

Postprint: Language Communication and Emotional Expression Skills in Broadcasting and Hosting

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Abstract

With the rapid development of science and technology, the broadcasting industry has gained favorable development space. Under the impact of the new media era, traditional broadcasting methods can no longer meet current development needs, and relevant personnel must update their thinking and concepts, focusing on language communication and emotional expression skills in broadcasting and hosting. Based on practical work and learning experience, the author elaborates on the importance of language communication and emotional expression in broadcasting and hosting, analyzes existing problems in current verbal communication and emotional expression, and proposes corresponding solutions, hoping to provide reference value for improving the comprehensive level of broadcasting and hosting.

Full Text

Abstract

With the rapid development of science and technology, the broadcasting industry has gained substantial opportunities for growth. However, under the impact of the new media era, traditional broadcasting methods no longer meet current development needs. Practitioners must update their conceptual frameworks and prioritize language communication and emotional expression skills in broadcasting and hosting. Drawing from practical work and learning experience, this paper elaborates on the importance of language communication and emotional expression in broadcasting and hosting, analyzes existing problems in verbal communication and emotional expression, and proposes corresponding solutions, aiming to provide valuable references for enhancing the comprehensive proficiency of broadcasting and hosting professionals.

Keywords: Broadcasting and Hosting; Language Communication; Emotional Expression; Skills

Introduction

As China's economic construction continues to achieve remarkable success, people's living standards have steadily improved, leading to growing demands for spiritual and cultural fulfillment. Radio, television, newspapers, and the internet have become primary channels for accessing daily information. In real life, radio and television—as mainstream media—rely heavily on the vocal language of announcers and hosts for dissemination, making broadcasting and hosting professions subjects of considerable public attention. This reality places higher demands on the competency levels of announcers and hosts. Beyond professional capabilities, broadcasting and hosting also require high standards in appearance and temperament, making language communication and emotional expression skills critically important. Broadcasting and hosting professionals face large audiences across diverse fields, including variety shows, sports, entertainment, and news programs. This variety brings immense enjoyment to people's lives. Given the increasingly fierce competition within the broadcasting and hosting industry, practitioners must continuously enhance their professional competence, strengthening their language communication and emotional expression skills to effectively improve program quality.

1. The Importance of Language Communication and Emotional Expression in Broadcasting and Hosting

The importance of these skills manifests in several key aspects. First, hosts represent the image of their programs. At present, China's radio and television programs cover numerous fields, with hosts primarily using language communication and emotional expression to engage with audiences during broadcast. If a program suffers from unclear communication, its broadcast effectiveness will inevitably suffer, severely impacting ratings and audience satisfaction. When audiences resonate with a host's overall expressive effect, they develop recognition of the host's cultural depth, ideas, and inner qualities. Based on this interaction between host and audience, overall program standards can be effectively elevated, achieving excellent presentation outcomes.

Second, hosts directly influence program ratings. In daily work, broadcasting and hosting professionals convey information through voice, expressing their viewpoints to achieve communication and interaction with audiences. This communication requires solid cultural foundations, enabling clear, concise expression that provides audiences with intuitive experiences. Only by touching listeners' inner worlds can hosts achieve desirable program effects. When audiences follow the host's rhythm, they gain comprehensive understanding of the information presented.

Finally, these skills contribute to enhancing hosts' comprehensive qualities.

Strong language communication and emotional expression capabilities allow audiences to identify with the host's cultural, ideological, and connotative dimensions. On the foundation of host-audience interaction, overall standards can be effectively improved, thereby achieving excellent program expression outcomes.

2. Basic Principles of Broadcasting and Hosting

2.1 Voice Standardization

With global economic and cultural integration, East-West exchanges have become more frequent, and increasingly more people embrace diversified development models. Consequently, broadcasting and hosting voices cannot adhere to traditional, monolithic patterns. In conventional broadcasting and hosting, voice requirements for announcers were quite strict—for instance, many CCTV hosts were required to have clear, rounded, plain, and bright articulation. However, as multiculturalism develops, people emphasize more personalized development models, leading to shifts in aesthetic standards for vocal timbre. Broadcasting and hosting must develop toward diversification. While professional standards have undergone tremendous changes, some contemporary hosts lacking innate vocal advantages excel at repositioning themselves to align programs with popular aesthetic standards. Any timbre that matches program content and expressive effect, and that suits the host's image and characteristics, constitutes beauty. Hosts now enjoy greater creative space, provided they prioritize audience experience and maintain linguistic standardization. As public aesthetic capabilities continuously improve, broadcasting and hosting professionals must not only speak standard Mandarin but also demonstrate clear thinking, good language sense, and accurate logical expression, thereby achieving artistic effects in broadcasting and hosting and enhancing overall expressiveness.

2.2 Emotional Authenticity

Broadcasting and hosting originate from life yet transcend it, representing a combination of technology and art. Technically, hosts require mental agility and profound linguistic competence, demanding high professional standards. In emotional expression, broadcasting and hosting work must emphasize genuine emotional integration, generally requiring emotion to drive voice and voice to convey emotion, achieving a fusion of feeling and language. Naturally, emotional expression varies according to program type, and should be adapted accordingly to effectively enhance program quality and effectiveness.

3. Problems in Language Communication and Emotional Expression

3.1 Insufficient Language Standardization

Since the 21st century, China's news media industry has achieved certain development, yet numerous problems persist in broadcasting and hosting. For example, in some local radio and television programs, hosts demonstrate inadequate linguistic standardization, with relatively serious regional accents that affect overall program quality to some extent. Specifically, this situation manifests in two aspects: First, local radio and television programs primarily target local audiences, and to highlight regional characteristics, producers deliberately incorporate dialects to enhance audience familiarity and loyalty. Second, selection criteria for local broadcasting and hosting positions differ, generally emphasizing appearance and thinking patterns over Mandarin proficiency, thereby hindering the development of linguistic standardization in broadcasting and hosting.

3.2 Poor Emotional Expression Effectiveness

For broadcasting and hosting, emotional expression forms the foundation of entire programs. Hosts' strong emotional expression capabilities can effectively enliven program atmosphere, stimulate audience emotions, trigger resonance, and boost ratings. With rapid new media development, interaction between hosts and audiences has become increasingly important. However, poor emotional expression remains common in many programs, characterized by inadequate improvisational response skills and weak program control abilities. Under such circumstances, overall program effectiveness suffers, affecting ratings while constraining the healthy development of the media industry.

4. Techniques for Language Communication and Emotional Expression

4.1 Enhancing Language Expression Capability

As Mandarin promotion continues nationwide, broadcasting and hosting professionals must continuously strengthen linguistic standardization, attaching full importance to language norms. For instance, in classic programs like CCTV's *Chinese Poetry Conference*, without broad poetic knowledge, hosts cannot provide audiences with enlightening commentary or understanding of poetry, nor can they form meaningful exchange domains with poetry experts. They must respect original poetic meanings, enhance pure aesthetic feeling and expressive power, follow objective facts in all descriptions, and deepen program content, thereby effectively elevating program influence.

4.2 Enhancing Emotional Appeal

As the carrier of language, emotion requires language for expression. In radio and television programs, hosts' genuine emotional expression often achieves excellent artistic effects. Emotional expression must emphasize authenticity; hosts cannot release emotions arbitrarily but must consider audience feelings, appropriately using emotion to regulate program atmosphere and alleviate audience psychological burdens. When expressing emotions, hosts must grasp appropriate measure and control their own emotions, thereby preparing for enhanced overall program effectiveness.

4.3 Improving Resonance Effects

Art and life are inseparable—a sentiment many people deeply share. The profound connotation of emotional expression necessarily represents a rare meeting point. Therefore, an excellent broadcasting and hosting professional possesses not only superb professional skills and comprehensive qualities; truly outstanding artistic works should appeal to both refined and popular tastes, gladdening hearts and refreshing minds. Such works require experience from life, inspiration from life, and feelings about life. Only through such support and broadcasting can language become plain, unadorned, 亲和, and warm, creating works that form shared experiences and collective understanding with listeners and viewers—works that reveal genuine emotion. In other words, only such hosts and broadcasting professionals can generate resonance in programs. Audience experience constitutes the best program evaluation, and genuine emotion in language communication and emotional expression can enhance overall program effectiveness, achieving dual improvement in ratings and social value.

Conclusion

In summary, language communication and emotional expression skills are extremely important in radio and television programs. As broadcasting and hosting professionals, hosts must fully recognize the significance of language communication and emotional expression, standardize their own language expression capabilities, enhance emotional appeal, improve resonance effects, integrate daily life into emotional expression, continuously elevate the charm of broadcasting and hosting, and strive tirelessly to improve radio and television program ratings.

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

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