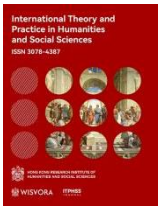
WISVORA

International Theory and Practice in Humanities and Social Sciences
2025 Volume2,Issue1 ISSN 3078-4387



Construction of Host Competency Model in the Omnimedia Era: A Case Analysis Based on the 2023 CCTV Hosts Competition

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Article Info

Accepted:20 November 2024

Keywords:

Omnimedia Era, Host Competency, 2023 CCTV Host Competition, Iceberg Model, Behavioral Event Analysis

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doi.org/10.70693/itphss.v2i1.31

Abstract

With the advent of the omnimedia era, information dissemination methods have undergone profound changes. Hosts must not only adapt to traditional radio and television requirements but also respond to multi-platform, diversified communication environments. The 2023 CCTV Host Competition, as a national-level contest, demonstrated the diverse abilities and qualities required of hosts in the omnimedia context. This study, incorporating the Competency Model, combined with the Iceberg Model and Digital Literacy Theory, analyzes key behavioral events from the competition to summarize hosts' core competency requirements across knowledge, skills, social behavior, and values dimensions. Through analysis of self-presentation, classic program practical assessment, impromptu hosting, and other actual cases, the research finds that hosts in the omnimedia era need comprehensive abilities including media literacy, expression skills, adaptability, technical adaptation capability, emotional resonance, and social responsibility. The study ultimately constructs a host competency model for the omnimedia era and combined with expert evaluation, proposes suggestions for cultivating host competency, providing theoretical support for omnimedia talent development.

1. Introduction

In the omnimedia era, with the rise of social media and short video platforms, information dissemination methods have undergone profound changes, presenting serious challenges to traditional broadcast and television hosts. Audience expectations of hosts have shifted from pure information transmitters to more personalized, interactive multi-platform communicators. The 2023 CCTV Host Competition, as a national-level competition, demonstrated not only hosts' language expression and professional qualities but also reflected the diverse competency requirements for hosts in the omnimedia era. Studying host competency construction in this context can provide new theoretical support for talent development.

In the omnimedia environment, host competency requirements have transcended traditional broadcasting standards. Hosts need to adapt to multi-platform, diversified communication

environments. The 2023 CCTV Host Competition demonstrated hosts' abilities and qualities in addressing new media challenges, while traditional broadcasting talent cultivation models may not fully align with these needs. Therefore, the main research questions are: What core competencies do hosts need in the omnimedia era? How can we construct a host competency model suitable for the omnimedia era?

2. Theoretical Framework

The omnimedia era has posed new requirements for host competencies: Transition from single platform to multi-platform communication: Traditional media hosts primarily relied on radio and television platforms, with their core task being accurate information delivery through language expression. In the omnimedia era, hosts must flexibly utilize various expression methods across different platforms, such as short videos, live streaming, and social media interaction, requiring multi-platform communication adaptability. Need for personalized expression: The omnimedia era emphasizes personalized content dissemination, contrasting with the serious, professional image in traditional hosting arts. Today's hosts need both news broadcasting rigor and the ability to establish emotional connections with audiences through personalized expression. Enhancement of technology application and digital literacy: With the widespread application of artificial intelligence, virtual reality, and other technologies in media, hosts need certain technological literacy to adapt to work requirements in the omnimedia environment (Wan& Li, 2024).

The Competency Model, first proposed by David McClelland (1973), aims to define the characteristics and abilities needed for individual success in specific positions. McClelland pointed out that traditional IQ tests and educational background cannot accurately predict employee performance; the factors truly affecting work effectiveness are individual competencies. Competency includes explicit aspects of knowledge and skills, as well as implicit aspects such as motivation, traits, and values (McClelland, 1973). These implicit factors, as shown in the Iceberg Model, are like core competency factors hidden beneath the surface, affecting individual long-term performance. The Iceberg Model's five key elements—motivation, personality traits, self-concept, knowledge, and skills—constitute the framework for competency assessment (Spencer & Spencer, 1993).

Omnimedia refers to a model achieving multi-platform communication and user interaction through media convergence. It breaks the traditional media's one-way communication model, shifting toward two-way or multi-directional interactive communication (Jenkins, 2006). Digital Literacy refers to individuals' ability to use digital tools, platforms, and technologies for information dissemination and interaction in a digital society (Eshet-Alkalai, 2004).

3. Research Methodology

This study employs the Behavioral Event Interview (BEI) method, analyzing contestants' behavioral events in the 2023 CCTV Host Competition to identify host competency performance in different situations. BEI is a research method that summarizes individual competency by collecting specific behaviors in particular situations (McClelland, 1998). The study selected key behavioral events from the competition, including self-presentation, classic program practical assessment, impromptu hosting, and other segments, combining behavioral event analysis to summarize hosts' knowledge, skills, and social behavior performance in these situations.

4. Findings and Discussions

The contestants in the 2023 CCTV Host Competition came from diverse backgrounds, including television stations, radio stations, and universities, showcasing varied experiences and talents. Student contestants such as Feng Lin, He Yikun, Chang Daoqin, and Dan Zhenqunpei particularly impressed the jury with their youthful energy and potential. Yang Xu ultimately won the championship, demonstrating exceptional knowledge, logical thinking, and professional competence that resonated with audiences.

4.1 Behavioral Event Analysis

The contestants in the 2023 CCTV Host Competition came from diverse backgrounds, including television stations, radio stations, and universities, demonstrating varied experiences and talents. Students like Feng Lin, He Yikun, Chang Daoqin, and Dan Zhenqunpei received favorable attention from the judging panel for their youthful energy and potential. Among them, Yang Xu won the grand championship of the competition through his rich knowledge reserve and logical thinking ability, demonstrating strong improvisational abilities and professional qualities during the competition, ultimately winning audience recognition.

4.1.1 Media Literacy and Expression Ability

During the competition, contestant Yang Xu used "one sentence," "one door," and "one lamp" as content to describe the essential qualities of becoming a qualified host. Using judge Sa Beining's words as an introduction, he opened the door to a hosting career and highlighted the theme of "one lamp," extending from the spotlight on stage to referring to predecessors as guides. In Yang Xu's speech, he demonstrated excellent logical thinking ability and quick improvisational skills. Yang Xu possessed the qualities a professional host should have, handling his preferred topics with confidence. This shows that contestant Yang Xu possesses high media literacy and expression ability. According to the Iceberg Model theory, contestants' ability to flexibly use language skills in different situations and adjust expression methods based on circumstances demonstrates competency at the skill level. Additionally, the contestant's ability to accurately grasp the audience's focus points reflects their keen understanding of the media environment, aligning with the information processing capability in digital literacy theory (Eshet-Alkalai, 2004).

4.1.2 Audience Interaction and Adaptability

In the competition segment featuring props as topics, contestant Feng Lin drew a picture of sprouting plants. Using "Small Objects, Big World" as a premise, she clearly described the picture from an observer's perspective, laying the groundwork for the uncertainty of prop changes. When the prop changed to a mirror, she connected it to the previous hosting content by discussing the courage to break through difficulties like plants breaking through soil. This demonstrated the adaptability a host should possess. Meanwhile, contestant Dan Zhenqunpei, while hosting a series of agricultural livestream activities called "I Represent My Hometown," faced the challenge of representing and promoting her hometown, cleverly using steady emotional language to engage the livestream audience and quickly guiding viewers to continue participating in interactions. These contestants' performances demonstrated excellent adaptability and interaction skills. In the

convergent media era, hosts facing complex technology and changing communication environments must possess strong adaptability to quickly handle unexpected situations. According to the Behavioral Event Analysis method, this behavioral event reveals contestants' competency performance in emergencies, particularly in emotional control and crisis management when facing audience and technical issues (McClelland, 1998).

4.1.3 Technical Adaptation and Innovation Capability

In the classic program practical assessment segment, contestants Fu Yan and Gong Yunxi drew the topic of "Online Spring Festival Gala." Both contestants quickly grasped the "online presence" characteristics of the program. Contestant Fu Yan adopted technical innovation in impromptu hosting, flexibly utilizing new-era AI technology to place hosts, guests, and audience in the same space, giving the "Online Spring Festival Gala" a new form of expression. This demonstrated contestant Fu Yan's technical adaptation ability and innovation capability. With the development of convergent media technology, hosts not only need to possess basic technical literacy but also need to incorporate emerging technologies in content creation to enhance program effects. According to digital literacy theory, hosts need to be able to quickly master new technologies and create program content that deeply engages with the audience (Livingstone, 2010).

4.1.4 Emotional Resonance and Social Responsibility

Emotional resonance and social responsibility permeated the contestants' content. Contestant Feng Lin achieved emotional resonance in the Mid-Autumn Festival Gala themed assessment. The core of this topic was to highlight the theme of "Bringing Dad to the Autumn Gala." Feng Lin skillfully grasped the emotional connection point between the gala and personal experience, warmly narrating her own story with her father, elevating the gala theme. Meanwhile, in the practical assessment segment, Feng Lin chose Pingshan, Sichuan as her location, showcasing the "mountain and sea connection" spanning over two thousand kilometers. There, she interviewed Wang Jinliang, an agricultural technology expert from Haiyan County, who had been dedicated to agricultural poverty alleviation work for many years, bringing opportunities for poverty alleviation and wealth creation to Pingshan's farmers. Moreover, Wang Jinliang's daughter decided to follow in her father's footsteps, engaging in voluntary teaching work in Pingshan. Contestant Feng Lin's performance demonstrated the importance of emotional resonance and social responsibility. Hosts not only need to possess excellent expression abilities but also need to establish deep emotional connections with audiences through sincere emotional expression. This resonance ability belongs to deep competency in the Iceberg Model, including personal values and social responsibility levels (Spencer & Spencer, 1993).

4.2 Competency Model Construction

Based on the behavioral event analysis of the 2023 CCTV Host Competition and combined with competency model theory, this chapter elaborates on the core competency model for hosts in the convergent media era. Hosts' abilities are not limited to traditional language expression and content organization capabilities; more importantly, they must possess multi-platform adaptability, technological innovation capability, and emotional resonance among other deep competencies. This paper uses the Iceberg Model theory to comprehensively analyze hosts' competency

requirements in the convergent media environment from both surface and deep levels.

4.2.1 Surface Competencies

Surface competencies are the visible knowledge, skills, and behavioral performances of hosts, mainly involving content planning, language expression, and technical operation. Although these competencies are more intuitive aspects of hosts' daily work, they remain the foundation for adapting to diverse communication environments.

1) Content Planning Ability

Content planning ability refers to hosts' capability to design program content according to different audiences, communication scenarios, and platform characteristics. In the convergent media era, content planning requirements are more complex than traditional media, and hosts need to possess cross-platform content adaptation ability. For example, in the 2023 CCTV Host Competition, contestant Zhang Huixin, with the theme "Can Say 'Hui' Dao," successfully integrated personal talent with thematic content by narrating the development history of Nanjing Bai Opera rap. He not only demonstrated excellent rap skills in self-presentation but also introduced the story of Huang Lingling, an intangible cultural heritage inheritor, igniting enthusiasm among the audience. This excellent self-presentation was considered a case where personal talent and narrative content were integrated naturally and comfortably. Additionally, contestant Sun Qingkun set up the variety show as a trending "social media live streaming room," downplaying his own presence while emphasizing interaction with the audience, presenting an excellent content display. These cases demonstrate contestants' ability to design creative content in a convergent media environment. This type of ability emphasizes that hosts are not just content executors but also content creators and planners.

2) Language Expression Ability

As a core skill for hosts, language expression ability includes not only clear language organization and expression but also the ability to flexibly respond to audience feedback across different platforms. Traditional language expression focuses more on voice and tone, while language expression in the convergent media era requires hosts to adjust speaking styles instantly when facing live streaming, short videos, or social media interactions. For example, in the competition, contestant Gao Haosen brought audiences into a joyful and festive atmosphere with his natural, relaxed style and precise expression. One audience member commented: "Gao Haosen's performance was truly eye-catching; his humor and expression made people laugh along involuntarily." This reflects his solid language expression ability, which is a basic requirement for hosts to handle complex communication situations.

3) Multi-platform Technical Operation Ability

With the rapid development of technology, hosts need to be familiar not only with traditional television and radio equipment but must also master technical operations of emerging media platforms, such as short video editing, live streaming room management, and social media content publishing. In the 2023 Host Competition, contestant Gao Haosen flexibly handled program emergencies during a new media live streaming program themed around keywords, resolving tension in the live streaming room through humor, demonstrating his proficiency in multimedia technology. Hosts' competency in multi-platform technical operations not only determines their adaptability to new media technology but also relates to their ability to handle

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This technical adaptation ability is reflected not only in the speed of learning new technologies but also relates to whether hosts can find effective expression methods on new media platforms, integrating content with technology to create more interactive and attractive communication content.

4.2.3 Comprehensive Competencies

In the convergent media era, hosts' competency construction relies not only on surface knowledge and skills but also requires deep-level motives, personality traits, and social behaviors. Through analyzing behavioral events from the 2023 CCTV Host Competition and applying competency model theory, this paper summarizes the comprehensive competencies hosts should possess in the convergent media environment. These abilities include both traditional competencies such as content planning and language expression, as well as deep-level requirements including innovation ability, technical adaptability, and emotional resonance.

1) Cross-platform Integration Ability of Technology and Content

With the rapid rise of social media and short video platforms, hosts need not only basic skills in television programs but must also be able to apply these skills across different new media platforms. Cross-platform integration ability of technology and content refers to hosts' ability to combine content creation with different platforms' technical requirements, fully leveraging the advantages of convergent media communication. For example, on short video platforms, hosts need to focus not only on language expression but also master multimedia technologies such as editing and special effects to attract audience attention and enhance program effects. This cross-platform ability requires hosts to flexibly adapt to new media technical requirements and maintain efficient interaction with audiences.
Hosts' abilities displayed across multiple platforms can enhance audience stickiness through seamless combination of technical operation and content creativity. For example, contestant Fu Yan in the 2023 CCTV Host Competition used modern AI technology in impromptu hosting, placing hosts, guests, and audience in the same space, bringing new expression to the "Online Spring Festival Gala." This behavior not only reflects hosts' keen grasp of technology but also demonstrates their creativity in integrating content with technology. In the convergent media era, hosts need to continuously improve their cross-platform operation abilities to ensure they can be effective across different communication channels.

2) Continuous Output of Emotional Resonance and Social Responsibility

The communication environment in the convergent media era is more open and diverse, and hosts are no longer merely information transmitters but communicators who can establish deep connections with audiences through emotional resonance. Continuous output of emotional resonance and social responsibility refers to hosts' ability to resonate emotionally with audiences during communication and demonstrate their social responsibility through guiding public opinion. In the 2023 CCTV Host Competition, contestant Gong Yunxi focused on elderly groups who have been left behind in the digital era. She used examples of improving public policies such as elderly universities and community volunteer services to show society's increasing attention and care for elderly groups. Contestant Yan Shangjia focused on a special group of hearing-impaired people, sharing her personal experience of growing up with hearing-impaired children. Hosts should not only express personal emotions but also promote audience cognition and thinking

through deep understanding of social issues, thereby effectively guiding public opinion and fulfilling hosts' leading role in society.

Emotional resonance and social responsibility are important components of hosts' deep competencies, reflected in their values, motives, and personality traits. Research shows that the stronger audiences' emotional resonance with hosts, the higher their trust and loyalty to programs (Reynolds & Gutman, 1988). This ability is achieved not only through skillful verbal expression but also requires hosts to possess profound emotional content and a high sense of social responsibility, thus playing a positive guiding role in complex public opinion environments.

3) Innovation-Driven Multi-platform Interactive Ability

Interactivity is an important characteristic of the convergent media era, and hosts must possess the ability to guide audience participation across multiple platforms. Innovation-driven multi-platform interactive ability requires hosts to creatively use emerging technologies and communication forms to interact effectively with audiences. Enhancing audience stickiness and improving program participation through interaction is an indispensable ability for hosts in the convergent media era. For example, in the 2023 Host Competition's new media program presentation, contestant Gong Yunxi opened with the internet catchphrase "CCTV boys" to enliven the atmosphere, emphasizing the program's "most understanding of young people" tone, quickly closing the distance with the audience. Through real-time answering of audience questions and mobilizing participation enthusiasm, she significantly enhanced the attractiveness and audience participation of new media live streaming programs.

Multi-platform interactive capability is not just about technical competence, but rather an innovation-driven mindset. Hosts need to continuously explore new forms of interaction to connect with audiences across different platforms. Through technological innovation, hosts can achieve instant interactive feedback, which not only improves program effectiveness but also effectively enhances audience stickiness and loyalty. Research shows that the more audiences experience emotional resonance in interactions, the more likely they are to develop sustained viewing behaviors (Muntinga et al., 2011).

4) Motivation-Driven Continuous Learning and Adaptability

In the rapid development of the fusion media era, the skills required of hosts far exceed traditional scope, making motivation-driven continuous learning and adaptability essential professional qualities. Compared to traditional media, fusion media's communication technology and platform environment are more complex and diverse, with extremely rapid updates. This requires hosts to not only master traditional broadcasting and television skills but also maintain high sensitivity to new media forms such as online platforms, short videos, and live streaming, being able to quickly accept and flexibly utilize various emerging communication tools and methods. Hosts' continuous learning motivation becomes a key factor, driving them to actively pursue new knowledge updates rather than becoming passive when facing rapid technological iterations, continuously improving their professional qualities.

In this context, hosts' learning is no longer limited to simple technical operations but needs to expand to a deep understanding of digital communication trends and adaptation to diverse content production and distribution rhythms in cross-platform integration. For example, hosts need to not only master new media skills such as editing and special effects but must also possess comprehensive fusion media thinking, able to plan content from a user perspective and precisely match audience needs. This learning process is not just about skill improvement but also about keen perception of industry development trends and dynamic adaptation to changing audience

needs.

Another important manifestation of motivation-driven continuous learning and adaptability is hosts' renewed cognition and adjustment of their professional roles. In the fusion media environment, hosts are no longer merely single content deliverers but also assume multiple roles such as content producers, platform operators, and audience communicators. This multi-role transition requires hosts to have broader vision and diversified skills, able to coordinate their role positioning in different communication scenarios. For example, in live streaming, hosts need to maintain close connections with audiences through instant interaction while quickly adjusting their expression methods based on feedback to maintain content attractiveness.

Behind continuous learning and adaptability lies hosts' high sense of responsibility for professional development. This is not just an external professional requirement but more so stems from hosts' deep understanding of their roles and social responsibility. Information spreads extremely rapidly in the fusion media era, and hosts, as information guides and deliverers, should maintain sensitivity to social changes and public opinion guidance. Through continuous learning and adaptation, hosts can better play their leading role in information dissemination and promote positive social communication.

Moreover, hosts' continuous learning ability depends not only on personal motivation and effort but also critically on external training and support environment. Media organizations should provide hosts with rich learning resources and training opportunities to help them timely master the latest technology and communication trends. Systematic training in areas such as cross-platform content production, data analysis tools usage, and emerging technology applications can help hosts adapt more quickly to changes in the fusion media environment. Meanwhile, establishing a good industry learning atmosphere and innovative environment can further stimulate hosts' learning motivation, maintaining an active exploration and learning attitude in daily work.

To verify the effectiveness and scientific nature of the host competency model proposed in this research, researchers introduced expert evaluation. Three senior hosts from the media industry, fusion media technology experts, and communication scholars were invited to conduct detailed evaluations of the competency model. These experts provided feedback on the model's rationality, applicability, and innovation from both practical and theoretical perspectives. Self-media hosts pointed out that the "emotional resonance and social responsibility" especially emphasized in the model is the key element for hosts to establish deep connections with audiences in the fusion media era. The fusion media technology expert noted that "cross-platform integration ability of technology and content" is a fundamental capability that hosts must possess today, especially on short video and live streaming platforms, where hosts need to quickly master new technology and seamlessly integrate it with content creation. Through expert feedback, researchers further refined the model's details to better reflect hosts' competency requirements in the current media environment.

In conclusion, through the construction of this model, we can clearly see that the capability system of hosts in the fusion media era is not just a single-dimensional one, but rather a complex multi-dimensional capability set. From basic language expression to multi-platform communication, personalized expression, and technology application and content innovation, these form the core capabilities of fusion media hosts. This model provides specific theoretical support and practical guidance for the teaching and talent cultivation of hosting arts.

5. Conclusion

In the omnimedia era, the competency requirements for hosts have far exceeded traditional skills and knowledge domains, necessitating coverage of deeper levels of social behavior, technological innovation, and value expression. Through analysis of behavioral incidents from the 2023 CCTV Host Competition, this paper successfully constructed a Core Competency Model for Hosts in the Omnimedia Era. This model not only encompasses the basic knowledge and skills hosts need in their work, such as language expression and content planning, but also extends to deeper capabilities like emotional resonance, social responsibility, and technological adaptability.

The model has received expert validation, demonstrated its strong theoretical rationality while provided practical basis for host training and education. It emphasizes hosts' multiple roles in the fusion media environment, from content producers and communicators to bearers of social responsibility. Hosts need comprehensive competencies to effectively address today's diverse and rapidly changing communication environment challenges. Therefore, future host education and training should focus more on cultivating these aspects, especially as technological updates accelerate, hosts must possess continuous learning and innovative adaptation abilities.

Although this research provides an initial framework for constructing a host competency model in the fusion media era, several limitations warrant further exploration. First, the research is based on the specific context of the 2023 CCTV Host Competition, with a relatively limited sample range. Hosts in different competition formats, platforms, and cultural backgrounds may demonstrate different competency requirements, thus the model's universality needs further verification. Second, this research focuses more on expert evaluation feedback; future research could introduce more quantitative research methods, such as questionnaire surveys and data analysis, to more comprehensively verify the model's applicability and effectiveness. Furthermore, while this research primarily focuses on host skill and competency development, discussion of career development paths is relatively limited. Hosts not only need competencies for specific positions but also clear development paths and growth opportunities at different career stages, an aspect that awaits future research.

Based on these research limitations, future research could expand in the following areas: Comparative Study of Host Competencies Across Different Platforms: Different communication platforms may have varying requirements for hosts, such as differences between television hosts and short video platform or social media live streaming hosts. Future research could explore competency requirement differences across media environments through cross-platform comparative analysis, further refining the model's scope of application. Research on Host Career Development Paths in the Omni-Media Era: Future research could focus on different stages of host career development, examining how required competencies change from newcomers to senior hosts, and exploring how to cultivate versatile hosts through systematic training and education systems to meet fusion media environment challenges. Particularly important is how host career development paths should align with new communication trends in this era of constant technological change. Quantitative Validation of the Competency Model: Future research could further quantitatively validate the model's rationality and effectiveness through large-sample questionnaire surveys and behavioral data analysis. Collecting data from hosts with diverse backgrounds and media types would more comprehensively verify the model's universality and provide solid foundation for host professional education. Relationship Between Technological Innovation and Host Roles: Rapid technological development and continuous expansion of fusion media platforms bring unprecedented opportunities and challenges. Future research could focus more on how technological innovation affects host role transitions, exploring how emerging

technologies like artificial intelligence and virtual reality apply in the hosting industry, and examining these technologies' new requirements for host competencies.

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