

# Core Competitiveness of Broadcast Hosts in the AI Era: Challenges of Integrating Humanistic Literacy and Technology

Zilong Wang

School of Culture and Media, Xichang University, Xichang 615000, Sichuan, China

**Abstract:** *In the era of rapidly developing artificial intelligence (AI) technology, broadcast hosts face unprecedented professional challenges. As AI technology's application in the media field continues to expand, virtual hosts and automated broadcasting gradually occupy part of the market, bringing enormous competitive pressure to traditional broadcast hosts. This paper focuses on the core competitiveness of broadcast hosts in the AI era, using the theoretical framework of art ontology to explore how broadcast hosts can maintain their irreplaceable professional uniqueness by enhancing humanistic literacy, personalized expression, and emotional resonance. Through logical argumentation, this paper aims to analyse the impact of AI technology popularization on the professional role of hosts and propose how broadcast hosts can find their development path in the new era against the background of combining technology and humanities.*

**Keywords:** Artificial Intelligence, Broadcast Hosts, Humanistic Literacy, Personalized Expression, Emotional Resonance.

## 1. Introduction

With the widespread application of artificial intelligence (AI) technology, the media industry is undergoing a profound transformation. The intelligent and automated features of AI technology have penetrated various aspects of news production, including automated news generation, data collection, and virtual hosting. Particularly in news broadcasting, AI technology has greatly improved the efficiency of news dissemination through powerful data analysis and precise information delivery, enabling audiences to access news topics more quickly. This trend has not only driven the advancement of media technology but also posed new challenges to the traditional role of broadcast hosts. AI's advantages in automated processing, information integration, and data broadcasting have gradually led to the technological replacement of some traditional hosting work, causing broadcast hosts to experience unprecedented professional competitive pressure.

## 2. Background of the Study

Although AI technology demonstrates excellence in data processing and information broadcasting, capable of improving the accuracy and speed of information delivery through intelligent algorithms, it still struggles to replace human broadcast hosts in areas such as humanistic literacy, emotional resonance, and personalized expression [1]. AI technology essentially relies on data and algorithms, lacking genuine emotional experience and cultural understanding. It struggles to convey humanized emotions and deep communication in programs, which becomes particularly prominent in audiences' demand for "warmth" and "interaction." Against this background, the core issues facing traditional broadcast hosts are: How to find their positioning in the context of increasingly powerful AI and coexist with technology through certain unique professional advantages? Will traditional hosting work be completely replaced by AI?

These questions not only trouble industry practitioners but have also attracted widespread attention in academic research.

To answer these questions more deeply, this article aims to discuss the core competitiveness of broadcast hosts in the AI era from the perspective of artistic ontology. Artistic ontology emphasizes the unique value of individuals in artistic expression; therefore, this article attempts to analyze the irreplaceable characteristics of hosts by combining the uniqueness of artistic expression, thereby providing guidance for future career development of hosts. Specifically, this article will analyze through logical argumentation how broadcast hosts can enhance their humanistic literacy, personalized expression ability, and emotional resonance in an era of rapid technological development, thereby maintaining their professional core competitiveness. This research will focus on exploring how broadcast hosts can adapt to and utilize AI technology to enrich program experiences, thus stabilizing their unique professional value in this transformation.

The significance of this research lies in providing reference for the application exploration of AI and humanities integration. As AI technology continues to advance, it has changed the traditional mode of media communication. Therefore, this research not only explores the future of broadcast hosting as a profession but also attempts to reveal its unique humanistic value in the AI era. Through improving humanistic literacy and enhancing emotional expression, broadcast hosts can not only meet audience demands for humanized programs but also inject cultural depth and emotional resonance into AI technology's media applications. This research scope covers hosting work in news broadcasting, interview programs, and entertainment shows, particularly focusing on how broadcast hosts maintain professional advantages in emotional resonance, personal expression, and humanistic depth, providing theoretical support and practical guidance for future career development and integration with AI technology.

### 3. Main Content

#### 3.1 AI Technology's Challenge to the Broadcasting Profession

In recent years, AI technology has developed rapidly in the broadcasting field, showing high efficiency and precision across multiple areas from news delivery and financial reporting to weather forecasts. This efficient operation method has brought significant convenience to program production and content broadcasting. Particularly against the background of accelerated information flow, audiences have increasingly high requirements for information timeliness, while traditional hosts face certain limitations in preparation time and broadcasting speed, yet AI can respond almost instantly. AI's efficiency and stability have created potential substitution effects on traditional hosts' workflow and status, challenging hosts' core role in information delivery [2].

AI hosts possess powerful natural language processing and machine learning capabilities, able to quickly capture and organize massive data, generate accurate information, and conduct fluent broadcasting. This technological advantage is particularly suitable for programs requiring rapid updates, such as news broadcasts and market analysis. This characteristic has given AI obvious competitive advantages in many content-intensive, time-sensitive programs, even replacing traditional hosts' work in many data analysis-focused programs. AI technology's efficiency and precision have improved the overall speed and accuracy of program operations, giving it significant advantages when large amounts of broadcasting tasks need to be completed in a short time.

Although AI performs excellently in broadcasting content efficiency and accuracy, it shows deficiencies in emotional expression and emotional resonance. Audiences often hope to feel the warmth and genuine emotion of program content through hosts' voices, expressions, and words, but AI, due to limitations in emotional expression, struggles to convey this kind of human empathy and subtle emotions. Although some AI technologies have begun trying to compensate for this deficiency through expression synthesis and tone simulation, in terms of actual effect, AI still cannot meet audience expectations for traditional hosts in terms of emotional and humanized interaction. Therefore, AI's emotional deficiency makes it difficult to completely replace traditional hosts in programs involving social topics or emotional resonance.

When facing emergencies and immediate feedback needs, traditional hosts can quickly adjust their expression based on audience emotions and program needs, drawing on rich experience and flexible thinking. However, AI lacks this adaptability, as its content generation completely depends on program settings and data input, making it difficult to flexibly respond to complex public opinion and audience reactions. AI's "mechanical nature" makes it perform poorly in emergencies and random response capabilities, particularly in situations requiring hosts' improvisation, where AI's disadvantages become more apparent. Therefore, in live interactive and other occasions requiring flexible adaptation, AI still cannot reach the level of traditional hosts, and this limitation leaves irreplaceable space for traditional hosts.

In summary, although the emergence of AI technology has brought major changes to the hosting industry, it does not mean the extinction of traditional hosts. AI's advantages lie in processing large amounts of rapidly updating data content, while traditional hosts' emotional expression, cultural understanding, and flexible response capabilities maintain their irreplaceable role in special contexts. The future hosting industry may form a "human-machine collaboration" model, where AI and human hosts each play to their strengths, achieving a balance between efficiency and emotional resonance. This model can not only meet the efficiency demands of the information age but also satisfy audiences' deeper psychological needs through emotional resonance.

#### 3.2 Humanistic Literacy and Emotional Resonance from the Perspective of Artistic Ontology

From the perspective of artistic ontology, hosts are not merely information disseminators but also cultural inheritors and emotional resonators. In the hosting industry, broadcast hosts create an infectious emotional experience using voice, expression, and language, not just conveying information. The role of hosts lies not only in accurate information delivery but also in enriching programs with more emotional connotations through humanistic literacy and artistic cultivation, enhancing audience cultural identity and emotional resonance [3].

Humanistic literacy can bring hosts profound professional connotations, enabling them to keenly capture the deep meaning of social, historical, and cultural aspects in programs. Through deep understanding of social issues and human emotions, hosts can deliver program content more closely aligned with audience emotional needs. In program production, humanistic literacy is reflected not only in the in-depth analysis of social events and subtle depiction of cultural backgrounds but also in the sensitive capture of audience psychology. It is this humanistic foundation and emotional capability that enables hosts to establish audience emotional dependence and trust in programs.

Emotional resonance is an important link in hosts creating program value. Compared to AI hosts, traditional hosts can make audiences resonate with programs through subtle emotional expression and empathy abilities. This resonance is reflected not only in audience understanding of program content but more in emotional recognition. For example, when dealing with social hot topics or emotional programs, audiences usually hope to reach deeper emotional resonance through hosts' emotional expression. This interaction makes audiences psychologically dependent on and identify with hosts, thereby enhancing overall program effects.

Although AI technology can generate human-like tones and expressions, its emotional expression still appears thin and lacks humanization. In major news events or social hot topics, audiences tend to prefer hearing in-depth analysis and humanized reflection on events from hosts, while AI hosts appear cold and lack empathy. Human hosts can create the emotional resonance environment expected by audiences through control of emotions and artistic processing of language. This humanized expression method gives human hosts significant advantages when facing programs requiring

empathy and emotional investment.

Artistic ontology emphasizes the artistic value of emotional and humanistic expression, and this theoretical perspective provides support for hosts' professional positioning in the AI era. Emotional resonance and humanistic literacy are not only core factors of hosts' professional competitiveness but also the foundation for their existence and development in the new media environment. Therefore, traditional hosts need to continuously deepen their accumulation of humanistic literacy and improvement of emotional expression in daily work to maintain unique professional attractiveness and core value under AI competitive pressure.

### **3.3 The Art of Personalized Expression: Differences Between AI and Human Hosts**

As audience expectations shift from simple information acquisition to diverse expression needs, personalized expression has gradually become one of the core factors in attracting audiences to programs. The personalized expression possessed by traditional broadcast hosts is not just simple language expression skills, but rather an ability to integrate personal characteristics and professional charm into content. This personalized expression can be flexibly adjusted according to program type, contextual changes, and diverse audience needs, bringing viewers a more layered and emotionally deep viewing experience. Compared to traditional mechanical broadcasting, personalized expression makes program content more vibrant and vivid through hosts' unique perspectives and styles [4]. Whether in news reporting, entertainment interviews, or variety shows, hosts integrating personalized style into programs can effectively enhance program content richness and audience emotional resonance, thus creating a distinctive program atmosphere.

Personalized expression not only brings hosts more diverse expression methods but also greatly enhances audience immersion, making audiences participate more deeply in programs. Audiences are no longer just passive receivers of content but obtain more emotional resonance through hosts' unique interpretations. For example, when facing social media platforms dominated by young audiences, hosts often choose more lively and humorous expression methods, enhancing audience participation through language and relaxed interaction close to audience life. In more formal news broadcasting scenarios, hosts maintain professional and rational styles, helping audiences understand events seriously and objectively. Personalized expression in different scenarios allows audiences to experience different emotions while watching, meeting their diverse viewing needs. Through this flexible expression method, hosts can increase program interactivity, stimulate audience discussion and sharing interest, thereby to some extent enhancing program stickiness and communication power.

Personalized expression is not just a simple performance style but an important means for hosts to establish brand image and long-term audience relationships. Through distinctive expression characteristics, hosts can form clear brand impressions in audiences' minds, making audiences remember their unique style and expression method. For example, a host skilled in humorous interaction can usually attract and

maintain loyal audience groups through vivid language and unique style. Over time, these loyal audiences not only develop dependence on programs but also form high emotional connections with hosts, thereby consolidating hosts' brand image. Personalized expression enables audiences to easily identify their "preferences" among many hosts. This memorability and brand effect is not only crucial for hosts' career development but can also bring stable ratings and active interaction effects to programs, forming a virtuous cycle and further enhancing hosts' and programs' social influence.

Although AI can achieve certain degrees of language style through data training and algorithm simulation, its personalized expression ability still has significant limitations. AI's expression mainly relies on data and preset models, making it difficult to demonstrate human flexibility and emotional depth in truly complex contexts. AI-generated content often lacks the unique emotional perception and unique viewpoints of human hosts, easily appearing rigid, mechanical, or lacking empathy ability. When encountering situations requiring improvisation or sudden events, AI usually struggles to achieve appropriate emotional delivery, let alone realize truly resonant interactive expression. This shortcoming is particularly evident in variety or interview programs involving complex emotions, as AI cannot make witty improvisational responses based on rich life experience and emotional cognition like human hosts. Therefore, at this level, AI's expression always struggles to completely replace human hosts, showing more inadequacy in personalized expression.

Personalized expression is not only a core skill of the hosting profession but also indispensable competitiveness when facing the challenge of "homogenization" in the AI era. Compared with AI, the unique charm shown by broadcast hosts in personalized expression can form differentiation in diverse cultural backgrounds and complex audience needs. In the future, personalized expression will become an important direction for hosts' career development, especially in today's era of information overload, where audiences increasingly favor hosts with personality and attitude. Therefore, hosts should continuously strengthen their own expression style, deeply understand audience needs and improve expression skills in practice, in order to establish irreplaceable brand image and professional advantages against the background of continuous technological updates. Only by continuously exploring the potential of personalized expression can hosts maintain unique value in the era of coexistence with AI, making their profession continue to radiate vitality rather than being replaced.

### **3.4 The Power of Emotional Resonance: Broadcast Hosts' Emotional Connection and Audience Experience**

Emotional resonance is one of the key qualities of the hosting profession, especially in news, entertainment, and interview programs, where hosts create a warm atmosphere through tone, expression, and intonation to close the distance with audiences. Showing sincere attitudes and appropriate emotional responses in programs helps establish strong emotional bonds with audiences, making them feel resonance and closeness. This emotional connection is particularly

important when reporting major social events or hot topics. At such times, audiences often experience anxiety or questions, needing hosts to provide psychological companionship and emotional support through empathy and emotional resonance [5]. This emotional connection not only increases audience loyalty to programs but also directly affects program ratings and word-of-mouth evaluations, enabling hosts to shape unique personal brands in the emotional dimension.

Emotional resonance is not just a way of emotional expression, but more importantly, it lets audiences feel the experience of "being understood" and "being valued." Hosts can understand audience psychological needs through keen observation and deep empathy abilities and make emotional responses in programs. For example, when facing emergencies or social hot topics, hosts will show sympathy and care through appropriate language and expressions, giving audiences a sense of emotional "companionship." In the context of widespread social media application, audiences hope not just to watch programs but to have emotional interaction with hosts—through hosts' responses, they feel valued and understood. This emotional interaction increases audience loyalty and participation, making them feel more engaged and satisfied when watching programs. Moreover, hosts' timely emotional expression can stimulate audience discussion and sharing behavior on social platforms, thereby further enhancing program influence and communication effects.

Emotional resonance not only enhances audience experience but also gives hosts and their programs unique emotional qualities, forming brand effects. For example, in entertainment programs, hosts often attract audiences through humorous, friendly expression methods, enhancing their emotional participation; while in news programs, audiences trust more those hosts who show sympathy, sense of responsibility, and steady style when reporting serious topics. Through establishing emotional resonance with audiences, hosts can shape distinct personal brand images. This brand not only attracts loyal audiences but also establishes deeper emotional connections between programs and audiences. Meanwhile, after audiences develop recognition and dependence on programs, they are more willing to recommend or share the program, thus forming sustained brand influence. Emotional resonance not only strengthens hosts' professional image but also gives programs unique human warmth and emotional value, making programs more distinctive and attractive in the competitive media market.

Although AI technology can analyze audience preferences and achieve certain degrees of personalized output through data-driven content optimization, it has significant limitations in emotional resonance. AI can simulate human language styles through algorithms but lacks true understanding and expression depth of complex emotions. When facing emergencies or scenarios involving emotions, AI cannot achieve flexible emotional response and deep emotional interaction. This makes it difficult for audiences to establish true emotional connections when watching AI-led programs, and they may even feel a sense of cold distance. In the face of complex emotional needs, AI's responses often appear mechanical and rigid, unable to meet audience expectations for subtle emotions. For example, in major social event reporting, audiences need not only to understand event facts

but also to alleviate their emotional pressure through hosts' empathy and companionship, which AI obviously struggles to satisfy. Therefore, in program areas requiring emotional resonance, human hosts have more advantages than AI because they can respond to audience emotions from their perspective with empathy and emotional understanding.

Emotional resonance not only provides emotional satisfaction for audiences but also gives programs humanistic qualities, making hosts assume the role of "emotional transmitters." Against the background of rapid technological progress, emotional resonance has become hosts' irreplaceable professional competitiveness. In the future, hosts can make emotional resonance an important component of their professional value, continuously enhancing their empathy ability and emotional expression skills in daily practice. For example, hosts can improve their sensitivity to audience emotional needs through strengthening psychology and emotional expression training. Compared with cold data-driven AI expression, human hosts can demonstrate flexible, subtle emotional responses in complex contexts, establishing warmer emotional connections. Additionally, hosts can enrich their emotional expression through perspectives of diverse cultural backgrounds, enabling audiences to gain authentic emotional experiences in cross-cultural programs. In the future, cultivating emotional resonance ability will become an important direction for the hosting industry's development, thus maintaining its professional irreplaceability and humanistic advantages in an era of information overload and AI popularization.

### **3.5 The Integration of Technology and Humanities: How Broadcasters Can Innovate in the AI Era**

With the widespread application of AI and data analytics, the broadcasting industry is gradually transitioning from traditional communication models to a more integrated approach combining technology and humanities. This transformation not only improves program production efficiency but also brings new dimensions to audience experience. Modern broadcasters can utilize AI technology for audience data analysis, content recommendations, and real-time interactions to more precisely meet audience needs. For instance, many news and entertainment programs have begun adopting AI-generated news summaries or emotional analysis to enhance program experience. This indicates that technological development has brought unprecedented opportunities to the broadcasting industry, helping broadcasters more effectively capture audience attention while also imposing new requirements, such as mastering data analysis capabilities and technological flexibility.

The application of AI and other technologies can help broadcasters better understand audience needs, thereby improving program interactivity and content customization. Through data analysis, broadcasters can receive real-time audience feedback and adjust program content, accordingly, ensuring better alignment with audience interests and expectations. This interactive format not only meets audiences' personalized needs but also provides broadcasters with rich creative inspiration, making programs more diverse. For example, some live programs adjust content based on real-time audience voting or comments, thereby enhancing

program appeal. This flexible interaction makes audiences feel they have a voice in the program, further improving their sense of participation and loyalty. Meanwhile, the application of technology can reduce broadcasters' burden in information collection and content production, allowing them to focus more on improving content quality and innovation, thus creating more attractive programs.

The integration of technology and humanities enables broadcasters to adopt richer forms of expression in their programs. Through technological means, broadcasters can present information in novel ways, such as using augmented reality (AR) technology to explain news events more vividly or utilizing big data to display trend analysis and visual information. This diverse presentation not only increases the visual appeal of programs but also provides audiences with a more immersive viewing experience. For example, in financial programs, through dynamic data visualization technology, audiences can intuitively see market changes rather than relying solely on verbal descriptions. The application of such technology not only improves audience understanding of information but also enhances overall program interactivity. Technological advancement has driven broadcasters' innovation methods, created richer communication channels and made programs more vivid and engaging.

Although AI can enhance broadcasters' expressiveness, technology cannot completely replace human elements. Audience experience depends not only on information accuracy and technological innovation but also on emotional connection and humanistic care. In complex emotional or social issues, audiences seek understanding and empathy from broadcasters. This indicates that while AI can process large amounts of data and provide quick information feedback, it still falls short in delivering nuanced emotional expression. Furthermore, audiences trust broadcasters' humanistic care and authentic attitudes more, while AI lacks human moral judgment and emotional experience. Therefore, broadcasters' humanity maintains irreplaceable value. When handling social events, public crises, or interpersonal relationships, broadcasters need to use their emotional intelligence and experience to build emotional connections with audiences, ensuring they receive humanistic care along with information.

Broadcasters should fully utilize AI's technological advantages to enhance program interactivity and expressiveness while maintaining humanistic care and emotional resonance. While technological development drives innovation in broadcasting, emotional connection remains the core of audience attention. Therefore, broadcasters need to continuously explore the best ways to integrate technology and humanities in the AI era. They must not only master the efficiency improvements brought by technology but also maintain a humanized program style to provide truly valuable experiences for audiences. For example, when using data analysis technology, broadcasters can combine their emotional understanding and program themes to create content with more depth and warmth. This balance between technology and humanities will become key to the future development of broadcasting, enabling broadcasters to maintain unique value and competitiveness in the new media environment. Meanwhile, with technological advancement,

broadcasters can also conduct more interactive activities through new media platforms to close the distance with audiences and further enhance their sense of participation and loyalty.

In the future, the continuous development of broadcasting requires finding a clearer balance between technology and humanistic care. While technological integration is important, how to incorporate more humanistic care and emotional connection into core program content is the direction broadcasters need to focus on. In the rapidly changing media environment, as audience expectations for program quality and experience continue to rise, broadcasters need to continuously explore and practice new forms of expression to maintain audience interest and participation. Additionally, industry training and education should strengthen broadcasters' cultivation of humanistic qualities such as emotional expression and audience interaction, ensuring future broadcasters can not only master technological tools but also touch audiences' hearts with emotional warmth. This vision for the future will promote continuous innovation and development in broadcasting in the new era, ensuring broadcasters can maintain their unique charm and value against the backdrop of rapidly evolving technology.

### **3.6 The Return to Humanistic Values in the Digital Era: How Broadcasters Can Reshape Audience Experience**

With the rise of AI and big data technologies, media communication has become more technology-driven, with content production and distribution becoming more automated and personalized. However, this transformation has also highlighted audiences' growing need for emotional resonance and human warmth. In an era of information overload, audiences need not only precise information acquisition but also expect to feel human warmth in programs. Many programs, due to over-reliance on algorithmic recommendations and data-driven content production, have neglected to respond to audiences' emotional needs, leading to feelings of alienation and indifference. Therefore, broadcasters, as emotional connectors in programs, find their ability to provide humanistic care becoming a scarce resource. This return to humanistic values means broadcasters not only carry the role of information delivery but also serve as audiences' "emotional companions," meeting audiences' psychological needs through language and expression beyond content delivery, bringing warmth and care to viewers.

Broadcasters can close the distance with audiences through meticulous emotional expression, finding balance between technology and humanities in their programs. For example, news program hosts are not merely cold news reporters but bring both professionalism and warmth to audiences through accessible expression methods. Especially during major news events or public crises, audiences hope to receive emotional comfort and understanding from broadcasters, making this warm delivery method transform broadcasters from mere information delivery "machines" into companions for audiences' hearts. This emotional connection is achieved through various means such as empathy and caring language expression, allowing audiences to feel genuine interaction and companionship while watching programs.

Audiences' expectations for emotional experience have also led broadcasters to pay more attention to improving their humanistic literacy. Emotional needs have gradually risen to become an important experiential element in programs, with broadcasters' emotional expressiveness becoming key to meeting this demand. When audiences face social hot topics or sudden events, broadcasters use warm expression methods to achieve emotional resonance and identification with audiences. These "programs with warmth" not only create resonance with audiences but also enhance audience loyalty to program content, making viewers willing to maintain continuous attention. This characteristic makes broadcasters transcend mere "information providers" to become important roles in providing psychological support for audiences, offering crucial support for establishing and maintaining program brands.

The humanistic literacy displayed by broadcasters in programs can inject depth and style into shows, enhancing overall program appeal. For example, in cultural or historical programs, broadcasters can incorporate their understanding and emotions about the topic into explanations, presenting content with different layers and warmth. Through deep humanistic accumulation and rich expression methods, broadcasters can deliver information to audiences in a subtle and natural way, making programs more vibrant. This composed expression not only attracts audiences to think deeply but also makes them feel relaxed and pleased while watching, proving particularly precious in a digital age pursuing efficiency and data dominance. Through this, humanistic literacy becomes broadcasters' unique competitive advantage, allowing programs to stand out in fierce market competition.

As technology-driven development continues to deepen, broadcasters need to continuously consolidate their emotional expression and humanistic cultivation to ensure emotional value remains in the media market. Against the background of increasingly prevalent AI and automated content production, emotional resonance and humanistic values become core elements of audience viewing experience. Broadcasters should explore the depth of humanistic value based on technological empowerment, allowing audiences to gain psychological satisfaction and resonance from programs. This return to humanistic care and integration with "warmth" in the digital era will help broadcasters effectively reshape audience viewing experience, allowing them to continue playing important roles in the digital future.

### **3.7 Enhancement of Cross-disciplinary Literacy: Broadcasters' Need for Knowledge Expansion in the AI Era**

With the assistance of AI technology, the media industry's communication forms have undergone significant changes. Program production increasingly relies on data analysis and technological means, while audience demands become more diverse, placing higher requirements on broadcasters' knowledge breadth and depth. Traditional broadcasters often only needed to focus on language expression and content delivery, but in the digital context, audiences expect broadcasters to possess broader knowledge perspectives and cross-disciplinary thinking abilities, capable of providing

professional insights on complex issues. This means broadcasters must continuously enhance their knowledge reserve, not just staying within news and entertainment domains, but expanding into science, technology, culture, and other aspects to meet different audience needs.

In the AI context, audience interests are further refined through data analysis, requiring broadcasters to possess the ability to quickly adapt to and understand these diverse needs. For example, in technology news programs, broadcasters need a certain understanding of cutting-edge technologies like artificial intelligence and quantum computing to clearly and accurately convey complex information to audiences. Such cross-disciplinary knowledge not only helps broadcasters establish higher professional standards but also enables them to handle various topics effortlessly in programs, improving program quality. Possessing knowledge across multiple fields not only enriches program content but also generates audience trust and admiration for broadcasters, thereby enhancing the program's image in audiences' minds.

Broadcasters not only need cross-disciplinary knowledge reserves but should also master the ability to express complex knowledge in an easily understandable way. Knowledge in many professional fields is too complex, requiring broadcasters to process and simplify information for more suitable audience presentation. For instance, in medical programs, broadcasters help audiences better understand health knowledge by converting complex medical terminology into common language. Such knowledge expression ability requires broadcasters to have not only cross-disciplinary backgrounds but also strong information processing and communication skills to ensure audiences can obtain valuable information from programs.

Broadcasters should recognize that enhancing cross-disciplinary literacy is not merely a career development choice but a necessity to adapt to contemporary demands. As media content becomes increasingly diverse, broadcasters with knowledge in only one discipline can easily fall into information narrowness, unable to meet audiences' demands for knowledge breadth. By continuously expanding their knowledge domains, broadcasters can provide richer insights and analysis in programs, enhancing audience recognition of programs. Such cross-disciplinary background will make broadcasters more competitive in the market and provide broader space for long-term career development.

In the future, the development of AI and data technology will continue to change the media industry, requiring broadcasters to constantly update their knowledge reserves to respond to changing audience needs. Through cross-disciplinary learning, broadcasters can not only enhance program professionalism but also create more value in content production, avoiding program elimination due to lack of depth. The enhancement of cross-disciplinary literacy will become an indispensable competitive advantage for broadcasters in the AI era, helping them achieve sustainable career development.

### **3.8 Human-Centered Program Innovation: Differentiation Strategies for Hosts in the AI Era**

In the context of increasing AI technology adoption,

broadcast hosts face challenges in differentiated survival, particularly in program innovation where they need to find their core advantages. Human-centered program innovation requires hosts not only to enhance interactivity through technical means but also to deeply understand audience needs, forming unique competitiveness through humanistic care and emotional interaction. The core of this strategy lies in the fact that hosts are not merely information transmitters but triggers of audience emotional resonance, and their role cannot be simply replaced by AI. Therefore, hosts in the AI era should focus on multi-dimensional program innovation around audience needs to maintain their uniqueness and sustained appeal.

First, hosts can achieve program differentiation by strengthening emotional resonance, which becomes particularly important given AI's lack of human emotions. While AI can quickly analyze data and generate content, it remains relatively rigid in emotional interaction and moral judgment. Audiences expect emotional satisfaction when watching programs, hoping to receive emotional comfort and understanding beyond information delivery. Therefore, hosts can demonstrate care and empathy for audiences through tone, expression, and emotional investment, making audiences feel understood and valued. Compared to cold AI, hosts could create a more humanized viewing experience through subtle emotional transmission, thereby strengthening the emotional bond between programs and audiences.

Second, human-centered program innovation also requires hosts to possess broader cultural vision and humanistic literacy to meet diverse audience needs. While AI can provide extensive data support, it remains limited in understanding cultural backgrounds and social emotions. Audience interests and needs are not confined to entertainment and information acquisition but also involve social hot topics, cultural identity, and value expression. Therefore, hosts need to continuously enrich their knowledge system to respond to audiences' diverse interests, presenting depth and layers in their programs. For example, when discussing social issues or cultural phenomena, hosts should be able to keenly perceive audience emotions and thoughts, triggering audience resonance through appropriate analysis and guidance. This profound cultural literacy not only enhances program content appeal but also gives hosts higher credibility and professionalism when facing complex social issues.

Furthermore, hosts also need to enhance personalized expression in programs, creating distinctive hosting styles. While AI-generated content is precise and efficient, it struggles to express unique personal style and expression. Audiences typically develop familiarity with hosts' personal qualities, which reflect not just external expression skills but also internal personality and values. For instance, some hosts may win audience love through humorous, witty styles, while others gain trust through steady, rational styles. Hosts can help audiences better remember and identify with programs through their unique perspectives and expression methods, and this personalized differentiation strategy helps form prominent program brands in a homogenized program environment.

Additionally, hosts can leverage AI technology's advantages

by using data analysis to accurately grasp audience interest hotspots and flexibly adjust program content to meet audience needs. AI can help hosts obtain real-time audience feedback for program content and format adjustments. This combination not only enhances audience viewing experience but also makes programs more targeted and interactive. Hosts can create a sense of co-creation through active interaction with audiences, such as collecting audience opinions through social media platforms or responding to audience questions in real-time. Using data analysis to accurately grasp audience preferences, combined with hosts' personalized styles, organically combining technology and humanity can make programs more aligned with audience needs in content while maintaining emotional connections.

Finally, human-centered program innovation also requires hosts to possess long-term career planning awareness and continuously improve their humanistic literacy and ability to adapt to technological changes. As technology develops, audience needs are constantly upgrading, and hosts need to continuously learn new knowledge and skills to maintain their competitiveness. This includes not only mastery of AI and other technologies but also deep understanding of humanities, social psychology, and cultural trends. Hosts should always pay attention to audience changes and cultivate the ability to cope with challenges brought by new era technology, ensuring their humanistic value in programs won't be replaced by technology. In this process, hosts are not only bridges between technology and audiences but also core roles in realizing humanistic care in modern media.

### **3.9 Building a Unique Role in Future Media: Broadcasters' Balance Between Technology and Humanities**

As AI technology's application in the media industry deepens, the broadcasting profession faces new opportunities and challenges. While AI can provide audience preference information through data analysis, broadcasters' role in emotional interaction and humanistic care still cannot be completely replaced by technology. Audiences not only hope to obtain information from programs but also expect emotional interaction and resonance. Therefore, finding balance between technology and humanities becomes an important topic for broadcasters addressing new era changes. This balance directly affects broadcasters' positioning and value in the future media environment.

Technology's application in the media field makes information acquisition and processing more efficient, allowing broadcasters to achieve precise understanding of audience needs through AI assistance. However, this technological advantage only provides the foundation for content presentation; true program appeal comes from broadcasters' creation of emotional resonance. Through the expression of humanistic qualities, broadcasters can inject personalized emotions into programs, making audiences feel humanized care. For example, broadcasters' emotional expression in news events and thoughtful responses in interactive segments can close the distance with audiences, making programs not just tools for information delivery but emotional bonds.

Against the background of increasingly mature AI, broadcasters must reposition their roles. They are no longer just "announcers" but act as guides for emotional resonance and spreaders of humanistic spirit. By balancing technological empowerment and humanistic expression, broadcasters can make programs maintain human warmth while having a technological feel. Broadcasters can moderately demonstrate technology's charm in programs while adding humanized elements through personal style and emotional expression, allowing audiences to gain emotional experience while acquiring information. This balance not only makes programs more attractive but also enhances the irreplaceability of the broadcasting profession.

To find balance between technology and humanities, broadcasters also need to continuously improve their professional skills. AI provides broadcasters with auxiliary tools like data analysis and speech recognition, but broadcasters should avoid over-reliance on technology, maintaining their unique personality and expression style. Through deep understanding of humanistic care, broadcasters can exert stronger emotional impact with technological assistance. Audience demands for emotional experience require broadcasters to be more humanized in their expression methods, thereby creating a unique viewing experience in programs. In the future, broadcasters should strive to become bridges between technology and humanities, bringing warmth and resonance to audiences in a technology-driven media environment.

#### 4. Conclusion

With the rapid development of artificial intelligence technology, the traditional profession of broadcasting faces unprecedented challenges. AI technology's advantages in information processing and data analysis mean that many basic tasks can be completed by machines, directly threatening broadcasters' job stability in certain aspects. However, it is precisely in this change that AI also provides broadcasters with new development opportunities. AI technology not only simplifies information collection and enhances data analysis capabilities but also broadens information presentation methods, providing broadcasters with new space for exploring innovation. Facing the challenges and opportunities brought by AI, broadcasters must continuously adapt to technological progress to maintain their unique professional advantages in intense competition.

In the AI era, humanistic qualities and emotional resonance become particularly important for broadcasters to maintain their professional irreplaceability. While technology can assist in precise program content production, what truly moves audiences remains broadcasters' keen perception of society and emotions. Through their cultural background and emotional expression, broadcasters inject warmth and human characteristics into programs, meeting audiences' need for authentic interaction. This emotional resonance not only builds emotional connections between broadcasters and audiences but also enhances broadcasters' brand effect in programs. In the future, broadcasters should focus more on personalized expression and emotional resonance, becoming cultural and emotional "spokespersons" in audiences' hearts.

With the rapid development of technology, broadcasters need to balance both technological and humanistic requirements in their work. Through AI technology empowerment, broadcasters can more accurately understand audience needs, optimize program content, and enhance interactivity. This integration of technology and humanities not only gives broadcasters more diverse forms of expression in content but also drives multi-dimensional innovation in their profession. In this process, broadcasters must possess both technological literacies to flexibly use advanced technology to enrich program experiences and maintain humanistic care to provide content with warmth. Only by combining technology and humanities can broadcasters create new professional value and development space in the AI era.

Looking to the future, broadcasters will no longer be mere information disseminators, but "cultural interpreters" and "emotional resonators" equipped with both technological literacy and humanistic wisdom. This role transformation requires broadcasters to possess not only traditional language expression abilities but also enhance program appeal and cultural communication breadth through improved humanistic qualities and technological integration. Only by continuously adapting and innovating amid technological progress can broadcasters expand their professional boundaries and revitalize their careers in the AI era. Therefore, if they can actively embrace technology while maintaining emotional connections with audiences, broadcasters will shape richer and more profound professional images amid the AI wave, creating broader development space for the future.

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