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On the Hybrid Broadcasting-Speaking Delivery Style in Broadcast News Programs (Postprint)

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Abstract

During news broadcasting, both “speaking” and “broadcasting” forms coexist. In particular, the “speaking” format, as a distinctive news delivery style, has received widespread recognition from audiences. Although both methods constitute forms of news program delivery, they generate different effects when presenting identical content due to divergences in presentation style. What, then, are the specific differences between these two news broadcasting approaches? This paper conducts an in-depth examination of the characteristics of these two distinct news broadcasting methods and analyzes their respective functions within the contemporary news communication process.

Full Text

Exploring the Combined “Broadcasting-and-Narrating” Style in News Programs

Abstract: News delivery simultaneously employs both “broadcasting” and “narrating” forms. Particularly, the “narrating” form, as a distinctive news presentation style, has gained widespread audience acceptance. Although both methods constitute news program delivery formats, they produce different effects when presenting the same content due to their divergent styles. What, then, distinguishes these two news delivery approaches? This paper conducts an in-depth examination of the characteristics of these two distinct news presentation methods and analyzes their functions in contemporary news communication.

Keywords: news broadcasting; combination of broadcasting and narrating; presentation style

1. Analyzing “Broadcasting” and “Narrating” in News Delivery

1.1 “Broadcasting News”

Broadcasting news occupies an important position in radio and television journalism, referring to the method by which announcers disseminate news content through news programs using distinctly characteristic language. In most cases, news refers to events that have recently occurred or are currently unfolding, requiring announcers to deliver language with precision and strong rhythm. These fundamental requirements demand that news information be communicated clearly and accurately, respecting facts without fabrication. News broadcasting must also possess a certain degree of novelty to effectively capture audience attention and achieve communication objectives.

Broadcasting news represents a process of secondary creation through the announcer’s vocal language. In practice, announcers may need to deliver news content spanning thousands of words, requiring them to incorporate their own emotions, rich imagination, and high creative ability. This demonstrates that broadcasting news constitutes the core form of news delivery. Programs such as CCTV’s *Xinwen Lianbo* and *Xinwen Zhibojian* exemplify this “broadcasting news” approach, characterized by high novelty and unquestionable authority.

When broadcasting news feature programs, the “pan-broadcasting” style is primarily employed, with on-site reporter coverage and news anchoring working in coordination to ensure successful program delivery. Using this method, news announcers may interact with the audience when necessary.

1.2 “Narrating News”

Narrating news differs fundamentally from broadcasting news, with the primary distinction lying in the delivery content. Narrating news refers to presenters delivering news content by contextualizing news events for the audience, typically without detailed scripts in hand. To ensure effective delivery, presenters may employ their own language and express personal viewpoints, thereby making audiences feel that events are happening around them, bridging the communication gap and facilitating higher audience acceptance and information transmission efficiency.

Narrating news represents an innovation in news presentation, yet it is not content created arbitrarily based on personal intuition. Rather, its content aligns with mainstream developmental trends of the era. As China’s economy rapidly develops, people’s perspectives undergo various changes, and timely dissemination of news that ordinary citizens care about most can satisfy audience demands. This has prompted increasingly diverse news transmission methods and a growing number of narrating approaches, though the most popular remains presenters using everyday language to deliver news.

As news content increasingly aligns with people’s daily lives, news presentation

formats have undergone numerous transformations, with presenters preferring to recount real-life events. Consequently, narrating news must maintain content accuracy and measured expression to achieve optimal communication effects, requiring announcers to possess high-level professional skills, including the ability to interact and communicate with audiences to emotionally engage them.

Narrating news provides presenters opportunities for self-expression but demands superior professional capabilities, primarily encompassing language proficiency, information gathering and organizational abilities, in-depth exploration capacity, and on-site commentary skills. During narration, presenters must properly handle various emergent information, avoid behaviors inconsistent with news communication principles, maintain correct news communication positions, engage in rich interactions with audiences, and utilize accurate and reasonable program delivery to fulfill narrating news' s proper function.

2. Application of “Broadcasting” and “Narrating”

Broadcasting and narrating each possess distinct characteristics, both requiring different skills from presenters. When news programs employ different delivery methods, they achieve varying broadcast effects. Therefore, one should not categorically negate either approach. Instead, it is essential to conduct in-depth research into their characteristics and select appropriate news presentation forms based on different news content, themes, and audience viewing demands. This analysis can be approached from the following dimensions:

2.1 Selecting Based on News Content

While narrating news more closely approximates ordinary people' s real lives, not all news content suits this approach—numerous topics remain unsuitable for narrating delivery. Television news programs are richly diverse with increasingly complex content, necessitating careful consideration when selecting presentation methods. If news content primarily concerns politics and economics, serving as a primary pathway for disseminating government policies, the “broadcasting” method should be employed. Conversely, if content focuses on social issues, people' s livelihood, entertainment, and similar areas, using civilian language and the narrating news method represents a wise choice.

2.2 Selecting Based on Program Setup

Even among news programs, different program setups or broadcast times require different delivery methods. For instance, CCTV' s *Chaowen Tianxia*, broadcast at 7:00 AM on the comprehensive channel, emphasizes a more flexible presentation style suitable for narrating news. Most people experience a tense, hurried atmosphere in the morning; although some may turn on the television, they lack time to sit and watch attentively. Additionally, morning news should emphasize surface-level reporting rather than in-depth exploration. Consequently, news presenters should appear warm and natural during this time slot.

In contrast, the 7:00 PM news broadcast should be dignified and serious. By this time, people have experienced a full day of work and possess ample time to sit and watch news, hoping to understand major domestic and international events and learn about the latest national policies and regulations. Authoritative news content better satisfies these audience needs.

2.3 Selecting Based on Channel Characteristics

Different television channels exhibit different presentation styles—a truth beyond dispute, as anchor and host styles fundamentally determine channel identity.

2.3.1 News, Economics, and Legal Content Primarily “Broadcast”

Take CCTV’s News Channel as an example. Its programs—including *Xinwen Zhibojian*, *Wuye Xinwen*, and *Xinwen 1+1*—establish the channel’s high status as a pathway for government departments to express primary viewpoints and represent governmental image externally. Consequently, hosts must be dignified and serious, primarily employing the broadcasting news method, which has gained high audience recognition.

2.3.2 Lifestyle, Variety, Sports, and Music Content Primarily “Narrate”

Hunan Television, for instance, primarily provides news services to all Chinese audiences. Given the large and demographically complex viewership, program content design and presentation form selection must accommodate various factors including living locations, lifestyle habits, educational backgrounds, and ethnic characteristics. For an extended period, this channel has emphasized the “Happy China” theme with “entertainment” as its primary development direction, establishing a positive image among Chinese audiences worldwide.

Comprehensive analysis of all news programs on this channel reveals that *Hunan Xinwen Lianbo* primarily employs the narrating method, while *Bao Duo Kan Dian* and *Yule Wu Xian* also chiefly use narrating, cleverly incorporating “chatting” and “performing” elements during news delivery to achieve continuous program format innovation and enhance program appeal. Through this significant initiative, Hunan TV stands out among numerous Chinese television news media dominated by broadcasting news, prominently showcasing the “Happy China” channel theme and forming a distinctive unique style.

3. Coordinated Development of Both Methods

The above analysis has examined the advantages and disadvantages of broadcasting news and narrating news. To ensure the stable development of China’s news broadcasting industry, coordinated development of both forms must be guaranteed, fully demonstrating their respective strengths to maximize advantages and minimize weaknesses.

This paper explores solutions primarily from the following aspects, embodied at the television media level through channels, programs, and segments.

3.1 Both Serve the Television Channel

For television stations, it is essential to recognize the subtle relationships between different channels and accurately define each channel' s broadcast direction. From a holistic perspective, each channel' s design must perfectly align with its intended functions. Based on channel development directions, stations should properly manage relationships between programming, production, packaging, and promotion. For example, if a television station operates both didactic and entertainment channels, their broadcast times must be reasonably designed to achieve increasing balance.

On the foundation of accurately determining different channel development directions, channels should be endowed with appropriate styles. For instance, news and science/education channel programs should still learn from traditional broadcasting methods in news presentation. This is because, given China' s specific conditions and current system, it remains necessary to actively publicize relevant national policies, thus requiring the continued use of traditional broadcasting methods in Chinese news delivery.

Balance is not merely about numerical equivalence but, more importantly, about news quality. For narrating news to occupy an important position in the future, the primary factor should be dedicating efforts to improving program content quality. It is essential to clearly identify audience demographics and not lose direction by blindly satisfying audience demands, gradually creating news brands and fully leveraging brand power. The prerequisite for achieving this is creating different program styles that exert stronger attraction on target audiences. Furthermore, to attract audience attention, stations must dare to innovate not only in news presentation formats but also boldly innovate news content, providing audiences with rich and substantial news to ensure program longevity.

When examining current topics of similar themes, different programs can also employ broadcasting or narrating methods according to their characteristics. For example, when reporting brief news items, the broadcasting method can be introduced to ensure audiences fully understand events, followed by dedicated discussion segments that deeply explore the previously reported content and comprehensively reveal the intrinsic significance and key viewpoints of news stories. During such programs, hosts play crucial roles, and their high-level professional capabilities can achieve presentation innovation by incorporating personal viewpoints when commenting on events. This cross-integrated delivery format effectively combines narrating and broadcasting methods, enhancing news broadcast quality.

4. The Special Style of Combining Broadcasting and Narrating in News Programs

Integrating broadcasting and narrating methods is not merely about pursuing fashion or creating distinctive styles. Rather, it represents an innovation in

news communication forms developed by the author and colleagues through extensive practical experience to achieve better communication effects—a summary of years of hands-on work experience.

Broadcasting news and narrating news share numerous similarities while possessing different advantages and disadvantages. However, the author's in-depth research on current radio and television news program development reveals an increasing number of TV programs employing narrating news, with audiences preferring news content presented through “speaking,” “chatting,” and “gossiping” methods, as if traditional broadcasting styles have become outdated and narrating represents a fashionable presentation form.

The decision to employ narrating news, broadcasting news, or a combined approach should, the author believes, be determined by news program delivery requirements, with program content playing a decisive role. Whatever innovations are pursued, they cannot depart from news content; whatever presentation forms are employed, they must ultimately showcase news content. This represents an essential characteristic that the broadcasting industry must possess and constitutes the author's insights gained from years of practical experience. The combined broadcasting-narrating presentation style primarily includes the following characteristics:

- (1) The combined approach prioritizes audience needs, emerging as a new news presentation form according to contemporary developmental demands and introduced by news workers based on rich practical experience.
- (2) The combined method requires being comfortable, natural, and warm, providing audiences with more accurate and clearer news content. It should not blindly pursue novel forms or overuse filler words such as “oh” and “ah,” and hosts must take full responsibility for their commentary.
- (3) The combined approach ultimately serves audience needs, placing them first. It aims to establish positive viewing relationships, thus language expression should be approachable and amiable, with hosts remaining conscious of their responsibilities.
- (4) The combined method must consider news content, emphasizing the creation of effective communication. Innovation should not occur for its own sake; the complete presentation of news content must remain the primary task to better interpret both speaking and broadcasting.
- (5) The combined approach requires hosts to possess certain personalized characteristics, allowing them to add personal viewpoints when expressing news content. However, this must be done in conjunction with channel and program positioning, without adding excessive vague commentary merely to showcase oneself.

Radio and television differ from print media, which relies primarily on text to disseminate information, whereas broadcasting depends mainly on sound.

Consequently, although radio and television news programs may reproduce a complete piece of information, different anchor styles create different communication effects, yielding entirely different results. Therefore, in-depth research on news delivery forms in radio and television media holds vital significance.

The combined broadcasting-narrating approach is a new news presentation form emerging with era development, with its primary objective being improved publicity effectiveness. Furthermore, this combination will not remain static; it will continuously innovate alongside temporal progression, requiring news anchors to strengthen learning, boldly reform, and engage in deep reflection during practical work to truly enhance their professional skills. The combined approach also requires continuous improvement through practice—only through extensive application can deficiencies be identified and promptly addressed. Practice will also clarify the development direction for broadcasting-narrating integration. As hosts conduct in-depth research and continuous summarization, the method will become increasingly rational and will inevitably return to practice to provide news services for people, dedicating itself to correctly guiding public discourse and behavior while improving the quality of radio and television news works through effective communication.

Television news programs incorporate both narrating and broadcasting methods, providing high-quality news services to audiences. This requires television news anchors to correctly apply narrating methods. Both broadcasting and narrating constitute television news delivery approaches: broadcasting emphasizes the seriousness and authority of news content, while narrating stresses liveliness and natural flexibility. Both possess advantages and disadvantages, yet both serve as primary news communication methods. Although their forms differ, their purposes remain identical—audiences ultimately care about news content. In the future, news content, presentation forms, and audience demographics will undergo various changes, inevitably producing different news delivery methods. News media departments must fully utilize broadcast experience, leverage the advantages of various delivery methods, and present higher-quality news programs to audiences.

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