentations. This linkage allows hosts to establish connections between media and content, facilitating the effective dissemination of information. Additionally, through cross-screen communication, hosts can organically merge resources, information, and perspectives from different media platforms, combining the advantages of heterogeneous media and building bridges for communication among media. This cross-platform resource integration and information fusion can promote coordination and interaction among different media, further enhancing the overall efficiency of the media system.

2.2. Social Navigator: Connecting Media and Audience

As social navigators within the media ecosystem, hosts can play a positive role in promoting effective interaction between media platforms and audience systems through their interactions and communications with the audience.

On one hand, as social navigators, hosts can strengthen the connection between media platforms and audiences. By deeply understanding the principles and mechanisms of social interaction, hosts can skillfully employ social navigation strategies to build communication bridges between media platforms and audiences. By hosting interactive programs, guiding audience participation in discussions, and answering audience questions, hosts can create a positive interactive environment, thereby stimulating audience interest and engagement. This

social navigation interaction can increase audience loyalty to the media and further strengthen the emotional bond between the audience and the media platform.

On the other hand, as social navigators, hosts can also enhance the alignment of platform content with audience needs. By accurately grasping audience preferences and maintaining continuous interaction with them, hosts can timely adjust communication content to meet audience demands. This social navigation interaction helps improve the relevance and attractiveness of communication, enhancing audience participation and commitment, thereby maximizing the effectiveness of communication.

2.3. Content Gatekeeper: Ensuring the Quality of Information Output

In the current media landscape, the diversification of communication entities, the openness of media, and the interactivity of social media bring vast amounts of information to audiences while also increasing the difficulty for audiences to accurately judge the authenticity and value of this information. The positive or negative energy and value judgments carried by this information significantly impact the development of public opinion. Media criticism theory emphasizes the need for critical analysis and evaluation of media content, revealing potential biases, misguidance, or inaccuracies [5].

In cross-screen communication, hosts play a key role in content gatekeeping and guiding audiences toward correct value judgments. As information filters within the media ecosystem, hosts rely on solid professional knowledge and judgment to identify potentially misleading, false, or biased information, selecting valuable and credible content to provide audiences with reliable information resources. At the same time, by adhering to principles of fairness and balance, hosts offer audiences diverse perspectives and information, helping them form a comprehensive understanding. Additionally, through the provision of background knowledge, professional explanations, and analyses, hosts can guide audiences in making correct value judgments, assisting them in developing media literacy and information discernment skills, enabling them to better evaluate the authenticity and value of media content.

3. Implementation Pathways for Cross-Screen Communication by Hosts

In the convergent media environment, communication entities face numerous practical challenges such as the diversification of communication channels and the increased freedom of audience choices. Based on the role of hosts within the media ecology, they need to adopt a series of cross-screen communication strategies to promote positive interactions within the media ecosystem and ensure the effectiveness of information dissemination.

3.1. Scattered Occupation: Constructing a Media Synergy Dissemination Matrix

In the current media ecological environment, audiences have greater freedom in media selection and usage, often utilizing multiple media simultaneously, such as television, smartphones, and tablets, to obtain information. Therefore, hosts must consciously construct a physical matrix for cross-screen communication to meet the audience's demand for multi-platform interaction. Specifically, hosts need to actively establish their presence on various social platforms, information platforms, and short video platforms, creating their own brand accounts to reach a broader audience and achieve the aggregation effect of cross-screen communication. When engaging in cross-screen communication, hosts should tailor their content creation and distribution to the characteristics and habits of audiences on different platforms to attract and guide audience interaction across multiple platforms. For example, hosts can post intriguing short video previews on Weibo to direct the audience to watch and comment on television programs, or release exciting clips on short video platforms like TikTok to draw users' attention and participation.

Moreover, hosts can stimulate audience engagement through specific cross-screen activities, guiding them to interact on various platforms. For instance, hosts can pose questions during television programs and encourage audiences to answer on social media platforms using specific tags or topics. Hosts can also include voting segments in their shows, encouraging audiences to vote across multiple platforms, thus increasing their sense of participation. Additionally, hosts can regularly conduct online lottery activities, inviting audiences to participate through interactions on different media platforms, further expanding the dissemination scope and impact. By extending their presence across various platforms, hosts can channel audiences from one media platform to another, stimulating multi-level and multi-dimensional interactions between large and small screens, thereby promoting the interconnection within the media ecosystem and achieving more efficient communication outcomes.

3.2. Cross-Screen Narrative: Content Construction in Multi-Screen Migration

Cross-screen narrative is an adaptive content presentation method where hosts need to tailor content and narrative construction according to the preferences and habits of audiences on different media platforms to meet the diverse content demands. Additionally, hosts can explore innovative narrative forms, such as virtual reality and augmented reality, leveraging the characteristics of emerging technologies and platforms to create immersive communication experiences. By integrating elements such as visuals, sound, interaction, and user participation, hosts can provide personalized content presentations that enhance audience engagement and interactive experience.

Each media platform has its unique dissemination methods and characteristics, requiring hosts to choose appropriate content dissemination strategies based on these features. For example, in television broadcasting media, hosts can focus on presenting visual, auditory, and program effects to capture audience attention through meticulously designed program formats. On social media platforms, hosts need to emphasize interactivity and user participation, utilizing formats such as Q&A and voting to spark audience interest and involvement. By appropriately selecting and presenting communication content on different media platforms, hosts can link the content system with the media system through cross-screen narratives, facilitating the migration of content across multiple media platforms.

3.3. Cross-Screen Interaction: Creating Emotional Connection Spaces Across Platforms

Supported by external media ecology technology, media has incorporated social and interactive attributes, transforming audiences from passive receivers during the era of large television screens into active users interpreting media texts. Today's users no longer satisfy themselves with single-media, single-screen information sources but prefer cross-screen inputs, integrating individual attitudes and opinions into media production to meet various needs such as socialization, services, and information.

In cross-screen communication, hosts need to transform their role into that of socializers, fully leveraging the social attributes of platforms to strengthen their connection with the audience through cross-screen interactions, thus establishing emotional bonds with them [6]. During cross-screen interactions, hosts should constantly monitor audience feedback on various media platforms, actively responding to their emotional needs and focal points, creating an emotional connection space where audiences feel understood and cared for. This attention and response demonstrate the hosts' care and importance toward the audience, simultaneously building direct communication channels between the platform and the audience. Through cross-screen interaction, hosts can better understand audience needs and preferences, subsequently adjusting program content and interactive activities to align with audience expectations.

Additionally, hosts can utilize social media platforms to conduct engaging interactive activities, leveraging the strong interactivity and dissemination effects of social media to expand their reach. Through such cross-screen interactions, hosts become leaders on social platforms, creating a space for emotional resonance where audiences can share emotional experiences with hosts and other users. This interactive communication can further facilitate the formation of interactive communities, enhancing audience loyalty to the media and hosts, making them more willing to continuously follow and participate in the hosts' cross-screen communication activities.

4. Key Considerations for Cross-Screen Communication by Hosts

Within the media internal ecosystem, hosts play a crucial role as key connectors. To better integrate resources within this ecosystem, hosts must carefully consider several key factors in their cross-screen communication efforts. These factors involve the diversity, interactivity, and effectiveness of the media ecology, which are essential for achieving effective cross-screen communication.

4.1. Attention to Media Platform Adaptability

In the process of cross-screen communication, hosts need to adapt to the characteristics and requirements of different media platforms. To achieve this, hosts should thoroughly research and understand the unique features of each platform, including target audiences, usage habits, content types, and dissemination methods. For example, television platforms typically have longer time constraints and place a greater emphasis on visual effects, whereas social media platforms value concise, creative content and interactivity. After understanding the characteristics of different media platforms, hosts must flexibly adjust their expression methods and styles to meet the requirements of each platform.

On television platforms, hosts can use expressive body language to convey emotions and attitudes, and skillfully use voice tone to create atmosphere and guide audience emotions. They should also make effective use of stage setup, costume design, and other visual elements to enhance the visual impact and appeal of the program. On social media platforms, hosts need to employ clear, creative language paired with appropriate images and video elements to attract user engagement and sharing. Utilizing features such as share buttons and tag interactions can strengthen real-time interaction with the audience, increasing their participation and willingness to share. By fully recognizing the adaptability of media platforms, hosts can consciously use different expression methods to better interact with audiences, thereby enhancing the effectiveness and influence of information dissemination.

4.2. Ensuring Narrative Coherence Across Screens

In cross-screen communication, hosts should develop a clear narrative agenda to ensure that the content transmitted across different media platforms is organized and coherent. The planning of the agenda can include determining the overall theme, objectives, and key points of the program, as well as arranging content highlights and presentation methods for each media platform. By maintaining a unified agenda, hosts can ensure continuity of information in cross-screen communication, providing a more engaging and sustainable content experience that helps the audience better understand and participate, thus increasing audience engagement and loyalty.

To avoid simple repetition of content across different media platforms, hosts should flexibly use narrative techniques and innovate diverse content presentation methods, allowing the audience to experience different content charms on various platforms while maintaining narrative coherence. For example, hosts can connect storylines, use similar themes and language styles, and maintain character consistency to ensure that the audience perceives the

continuity of the content across different platforms. Additionally, hosts can leverage the interactivity and cross-promotion effects of multiple platforms to enhance the coherence of cross-screen narratives. For instance, they can guide television viewers to participate in discussions and interactions on social media or promote television program highlights and key information on social media. By establishing interactions and connections between different platforms, hosts can strengthen the coherence of cross-screen narratives and encourage cross-screen audience participation.

4.3. Enhancing Brand Consistency in Cross-Screen Communication

In cross-screen communication, the personal brand image of hosts plays a significant role in increasing audience recognition and loyalty, as well as establishing a stable emotional connection between the host and the audience. To strengthen brand consistency, hosts should ensure that they present a relatively uniform image and style across different media platforms. This includes consistency in appearance, attire, hairstyle, and the personal traits and style exhibited in their speech and behavior. Whether on television, online, or social media platforms, audiences should be able to quickly identify and associate with the host's characteristics and image, thereby establishing brand consistency recognition.

Furthermore, hosts should maintain a consistent personalized language style and expression across different platforms. Whether on television programs or social media, the host's wording, phrasing, and tone should align with their personal brand image to enhance the recognizability of the host's brand image. Through a unified brand image, hosts can build a stable audience base and fan community in cross-screen communication. Audiences can follow and engage with the host's spoken content across different media platforms, forming tighter interactive communities. Simultaneously, hosts can better convey their values and ideas, shaping their unique spoken communication brand, thereby enhancing their influence and reach in cross-screen communication.

5. Conclusion

In the current context of rapid technological development and diversified user needs, audience expectations for information acquisition methods have undergone significant changes. Traditional single-media, single-screen approaches can no longer meet the diverse needs of the audience, making cross-screen communication by hosts an indispensable requirement of the times. Through cross-screen communication, hosts can use multiple media platforms as carriers to disseminate diverse content across different screens, thereby expanding the scope of communication and enhancing its effectiveness. In this process, media ecology provides an important theoretical framework and guiding principles, playing a crucial role in the cross-screen communication of hosts. Media ecology emphasizes the interrelationship and positive interaction between different media platforms, advocating for the integration and coordination of resources and characteristics of various media platforms.

In cross-screen communication, hosts should actively utilize the theoretical guidance of media ecology, fully leveraging their pivotal role in the media ecosystem. Based on the characteristics and advantages of different media platforms, hosts should flexibly choose and apply appropriate communication strategies, balancing and coordinating relationships between different media platforms, to achieve optimal integration of media resources and more integrated and comprehensive communication effects. Only under the dual impetus of theoretical guidance and practical exploration can hosts better adapt to the communication ecology of multi-screen migration, meet audience needs, and lay a solid foundation for their sustainable development.

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