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## On the Comprehensive Qualities of News Anchors: A Postprint

**Authors:** Hu Yingna

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### Abstract

The television host constitutes a critical nexus connecting broadcast media with its audience, serving as the most proactive and communicatively effective leading figure in television programming and an integral component of branded programs. From a certain perspective, the host functions as the human embodiment of a brand. Mature television news program hosts, in particular, represent the most powerful voice of the media, capable of generating sensational impact and high ratings, enhancing audience trust in the media through personal charisma and affinity, elevating media prestige, and serving as the public figurehead for both programs and media institutions.

### Full Text

#### On the Comprehensive Qualities of Television News Program Hosts

**Abstract:** Television hosts serve as the critical link connecting broadcast media with audiences, acting as the most active and emotionally expressive leaders of television programs and constituting an essential component of branded programming. From a certain perspective, a host represents the personification of a brand. Mature television news hosts, in particular, serve as the most powerful voice of the media, capable of creating sensational effects and high ratings. Through their personal charisma and affinity, they enhance audience trust in the media and elevate its reputation, becoming the public face of both programs and media organizations.

**Keywords:** holistic grasp; news points; news value; news background; linguistic competence; editorial awareness

## 2. Grasping the “Fresh Angle” Depends on Information Mastery

In today’s environment saturated with diverse information, audiences no longer indiscriminately consume content as they did during times of information scarcity. Instead, they seek to selectively obtain the most valuable information in the shortest possible time. For most viewers, news is often perceived as dry, serious, and solemn. Consequently, hosts play an extremely important role in making news more attractive and enabling audiences to enjoy the experience of watching television. When encountering information for the first time, hosts must thoughtfully consider what expectations and questions audiences might have—these are precisely the issues that require interpretation alongside viewers. If a news story develops further, hosts should thoroughly review relevant coverage from that period and understand audience reactions as much as possible to determine their own reporting priorities. The concept of “freshness” primarily carries two meanings: one is “new”—new events, new timing, and new reporting; the other is “fresh” in the sense of rare, unusual, and distinctive. Only when an event is new and special, when the reported matter is recent, significant, and rare, and when the reporting approach is innovative will audiences find it fresh, become interested, and choose your program among numerous alternatives. With this sense of freshness, news programs become more engaging and captivating, unconsciously allowing audiences to enjoy the viewing experience.

### 1.1 Adopting a Macro Perspective

Focusing on the joys and sorrows of ordinary people and emphasizing their living conditions, media advantages derive from a civilian perspective and from a people-centered, audience-oriented approach. This respects audiences’ desire to understand the full picture of information, substantially enlightens public wisdom, and incorporates public voices. For media organizations, this means respecting citizens’ right to know and to speak, implying equality before the media and breaking information blockages and monopolies to enable effective interactive communication between broadcasters and audiences. Hosts must share the same breath and destiny as the people according to social development realities, adhering to the principles of staying close to reality, life, and the masses. This represents the concrete embodiment of the “Three Represents” important thought in news propaganda work, an important pathway to enhance news relevance and timeliness while strengthening appeal and impact, and the foundation for innovation in news program content and format.

### 1.2 Winning with Key Points

What does “winning with points” mean? For businesses, products must have “selling points” to attract consumers. For television news, this “selling point” is what we commonly call “news points”—an important yardstick for measuring news value. These points are elements rooted in the news itself that require conscious highlighting, constituting various factors that can psychologically stimu-

late audiences and elicit psychological responses. The excavation and mastery of these key points help us construct our own hosting characteristics and style, grasp broadcasting rhythm, attract audience attention and viewership, and assist audiences in understanding and accepting information.

### **3. Bridging the Distance with Audiences**

Although news reports objective facts, what truly resonates with people are often emotional elements. The so-called “emotional touchpoints” can be either the importance and personal relevance of events that audiences care about most, universal human compassion, or emotional resonance and connection within the context of mutual care. While audiences crave news and information, distance prevents them from feeling a sense of closeness. This requires hosts to adopt a people-centered, audience-oriented perspective, employing a civilian viewpoint and highly affable language to narrow the distance with audiences, enhance trust, and expand their influence and recognition. Among all communication modes, interpersonal communication has the fewest barriers and achieves the most effective results. It is precisely the host’s presence that restores media-audience communication to the primitive stage of interpersonal communication, making the host a vehicle for television to express intimacy and achieve a sense of exchange.

### **4. Hosts Must Possess Solid Linguistic Competence**

Standardized, accurate, concise, clear, and vivid language constitutes the basic requirement and essential qualification for news hosts. However, language is the direct manifestation of thought and is closely related to hosts’ ideological and moral concepts, cultural cultivation, life experience, and personality traits. The authenticity, objectivity, and timeliness of news impose specific requirements on hosts’ language. Audiences must not only obtain information but also appreciate the beauty of sound and emotional expression and the harmonious beauty of content and form. The requirement for hosts’ linguistic competence reaches an even higher level when grasping programs holistically, representing an important criterion for measuring professional quality. For the same news script or program, hosts with strong analytical and comprehension abilities and solid linguistic competence can accurately grasp pauses, emphasis, tone, and rhythm, thereby flawlessly expressing the main ideas of scripts and programs, helping people understand what is important and what is secondary, and what the main content of the information is. Conversely, hosts with poor political and cultural cultivation and weak linguistic foundations cannot thoroughly analyze or comprehend scripts. When broadcasting announcements or commentaries, their pronunciation is inaccurate, their breathing is improper, and their voice sounds affected, failing to reflect the appropriate stance and attitude. When broadcasting social news scripts, they appear slack before the microphone, merely reading words without genuine emotion, expressing themselves monotonously and creating a sense of distance with audiences, directly affecting news program

communication effectiveness. Evidently, the level of linguistic competence also determines the degree to which hosts grasp programs, encompassing almost all elements of vocal language work and serving as the ultimate embodiment of these elements.

### 5.1 Clarifying Propaganda Objectives

News broadcasting is a social activity of communicating through oneself and cannot exist independently. It represents only the final link in the entire television news reporting process that directly faces audiences. Without the diligent work of pre-production editorial staff, there would be no foundation for broadcasting creation. Propaganda objectives are reporting intentions for a major event or issue over a certain period, formulated according to circumstances, policies, and audience information needs. They represent the unity of reflecting facts and guiding reality, including reporting priorities, steps, scope, requirements, strategies, plans, and expected effects. Propaganda objectives are the concrete reflection of the spirit of the times, principles, and policies through news means, serving as the guiding principle for editors, journalists, and hosts, and an important factor for them in judging news value. Indeed, they constitute the overall theme of news reporting for a certain period—the theme of the era. Hosts must have a clear understanding of these aspects, clarifying not only the primary and secondary elements, focus, logic, and structure of each script but also the weight of each script within the program, while simultaneously understanding the role of the program in propaganda reporting during that period and stage. This enables more accurate grasp of each script's tone. Therefore, properly handling the relationship between individual script broadcasting creation and overall news program creation to highlight the program's overall propaganda effect cannot be overlooked.

### 5.2 Strengthening Structural Awareness

Structural awareness manifests in hosts' understanding and mastery of overall news program arrangement, local combinations, and the processing and connection of visuals and audio. Hosts involved in editing naturally understand everything thoroughly, inevitably gaining additional confidence and composure in vocal language expression. The challenge lies in hosts not participating in editing who must equally face audiences calmly, requiring prior understanding of program frameworks and details to be well-prepared, as each program's arrangement reflects editors' structural awareness. The demand for attention is reflected not only in the selection of lead stories but also in program content choices, the sequencing of different news scripts, and even in the handling of details within each news item. Arranging a program requires carefully writing connecting remarks for smooth transitions, and since connecting remarks are inseparable from each news item, hosts should holistically consider news expression as part of the editorial scope, making each program integrated and coherent. With clear reporting concepts and structural awareness, hosts can better grasp

program rhythm and appropriate emotional nuance, speaking naturally and coherently before the camera with proper expressions, avoiding wandering or slack states. Audiences can easily perceive the program's structure, layers, and communication effects. Hosts should possess comprehensive editorial awareness, participating as much as possible in frontline work while ensuring broadcasting quality to achieve versatility, which greatly benefits broadcasting work.

## 6. Conclusion

Due to the continuous development of television and intense industry competition, demands on television news program hosts are increasingly high. On one hand, the growing richness of television news programs provides hosts with a stage for creative expression; on the other hand, rising public appreciation standards place higher requirements on hosts. The call for mature, highly connotative news program hosts has become an inevitable requirement for television news career development.

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**Author Affiliation:** Shandong Radio and Television Station

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