

The Application of Guidance Techniques in Live Streaming Programs

Song Wei

Shenyang City University, Shenyang, 110000, Liaoning, China

21150153@qq.com

Keywords: Guiding skills; Live broadcast program; Program quality; Audience experience

Abstract: The purpose of this paper is to discuss the specific application and importance of guiding skills in live broadcast programs. Through the methods of literature analysis, case study and field observation, this paper systematically analyzes the core skills of guiding broadcasting, including program conception, camera switching, rhythm control, etc., and combines with typical live broadcast cases, analyzes in detail the successes and shortcomings of guiding broadcasting skills in practical operation. The research results show that the skillful use of guiding skills plays a vital role in improving the overall quality of live programs and audience experience. At the same time, this paper also puts forward targeted promotion strategies, aiming at helping the directors to better meet the challenges of live broadcast. Through the analysis and discussion of this study, it is expected to provide theoretical support and practical guidance for the cultivation of director talents and the improvement of the quality of live broadcast programs.

1. Introduction

With the continuous progress of media technology and the increasing aesthetic appreciation of the audience, live broadcast programs have become an important part of the media field today [1]. In this kind of program, the director is the hero behind the scenes, and the application of his skills is directly related to the consistency, appreciation and professionalism of the program [2]. Therefore, in-depth discussion on the application of directing skills in live broadcast programs will not only help to improve the overall quality of programs, but also provide theoretical support and practical guidance for the training of directing talents and the development of the industry [3-4].

The purpose of this study is to systematically analyze the specific application of guiding skills in live broadcast programs, discuss how it affects the program effect, and put forward corresponding promotion strategies. Through systematic analysis and case study, this paper expounds the core elements of guiding skills in detail, and analyzes how these skills affect the quality of live broadcast programs and audience experience. At the same time, the key role of guiding skills in live broadcast is summarized, and the development trend of guiding skills in the future is prospected.

2. Guide skills foundation

As an important role in the production of TV programs, the director is mainly responsible for the overall conception of the program, lens switching, rhythm control and teamwork [5]. Its core skills include, but are not limited to, the following points: (1) Program conception and planning: The pilot needs to have profound cultural literacy and aesthetic ability, and can skillfully conceive and plan according to the program theme and audience characteristics to ensure the richness and attraction of the program content. (2) Lens language and switching: Master the lens language skillfully, and accurately select and switch different lenses according to the program content and atmosphere to present the best visual effect [6]. (3) Rhythm control and atmosphere creation: The pilot needs to be sensitive to the rhythm changes of the program, and create a tense, orderly or relaxed and pleasant program atmosphere through reasonable lens switching and sound effects. (4) Teamwork and communication: As a core member of the program production team, the director needs to have good teamwork spirit and communication skills to ensure the close cooperation and efficient operation of all links.

In the live broadcast program, the importance of guiding is self-evident [7]. First of all, the director is the "general commander" of program production, and his decision and judgment are directly related to the overall effect and quality of the program. Secondly, the pilot needs to have rich practical experience and adaptability to cope with all kinds of unexpected situations that may occur on the spot and ensure the smooth progress of the program. Finally, the skill and style of directing often become one of the unique signs of programs, which plays an irreplaceable role in shaping the brand of programs and attracting audiences. Therefore, improving the guiding skills is not only the key to improve the program quality, but also an important way to promote the development of the industry.

3. Analysis of live broadcast program

3.1. Characteristics and challenges of live broadcast

Live programs are deeply loved by the audience because of their real and immediate characteristics [8]. The characteristics of such programs are shown in Table 1:

Table 1 Main features of live broadcast programs

Characteristic description	Specific requirements or influences
High real-time requirement	Errors in any link may be amplified immediately, which puts high demands on the production team.
Strong interaction	The audience can participate in the program in real time and feel the live atmosphere, and the program must maintain a high degree of attraction and vitality.
Great unpredictability	There are many unexpected situations at the scene, which requires the production team to have strong adaptability and coordination ability.

At the same time, the live broadcast program also faces many challenges. For example, the stability and reliability of technical equipment is the cornerstone of live broadcast, and any technical failure may lead to the interruption or quality degradation of live broadcast; The innovation of program content and the diversification of audience tastes are also challenges that live programs must face. Only by continuous innovation can we attract and retain audiences.

3.2. The role of director in live program

In the live broadcast program, the director plays a vital role. They are the soul of the whole live broadcast team, responsible for the overall conception, rhythm control and effect presentation of the program [9]. The director needs to have keen insight and judgment, and can make decisions quickly in the ever-changing live broadcast environment to ensure the smooth progress of the program. At the same time, they also need to have rich practical experience and excellent teamwork ability to cope with various emergencies and challenges. The skill and style of directing often become one of the unique signs of programs, which plays an irreplaceable role in shaping the brand of programs and attracting audiences.

4. Application of guiding skills

(1) Skills in the preparatory stage

In the preparatory stage, the pilot needs to use a series of skills to ensure the smooth progress of the live broadcast. First of all, they need to analyze and plan the content of the program in depth, make clear the theme, style and audience positioning of the program, and then conceive the overall framework and process of the program on this basis. Secondly, the director needs to fully communicate and coordinate with team members, clarify their respective tasks and responsibilities, and ensure the close cooperation and efficient operation between teams [10]. In addition, the pilot also needs to check and test the technical equipment in detail to ensure its stability and reliability and provide solid technical support for the live broadcast.

(2) Skills in the live broadcast process

In the process of live broadcast, the application of guiding skills is particularly critical. They need to pay close attention to the real-time progress of the program and audience feedback, and flexibly adjust the program flow and lens switching according to the actual situation to maintain the continuity and attraction of the program. At the same time, the pilot also needs to enhance the appeal and appreciation of the program through accurate sound effects and atmosphere creation. In case of emergency, the director needs to make a quick decision and command the team to deal with the emergency to ensure the smooth progress of the live broadcast.

(3) Summary and feedback after the live broadcast

After the live broadcast, the director needs to summarize and feedback the whole live broadcast process. They need to review the highlights and shortcomings in the live broadcast, analyze the reasons and put forward improvement measures in order to improve and enhance them in the future live broadcast. At the same time, the director needs to have full communication and sharing with team members, sum up experiences and lessons and learn from each other. Through continuous summary and feedback, the director can constantly improve his skill level and teamwork ability, and bring more exciting live programs to the audience.

5. Case analysis

5.1. Application of guiding skills in typical live programs

Taking the live broadcast of a popular music award ceremony as an example, the application skills of directing in the program are particularly critical. In the aspect of lens switching, the guide accurately captures the wonderful moments of each singer and guest, and presents a visual feast for the audience through close-ups, distant views and multi-angle switching. In terms of rhythm control, the director flexibly adjusts the program rhythm according to the different links of music, awards and performances, which makes the whole live broadcast process relaxed and the audience's emotions can be effectively mobilized. In addition, when dealing with unexpected situations, such as the temporary absence of a singer, the director quickly adjusted the program flow, and successfully resolved the embarrassing situation by inserting pre-prepared wonderful clips and impromptu interactive links.

5.2. Analysis of successes and shortcomings

The success of the live broadcast program lies in the skillful use of guiding skills. The director's keen insight into the camera, accurate control of the rhythm and flexible response to unexpected situations constitute the high-quality presentation of the program. However, the shortcomings are also obvious. For example, Table 2 lists the advantages and disadvantages of the guiding skills in this live program in detail, which is convenient for comprehensive evaluation and improvement of the guiding work.

Table 2 Advantages and disadvantages of direct broadcast skills of live programs

Category	Specific content	Detailed description
Superiority	Sharp insight into the lens	The director chooses the lens accurately, which can capture the key moments and enhance the visual impact of the program.
	Accurate rhythm control	The guide can flexibly adjust the rhythm according to the program content, and maintain the continuity and attraction of the program.
	Flexible response to emergencies	In the face of unexpected situations, the director can respond quickly to ensure the smooth progress of the program.
Insufficient	The lens switch is stiff	In some links, the shot switching of the pilot is not smooth enough, which is not completely in line with the rhythm of music or program content.
	Dealing with unexpected situations is not smooth	Although the pilot can solve the problem when dealing with some unexpected situations, it is a little stiff and lacks a sense of nature.

In view of the above shortcomings, we can analyze that the application of skills and on-the-spot

response of the guide has yet to be improved. In the future, the director can further improve his skill level and coping ability by strengthening professional training, accumulating more practical experience and raising innovation awareness.

6. Promotion strategy

(1) Training and practice of guiding skills

In order to improve the guiding skills, systematic training and practice are essential. First of all, we can organize professional training courses, invite experienced directors and industry experts to give lectures, and teach core skills in camera language, rhythm control and teamwork. Secondly, through simulated live broadcast, actual combat drills and other means, the director can exercise and improve his skill level in practice. In addition, we can also establish an exchange platform between directors and broadcasters to encourage them to share experiences, learn from each other and make progress together.

(2) The cultivation of innovative consciousness and teamwork

While improving the guiding skills, it is also very important to cultivate innovative consciousness and teamwork. Innovative consciousness can help the director break the traditional shackles and inject new vitality and creativity into the program. In order to cultivate innovative consciousness, we can encourage directors to pay attention to industry trends and changes in audience demand, and actively try new program forms and expression techniques. At the same time, teamwork is the key factor to ensure the smooth progress of live programs. The director needs to establish a good communication and cooperation mechanism with team members, clarify their respective responsibilities, and form a tacit cooperation. In order to strengthen teamwork, we can organize team building activities regularly to enhance team cohesion and centripetal force.

7. Conclusion and prospect

7.1. Conclusion

In this study, the application of guiding skills in live broadcast programs is discussed in depth, and the following conclusions are drawn: (1) Guiding skills are an important guarantee for the quality of live broadcast programs. Guide plays an important role in the preparation, progress and end of the program, and the application of its skills directly affects the consistency, appreciation and professionalism of the program. (2) Through case analysis, this paper finds that the application of guiding skills has similarities and differences in different types of live programs. A successful pilot needs comprehensive skill reserve and flexible adaptability to cope with various live broadcast environments and challenges. (3) Improving the guiding skills requires the combination of systematic training and practice. Through professional training, practical training and the cultivation of innovative consciousness and teamwork, the skill level and comprehensive quality of directing can be effectively improved, which provides strong support for the high-quality development of live broadcast programs.

7.2. Prospects for the future development of guiding skills

With the continuous progress of science and technology and the increasing diversification of audience demand, the future guiding skills will face more development opportunities and challenges. The following are some prospects for the future development of guiding skills:

(1) Technology integration and innovation: In the future, the director will pay more attention to technology integration and innovation, such as using advanced technologies such as virtual reality and augmented reality to bring immersive viewing experience to the audience. At the same time, the application of artificial intelligence technology will also provide more intelligent and personalized operation options for the pilot, and improve the efficiency and quality of program production.

(2) Diversified and personalized development: With the diversification of audience tastes, future directors need to pay more attention to the diversified and personalized development of programs. Directing needs to dig deep into the demand characteristics of different audience groups and

provide customized program content and viewing experience for different types of audiences.

(3) Cross-border cooperation and international development: The development of guiding skills in the future will also benefit from cross-border cooperation and international exchanges. By cooperating with professionals in other fields, the director can draw more inspiration and innovative elements and inject new vitality into the program. At the same time, with the increasingly frequent international exchanges, the director needs to constantly broaden the international horizon, learn from international advanced experience and practices, and enhance its competitiveness on the international stage.

(4) Continuous learning and self-improvement: Facing the rapidly changing media environment, future directors must have the ability of continuous learning and self-improvement. They need to constantly update their knowledge reserves and pay attention to industry trends and technological development trends to adapt to the changing market demand and audience tastes. At the same time, the director also needs to pay attention to the cultivation of his comprehensive quality, including communication ability, teamwork ability, innovative thinking and other aspects, in order to comprehensively enhance his professional competitiveness.

References

- [1] Wang Xu. Research on the technology of TV program production [J]. *Satellite TV and Broadband Multimedia*, 2021, 000(022):P.197-200.
- [2] Li Ang. The use of camera skills in recording stage programs [J]. *Western Radio and Television*, 2023, 44(5):179-181.
- [3] Li Jingrong. Analysis of the emergency countermeasures for directing and broadcasting in live television [J]. *Research on Communication Power*, 2021(25):155-156.
- [4] Wang Naizhou. The application of integrated media guidance technology in live TV broadcast [J]. *Radio and TV Technology*, 2023, 50(5):76-79.
- [5] Lu Chao, Yu Dandan. On the application of live concert guiding skills [J]. *Fashion of Tomorrow*, 2020(17):119-120.
- [6] Yao Wanlin. Director Editor: The "helm" in the live broadcast program [J]. *News Communication*, 2022(007):103-104.
- [7] Liu Fei. Analysis of photography skills of rural experience TV special programs [J]. *Western Radio and Television*, 2022, 43(22):173-175.
- [8] Zhao Kun. Research on the important role of directing in the live broadcast of radio hotline [J]. *Tomorrow*, 2021, 000(018):0468.
- [9] Xie Yun. The role of TV guide in program recording and broadcasting [J]. *News Culture Construction*, 2022(21):88-90.
- [10] Li Yang. Live broadcast skills of TV news program hosts [J]. *Reporter observation*, 2020, 503(27):99-100.