

## **Guidelines for the Development of characteristics of students program in Broadcasting and hosting at Guangxi Vocational and Technical College**

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**Abstract:** The purposes of this research were 1) To study the state of characteristics of students' program in Broadcasting and hosting at Guangxi Vocational and Technical College and 2) To study the guidelines for the development of characteristics of students' program in Broadcasting and hosting at Guangxi Vocational and Technical College was including four following aspects: 1) Communication ability, 2) Self-Management, 3) Teamwork, 4) Innovation ability. The sample group of this research were 113 students program in broadcasting and hosting in Guangxi Vocational and Technical College. They were selected by random sampling. The research instruments were questionnaires and structured interviews. The statistics to analyze the data were percentage, average value and standard deviation. The results were found that 1. The characteristics of students program in Broadcasting and hosting at Guangxi Vocational and Technical College in aspects was at a high level. 2. Suggestions for the development of characteristics of students' program in Broadcasting and hosting at Guangxi Vocational and Technical College include: 1) Communication ability: 1) Improve management communication ability through practical curriculum design. Enhance self-confidence and develop communication skills through extra-curricular activities. Arrange interdisciplinary competitions, and actively participate in multi-major students to promote effective communication. 2) Self-Management: Establish a good cooperative relationship with students and encourage them to complete personal tasks independently. Create independent classes and discussion classes to guide students to learn actively. Create a good self-management environment. 3) Teamwork: project-based teaching, establishing teamwork awareness and improving students' teamwork ability. Participate in associations and organizations to enhance members' ability to cooperate. 4) Innovation ability: Set up innovative ability training courses and promote the diversification of classroom education. Improve the construction of innovative teaching environment, mobilize students' desire to explore, and cultivate students' innovative ability.

**Keywords:** Guidelines for the Development of characteristics of students, Communication ability, Self-Management, Teamwork, Innovation ability

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### **1. Introduction**

At present, the cultivation of characteristics of students has become the basic trend of education and training around the world. The relevant documents of the Chinese Ministry of Education and other ministries and commissions have also increased the emphasis on characteristics of students. Higher vocational colleges are employment-oriented and should pay attention to this kind of ability necessary for career advancement. China's higher vocational education began in the 1980s. It is an important type of higher education schools and an important part of vocational education. As of June 2023, there are 3,072 higher vocational education nationwide, and 1,545 higher vocational colleges. Higher vocational colleges are responsible for the mission of cultivating high-skilled, application-oriented professionals for the front-line needs of production, construction, service, and management. With the continuous advancement of science and technology, the vigorous development of the media industry, coupled with the prevalence of self-media in recent years, various companies have an increasing demand for broadcasting and hosting professionals. Higher vocational colleges attach importance to talent training, so that students can acquire practical skills in the process of professional learning, improve employment competitiveness, and promote the development of the media industry and the dissemination of social culture to a certain extent. As a teacher majoring in broadcasting and hosting in higher vocational colleges, in the face of the diversity and diversified development of the current media industry, the demand for broadcasting and hosting professionals is getting higher and higher. In addition to providing students with professional knowledge and skills, we should also explore and devote ourselves to the cultivation of students'

characteristics of students, which is the basic ability necessary for students to succeed. It can not only effectively promote students' employment and entrepreneurship, but also help students' future development.

## **2. Literature Review**

### **2.1. Situational Learning Theory**

In 1989, Brown (J.S. Brown) proposed and defined the concept of "situational Li Meng (2023) pointed out that situational learning theory is a learning theory formed under the influence of constructivism, advocating cognitive learning through cooperation and interaction in real scenes, emphasizing that knowledge is the product of interaction between individuals, physical situations and social environment, and learning is the process of knowledge construction between individuals and group members in social cooperation and interaction.

### **2.2. Action learning theory**

Action learning refers to learning through action practice, that is, in a background environment dedicated to learning, with important issues faced by the organization as the carrier, learners deal with problems, tasks, projects, etc. in actual work, so as to achieve the purpose of developing human resources and developing organizational capabilities. Lv Shufang (2022) points out that Reg Ravens' action learning theory has two main points: first, learning must be based on practice and the learning process must be constructed through action; Second, the most efficient learning is achieved through interpersonal interaction and social exchange. Some scholars use the formula " $L=P+Q$ " (L is Learning; P is Programmed Knowledge; Q is Questioning Insight, which shows that the true meaning of learning is the unity of procedural knowledge and solving practical problems.

### **2.3. Theory of multiple intelligences**

Theory of multiple intelligences, referred to as MI theory, in 1983, Gardner, a psychologist at Harvard University in the United States, proposed the theory of multiple intelligences, which believes that human intelligence is multiple, and each person has a variety of different intelligence combinations. Wang Li, Cai Guanqun & An Zongquan (2023) pointed out that the theory of multiple intelligences tells us that human intelligence is multiple, each individual has its own unique way of thinking, and each person has the physiological basis for the comprehensive development of various intelligences. Vocational educators need to establish a "student-oriented" education concept, scientifically examine, correctly guide and fully tap students' multiple intelligences.

### **2.4. Characteristics of students**

In 1972, Mertens, director of the German Federal Research Institute, first used "key competence (core competence)" in the "Overview of Occupational Adaptability Research" submitted to the European Union. The tools of the world can promote the transformation and development of the world. In 1992, the Australian Education Council issued "Key Capabilities" report points out that practitioners should have communication skills, information collection skills, organization and coordination skills, problem-solving skills, cooperation skills with people, digital application skills, ability to understand different problems, and ability to use technology to process information, etc. China's The research on vocational core competencies began in the 1980s, and many scholars have studied and explored this. In 1998, the former Ministry of Labor of China defined "characteristics of students" in the "National Skills Revitalization Strategy" and identified vocational core competencies as Ability is not only the basic survival ability but also the basic development ability.

Lu Xiaochun and Hu Changsong (2008, p94) mentioned that the school should pay attention to the cultivation of communication ability, teamwork, self-management, ability to process information, problem-solving ability and innovation ability. In today's era of fierce job competition, it is an important goal for vocational education personnel training for higher vocational colleges to attach importance to students' core professional competencies.

Lu Jinming and Zhang Yanru (2009, p50) mentioned that characteristics of students is the most basic ability in vocational competence, and pointed out that the Ministry of Labor and Social Security of China divided characteristics of students into 8 items in the "National Skills Revitalization Strategy", called "8 core competencies", including: ability to communicate with people, digital application ability, information processing ability, cooperation ability with people, problem-solving ability, self-management, innovation and innovation ability, foreign language application ability, etc.

Chen Yuan (2011, p210) mentioned that characteristics of students is very important to a person's lifelong development. Nowadays, the pressure of employment competition is high. To make students in higher vocational colleges competitive, it is very necessary to cultivate characteristics of students. We must focus on developing self-management in our students, adaptability, communication ability, Ability to process information

and innovation ability, schools can systematically design students' core ability training programs, build a curriculum system that meets social needs, strengthen the construction of teaching staff, and create a harmonious campus culture.

Ma Ling (2014, p9-10) mentioned that art students should have self-management, communication ability, problem-solving ability, ability to process information, and teamwork, which can better reflect the attributes of the core ability of art majors.

Dou Kai and Zhang Ru (2014, p4) mentioned that characteristics of students is divided into methodological ability and social ability. Methodological ability is based on the individual and mainly refers to the ability to learn independently, acquire new knowledge and skills, and process information. Social ability is the basic survival ability, including "Communication with people", "Cooperation with people", "Problem solving", "Innovation", "Foreign language application ability".

Liu Kangsheng, Zhang Guohua, and Qi Wenge (2014, p75) mentioned that China's higher vocational education can learn from Canada's advanced experience in cultivating characteristics of students, and it is necessary to exercise and improve students' ability to solve problems, communicate with others, cooperate with others, and self-study.

Zhu Dan (2015, p55) mentioned that characteristics of students is the basic ability in people's career except post professional ability. Questions, self-learning, information processing, digital application, innovation and innovation and other seven abilities.

Qi Yan (2016, p193) mentioned that the reform of vocational education in China must equip students with communication, teamwork, self-management, problem solving, information processing, innovation and entrepreneurship, so that students can fundamentally have the necessary professional skills. ability.

Zhu Xiaojia, Wan Jun, and Chen Song (2017, P40) mentioned that in contemporary society, technology is updated rapidly, and students have characteristics of students to face unknown challenges. Students should master communication skills, digital computing application skills, information technology processing skills, and the six vocational core competencies are the ability to work in a team with others, self-learning problem-solving ability, and innovation ability.

Fan Jiaqian (2020, p13-14) mentioned that students majoring in broadcasting and hosting should strengthen communication skills, information processing skills, problem-solving skills, organization and coordination skills, life-long learning skills and innovation skills. Students with these professional core skills will have more advantages in job hunting.

Niu Yingfang, Duan Jiexin, Li Yajun (2020, p74) mentioned that higher vocational colleges should comprehensively cultivate students' leadership ability, innovation ability, teamwork, stress and emotion management ability and effective communication ability.

Yan Chuanxiang (2021) mentioned that the state encourages multi-gathering and multi-form employment, and should encourage entrepreneurship to drive employment. characteristics of students run through students' innovation and entrepreneurship practice, which can effectively improve students' ability to communicate with people, ability to cooperate with people, learning ability and innovation and change Ability and other comprehensive abilities make students not only job seekers, but also successful entrepreneurs.

Hou Zhenju (2021, p17) mentioned that only by continuously improving the independent learning ability, communication ability, information processing and application ability, cooperation ability, problem-solving ability, innovation ability and entrepreneurial ability of higher vocational college students can they achieve a qualitative leap and actively grow into enterprises and enterprises. Excellent talents needed by social development.

Chen Rong (2022, p48) mentioned that characteristics of students is the basic ability that people must engage in various occupations. It is a comprehensive ability that is necessary no matter what kind of occupation they are engaged in. Professional communication, teamwork, problem solving, self-management, information processing, innovation and entrepreneurship, civilized etiquette, mental health, etc.

## **2.5. Guangxi Vocational & Technical College**

Guangxi Vocational and Technical College, founded in 1965, is a full-time higher education institution approved by the Ministry of Education. It is the first batch of public higher vocational colleges with independent reform in Guangxi, a national quality higher vocational college, and a "high-level vocational school and professional construction plan with Chinese characteristics". High-level professional group construction unit, national exemplary backbone higher vocational college construction outstanding unit, National Development and Reform Commission project unit, Ministry of Education integration pilot unit, the first 100 higher vocational college modern apprenticeship pilot unit. As of September 2021, the university has 10 teaching institutions, enrolling 53 majors, and has more than 17,000 full-time students. The school took the lead in establishing the China-Asean Border Vocational Education Alliance, promoted the alliance members to actively

participate in the construction of the "Belt and Road" and international vocational education services, and built the Silk Road Manufacturing College, training more than 2,000 international students.

### **3. Methodology and Procedures**

#### **3.1. The Population and Sample**

##### **The Population**

159 students program in broadcasting and hosting in Guangxi Vocational and Technical College

##### **The Sample Group**

The Sample Group is grad 1 and grad 2 program in Broadcasting and Hosting in Guangxi Vocational and Technical College, 113 people were obtained by opening random sampling tables from Krejcie & Morgan (1970).

#### **3.2. Research Instruments**

##### **a. Questionnaire**

The questionnaire consisted of the following two parts:

The first part of the questionnaire is about the basic information of the respondents. The survey items in this part are gender, age, and educational background.

The second part is a questionnaire about the state of characteristics of students' program in Broadcasting and hosting at Guangxi Vocational and Technical College. It is divided into four aspects: 1) communication ability, 2) self-management, 3) teamwork and 4) innovation ability. The researchers used the scale statistical method. The following 1-5 numbers represent different degrees of approval, as follows:

5 = practical ability level excellent

4 = practical ability level good

3 = practical ability level moderate

2 = practical ability level low

1 = practical ability level very Low

##### **The questionnaire process is as follows:**

Step 1: Reviewing and analyzing documents, concepts, theories, and research related to characteristics of students'.

Step 2: Construct the questionnaire about the current situation of characteristics of students' program in Broadcasting and hosting at Guangxi Vocational and Technical College. Then the researcher sent the questionnaire outline of questionnaire to the thesis advisors to review and revise the contents according to the suggestions.

Step 3: The index of objective congruence (IOC) of the questionnaire was examined by three experts.

Step 4: Revise the questionnaire based on the experts' suggestions.

Step 5: The questionnaire was distributed to 113 students, and the reliability of the questionnaire was evaluated by Cronbach's Alpha coefficient.

##### **b. Structured interview**

Based on the analysis of the questionnaire data, structured interviews were conducted on the development of characteristics of students. The interviewees were two leaders and three teachers from Guangxi Vocational and Technical College. The interview questions focused on four aspects: 1) communication ability, 2) self-management, 3) teamwork, and 4) innovation ability. In this step, leaders with management experience and teachers with teaching experience put forward suggestions on the development of characteristics of students' program in Broadcasting and hosting at Guangxi Vocational and Technical College.

#### **3.3. Data Collection**

The methods used for data collection include common Chinese social media tools such as DingTalk and WeChat.

#### **3.4. Data Analysis**

Use descriptive statistical data to analyze the questionnaire, including frequency, maximum, minimum, mean, percentage, and standard deviation. Content Analysis is used for the development of guidelines.

### **4. Results of Analysis**

The researcher distributed questionnaires to 113 students. A total of 113 questionnaires were collected with a recovery rate of 100%.

**4.1. Frequency and percentage analysis of respondents' personal information**

The analysis results of the personal information of the respondents, classified by gender, grad and educational background. The researcher presented the data by frequency and percentage.

Table 4.1 Personal information of the survey respondents

n=113			
Items	Category	Frequency	Percentage
Gender	Male	56	49.56
	female	57	50.44
	<b>Total</b>	<b>113</b>	<b>100</b>
Grad	Grad1	61	53.98
	Grad2	52	46.02
	<b>Total</b>	<b>113</b>	<b>100</b>
educational background	Normal high school	88	77.88
	Secondary vocational schools	25	22.12
	<b>Total</b>	<b>113</b>	<b>100</b>

According to Table 4.1, the researcher analyzed the data collected in the first part: General information of the response, we can see that: From the perspective of gender distribution, The ratio of male to female is approximately the same, with 49.56 males and 50.44% females, which indicates a balanced ratio of males to females in the broadcasting and hosting program. About grades there are more Grad1 than Grad2, with 53.98% Grad1 and 46.02% Grad2. Distribution of responses in the "graduate from" defense, 77.88% of the students were from normal high school and 22.12% were from secondary vocational schools, which indicates that more students in the broadcasting and hosting program were from normal high school than from Secondary vocational schools.

Table 4.2 characteristics of students' program in Broadcasting and hosting at Guangxi Vocational and Technical College has four aspects of mean and standard deviation.

n=113					
NO.	Dimension	M	S.D.	Level	Rank
1	Communication ability	3.742	0.568	high	3
2	Self-Management	3.843	0.606	high	2
3	Teamwork	3.881	0.633	high	1
4	Innovation ability	3.741	0.640	high	4
	<b>Total</b>	<b>3.801</b>	<b>0.611</b>	<b>high</b>	

According to Table 4.2, we find that the characteristics of students program in Broadcasting and hosting at Guangxi Vocational and Technical College is at a high level in four dimensions (M=3.801, S.D.=0.611) . Based on the results of this study, it is found that Teamwork (M=3.881, S.D.= 0.633) is the highest, followed by self-management (M=3.843, S.D.=0.606), communication ability (M=3.742, S.D.=0.568), in order of calculation, the smallest part is Innovation ability (M=3.741, S.D.=0.640).

Table 4.3: Communication ability.

(n=113)					
Items	M	S.D.	Level	Rank	
1. You have a strong ability to express your inner thoughts accurately and make others understand.	3.858	0.705	high	3	
2. You can express yourself with appropriate body language for others to understand.	3.814	0.662	high	4	
3. You can keep the topic prominent, the logical level clear, and the words concise and easy to understand when speaking to many people.	3.690	0.733	high	6	
4. You can take it easy and adapt to the situation in the process of hosting or talking.	3.673	0.784	high	7	
5. You can combine expression content and expression skills to infect the emotions of guests and	3.575	0.864	high	8	

(n=113)				
Items	M	S.D.	Level	Rank
audiences and make the communication process more harmonious.				
6. You can quote poems and songs or quotes from famous people to enhance the conversation.	3.327	0.891	medium	9
7. You can carefully feel the psychology of the person you are talking to, remember their words and understand the meaning of what they say.	3.858	0.742	high	3
8. You can use flexible questioning methods to interact with others and create a harmonious chat atmosphere.	3.770	0.768	high	5
9. You interact with others on an equal footing, creating a human atmosphere.	3.894	0.828	high	2
10. You listen to others with sincerity and respect their right to speak.	4.142	0.811	high	1
<b>Total</b>	<b>3.760</b>	<b>0.778</b>	<b>high</b>	

According to Table 4.3, it can be seen that the study found a high level of communication ability (M=3.760, S.D.= 0.778). Among them, "You listen to others with sincerity and respect their right to speak." (M=4.142, S.D.=0.811), followed by "You interact with others on an equal footing, creating a human atmosphere." (M=3.894, S.D.= 0.828), followed by "Your expressive ability is very strong, you can express your inner thoughts accurately and let others understand." (M=3.858, S.D.=0.705), and " You can carefully feel the psychology of the person you are talking to, remember their words and understand the meaning of what they say." (M=3.858, S.D.= 0.742), these two questions are at the same level. Finally, "You can quote poems and songs or quotes from famous people to enhance the conversation." (M=3.327, S.D.=0.891).

Table 4.4 Self-Management

(n=113)				
Items	M	S.D.	Level	Rank
1. You can reflect on your shortcomings and improve yourself purposefully.	4.009	0.738	high	1
2. You are sensitive to new things and are willing to try to learn new skills and methods.	3.929	0.831	high	4
3. You can make good use of the Internet, books and other tools to collect the content you need.	3.965	0.823	high	3
4. You can actively participate in teaching interactions and dare to express yourself.	3.743	0.788	high	9
5. You can establish a correct and reasonable career outlook, and determine the direction of career development according to your strengths.	3.912	0.797	high	5
6. You can choose the most effective learning method according to different learning content.	3.752	0.774	high	8
7. You have good independent learning ability and can independently understand and study the self-study material provided by the teacher.	3.646	0.855	high	10
8. You can humbly ask and learn from others, and constantly improve yourself.	3.832	0.885	high	7
9. You actively participate in various activities on campus, broaden your horizons, enrich your personal experience, and improve your abilities.	3.973	0.773	high	2
10. You can use your time effectively and arrange your studies and extracurricular activities reasonably.	3.850	0.847	high	6
<b>Total</b>	<b>3.861</b>	<b>0.811</b>	<b>high</b>	

According to Table 4.4, it can be seen that the study found a high level of Self-Management (M=3.861, S.D.=0.811). Among them, "You can reflect on your shortcomings and improve yourself purposefully." (M=4.009, S.D.=0.738), followed by " You actively participate in various activities on campus, broaden your horizons, enrich your personal experience, and improve your abilities." (M=3.973, S.D.=0.773), followed by " You can make good use of the Internet, books and other tools to collect the content you need." (M=3.965, S.D.=0.823). Finally, "You have good independent learning ability and can independently understand and study the self-study material provided by the teacher." (M=3.646, S.D.=0.855).

Table 4.5 Teamwork

(n=113)				
Items	M	S.D.	Level	Rank
1. In teamwork, you will actively think about how to better integrate into the team.	3.938	0.816	high	3
2. You have a sense of belonging and collective honor in teamwork.	3.850	0.868	high	6
3. You are a person who can do your job well and have the courage to take responsibility.	4.018	0.767	high	2
4. You are a person who can consider issues from the interests of the group rather than the interests of the individual.	3.920	0.803	high	4
5. You are good at cooperating with others in a team and often achieve good results with the team.	3.850	0.782	high	6
6. You think you can achieve better results in collaboration with others than on your own.	3.717	0.818	high	8
7. You can play a leading role in teamwork, communicate effectively with team members, and actively coordinate cooperation relationships.	3.805	0.766	high	7
8. You can actively identify team problems and suggest improvements.	3.805	0.875	high	7
9. In the process of cooperating with others, you can get along well with classmates and partners whose personalities are different from yours.	3.876	0.847	high	5
10. You have good interpersonal skills, and the colleagues around you Learn to establish good interpersonal relationships.	4.027	0.713	high	1
<b>Total</b>	<b>3.880</b>	<b>0.805</b>	<b>high</b>	

According to Table 4.5, it can be seen that the study found a high level of teamwork (M=3.880, S.D.=0.805). Among them, "You have good interpersonal skills, and the colleagues around you learn to establish good interpersonal relationships." (M=4.027, S.D.=0.713), followed by " You are a person who can do your job well and have the courage to take responsibility." (M=4.018, S.D.= 0.767), followed by "In teamwork, you will actively think about how to better integrate into the team." (M=3.938, S.D.= 0.816). Finally, "You think you can achieve better results in collaboration with others than on your own." (M=3.717, S.D.=0.818).

Table 4.6 Innovation ability

(n=113)				
Items	M	S.D.	Level	Rank
1. You are innovative, good at exploiting and creating conditions.	3.823	0.782	high	2
2. You have an innovative mind and think about problems with flexibility, comprehensiveness and depth.	3.796	0.746	high	4
3. You have an interest and enthusiasm for innovation and are willing to actively participate in innovation and entrepreneurship.	3.743	0.799	high	5
4. You have the perseverance to innovate and dare to overcome difficulties to achieve your goals.	3.823	0.815	high	2
5. You can keep a clear mind, and analyze problems	3.850	0.793	high	1

(n=113)				
Items	M	S.D.	Level	Rank
objectively and scientifically.				
6. You can comprehensively apply the knowledge you have learned to deal with affairs, such as creating short videos and writing live broadcast scripts.	3.575	0.822	high	9
7. You can use new technology to improve work efficiency.	3.717	0.796	high	6
8. You have the innovative skills to make innovative ideas a reality.	3.673	0.796	high	7
9. By observing and analyzing existing problems, you can think of solutions that are different from traditional methods.	3.814	0.808	high	3
10. You can demonstrate your innovative ability by participating in various innovation competitions.	3.593	0.883	high	8
<b>Total</b>	<b>3.740</b>	<b>0.804</b>	<b>high</b>	

According to Table 4.6, it can be seen that the study found a high level of Innovation ability (M=3.740, S.D.= 0.804). Among them, "You can keep a clear mind, and analyze problems objectively and scientifically." (M=3.850 S.D.=0.793), followed by "You are innovative, good at exploiting and creating conditions." (3.823, S.D.= 0.782) and "You have the perseverance to innovate and dare to overcome difficulties to achieve your goals."(M=3.823, S.D.= 0.815), these two questions are at the same level, followed by "By observing and analyzing existing problems, you can think of solutions that are different from traditional methods." (M=3.814, S.D.= 0.808). Finally, "You can comprehensively apply the knowledge you have learned to deal with affairs, such as creating short videos and writing live broadcast scripts." (M=3.575, S.D.=0.822).

#### **Interview summary:**

The interviewer offered the following suggestions for communication ability: 1) to help students practice their communication skills through curriculum design, 2) to improve students' ability to communicate with others through extracurricular activities, 3) arrange interdisciplinary competitions, requiring multi-major students to form teams to participate, and promote effective communication inside and outside the team.

The interviewer offered the following suggestions for self-management: 1) establish a good cooperative relationship with students and encourage them to complete personal tasks independently, 2) create independent classroom to guide students to learn actively and complete personal tasks independently.

The interviewer offered the following suggestions for teamwork: 1) project teaching to improve students' teamwork ability, 2) encourage students to join clubs and carry out some team-building activities to let students understand the significance and value of teamwork.

The interviewer offered the following suggestions for innovation ability: 1) provide rich practical opportunities through innovation and entrepreneurship courses or practical activities to cultivate innovative thinking and innovative action ability, 2) improve the teaching environment and enrich the teaching resources, so that students can have more space and conditions to give play to their imaginations and realize their innovative goals.

### **5. Discussion**

Based on the research of the Guidelines for the Development of characteristics of students program in Broadcasting and hosting at Guangxi Vocational and Technical College, questions proposed for discussion are as follows.

#### **Objective 1: to study the state of characteristics of students' program in Broadcasting and hosting at Guangxi Vocational and Technical College.**

Researcher found that the state of characteristics of students' program in Broadcasting and hosting at Guangxi Vocational and Technical College were at high level in four aspects. Based on the research results, four aspects involved were ranged from the high to low were: teamwork, self-management, communication ability and innovation ability. In 2010, the Ministry of Education of China established the National characteristics of students' Certification and Training Office to vigorously promote the certification of characteristics of students'. In order to promote students' employment and enable them to better cope with the ever-changing and developing employment environment, actively provide students with platforms and opportunities to learn the characteristics of students'. The related to the research of Qiu Jingyi (2022) pointed out that the characteristics of students'



universality, promotion and mobility are applicable to all kinds of occupations and are sustainable abilities accompanying people's lifelong development. At present, there are some difficulties in the development of characteristics of students' in higher vocational colleges. Chen Rong (2022, p48-49) believes that the characteristics of students' in the current teachers' ranks are insufficient. Moreover, the characteristics of students' training system is not perfect and the students' understanding of the development of characteristics of students' is insufficient. Zhou Guangkuo, Dang Na and Sun Jie (2022, p48) believe that the development of characteristics should meet the needs of enterprises in the industry, cultivate professional qualities that match vocational abilities, and reform the comprehensive quality assessment of vocational students. Guide students to the production of front-line jobs and improve vocational students career planning guidance and service level. Zhang Tao (2010, p92) pointed out that characteristics of students is not a technology but the ability to apply a certain technical method to do things, in China's core competence system of the basic framework of cooperation with others, communication with others, innovation, self-learning ability, etc. basically do not have their own unique technology and methods, the cultivation of vocational core competence needs to be in the long-term work and study and social practice in the subtle, Development of characteristics of students needs to be carried out in a gradual and orderly manner during long-term work and study and social practice. Therefore, in this study, the four aspects of Communication ability, self-management, teamwork, innovation ability are mainly studied. To promote the professionalism development of characteristics of students' program in Broadcasting and hosting at Guangxi Vocational and Technical College, the above aspects become the breakthrough points.

**Objectives2: to study the guidelines for the development of characteristics of students' program in Broadcasting and hosting at Guangxi Vocational and Technical College.**

Communication ability was at high level. Communication ability is the basic quality that an excellent broadcaster or host must have. Students majoring in broadcasting and hosting should constantly improve their communication ability. Song Zhanlu (2011,P159) pointed out that in order to improve students' communication ability, schools should reform the existing curriculum system and add courses about improving students' communication ability to the public curriculum. At the same time, schools should pay attention to the construction of campus culture and carry out various activities such as lectures, speech competitions, debate competitions, culture and art festivals to promote exchanges and communication among students. Organize and guide students to participate in volunteer service, public welfare activities, work and study and other social practice activities. In addition, schools should organize and guide students to actively participate in social practice activities, such as volunteer service, public welfare activities, work-study and so on. In the process of practice, students need to constantly communicate with classmates, colleagues and leaders, which will improve their communication skills and the ability to adapt to the society.

Self-management was at high level. Self-management can promote the individualized growth of students and the construction of a lifelong learning society. CAI Zhiqing (2020, p111-112) pointed out that in order to cultivate students' self-management ability, the following points should be done :1. Higher vocational colleges should respect the subjective status of students, understand students, care for students, so that students can manage their own life and learning activities. 2. Teachers should establish a good cooperative relationship with students, guide students correctly, and encourage students to complete personal tasks independently. 3. Higher vocational colleges should pay attention to setting up independent classes and discussion classes, so that students can have enough time to discover and solve problems, guide students to learn actively and improve self-management ability. 4. Higher vocational colleges should create a good environment for students to manage themselves. They can regularly invite education experts or successful people and psychology teachers to hold lectures, provide students with opportunities for face-to-face interaction with experts and teachers, guide students to establish personal career planning and clarify the direction of personal development.

Teamwork was at high level. Teamwork is the most important factor in cultivating students' personality. Vocational colleges are employment-oriented, and training students' teamwork consciousness and ability is in line with the development needs of today's times. As Zeng Lingze (2016, p41-42) said: Excellent employees need to have the ability of teamwork, and schools can cultivate students' subconscious sense of teamwork through the teaching activities of professional core courses and the form of group division of labor. At the same time, students are encouraged to participate in societies and organizations, which can develop their interests and hobbies. Meanwhile, the communication and cooperation between team members can enhance the concept of collectivism and strengthen the cooperation ability of members.

Innovation ability is at a high level. Improving innovation ability can lay the foundation for future development and contribute to the development of society and the progress of enterprises. Higher vocational colleges should strengthen the awareness of the importance of cultivating high-quality innovative talents and pay attention to the cultivation of students' innovative ability, such as Pan Feng (2022); P64) believes that higher vocational colleges should set up innovative ability cultivation courses oriented to cultivate students' innovative

ability, pay attention to cultivating students' innovative ability, and let students complete their professional studies with innovative spirit. At the same time, He Fang (2020, p188-189) pointed out that in order to effectively improve students' innovation ability, higher vocational colleges should strengthen the construction of teaching environment, provide students with more resources, such as network resources and multimedia equipment, which can be updated and improved, provide students with more learning resources, further mobilize students' desire to explore, and cultivate students' innovation ability.

### **Conclusion**

The Guidelines for the Development of characteristics of students program in Broadcasting and hosting at Guangxi Vocational and Technical College. The findings are summarized below:

Objectives 1): to study the state of characteristics of students' program in Broadcasting and hosting at Guangxi Vocational and Technical College.

Researcher found that the state of characteristics of students' program in Broadcasting and hosting at Guangxi Vocational and Technical College were at high level in four aspects. Based on the research results, four aspects involved were ranged from the high to low were: teamwork, self-management, communication ability and innovation ability.

Objectives 2: to study the guidelines for the development of characteristics of students' program in Broadcasting and hosting at Guangxi Vocational and Technical College.

Through the analysis of the research results on the states for the characteristics of students' program in Broadcasting and hosting at Guangxi Vocational and Technical College, this paper puts forward suggestions for the development of characteristics of students' program in Broadcasting and hosting at Guangxi Vocational and Technical College. from four aspects. Details are as follows:

Guidelines for the development communication ability: 1) Improve management communication ability through practical curriculum design, 2) enhance self-confidence and develop communication skills through extra-curricular activities, 3) arrange interdisciplinary competitions, and actively participate in multi-major students to promote effective communication.

Guidelines for the development self-management,1) Establish a good cooperative relationship with students and encourage them to complete personal tasks independently, 2) Create independent classes and discussion classes to guide students to learn actively,3) Create a good self-management environment.

Guidelines for the development teamwork,1) project-based teaching, establishing teamwork awareness and improving students' teamwork ability; 2) Participate in associations and organizations to enhance members' ability to cooperate.

Guidelines for the development innovation ability, 1) Set up innovative ability training courses and promote the diversification of classroom education, 2) Improve the construction of innovative teaching environment, mobilize students' desire to explore, and cultivate students' innovative ability.

### **Recommendation**

For the development of characteristics of students, the school can hire outstanding employees who are in line with their major to participate in the course construction and undertake part of the teaching tasks, so that students can understand the real requirements of corporate posts and stimulate their enthusiasm for learning. At the same time, school teachers should visit more enterprises, guide students to do internship through enterprises, understand the latest development trends of enterprises and post ability requirements, and combine the needs of enterprises with teaching.

### **Future Research**

The current study has certain limitations due to factors such as the scope of the study. For example, the scope of the study, the dimension of the questionnaire, the depth of the interview questions, and also the lack of comparative study, the lack of cross-regional sampling, and the conclusions drawn are limited in the scope of application. In future research, it can increase the in-depth study of characteristics of students in higher vocational institutions in other cities of Guangxi, to provide a reference for the development of characteristics of student's program in broadcasting and hosting.

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