

Language Arts of Broadcasting and Hosting in the Context of New Media

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Abstract: Broadcasting hosts need to constantly improve their language skills according to the changes in the times and media environment, ensure accurate communication of program content within a limited time, win more audience recognition, and promote the healthy development of the broadcasting and television industry. Therefore, in the context of new media, broadcasting hosts must grasp the language art characteristics of broadcasting hosts, continuously optimize language arts, and present higher quality programs to meet the needs of the audience.

1. Introduction

In the era of new media, the massive amount of information has raised the standards and requirements of the audience. As a broadcaster, a solid language foundation is one of the crucial professional qualities. In addition to requiring clear pronunciation and accurate expression, attention should also be paid to the artistic quality of language. Therefore, broadcasters should highlight the characteristics of the language of the times, demonstrate personal charm, deeply explore the emotions behind language, enhance the approachability of language, ensure accurate pronunciation, cultivate language organization ability, and promote the comprehensive improvement of their language proficiency.

2. Language Art Features of Broadcasting and Hosting in the Context of New Media

Adhere to the correct political stance. As the "speaker" of the Party and government, broadcasters need to strengthen their study of Marxist Leninist theory, deeply study the latest guidelines and policies issued by the state, always maintain consistency with the Party Central Committee, and in the era of new media. Faced with complex and diverse information, broadcasters should be aware of their significance in guiding public opinion. Among them, adhering to the correct political stance is the basic responsibility of the broadcasting host. It is necessary to keep up with the pace of the Party Central Committee, keep in mind the fundamental interests of the Party and the people, and ensure the accuracy and objectivity of information transmission. In terms of vocabulary selection, emphasis should be placed on professionalism and authority. It is necessary to be familiar with Marxist Leninist theory, as well as understand national policies and regulations, to ensure that the content of the program complies with relevant regulations, in order to avoid misleading and biased issues.

2.1 Personalized Features

Nowadays, the diversification and convenience of information acquisition channels have intensified the competitive pressure among broadcasters. To attract audiences and expand development space, broadcasters need to break through traditional work methods, highlight individuality, and present themselves in a "professional + personalized" manner. Some famous broadcasters, such as Yang Lan, He Jiong, and Dong Qing, are loved by audiences for their professional skills and distinctive personalities, becoming the focus of attention. Therefore, in the context of new media, traditional style broadcasters need to adapt to changes in the times, focus on individual characteristics, and always maintain professional competence. ^[1] This means that broadcasters need to actively explore their own style, create a unique image, and attract more

viewers.

2.2 Contemporary Characteristics

With the changes of the times, people's thoughts, values, and aesthetics have also changed, which has led to higher expectations from audiences for broadcasting and hosting work. Broadcasting hosts need to keep up with the trend of the times and use language art that is in line with the characteristics of the times to showcase their personal style, enhance the quality and competitive advantage of the program, enhance the affinity and infectiousness of the program, and establish stronger emotional connections with the audience. For example, internet language originates from the internet and has distinct characteristics of the times. It is widely spread on the internet and is well-known and accepted by the public. Some broadcasters may use internet language appropriately to enhance the effectiveness of their programs, but excessive use of internet language can lower the quality of the program and bring a negative impression to the audience. Therefore, in the context of new media, broadcasters need to enhance their ideological awareness and comprehensive professional competence, strictly control and carefully use online language, scientifically integrate and utilize resources in the context of new media, and gradually improve the quality and sense of the times of the program. Thirdly, carefully choose online language. With the rapid development of the internet, internet language has begun to receive widespread attention: some people believe that internet language is more humorous and humorous, close to life, and can simply express inner emotions; Some people also believe that online language is "crude and unbearable", with vulgar and vulgar content, and a negative impact. Therefore, broadcasters and hosts must conduct reasonable screening when using online language to avoid affecting the overall quality of the program. Specifically, online language has unique humor and emotional expression abilities, which can make programs more interesting and bring them closer to the audience. However, when choosing online language, one should not excessively cater to vulgar tastes, but should maintain their own positive energy. At the same time, audiences of different age groups and cultural backgrounds may have different levels of acceptance of online language. It is necessary for broadcasters to choose appropriate online language based on the audience group to avoid inappropriate or offensive language that may cause negative reactions. Moreover, online language has timeliness and regional characteristics. When quoting, broadcasters should also consider the context and scope of application, and not use outdated or inappropriate online language that may affect the quality of the program.

2.3 Colloquial Features

Traditional language expression has certain limitations, but colloquial expression breaks through these limitations and delivers information in a way that is easy to understand and pleasing to the audience. Spoken language not only changes the audience's serious and boring stereotypes of broadcasting and hosting, but also brings the program closer to the audience, making it easier and more enjoyable for the audience to receive more information. Due to the unfamiliarity of elderly people with emerging technologies and popular languages, they tend to use familiar colloquial language to understand and receive information. Therefore, adopting colloquial expressions in radio and television programs can better meet the needs of elderly people for information acquisition, enabling them to better understand the deep meaning conveyed by the programs. Many successful radio and television programs, such as *A Date of Lu Yu* and *Very Quiet Distance*, use language that is close to the audience's life and rich in emotions, triggering resonance and emotional resonance among the audience, making them more relaxed and comfortable when watching these programs. This is also the unique charm brought by colloquial expressions [2].

2.4 Emotional Features

In the era of new media, with the rapid dissemination of information and the influx of a large amount of information, people often feel numb and fatigued, making news broadcasting more difficult. Therefore, broadcasters should pay attention to adding emotional elements to language and moving the audience by integrating emotions into it. Firstly, the audience hopes to establish a closer

relationship with the host and see their true emotional expression. Therefore, by connecting emotionally with the audience, broadcasters can better convey information, making it easier for the audience to understand and remember the presented content. Secondly, emotional language helps establish audience trust and identification. When hosts are able to express their emotions truthfully, the audience will feel their sincerity and integrity, which encourages the audience to believe in the information conveyed by the hosts and further enhances the effectiveness of information transmission.

3. Strategies to Optimize Language Art in Broadcasting and Hosting in the Context of New Media

3.1 Improve Personal Qualities

In the context of new media, improving one's quality can help broadcasters better adapt to social development and changes, enhance their professional abilities, and enhance their competitive advantage. Therefore, broadcasting and hosting personnel need to improve their language expression ability, emotional expression ability, cultural background awareness, information acquisition and transmission ability. Firstly, fluent, accurate, and vivid language expression ability is a necessary basic quality for broadcasting and hosting personnel. This ability not only requires broadcasting and hosting personnel to have good oral expression ability, but also to master the correct pronunciation and intonation, as well as to use various rhetorical techniques reasonably. Secondly, it is crucial to express emotions appropriately, guide audience emotions, and enhance resonance during the broadcasting and hosting process. Broadcasting and hosting personnel need to have emotional sensitivity and regulation ability, accurately grasp the atmosphere and emotional needs of the program, and convey emotions through voice, intonation, and body language. Thirdly, extensive cultural knowledge and background awareness can help broadcasters convey and guide audiences to understand and identify with cultural information.^[3] In a diverse society, broadcasters and hosts need to have an understanding of different cultures, histories, and regions, and integrate the knowledge into their programs. Finally, timely acquisition of the latest information, processing, and transmission are essential basic abilities for broadcasting and hosting personnel. Broadcasting and hosting personnel need to have sharp observation and information perception abilities, timely grasp social hotspots, current events, and the focus of audience attention. They also need to have the ability to analyze and organize information in order to transform complex information into concise and easy language and convey it to the audience.

3.2 Use Diverse Language

In the era of new media, broadcasters and hosts need to have diverse language usage methods to adapt to the constantly evolving and changing media environment. The application of multiple languages and multimedia has become a key factor for broadcasters to enhance their professional abilities. Firstly, by learning foreign languages, broadcasters and hosts can access a wider range of information sources. They read and understand news reports from other countries or regions to obtain more comprehensive and accurate news materials. Secondly, learning foreign languages helps broadcasters better understand and convey ideas and perspectives from different cultural backgrounds. This cross-cultural understanding and communication ability will enable broadcasters to achieve greater success on the international stage. With the development of new media, broadcasters and hosts need to adapt to multimedia environments and expand their language expression methods. The application of multimedia technology enhances the expression effect of language through forms such as images, videos, and audio. For example, when broadcasting news, hosts can use pictures or videos to present the background and details of relevant events, conveying information more intuitively. In addition, broadcasters can also use audio effects and sound materials to enrich the content and presentation of programs. By flexibly using multimedia technology, broadcasters can more vividly convey information, attract audience attention, and improve the quality of programs.

3.3 Express Emotions Flexibly

The work of broadcasting hosts includes establishing closer emotional connections and resonance with the audience through appropriate intonation, pace, and tone. Specifically, a varied tone conveys different emotions. High and rising tones often used to express excitement, often used when announcing good news or exciting moments, and hosts use high pitched tones to enhance this emotion. Low pitched intonation is suitable for expressing emotions of sadness. When conveying sad news or reviewing a sad history, hosts will use a low tone. Fast speaking speed is often used to express a sense of urgency and tension. When broadcasting important news or emergencies, hosts often choose a faster speaking speed to convey this emotion. Slow speaking speed is suitable for expressing warmth and touching emotions. When hosts need to tell a touching story or share a touching experience, slowing down appropriately can better resonate with the audience. Bright and cheerful tones are often used to convey joyful and relaxed emotions. When facing lively program content or a happy atmosphere, hosts often use a bright and cheerful tone to enhance this emotion. In important public speeches or solemn commemorative events, hosts will use a calm and solemn tone to better convey this emotion. In addition to the above methods, hosts can also use music and sound effects to enhance emotional expression, providing more levels and depth for emotional expression. For example, when playing sad music, hosts can appropriately add a mournful tone to express deeper emotions.

3.4 Improve the Approachability of Language

In the field of broadcasting and hosting, hosts should change the state of blindly outputting and shift towards a two-way interactive mode, engage in equal dialogue and communication with the audience, increase approachability, and make the audience feel closer and more comfortable. For this, hosts can appropriately use dialects and integrate them into local customs, eliminating the audience's sense of unfamiliarity and distance from broadcasting hosts. It should be noted that when using dialects, the selection should also be based on the specific program positioning to avoid inconsistency with the program style and affecting the effectiveness of information transmission. For example, Zhang Tengyue interacted with the contestants in a relaxed and humorous way in the *Chinese Idiom Competition*, alleviated the pressure on the contestants and eliminated the tension brought about by the competition through methods such as playing casual and joking. This approachable hosting style has moved the audience and made the contestants more relaxed and able to participate in the competition. It can be seen that in the context of new media, through a friendly language style, hosts can more easily move the audience and enter their inner world.

4. Conclusion

With the rise of new media, personalization, modernization, and colloquialism have become prominent features of broadcasting and hosting in the context of new media. Therefore, broadcasters and hosts need to constantly improve their own qualities, use diverse language skills, flexibly express emotions, and improve the friendliness of language to meet the needs of the new media era and establish closer connections with the audience. In the future, broadcasters and hosts should continue to strengthen their grasp of the artistic characteristics of language in the new media environment, and bring more excellent program content to the audience.

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