

## Reflections on the Cultivation of Television News Broadcasting Skills (Postprint)

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### Abstract

Television news programs have become a crucial channel for modern audiences to access news information, enabling them to stay informed about current political affairs, military developments, and issues vital to national welfare and people's well-being. To effectively interpret and disseminate news content, television news broadcasters must not only possess solid professional foundations but also continuously assimilate and integrate successful experiences from their peers, fostering innovation to gradually develop their own broadcasting techniques that better serve news presentation. This paper examines two dimensions: the significance of cultivating television news broadcasting skills and the specific measures for their development, hoping to be of assistance to professionals in this domain.

### Full Text

#### ChinaXiv Cooperative Journal

#### Reflections on Developing Television News Broadcasting Skills

**Abstract:** Television news programs have become a crucial channel for modern audiences to access news and information, enabling viewers to stay informed about current political affairs, military developments, and issues concerning national welfare and people's livelihood. To better interpret and deliver news content, television news broadcasters must not only possess solid professional foundations but also continuously draw upon and integrate successful experiences from others, gradually developing their own distinctive broadcasting skills through innovation and adaptation. This paper analyzes two key dimensions: the importance of cultivating television news broadcasting skills and specific measures for their development, aiming to provide valuable insights for practitioners in the field.

**Keywords:** television news; broadcasting skills; integration and innovation

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Television news encompasses all news content and reporting formats broadcast on television. Utilizing modern electronic technology, it delivers news information to audiences through television screens, combining both audio and visual transmission to form an essential component of television station programming. As television news requires both sound and image dissemination, broadcasters must master fundamental techniques to ensure accurate and effective communication.

## 1. The Importance of Developing Television News Broadcasting Skills

With rapid economic development and technological advancement, the new media era has witnessed an explosion of alternative media platforms, including Tencent News, Weibo headlines, and other burgeoning self-media channels. These platforms, employing modern electronic means to disseminate news to the public, have gained particular popularity among younger demographics. The emergence of these new media formats poses significant challenges to the television industry. As the primary deliverers of television news content, broadcasters' performance quality directly impacts program quality and viewership ratings. While audience interest in news content itself is one factor, broadcasting skills play an equally crucial role. By cultivating distinctive broadcasting techniques and developing a unique on-air style, broadcasters can enhance program appeal and attract larger audiences.

### 2.1 Strengthening Fundamental Skills Training for Broadcasters

Fundamental skills are essential for any broadcaster and form the foundation of news delivery. As society has evolved, Mandarin Chinese has gained increasing importance, becoming a necessary skill in daily life and a core competency for broadcasting professionals. Mandarin broadcasting reaches the widest possible audience, necessitating rigorous training in standard pronunciation. To deliver news scripts with clear articulation and correct pronunciation—what we call “precise diction and resonant tone”—broadcasters must prioritize fundamental skills development through exercises such as tongue twisters and listening to Mandarin audio materials. Additionally, thorough familiarity with scripts before broadcast is crucial to prevent mispronunciations and inappropriate emotional expression, ensuring adequate preparation for effective news delivery.

Given the real-time nature of news programming, broadcasters frequently encounter last-minute script additions or live connections with field reporters. This demands not only solid Mandarin proficiency but also strong improvisational abilities and rapid language organization skills. Only by simultaneously developing these capabilities can broadcasters flexibly respond to unexpected situations, avoid broadcasting errors, and ensure accurate information delivery to audiences.

## 2.2 Adapting Broadcasting Style to Program Format

News program formats are not static. As society develops, public demand for news content has become increasingly diverse—some prefer current affairs, others entertainment news—creating a rich variety of program types. Broadcasters must adjust their delivery style accordingly.

Consider the presenters of CCTV's *Xinwen Lianbo* (News Broadcast). Due to the serious nature of the content, they must follow scripts precisely, maintaining a solemn and earnest demeanor. While program constraints limit personal interpretation and prohibit even a single word deviation—often creating an overly rigid impression—broadcasters can still adjust their delivery based on content. For instance, when reporting uplifting news, a subtle smile can warm audiences and reduce stiffness, though moderation is key. Exaggeration appears artificial, compromises program authenticity, and negatively impacts audience reception.

For less formal social news programs, incorporating colloquial elements can make presentations more engaging and flexible. Liaoning TV's talk show-style news program *Shuo Tianxia* (Talking About the World), featuring male and female co-hosts who employ witty, humorous language to create a distinctive effect, resembles a crosstalk performance with the hosts playing off each other to generate entertaining dynamics. Its slogan, “News talk show, witty commentary on the world,” uses accessible, popular language to make news delivery more vivid and appealing. This approach not only satisfies mass preferences—attracting viewers nationwide, not just in Northeast China—but also integrates SMS and WeChat platforms, enabling audience participation as content contributors and critics, creating an immersive experience.

Entertainment news programs, with their stronger entertainment value and large youth and fan followings, typically employ young, attractive hosts to boost visual appeal. Since these programs often discuss celebrity gossip, hosts must understand the personalities involved and deliver content in a relaxed, humorous manner. Given their entertainment focus, maintaining a serious expression throughout would alienate viewers and contradict program style, negatively affecting ratings. Therefore, broadcasters must clearly understand their program's positioning and adjust their delivery accordingly, demonstrating respect for both audiences and the broadcasting profession.

### 3. Employing Appropriate Tone and Stress in Broadcasting

News scripts are typically highly logical, lengthy, and detailed. To accurately convey their messages, broadcasters must use vocal variation to engage audiences effectively. First, hosts should thoroughly familiarize themselves with scripts beforehand to identify unfamiliar characters and annotate pronunciations, preventing on-air errors. This preparation also enables understanding of content structure, allowing planners to determine which stories require specific facial expressions or tones.

For lengthy, repetitive sentences, broadcasters must differentiate content through strategic use of stressed and unstressed syllables. Key information or points requiring audience attention should be emphasized through increased volume or pitch variation. In practice, broadcasters must apply stress appropriately based on specific content and program type while organizing tone effectively to enhance delivery's emotional impact and program appeal.

### 4. Mastering Broadcast Rhythm and Incorporating Innovative Elements

Research indicates that audiences most readily accept a broadcast pace of approximately 300 characters per minute, though this is not an absolute requirement. When controlling broadcast speed and rhythm, hosts must consider multiple factors: program nature, type, script length, and story emphasis. For instance, *Xinwen Lianbo* offers minimal flexibility, requiring strict adherence to time allocations and predetermined character counts per minute. In contrast, programs like *Shuo Tianxia* provide greater freedom for hosts to express personal feelings, incorporate commentary, and share impressions, making news more relatable and enhancing both audience engagement and hosts' organizational and improvisational skills.

When reporting current affairs, broadcasters can employ multimedia elements, supplementing narration with images and videos. Visuals are more impactful than text or audio alone, and combining dynamic elements with commentary helps audiences clearly and vividly understand news messages and underlying themes. Continuous innovation and integration of new elements enrich news programs and expand audience reach. In summary, broadcasters must balance task completion with creative integration, employing language, attitude, and novel elements to stimulate audience interest while maintaining educational value.

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

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