

Analysis of Strategies for Verbal Communication and Emotional Expression for Broadcasting Hosts in the New Media Era: Postprint

Authors: Lu Yan

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Abstract

With the rapid development of China's media industry and the increasing public demands for television and radio programs, higher requirements have been objectively imposed on broadcasting and hosting. In broadcasting and hosting, verbal communication and emotional expression play crucial roles: verbal communication primarily involves accurately conveying information of television and radio programs to the audience, while emotional expression entails integrating corresponding emotions into the information transmission process, thereby resonating with the audience and enhancing the appeal of language. However, in practice, numerous factors affect verbal communication and emotional expression in broadcasting and hosting. Therefore, specific measures are required to strengthen these aspects and achieve better effects in the broadcasting and hosting process. This article briefly elaborates on broadcasting and hosting and the importance of verbal communication and emotional expression therein, mainly analyzes issues requiring attention regarding verbal communication and emotional expression in broadcasting and hosting, and proposes methods for enhancing these abilities.

Full Text

Analysis of Strategies for Verbal Communication and Emotional Expression in Broadcasting and Hosting During the New Media Era

Abstract: With the rapid development of China's media industry and rising audience expectations for television and radio programs, broadcasters and hosts face objectively higher professional demands. In broadcasting and hosting, verbal communication and emotional expression play crucial roles. Verbal communication primarily involves accurately conveying program information to

audiences, while emotional expression integrates appropriate emotions into the information delivery process to resonate with audiences and enhance linguistic appeal. However, numerous factors currently affect broadcasters' verbal communication and emotional expression. Therefore, targeted measures are needed to strengthen these capabilities and achieve better results in broadcasting practice. This article briefly outlines broadcasting and hosting and the importance of verbal communication and emotional expression within this field, analyzes key issues requiring attention, and proposes methods for improving these essential capabilities.

Keywords: new media; broadcasting and hosting; verbal communication; emotional expression; importance

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In television and radio programs, broadcasters and hosts play a vital role as the primary channel for disseminating program-related information. High-level hosting skills can maximize program effectiveness, serving as a bridge between programs and audiences. To meet audience information needs and enhance program impact, broadcasters must package program content in forms that resonate with audiences. This requires solid foundations in verbal communication and emotional expression, including standard Mandarin pronunciation, appropriate delivery styles, and integration of relevant emotions to ensure audiences accurately receive program information while achieving resonance. Currently, with the diversified development of television and radio programs, broadcasters must improve multiple competencies to effectively meet audience demands.

1. Overview of Broadcasting and Hosting

Broadcasting and hosting constitute essential components of television and radio programs, enabling effective information transmission to audiences and achieving desired program effects. During hosting, verbal communication and emotional expression are two critically important capabilities that significantly influence program outcomes. Verbal communication represents a fundamental hosting skill requiring accurate pronunciation, clear articulation, and coherent delivery to ensure audiences clearly understand program information. Emotional expression constitutes the core competency of broadcasting and hosting, as emotionally rich language better resonates with audiences. Hosts must integrate different emotions according to varying contexts to make language more appealing and natural. Currently, television and radio programs are developing diversely, giving audiences extensive choices. Strong verbal communication and emotional expression capabilities can make programs more distinctive, attract audiences, and improve ratings.

2.1 Enhancing Program Effectiveness

In today' s rapidly developing media landscape, television and radio program formats are constantly evolving. Some regional programs adopt local dialects to create distinctive styles, a practice common across various regional broadcasters. While this approach yields short-term results, it limits long-term influence and reach, confining impact to relatively small areas. Standardized language in broadcasting enables most people to clearly understand the content, and programs with sufficient appeal can gain recognition from broad audiences, generating influence beyond local boundaries and supporting program development.

2.2 Supporting Long-Term Program Development

Producing television and radio programs requires substantial human and material resources, necessitating long-term development to create greater economic and social benefits. Long-term program development closely relates to audience recognition—only when audiences identify with a program' s format and values will they continue watching, thereby promoting sustainable development. Broadcasting and hosting play a crucial role in this process, as they help audiences understand program formats, content, and concepts while forming evaluations. When hosts' verbal communication and emotional expression resonate with audiences and gain their identification with the program' s form, content, and conveyed concepts, audiences will continue supporting the program. Conversely, failure to impress audiences through professional competence will inevitably diminish program effectiveness and prevent achievement of intended goals.

2.3 Enhancing Program Influence

In the new media era, China' s television and radio programs are developing rapidly with increasingly diverse content, expanding audience choices. This reflects the prosperous development of China' s broadcasting industry while simultaneously imposing higher demands on programs. To achieve successful development, programs must possess audience appeal. As core components, broadcasting and hosting critically affect program effectiveness. Currently, widely popular programs feature hosts with exceptional professional competence, demonstrating extremely high levels of both verbal communication and emotional expression. Their strong verbal communication skills accurately convey core program content, while excellent emotional expression abilities effectively render program atmosphere, fundamentally capturing audiences and improving program attention.

3.1 Principle of Authenticity

The principle of authenticity requires that broadcasting and hosting content must be truthful. Hosts cannot disseminate false information to achieve better

program effects, as this would mislead audiences and potentially cause significant negative impacts. Therefore, verbal communication and emotional expression must be based on authenticity. Authenticity also means that conveyed information must be positive and healthy, avoiding the transmission of harmful information that could affect audience value judgments and create negative consequences.

3.2 Principle of Appropriateness

The principle of appropriateness demands that both verbal communication and emotional expression in broadcasting be measured and balanced, avoiding excessive performance that might burden audiences. Hosts must fully consider audience feelings, especially regarding emotional expression, which requires mastering a certain “degree.” Weak emotional expression fails to effectively render program atmosphere or resonate with audiences, while excessive expression appears affected and artificial, triggering audience aversion and negatively impacting program effectiveness.

3.3 Principle of Interactivity

The principle of interactivity emphasizes the importance of fostering good interaction with audiences during broadcasting, which effectively enhances audience participation and improves program effects. Audiences have expression needs when watching programs, and hosts must fully consider these needs and satisfy them to some extent. This not only facilitates smooth program progression but also expands promotional effects, generating genuine audience identification with the program.

4.1 Language and Pronunciation

As China’s common language, Mandarin forms the basis for communication among different regions and ethnic groups. In broadcasting and hosting, language standardization requires hosts to use Mandarin, which enables audiences from diverse backgrounds to accurately understand conveyed information. Standard Mandarin pronunciation represents a basic requirement for broadcasters. However, with the rapid development of the media industry and changing audience markets, television and radio programs are diversifying, producing various distinctive formats. To increase program appeal and entertainment value, local dialects, colloquial expressions, and Mandarin with regional accents have become prevalent. While this approach contributes to program innovation and effectiveness to some extent, long-term use inevitably leads to vulgarization, making it difficult to guarantee program quality and potentially creating negative social impacts. In the new media era, such negative effects can spread rapidly across wide areas and attract extensive attention, ultimately hindering media industry development despite short-term audience acceptance.

4.2 Emphasizing New Knowledge Acquisition

The rapid development of new media has diversified information channels, making traditional media no longer the sole source of information. Consequently, television program formats and content are evolving to align with current information consumption habits. Broadcasters must cultivate lifelong learning and innovation awareness, actively acquiring and absorbing new knowledge. Hosting language expression should match contemporary audience characteristics, appropriately employing emerging vocabulary to enrich linguistic forms and make programs more distinctive.

4.3 Emphasizing Audience Interaction

New media development has transformed audiences from passive information recipients into active program participants. Technological advances enable real-time interaction between audiences and programs as well as among audience members during viewing. Therefore, broadcasters must emphasize interaction with audiences during program recording, actively adapting to this change to narrow the distance between audiences and programs and enhance audience engagement, which greatly benefits program effectiveness.

4.4 Guiding Public Opinion Positively

New media development is primarily based on mobile internet development and popularization, where expressing opinions is relatively free and people are easily influenced by certain opinion trends. In response, broadcasting and hosting must positively guide public opinion, with hosts outputting positive values and promoting healthy energy to provide audiences with correct guidance.

4.5 Strengthening Adaptability

In the new media era, traditional media formats have undergone various changes, actively exploring innovative approaches to address new media challenges. Accordingly, broadcasters must adapt their verbal communication and emotional expression, breaking free from traditional models. They should flexibly adjust language expression forms and styles according to audience needs and respond adeptly to unexpected issues, emphasizing the improvement of adaptability. Additionally, broadcasters must maintain rigorous word choice in language expression, as any small mistake can be amplified and exploited in the new media era.

4.6 Emphasizing Emotional Expression

Emotional expression ability constitutes one of the core competencies of broadcasters and plays an important role in program delivery. First, emotional expression serves as an underlying thread that guides audience emotions according to program rhythm. Second, it is a crucial tool for creating program atmosphere

and enhancing linguistic appeal. Through emotional expression, broadcasters can generate audience emotional identification with the program and its conveyed values and information. Additionally, hosts must attend to audience emotional needs, as contemporary audiences, influenced by new media, have strong participation intentions and express their views while watching programs.

5.1 Using Standardized Language

Although different program types have varying language requirements, the requirement for language standardization remains consistent. Broadcasters should avoid excessive use of local dialects, colloquialisms, and Mandarin with regional accents in television and radio programs. While appropriate use of such language to increase humor and entertainment value in some entertainment programs is understandable, hosts must always recognize that promoting and using Mandarin represents an important responsibility of television and radio programs. They cannot blindly pursue program effects while neglecting their duties and mission. Television and radio programs must emphasize social benefits alongside economic benefits, with broadcasters setting good examples and exerting positive influence on audiences.

5.2 Emphasizing Emotional Expression Methods

In television and radio programs, broadcasters must leverage their emotional expression capabilities to enhance linguistic appeal through appropriate forms and achieve emotional resonance with audiences, thereby facilitating information transmission. Hosts should emphasize audience feelings, adopting correct emotional expression methods from the audience's perspective. This ensures accurate information reception while generating resonance, effectively enhancing program appeal and enabling audiences to deeply experience the program's core concepts.

5.2 Emphasizing Life Experience

As the saying goes, "Art comes from life, or is higher than life." Major events in life follow their own patterns, and art discovered from these events better suits life itself and gains easier audience recognition. Only genuine life experiences enable sincere emotional expression that moves audiences during program broadcast. Affecting posturing by broadcasters not only fails to gain audience recognition but contradicts program intentions. Excellent broadcasters use authentic or artistic emotions to touch audiences, creating a sense of personal experience.

5.4 Emphasizing Emotional Expression Rhythm

Different program stages require broadcasters to express varying degrees of emotion, which is crucial for program progression. Hosts must grasp program rhythm, integrating different emotions into language expression according to

stage requirements. They should also maintain appropriate interaction rhythms with audiences, guiding audience emotions through their own emotional expression to help audiences deeply understand program connotations. Additionally, broadcasters must determine what emotions to express and to what degree based on content, as appropriate emotional expression enables accurate audience understanding and engagement with program content, achieving intended effects.

5.5 Emphasizing Cultural Literacy Enhancement

Strong professional competence represents the basic requirement for broadcasters, but relying solely on technical skills cannot maximize program effectiveness. Good cultural literacy provides essential support. Therefore, broadcasters must continuously enhance their cultural literacy to correctly understand program content and develop unique perspectives on issues, making their expressions more persuasive. Furthermore, strong cultural literacy helps improve hosts' improvisational response capabilities, enabling quick and effective reactions to unexpected situations to guarantee program effectiveness. Improvisational ability constitutes an essential skill for broadcasters' advancement and development, further strengthening their control capabilities.

5.6 Viewing Issues with a Developmental Perspective

Currently, the media industry is developing diversely, and audience aesthetics are also diversifying. Therefore, broadcasters must learn to view issues with a developmental perspective, timely updating their language expression methods and usage habits to keep pace with the times and adapt to changing audiences. Hosts should regularly update their knowledge systems to understand media industry developments and audience changes, enabling them to deliver program information accurately and effectively.

In conclusion, verbal communication skills and emotional expression capabilities are crucial for broadcasting and hosting. Especially in today's increasingly competitive media industry, higher demands are placed on broadcasters' comprehensive abilities. In response, broadcasters must continuously improve their verbal communication skills, emotional expression capabilities, and cultural literacy to stand out among practitioners and achieve greater development.

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(Author Affiliation: Guangdong Heyuan Radio and Television Station)

Note: Figure translations are in progress. See original paper for figures.

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