The Psychological Innovation of Sports Broadcasting and Hosting Language in the Context of New Media

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Abstract

Objective: In order to continuously improve the artistic language of sports broadcasting and hosting, and better adapt to the development trends of the industry, thereby promoting the overall level of sports broadcasting and hosting progress.This paper first puts forward that sports broadcasting should deal with three relationships and complete three relationships Innovation, finally achieve media convergence: the relationship between platform operation and content production, to solve the innovation of process reengineering; Frequency targeting and audience needs Seek the relationship, solve the service innovation; The relationship between listeners, fans, circles and users, to solve the innovation of broadcasting business model.The author studied the artistic characteristics and language psychological innovation strategies of sports broadcasting and hosting language based on the context of new media.Through analysis, it is shown that sports broadcasting hosts need to continuously improve their professional literacy, explore the hidden emotional attitudes in language, reflect the unique expressive charm in language, highlight the clear characteristics of the times in language, and regulate the innovation and individuality of language expression.In the context of new media, the domestic sports broadcasting and hosting field has won better development opportunities, the realization of personal professional development goals for sports broadcasting and hosting personnel and the requirements for innovative development in the media field cannot be separated from the strengthening of the artistic nature of sports broadcasting and hosting language.

Keywords: Context of New Media; Sports Broadcasting and Hosting; Language; Artistic Features.

Introduction

In order to enhance the language standardization of sports broadcasting hosts and the artistic atmosphere of broadcasting programs and meet the higher requirements of the audience and the times, the concept of language artistry has emerged. The so-called artistic language of sports broadcasting hosts does not have a strict standard definition in the broadcasting industry. It mainly refers to the use of sports broadcasting hosts' language skills and personal practical expression skills in hosting programs to process and improve the language expression of articles while ensuring the authenticity and credibility of the content as much as possible, in order to achieve the goal of enhancing the artistic quality of the manuscript, improving the audience's understanding and acceptability. The artistic characteristics of sports broadcasting and hosting language: Audiovisual: The sports broadcasting and hosting industry requires the use of media such as radio and television for dissemination, and the dissemination content is mainly through the voice of the sports broadcasting host as a specific way, so, whether for individual sports broadcasters or for the entire industry, sound is a crucial aspect, so the vocal quality naturally becomes the primary feature of the artistic language of sports broadcasters. Compared to traditional written communication methods, sound can better integrate emotions and enhance the atmosphere when transmitted to the audience, thereby mobilizing their hearing and emotions, and deepening their feelings and impressions of the broadcast information. But everything has two sides, and sound not only conveys information quickly and vividly, but also compresses the audience's thinking time, allowing them to continuously receive external information without time to delve into thinking and analysis. The vocal quality of the artistic language of sports broadcasting hosts determines that an excellent sports broadcasting host not only needs to master hosting skills, but also needs to effectively interpret and reflect the artistic characteristics of language through their own voice, and try to "leave blank" as much as possible, pause briefly when it comes to areas that are worth the audience's contemplation, giving them time to contemplate and analyze. Authenticity: The artistry of language is higher than that of life, but it also stems from life (Bobojonova, 2021). Here, the origin of life is the embodiment of the authenticity of language art. When broadcasting information, sports broadcasting hosts should respect objective events, truthfully reflect the beginning and end of the event, objectively and meticulously describe the details

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of the information, especially when broadcasting political news and social hot topics, and cannot arbitrarily change the content of the broadcast to ensure the accuracy and correctness of the broadcast. When broadcasting other types of information, in order to enhance the artistic effect of broadcasting, artistic techniques such as rendering, contrast, and exaggeration can be appropriately incorporated, but they should be based on the authenticity of the information and cannot distort or reverse objective facts. Creativity: Unlike the objective and rigid nature of traditional written news, sports broadcasting hosts need to create secondary content based on the original appearance of information in order to enhance the artistic effect of broadcasting and attract more audiences. For example, when broadcasting political news and social hot topics, sports broadcasters should integrate their emotions and thoughts quietly while ensuring the authenticity of the information, and express their opinions and perspectives to the audience, by guiding the audience to deeply understand and think about the information content, the artistic nature of language is achieved; When broadcasting short stories and humorous jokes, in order to achieve a humorous and attractive effect, sports broadcasting hosts can appropriately use artistic means such as exaggeration, distortion, and irony to transform information content, and achieve the artistic quality of language by entertaining the public (Blackwell et al., 2023).

The arrival of the new media era based on the Internet has made information dissemination faster, content more complex, and scope more extensive, bringing huge impacts and challenges to the traditional sports broadcasting and hosting industry. In order to enhance the competitiveness of the sports broadcasting and hosting industry and attract more audiences, it is necessary to improve the language proficiency of sports broadcasting and hosting, emphasize the artistic application of language during the hosting process, highlight the artistic characteristics of the hosting industry, and create a good listening effect. However, while the development of new media has driven the growth of sports broadcasting hosts, some sports broadcasting hosts who have not received professional training have also joined in, they have varying degrees of deficiencies in the artistic expression of language, which not only affect the development of their own broadcasting career and the listening effect of programs, but also reduce the listening rate of broadcasting, hindering the continuous development of sports broadcasting and hosting career. Therefore, grasping the artistic requirements of sports broadcasting and hosting language in the context of new media, clarifying the shortcomings of current sports broadcasting and hosting in terms of language artistry, and

proposing targeted suggestions and countermeasures are the necessary ways to improve the development level of the broadcasting industry (Wang & Yin, 2021).

The 21st century has transformed the world, and people are constantly using high-tech in their daily lives. The continuous improvement of scientific and technological levels has also led to new development trends in the media industry, gradually forming new media, the emergence of new media has brought new plans and requirements to the sports broadcasting and hosting industry, and some characteristics of the times need to be added to the existing foundation. The current sports broadcasting and hosting industry faces new challenges. In response to this, how to improve and utilize the language characteristics of sports broadcasting and hosting to make this profession adapt to the development of the times has become a question that relevant personnel in the industry are currently considering. Therefore, the author discusses and analyzes the language and artistic characteristics of sports broadcasting and hosting in the current context of new media, and puts forward some suggestions for the profession, hoping to be helpful to personnel engaged in the sports broadcasting and hosting industry.

The communication relationship has undergone a transformation. In the era of new media, the dissemination of information and the audience are gradually changing. The arrival of the Internet era has led to the emergence of various types of self-media, as well as a deep level of communication between the media and the audience. It has also allowed the audience to gradually change their terminology and become users. But this is not just a change in terminology, but also a change in audience rights. The traditional media industry only disseminates and releases news. Its dissemination medium relies on television, newspapers, and so on, these methods are too cliché d, and their audience's feedback after acceptance is low. At the same time, in the traditional communication environment, there may be situations where news dissemination is not timely. The arrival of the new media era has elevated the status of the audience, while also continuously improving their initiative. At the same time as information dissemination, there will be a qualitative transformation, which also promotes changes in the language of sports broadcasting and hosting and needs to cater to public tastes.

The arrival of the new media era has led to a continuous decrease in the sense of identity and existence of mainstream media, the main reason for this phenomenon is due to the improvement of the audience's own status, in the new media era, broadcasters need to consider how to cater to the audience's likes, while mainstream media need to lower their

posture and interact with the audience with a balanced attitude, however, the emergence of more and more self-media has shaken the position of mainstream media. Moreover, in order to seize the market, both sides will definitely take a series of actions, gradually improving the language of sports broadcasting and hosting, reducing their own mysterious behavior, and so on to ensure market share. The Internet era has promoted the emergence of media, including the presence of mainstream media such as official and government affairs, and the context of the internet is also very common among mainstream media, the emergence of a mechanism for the integration of media and online context has opened up more possibilities between the audience and the media, thus increasing their attention level. Under these conditions, the attention of the online context will also increase, but under this condition, the development of sports broadcasting and hosting will also change, gradually catering to the public's taste and improving its language characteristics.

In the era of mobile Internet, broadcasting and network platforms are naturally sticky. In 2008, when media integration was still in its infancy, sports broadcasting relied on the China Broadcasting Olympic League to broadcast the Beijing Olympic Games all day long and locked all the gold medal points in China. Before and after the game, the audience hotline and topic interaction and the online forum comments and comments during the live broadcast make the event hot. The three-dimensional communication mode formed by the coverage of the 2008 Olympic Games, especially the seamless and complementary communication between radio and the Internet, has made sports broadcasting quickly gain a foothold. In the network era, the receiving habits of the audience have undergone fundamental changes, and mobile, fragmented and sharing communication has become the mainstream. The content production of broadcast sports platform should be intensively cultivated, especially the effective docking of broadcast ontology platform and all-media platform content release. Under the requirements of fragmented listening and accompanying listening, it turns to the production of short, concise and precise financial media products for audiences, regards the entire frequency as a whole, and realizes professional broadcasting under the framework of multi-platform. For example, in the Chinese Super League, the on-site pictures and texts taken by journalists can be uploaded to the official Weibo or website, and at the same time, the phone connection can be broadcast on the radio. After the game, the broadcast topic can no longer wait for the fixed opening of the broadcast, and the finished product can be directly uploaded to Weibo, wechat and websites and all cooperation platforms, realizing

the priority of new media platforms. The fundamental purpose of this change is to innovate the communication mode and process reengineering. In the case of more and more diverse audience reception and communication methods, the multi-location communication of the platform is particularly important. For example, during the 2016 Rio Olympic Games, CNR reporter Wang Xiaoyi's live video scene and Voice of China's radio and audio column "Rio" live Art "were viewed more than 7 million times, making CNR's coverage of the Rio Olympic Games unique and forming a huge influence.

Literature Review

The new era has put forward new requirements and created new opportunities for sports broadcasting. Only by accurate positioning can we provide accurate services and truly realize the maximum value of sports broadcasting.In the report to the 19th National Congress of the Communist Party of China, it was proposed to extensively carry out national fitness activities, accelerate the construction of sports power, prepare for the Beijing Winter Olympics and Paralympics, and implement the "healthy China strategy." This points out the direction for the positioning of sports broadcasting. National fitness and the "Healthy China" strategy are an important part of the people's better life, and they are also the real needs of the vast audience. Like other professional sports broadcasting in China, sports broadcasting is also facing the problem of transforming from small sports to large sports and pan-sports, that is, from simple competitive sports and event reports to promoting national fitness, building a health and leisure platform and a sports industry platform. In the era of media integration, only when the positioning of sports broadcasting and the needs of the audience are highly consistent, can they reflect their professional characteristics and new functional positioning and form advantages. After the introduction of several Opinions of The State Council on Accelerating the Development of the sports Industry and promoting sports Consumption in 2014, there are new requirements for the functional positioning of the sports broadcasting industry, and in the face of the 5 trillion sports industry market, sports broadcasting will become a part of the sports industry.Barker, M. et al At the beginning of 2018, sports broadcasting achieved a breakthrough and tested the water in the field of sports industry, and after the early weekly broadcast experiment, Frequency established a new daily broadcast program "Sports Industry Maker Show". This is the first radio program in a province that focuses on the innovation and entrepreneurship of the sports industry. The

content of the program focuses on the development of the sports industry, propagates related policies of the sports industry, and guides the healthy development of the sports industry. At the same time, build a sports industry entrepreneurship platform, gather small-scale entrepreneurs engaged in sports industry related, under the guidance of the provincial sports industry development service center, select a group of potential and development projects for recognition, and thus carry out market promotion, forming a good social benefits (Barker et al., 2023).

Overview of the New Media Era

With the continuous development of new media, the way of language use has also changed dramatically. New media discourse refers to the media texts in which people use language to communicate and exchange in various new communication media environments based on the Internet. Compared with traditional media discourse, new media discourse is characterized by a larger amount of information, richer forms of expression, more diversified ways of interaction and a wider audience. The study of language phenomena and language laws in new media discourse has important theoretical value and practical application value.

New media refers to the combination of the public opinion guidance function of traditional media such as television programs and radio with the current rise of online media. In fact, new media not only involves broadcasting television, but also involves other media businesses. In the new media era, short video platforms such as Kwai and Tiktok are increasingly favored by people. They can produce short videos regardless of class, age, gender or identity. The rapid development of the internet has brought great changes to people's daily lives and has also led other industries to make changes in order to comply with the trend of the times. In this regard, traditional industry staff also need to continuously improve their comprehensive literacy to comply with the development of the trend of the times.

New Requirements for Broadcasters and Hosts in the Era of New Media

With the continuous innovation of language use in new media, more and more scholars pay attention to the language expressions in new media contexts. Traditional broadcasters and hosts have a solid foundation in broadcasting and hosting and adhere to corresponding professional ethics and ethics during the work process, they ensure the smooth completion of various broadcasting programs through their professional work skills, while also ensuring the high-quality output of the programs, which makes the TV programs they produce more artistic charm. It can be said that the personal abilities of radio and television broadcasters and hosts meet the needs of the position, and they have the corresponding professional level. However, in the era of new media, new environments, technologies, and equipment have put forward higher requirements for broadcasters and hosts. Broadcasters and hosts need to further understand and master new knowledge and skills on the basis of their own professional knowledge reserves and service skills, and further improve their sports broadcasting and hosting skills in order to keep up with the times (Zhao et al., 2021).

In the era of new media, radio and television broadcasters and hosts need to have excellent editing skills, quickly organize and organize relevant news information after mastering it in the first time, and timely release news reports. Only in this way can radio and television broadcasters and hosts maintain composure and systematically handle and disseminate various news articles in the face of various emergencies.

Radio and television broadcasters and hosts also need to possess information collection skills. In the era of new media, mastering effective information acquisition, utilization, and management skills is a good professional literacy and ability that every radio and television broadcaster and host must possess. In addition, in the process of information acquisition, radio and television broadcasters and hosts should also be able to use integrated media information technology and network platforms to actively classify and organize the obtained information, indicate application standards, and share it with other editors on the network platform.

In the era of new media, broadcasters and hosts need to innovate their personal thinking and concepts in practical work, and to "learn in" and "come out". The so-called "learning in" refers to the need for broadcasters and hosts to comprehensively and deeply understand the specific responsibilities and requirements of sports broadcasting and hosting work in their respective columns, and to provide professional explanations and processing of these requirements. The so-called "coming out" refers to the development of media, broadcasting hosts will gradually step out of the original form of television programs, from large screens to small screens, combining large and small screens, and then combining in front and behind the scenes to better adapt to the development of the new media era.

Analysis of the Artistic Characteristics of Sports Broadcasting and Hosting Language in the Context of New Media

The rapid changes and diversity of new media language also bring challenges to the study of sentence function

types. The language expression forms of new media are freer and more flexible, and not bound by traditional language norms, so their sentence structures and function types are also more diverse and complex. As new media technologies continue to develop and change, new language forms and sentence structures emerge, and the pragmatic functions of these new sentence forms need to be continuously tracked and studied. The rapid development of the new media field has brought the demand for information technology to the field of sports broadcasting and hosting, more abundant information resources and more reliable information dissemination technology have provided reliable conditions for the development of the sports broadcasting and hosting field. Faced with a vast amount of information and a variety of programs, the audience has a wider range of information choices; in order to improve industry competitiveness, it is crucial to enhance the artistic quality of sports broadcasting and hosting language. We need to re-examine the work of sports broadcasting and hosting in the new media environment, and fully grasp the artistic characteristics of sports broadcasting and hosting language. Specifically, the artistic characteristics of sports broadcasting and hosting language in the context of new media mainly include authenticity, development, elegance, and soundness (Zhang, 2021).

Authenticity

Sports broadcasting and hosting is one of the processes of information transmission, and the information that the public needs to obtain is true and reliable. Therefore, the language used by sports broadcasting and hosting must be true, reliable, and trustworthy by the public. The artistic quality of hosting language needs to be based on the authenticity of language, for an excellent host, in the process of continuously improving their professional literacy, they also need to uphold an objective and fair attitude, and take on the important responsibility of being an information transmitter, we firmly prohibit the arbitrary distortion of facts, the arbitrary deletion or addition of content, and the use of language full of ambiguity, in order to ensure that the audience can obtain intuitive information from the media without generating false fantasies. Only true information and reliable language can win the recognition of the audience, lay a solid foundation for information dissemination, and achieve the goal of pursuing language artistry.

Developmental

Nowadays, a series of modern technologies represented by internet technology are rapidly developing, creating favorable conditions for innovation in the field of new

media, in this process, the work of sports broadcasting and hosting has become increasingly intertwined with internet technology, big data technology, and other technologies, making good progress and receiving high praise from the audience. The development of the sports broadcasting and hosting industry is not static but keeps pace with the times. Hosts need to understand the needs of sports broadcasting and hosting work at different stages of development, and firmly grasp the internal development laws of the industry, using language that is more easily accepted by the audience to deepen their deep understanding of the information conveyed, allowing the audience to have a good audio-visual experience, and thus voluntarily and proactively accept media services, becoming loyal supporters of the development of the media field.

Elegance

The beauty of language mentioned here does not refer to the magnificent language piled up with complex vocabulary, but rather to the characteristics of language that can win high praise from the audience, meet their aesthetic needs, and enhance their attractiveness to the audience. The target audience for sports broadcasting and hosting work is often complex, and the aesthetic requirements put forward by the audience for sports broadcasting and hosting work are also different, language needs to have artistic beauty and intuitive expression in order to reflect personalized charm in different contexts. In the new media environment, sports broadcasting and hosting work often reflects different values, and beautiful language can leave a good impression in the minds of the audience, thereby gaining higher support from the audience.

Soundness

The artistry of sports broadcasting and hosting language can be reflected through sound, sports broadcasting and hosting hosts will use their voice control and expressive power to give deeper content to the program information, after receiving the language, the audience will experience the emotions conveyed through their hearing, at the same time, it will also stimulate the imagination of other aspects, generating stronger information infectivity and a clearer sense of information generation, facilitating the audience to understand information from different perspectives and feel the artistic beauty of language.

Innovative Strategies for Strengthening the Artistic Language of Sports Broadcasting Hosting in the Context of New Media

An excellent sports broadcasting host must have flexible language expression skills, if there is a lack of language

expression, the interaction between the sports broadcasting host and the audience will inevitably be hindered, and the transmission of the essence of the program will also be affected. We constantly emphasize the use of artistic sports broadcasting and hosting language when broadcasting programs, strengthen communication with the audience, intuitively convey the information they need, and make the audience's aesthetic needs more in line. Specifically, we can start from the following aspects to strengthen the artistry of sports broadcasting and hosting language in the context of new media.

Exploring the Hidden Emotional Attitudes in Language

Language itself is a way of expressing people's inner emotions, compared to written words, language can reflect emotional value through methods such as sound size, tone changes, and stress control. For a long time in the past, we encouraged hosts to integrate personal emotional attitudes as little as possible when conveying information, in order to avoid bias in understanding the audience's information. However, overly plain language expression not only reduces the artistic quality of sports broadcasting and hosting language, but also hinders the display of the media's ability to guide public opinion. The host should, while maintaining the professionalism of the host, appropriately reflect emotional attitudes in language expression, so that language is no longer silent words in the host's expression, but rather a way of information exchange that can stimulate the audience's emotional experience. The host can combine their personal hosting experience and unique insights into the broadcast content to reasonably control their emotions, they should not only be authentic, natural, humorous, and witty, but also objective, serious, and appropriate in intensity. The control of tone, fluctuation of intonation, and changes in emotions are all services for the transmission of information. The host needs to understand the content of the information in advance in order to adapt to the situation during the host, so that language and emotions can complement each other, based on the audience's richer emotional experience, highlight the emotional attitude and value characteristics of sports broadcasting hosts. When officially hosting a program, sports broadcasting hosts should choose to integrate emotions at the appropriate time point, avoid being static, and avoid reading from the book, so that emotional attitudes can become a blessing in language skills and generate stronger emotional resonance with the audience (Liu, 2021).

Reflect the Unique Expressive Charm in Language

In the context of new media, the dissemination of information is more diverse. In a fast-paced lifestyle, compared to independently reading text to obtain information, sound is undoubtedly a more convenient way to obtain information. The professional nature of sports broadcasting and hosting work requires the host to be able to use standard and appropriate language to build a bridge for the audience to learn information. Therefore, sports broadcasting and hosting language usually has characteristics such as standardization and seriousness. Sports broadcasting and hosting personnel need to explore the unique charm of sports broadcasting and hosting language based on their accumulated experience in work and deep understanding of sports broadcasting and hosting content, establish a basic framework for sports broadcasting and hosting language, and reflect on their broadcasting abilities from the perspective of the audience, on the basis of ensuring the standardization of language, innovate appropriately, form a unique language style, and use broadcasting techniques more flexibly. To some extent, the language expression ability of sports broadcasting hosts reflects their professional competence, which in turn directly affects the social evaluation of the media and their competitiveness in the industry. Especially when hosting highly professional programs, the use of each professional term should be precise and more precise. Sports broadcasting and hosting personnel must establish the concept of lifelong learning and continuously improve their overall quality, make language proficiency and expression skills a key focus for professional skills improvement, arm one's mind with richer knowledge, and win more trust from the public.

Highlighting the Clear Characteristics of the Times in Language

With the development of the times, people have new requirements for the presentation of information, language, as one of the most important forms of information carrier, its content is constantly enriching, and many new words are beginning to be accepted and applied by people. Sports broadcasting and hosting work requires professionals to be able to keep up with the times, combine program positioning, and find suitable hosting styles, the host can appropriately use new words or specific words to show the abstraction content to the audience in a more intuitive way. If necessary, if you use network catchwords, reflect the familiarity and flexibility of sports broadcasting hosts, making the originally dull information content more diverse and interesting. For example, vocabulary that is frequently used and widely understood by audiences, such as reverse travelers, end users, migrant workers, and cloud supervisors, is a product of social hotspots during a specific period, it is precisely because it is popular among the audience that it becomes a popular vocabulary, and the use of such vocabulary can resonate with the audience and stimulate their sense of identification. Sports broadcasting hosts can create up-to-date hosting programs by

updating their vocabulary system, using appropriate and reasonable language to enhance the inherent vitality of program content, in order to maintain advantages and stand out in fierce industry competition.

Innovation and Individuality in Regulating Language Expression

In the development of media convergence, the relationship between media and audience has a new interpretation and framework. The initiative of the audience has been further enhanced and has even become an important driving force to promote the production of program content and event planning. The audience becomes the fans, and the fans form a circle because of the same values, and the circle will aggregate the fans into users, and finally change the business model of radio through three boosters - audience boost, host boost and market (industry) boost. The era of pure sales time to obtain broadcast revenue has come to an end, and in the era of broadcasting and media integration, radio revenue must be a pattern of advertising brands, event marketing, and industrial diversification, which is essentially the management of listeners and fans into circles and users.

Take Shandong Province as An Example

Shandong Sports and leisure broadcasting will enjoy a healthy lifestyle of mainstream people according to the hobby of aggregation and differentiation, such as: tennis, badminton, golf and other sports and fitness based on the sports circle; Tourism circle with tourism, vacation and outdoor hobbies; Wine tasting, tea culture sharing, antique calligraphy and painting collection as the characteristics of the tasting circle. On the one hand, Shandong Sports and leisure broadcasting carries out online guidance services with these audience circles in the content system, on the other hand, it enters these circles, forms various membership clubs of sports and leisure frequency, implements embedded services, deeply roots its "antenna" in people's "life circle" and "consumption circle", and becomes the basic component of people's life consumption.

Through the organization of various sports challenges, outdoor travel, wine tasting, treasure collection and other activities, to do the real visible and real service in place of sports and leisure broadcasting, enhance the brand value of frequency, after several years of efforts, has gradually become a climate. For example, since the organization of the private car owners Love Life Club in 2011, there have been nearly 1,000 private car owners to join, and every week, hundreds of people participate in self-driving trips. Automobile, insurance and other brands related to automobiles, in addition to broadcasting online, directly promote products to the audience, and drive the deep cooperation between frequency and scenic spots, which

has brought economic benefits to Shandong sports and leisure broadcasting. Circle design will eventually turn fans into users, and the value of users will further increase in the online and offline interaction of broadcasting.

In the era of financial media, the market situation is becoming more complex, the needs of advertisers are very different, and consumer behavior has its own characteristics. In the complex consumer demand to capture the customer's interest point, "to its good" information communication, is the premise of advertising effectiveness, but also the new problem facing media marketing. By serving the audience, the broadcast media makes its audience traceable, manageable and describable, so as to organically connect with the customer's delivery needs and provide advertisers with accurate and effective delivery. This is the most fundamental goal to deal with the relationship between listeners, fans, circles and users, and also to create a new model for the diversification of business. In embedded marketing, in the interaction of various circles, new value is generated through consumption activities, and the secondary sales of online advertising and offline activities are realized. At the same time, due to the accurate construction of the audience platform, the establishment of a large number of audience databases, to provide help for customers, play a dual effect of content marketing and service marketing, occupying the commanding heights of media value innovation.

Innovation is the inherent vitality of a field's development, the new media industry has been developing to this day, accumulating experience through continuous innovation and seeking innovation through rich experience, in order to occupy a place in the media field. The development of sports broadcasting and hosting languages needs to adapt to the development environment of new media, and it is necessary to constantly innovate, strengthen the personalization and innovation of language, and fully reflect the professional quality and professional cultivation of hosts. The language used by the program host must be standardized and clearly expressed, so that the audience can understand and understand clearly in order to actively listen and be willing to listen. It is worth noting that innovation is important, but excessive pursuit of innovation may also have the opposite effect, leading to the loss of the normative nature of language and writing. Sports broadcasting hosts need to connect their personalized understanding of the content, positioning of the program, and the needs of the general audience, in order to enhance the influence of the program to a greater extent (Lünich et al., 2021).

At present, the competitive pressure in the Chinese broadcasting industry is increasing, and broadcasters and hosts should strengthen new business construction concepts to meet the needs of industry development. At

present, both radio and television works have a high degree of vertical deepening in the transmission of information content, and new methods of interaction with the audience have been added. For example, in CCTV news live streaming, some online words may occasionally appear; After the program starts, if there is a strong social response, there will be discussions on relevant social hot topics on Weibo. Based on this, broadcasters and hosts should increase their innovation of traditional concepts, endow the audience with more social participatory significance, and highlight their social status. Only by highly clarifying the values of the program content can we capture social hot topics and win the recognition of the audience. In addition, broadcasting should continuously innovate its dissemination mode. For example, in the live broadcast of major news events, attention should be paid to combining indoor and outdoor media live broadcasts to meet the diverse needs of social information communication and interaction and improve the timeliness of news reporting.

For every broadcaster and host of a radio program, it is very important to attach importance to cultivating their own comprehensive literacy. In traditional radio and television programs, broadcasters and hosts often only carry out specific broadcasting tasks and do not participate in other production processes of the program, their comprehensive literacy needs to be improved, which to some extent can easily solidify the thoughts of broadcasters and hosts, making it difficult for them to break through themselves and achieve innovation, it will be detrimental to the healthy development of Chinese broadcasting media and gain high recognition from the general audience. Based on this, with the arrival of the new media era, Chinese radio and television broadcasters and hosts must attach great importance to work transformation, enhance their comprehensive literacy, and be fearless and orderly in dealing with unknown situations (Luo, 2021).

For example, online news hosts closely combine their excellent professional qualities with various social knowledge to create a vivid and interesting news and sports broadcasting and hosting model, which has received high praise and favor from the audience, radio and television media have also regained widespread attention. It can be seen that in the process of transforming news and sports broadcasting and hosting, comprehensive literacy is the most crucial driving force, which is also in line with the overall trend of broadcasting and television transformation.

For example, political news hosts should have a grasp of domestic and international current affairs hotspots and develop their own unique insights into these hot events; Entertainment hosts should truthfully and accurately grasp information about the entertainment industry, and not believe or spread rumors. Only by being professional enough can one establish a reputation. In addition, radio announcers and hosts should adjust the intonation and speed of news content. In the era of new media, radio announcers and hosts should not just explain the content verbally but should use appropriate intonation and speed to collide with the audience's thoughts in a daily language expression form and eliminate language barriers. In short, the language expression of the announcer and host should be more in line with the audience's feelings, using easy to understand and approachable language to reflect the affinity of the announcer and host, in order to attract the audience's attention and create emotional resonance (Wang et al., 2023).

Conclusion

In order to enhance the language standardization of sports broadcasting hosts and the artistic atmosphere of broadcasting programs, and meet the higher requirements of the audience and the times, the author studies the language and psychological innovation of sports broadcasting and hosting in the context of new media, in the context of new media, the domestic broadcasting and hosting field has won better development opportunities, the realization of personal professional development goals for broadcasting and hosting personnel and the requirements for innovative development in the media field cannot be separated from the strengthening of the artistic nature of broadcasting and hosting language. The work of broadcasting and hosting focuses on sharing information and knowledge with a wide audience, generating good public opinion influence, and reflecting the cultural dissemination value of the media. Broadcasting and hosting personnel need to continuously improve their professional literacy, explore the hidden emotional attitudes in language, reflect the unique expressive charm in language, highlight the clear characteristics of the times in language, adjust the innovation and personality of language expression, and make flexible and varied hosting language able to impress and infect the audience, helping the stable development of the broadcasting and hosting field.

Sports broadcasting as a small public communication platform with a high degree of specialization, the survival space is relatively limited in the past development, and under the tide of social media, as long as it makes full use of the characteristics of good broadcasting, the characteristics of sports, the fusion of individuality and the Internet platform, It is possible to realize the maximum value of sports broadcasting in the media era through media fusion, innovation in service innovation, and innovation in business models.

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