Artistic Analysis on Broadcast Host Language in the New Media Era

Bin Yao

College of Journalism and Communication, Bohai University, Jinzhou, 121013, China

yaobin9950@126.com

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Abstract: The traditional way of broadcasting language expression cannot meet the needs of the time, so it needs reform and innovation. Based on the analysis of the characteristics of new media, this paper analyzes the artistic performance and artistic characteristics of the broadcasting and host language in the new media era, and puts forward to improve the artistic strategies. Among them, artistic expression analysis includes: colloquial, personalized, fashionable and living; the analysis of artistic characteristics includes: vocal, epochal, authentic, aesthetic and creative; the strategies to improve artistic include: highlight the characteristics of broadcasting and hosting under the premise of ensuring the standard language, integrate certain emotional colors into the broadcasting language, reflect the diversification of the broadcasting host language, and improve the professional quality of the broadcasting and hosting.

1. Introduction

New media is a new form of media that provides information to users by using digital technology, network technology and mobile technology and taking computers and mobile phones as terminals through the Internet, wireless communication network, wired network and other channels after traditional media such as newspapers, radio and television. New media language refers to the language used by new media in the dissemination of information, including text, numbers, charts, audio and video. After the long development of traditional media, the older generation of broadcasting artists have formed a diversified broadcasting and hosting style, which has left a deep impression on the audience. With the development of time, the traditional way of broadcasting language expression cannot meet the needs of the audience and needs to be reformed and innovated.

In the new media era, the public is more inclined to colloquial expression, and the traditional expression of standard and upright language cannot arouse the interest of the audience. In order to improve the standard, epochal and artistic atmosphere of broadcasting host language, in line with the needs of the audience and the time, the concept of artistic language emerged. So-called language art of broadcasting and hosting, there is no strict standard definition of broadcasting industry, mainly refers to the broadcasting in the process of hosting programs, on the basis of the guarantee authentic manuscript content as much as possible, using the broadcasting in language skills, language processing and improve the manuscript, to strengthen the manuscript artistic quality, enhance the audience's understanding and acceptance. This paper analyzes the artistry of broadcasting and hosting language in the new media era, clarifies the shortcomings of broadcasting and hosting in the aspect of language artistry, and puts forward targeted strategies to improve the broadcasting and hosting level in the new media era.

2. Analysis on Characteristics of New Media

In the era of rapid development of the Internet, new media has moved from the edge to the mainstream. Broadcast relative to newspapers is the new media, television relative to radio is the new media, network relative to television is the new media. With the development of science and technology and the development of media, new media is constantly changing along with the development of media. The new media mentioned here refers to the media forms appearing and

influencing on the basis of computer information processing technology. The characteristics are analyzed as follows:

(1) Interaction and sharing. In the new media era, information is transmitted in both directions or in multiple directions, and each user has the control of information exchange. Instead of simply passively receiving information, each user can choose to receive information or close the client or block the source of information. "Sharing" has become a key word for information transmission. Information transmission is no longer limited by region, and users can find the information they need in all kinds of new media on the network, which all depends on the high degree of information sharing in the new media era.

(2) Diversity and selectivity. The new media has a variety of forms and a rich process of expression in various forms, which can integrate text, audio and pictures into one, so as to expand the content instantly and infinitely, thus making the content become "living". The different combination of new media and traditional media also determines the diversity of communication forms and content combination. Compared with traditional media, new media is more free. The audience has more choices and can choose freely to enlarge information. As a result, users often have choice confusion.

(3) Immediacy and rapidity. New media technology greatly compress the information communication of physical space, users can receive information at any time and any place, break through the information transmission of space and time dependent, any one of the hot spots of network information, can quickly spread to the world, radiate to every corner, instantly send information distributed in each region of the receiver, realize the zero distance of information dissemination. Information in the hour or even minute cycle replacement, really do "do not leave the house, will know the world".

(4) Bidirectional and integration. The two-way communication mode and the diversification of new media broadcasting subjects are the communication between the majority, and the identity and status of the audience have been fundamentally changed from the simple receiver of information to the producer, publisher and disseminator of information. Integration is a new media form. New media integrates the advantages of introverted communication, interpersonal communication, group communication, organizational communication and mass communication. It is the integration and upgrading of the advantages of these five forms of communication, and the content of communication is richer.

(5) Virtuality and anonymity. "On the Internet, nobody knows you are dog." The information transmitted on the network is just a series of virtual symbols, the role of the sender and the audience is mostly virtual, and both sides of the information exchange are replaced by abstract symbols. Users only represent themselves through an ID, and their identity, gender and age can be hidden. They can communicate and communicate with each other in a virtual identity without any scruples, freely show themselves and vent their dissatisfaction with the surrounding things.

3. Influences of New Media on Broadcasting and Hosting Industry

The influence of new media broadcasting and hosting industry is based on the communication environment built by the development of new media technology, which is reflected in the following four aspects: first, the multi-channel broadcasting and hosting. Traditional broadcasting and hosting media are mainly broadcast media and television media. In the new media era, electronic communication equipment is widely used, and the audience of broadcasting and hosting is inclined to mobile terminals. Various emerging broadcasting and hosting, including game broadcasting and network listening to books, have become new channels for the development of broadcasting and hosting. Second, the image of broadcasting hosts is diversified. On the new media platform, the types of programs are more diversified. Take network novel broadcasting and hosting as an example, broadcasting and hosting in addition to play their own voice characteristics, but also need to use the voice to their own image positioning, gentle, sunshine and fresh voice, can leave a distinct impression on the audience, can get better development opportunities. Third, profound changes have taken place in the content of broadcasting and hosting. The communication between

media is more and more extensive, the estrangement between media is less and less, the timeliness is stronger and stronger. Each media starts from different perspectives and adopts different methods to report. What they present to the audience is usually a comprehensive three-dimensional perspective. Information opening, information sharing and mutual supervision among media have balanced the guidance of public opinion. Fourth, the broadcasting and hosting standards were lowered. Based on the influence of the broadcasting audience in the new media era and the large demand for broadcasting hosting, the broadcasting hosting standard is lowered. Reduced the seriousness of the requirements of the announcer, and enhanced the personal talent and sense of humor of the host. Broadcast host also no longer blindly rely on teleprompter, the studio is no longer boring and monotonous, broadcast host has a platform to show their own.

4. Analysis on Artistic Expression of Broadcast Host Language in the New Media Era

The development of the Internet brings new opportunities to new media and puts forward higher requirements for broadcasting and hosting, which is reflected in the artistic expression of language: first, colloquial. Oral language is the language used by people in daily oral communication. It is a kind of random language corresponding to written language. The language art of broadcasting and hosting in the new media era has the characteristics of colloquialism, which conveys information to the broad audience in the form of colloquial language. The broadcasting and hosting should use the language to express the way reasonably, avoid the situation that appears to be scripted, should reflect affinity already, also want to go deep into the audience's heart, make its obtain pleasure. Second, personalized. Under the background of the new media era, the need to further innovation and personalized development of broadcasting and hosting, many programs are liked by the audience, but also because the host can according to the features of program and style, flexible use of personalized host language, create a good show atmosphere, impress the audience, produce emotional resonance with the audience. Third, fashionable. The popularity of broadcasting host language is mainly reflected in the network hot words, hot news and fashion trends. In the process of broadcasting and hosting, concise language and appropriate use of words, are the host's personal ability. Broadcasting host language maintain fashion, life and work to improve the understanding of fashion, innovation, keep up with the fashion, only continuous innovation and integration of fashion, to host more meaningful programs. Fourth, living. The real life is the foundation of artistic language, leaving this foundation to talk about artistic language, will become a mirage. However, artistic language is the sublimation and standard of living language. Without such sublimation and standard, living language lacks guidance and basis. Only close to life, have a comprehensive scientific understanding of life, broadcasting and hosting can really sublimate to close to life and life of the beautiful realm.

5. Analysis on Artistic Characteristics of Broadcast Host Language in the New Media Era

Broadcasting host language needs to incorporate artistic features to enhance the audience's appeal. The analysis of artistic characteristics of broadcasting host language in the new media era is as follows: first, vocal. In the process of information transmission, sound is the most infectious factor, is the most true portrayal of the broadcaster. Therefore, the sound of the broadcast host is particularly important. Different from the expression of traditional text information, the broadcast host drives the audience's emotions through language and emotion, interprets the scene, development and evolution of the event according to its own unique timbre, and leaves a deep impression on the audience through sound. Second, epochal. Broadcasting industry is industry with time development characteristics, the host needs to keep pace, fully master the application and development direction of new media, the integrated use of all kinds of information resources, the use of the most characteristic and the trend of fashion era language, bring the audience in line with the aesthetic demand of audio-visual experience, to ensure the sustainable development of the industry of broadcasting and hosting. Third, authentic. The artistic quality of language is higher than life, but it also comes from life. One of the contents of broadcasting and hosting is to broadcast

and describe news events. Compared with other media industries, the authenticity requirements are higher. In the process of improving the artistry of hosting, broadcasters should still focus on events and facts, not exaggerate or distort the original intention of events, not to mention delete information or mislead the audience. Fourth, aesthetic. Aesthetics is an important feature to attract audiences, meet their aesthetic needs and adapt to the development of new media. In the new media era, broadcasting hosts need to continuously improve their comprehensive quality, enhance the aesthetic feeling of language art, transmit the aesthetic feeling to the audience, and highlight the intrinsic value of hosts. Fifth, creative. In order to improve the audience rating or the popularity of the audience, we must create language art on the basis of the original media communication. For example, when broadcasting news programs, on the basis of ensuring the truth of news information, without personal feelings, the audience is guided to think and the creativity of broadcasting hosts is reflected through the expression of implied meaning in broadcast language. When broadcasting short stories or humorous jokes, in order to liven up the atmosphere and achieve the effect of attracting people, appropriate exaggeration or distortion and other artistic means to transform the information content, through the entertainment of the public to achieve artistic language.

6. Artistic Promotion Strategies on Broadcast Host Language in the New Media Era

The lack of artistry of broadcasting host language in the new media era is a common phenomenon. Based on the analysis of artistic expression and artistic characteristics of broadcasting host language in the new media era, the author proposes the following strategies to improve the artistry of broadcasting host language in the new media era:

(1) Highlight the characteristics of broadcasting and hosting under the premise of ensuring language specification. The language application of broadcast host is complex, with the most obvious features of normalization, solemnness and agitation. It is necessary to master the language norms and the substantive requirements of language to ensure the fluency and accuracy of language expression. Broadcasting hosts should try to avoid blind imitation and pursue novelty. They should combine with the core requirements of language artistic expression, actively realize the reasonable innovation and standardized application of language, clarify the specific skills of language application, and break through the monotony of traditional language on the basis of the standard of mandarin application. It also needs to ensure the enthusiasm and accuracy of language communication, improve the level of language art and enhance the attractiveness of broadcast content.

(2) Integrate broadcasting language with certain emotional colors. If the broadcast host broadcasts the message as if reading a text, the audience cannot judge the emotional color of the message, and the broadcast host content will be less attractive. Therefore, in the context of new media, the integration of broadcast language with emotional color is an important means to improve the artistic quality of language. While ensuring the professionalism of the broadcast host, real emotion is integrated into the language expression to enrich the artistic charm and gain the audience's psychological and emotional identity. In the process of integrating emotions, we should pay attention to control emotions, be good at transpositional consideration and emotional communication, and provide good emotional and aesthetic experience for the audience. Only by constantly strengthening the integration of language and emotion, can we make the audience more happy and comfortable, and ensure the social benefits and influence of broadcasting and hosting work.

(3) Reflect the diversity of broadcasting host language. The diversity of broadcasting host language is not only a reflection of the artistic style of broadcasting and hosting, but also a brand of the time and an inevitable trend of the development of the media industry. Social development has brought a lot of new and interesting things. In order to improve the presentation effect of media programs and create a good language and art context, some diversified elements should be incorporated into the language of broadcasting and hosting to enhance the interest of programs and meet the needs of modern people. For example, dubbing can be developed in a variety of ways to present multiple language forms, add dialects or use different intonation to increase the interest of

the context, enhance the appeal of the program, and reasonably dub some things or animals to reflect the vitality of things and animals.

(4) Improve the professional quality of broadcast hosts. Only with a high professional quality can the broadcast host better adapt to the new media context and improve the artistry of the broadcast host language. Master basic professional knowledge, flexible use of language skills, expand the scope of knowledge. Do a good job of internal knowledge cultivation and external image of the double promotion, to ensure that the host's external image and speech and behavior and program style match. On the one hand, we should pay attention to strengthen the appeal of tone and intonation, pay attention to the training of language artistry, and constantly enrich humanistic knowledge. On the other hand, pay attention to the appearance, set up in line with the program style of the external image, do decent clothing, dignified appearance. Only inside and outside repair, and constantly improve professional quality, new media broadcast host in the fierce competition in the stable development.

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