

Postprint: A Study on the Style Positioning of Television News Anchors

Authors: Wei Huimin

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Abstract

Television news constitutes one of the important channels for contemporary information dissemination, and serves as a vital platform for guiding public opinion and elevating the standards of publicity and communication work. Statistical data indicates that the personal style of television news anchors and hosts significantly impacts program viewership ratings. Therefore, establishing a well-defined positioning for broadcasting and hosting styles constitutes a critical measure for improving the quality and public attention of news programs. This paper analyzes the prevailing mainstream broadcasting and hosting styles, and offers several recommendations regarding the stylistic positioning of television news anchors and hosts.

Full Text

Abstract

Television news represents one of the crucial channels for information dissemination and serves as an important platform for guiding public opinion and enhancing propaganda efforts. Statistical data indicates that the personal style of television news anchors and hosts significantly influences program ratings. Therefore, establishing a well-defined hosting style constitutes an essential measure for improving news program quality and audience engagement. This paper analyzes current mainstream hosting styles and offers several recommendations for positioning the hosting styles of television news anchors.

Keywords: Television news; Anchor; Hosting; Style positioning

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Author: Wei Huimin

Introduction

Following the early serious style and the more recent commentary style, a new type has emerged in response to ongoing socioeconomic progress and the public's increasingly sophisticated demands for television program quality. As a vital channel for the public to obtain information and grasp current affairs, television news wields considerable social influence. The broadcasting and hosting styles of China's news anchors have evolved with the times, meeting the overall demands of market development. However, it must be recognized that as the public's personal literacy and aesthetic standards continue to rise, news anchors should constantly pursue innovation in hosting styles, proactively adapt to the changing demands of the audience for television news, and further enhance program quality and effectiveness.

1.1 Serious Style

This hosting style is typically employed when announcing major events or issuing important notices. It requires anchors to create an objective and solemn atmosphere through their attire, tone, demeanor, and body language, with broadcasts strictly adhering to the news script without any errors. The serious hosting style represents a traditional approach that, due to its rigorous, objective, and standardized characteristics, can project a sense of authority and generate strong influence, making it widely adopted among television news professionals.

1.2 Commentary Style

This hosting style emerged in China during the 1990s alongside strengthened public opinion supervision. Characterized by using the anchor's personal viewpoints to guide public opinion, it involves deep excavation of news background on specific events, with broadcasts typically conducted through live reporting and on-site connections interspersed with various materials, creating strong audience immersion. This style demands extremely high comprehensive qualities from anchors, requiring not only exceptional political sensitivity but also correct viewpoints and positions, the ability to rapidly form judgments on breaking situations, and provide relevant analysis and recommendations. With strong personal characteristics, this hosting style serves as a powerful tool for creating star anchors. By emphasizing on-site presence and advocating analysis and commentary through rigorous logic and rich materials, the commentary style enables audiences to quickly develop identification with and trust in news programs, representing an effective method for enhancing television news quality and depth.

1.3 Talk Style

Following the early serious style and recent commentary style, a new type has emerged: the talk show hosting style. This approach requires anchors to adopt an approachable demeanor, interspersing their own perspectives and insights

during news delivery to present the news to audiences in a conversational manner. This style demands that anchors, based on comprehensive understanding of news content and connotations, reinterpret the news with gentle expressions and plain language. By actively adopting a humble posture and presenting content in the most direct way, anchors can quickly generate audience identification and bridge the distance between television and viewers. Characterized by its relaxed, plain, and people-friendly nature, this hosting style enhances communication effectiveness while increasing program humanization, making it widely accepted across all social strata.

2. Positioning of Television News Hosting Styles

Based on comprehensive analysis of these mainstream style types, television news anchors should select appropriate hosting styles by thoroughly analyzing news content, broadcast requirements, and communication objectives while integrating their own strengths and characteristics. When implementing news hosting style control, the following factors should be emphasized.

2.1 Compliance with Relevant Regulations and Systems

The Party Central Committee has always attached great importance to public opinion guidance work. As a vanguard of propaganda efforts, the broadcasting industry should exemplarily comply with national and local regulations and systems. Specifically in television news programs, anchor style positioning should conform to relevant provisions. First, news selection should meet timeliness requirements. Timeliness constitutes one of the most critical factors in evaluating news value, and with the rapid development of the media industry, public demands for news timeliness have become increasingly stringent. As the final link in public information reception, television news anchors should pay particular attention to timeliness in news selection, striving to comprehensively grasp content in the shortest time possible and present it to audiences promptly to ensure news freshness. Second, broadcast content should be clear, specific, and logically rigorous. During broadcasting, anchors should observe hosting standards, ensuring clear narration, specific content, rigorous logic, and distinct perspectives, enabling audiences to comprehensively and systematically understand news content under the anchor's guidance. Third, anchors must adhere to fact-based reporting. Authenticity represents the lifeline of news; without facts, news inevitably loses objectivity and thus its significance. During television news hosting, anchor content must be built upon news content, which in turn must be founded on factual bases. Without this foundation, news becomes a distortion of facts, misleading audiences and severely damaging news seriousness and objectivity, exerting extremely adverse effects on news program image building. Fourth, broadcast rhythm should be appropriately managed. A defining characteristic of television news is its brisk, dynamic rhythm. During news broadcasting, anchor styles should generally feature vivid emotions and lively pacing, creating a relaxed and bright atmosphere through attire, demeanor, and

tone, with speech rate and speed fully echoing news content to attract television viewers through a relaxed style.

2.2 Integration with Local Characteristics

Each radio and television station has its primary audience group, and every regional station should cultivate emotional bonds with its audience. Integrating local characteristics into programs serves as an effective measure to achieve this goal, requiring particular attention during television news program production. As television program anchors, first, they must ensure their style aligns with local public preferences, incorporating positive values into language and content arrangement while combining with local typical cases to gain audience identification. Second, anchors should actively respond to social concerns, comprehensively analyzing and interpreting issues of widespread audience concern to ensure timely public access to relevant information, prevent public opinion deviation, and secure initiative in propaganda work. Third, anchors should excavate local historical culture and spiritual connotations, comprehensively elaborating on regional cultural heritage to enhance audience integration and identification, further strengthening the humanistic atmosphere of news programs.

2.3 Anchor Style Positioning

Television news anchors should fully integrate their personal characteristics into style positioning, making program images more well-rounded with accurate viewpoints, distinctive features, rich connotations, and relaxed atmospheres, thereby enhancing overall program quality. First, style positioning should integrate with anchors' professional qualities. The broadcasting industry imposes high professional quality requirements on anchors and hosts, who should demonstrate good image and temperament, solid professional knowledge, and standard speech rate and speed. For news program anchors, they should also understand international situations and possess certain critical thinking and philosophical reflection abilities to adapt to different program content requirements. Therefore, anchors must have full awareness of their professional quality levels, emphasizing strengths and avoiding weaknesses during style positioning while flexibly employing multiple hosting styles to quickly adapt to program content and style adjustments, making overall program styles more audience-friendly and improving television news acceptance. Second, style positioning should integrate with anchors' personal experiences. It should be recognized that television news programs and anchors constitute an inter-selective, mutually adaptive organic whole. Different news content requires matching different anchor types; conversely, anchors should also learn to adjust hosting styles according to different news content. During style switching, anchors' personal experiences exert subtle influences on style positioning control. For instance, anchors with editorial experience focus more on excavating news background and connotations, while those with reporting backgrounds pay greater attention to observing on-site details. Television news anchors should correctly utilize habits formed from their

experiences to accurately identify entry points during broadcasting, quickly enter working states, and form distinctive hosting styles, thereby significantly enhancing audience acceptance and program recognition. Third, style positioning should integrate with anchors' personality traits. The formation of a hosting style bears strong connections with anchors' personality characteristics. For example, steady personalities are more suited to traditional serious styles; flamboyant, distinctive personalities fit commentary styles; and sensitive, emotionally rich personalities are better suited for talk styles. Therefore, during positioning, comprehensive personality assessments should be conducted to correctly match hosting styles, maximizing the adaptability of anchors' personalities to program styles and optimizing program quality.

Conclusion

Based on comprehensive analysis, television news programs feature diverse styles requiring rational selection and matching based on program positioning and broadcast content. Simultaneously, scientific positioning of anchor hosting styles should be conducted from multiple perspectives, including relevant policies, local characteristics, and anchors' personal traits, to better cater to audiences, improve television news program quality and influence, and guarantee public opinion guidance work.

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Author Affiliation

(Author's affiliation: Changzhi Radio and Television Station, Shanxi Province)

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

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