

A study on the broadcast Strategies of hosts without manuscripts from the Perspective of Linguistics

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Abstract: Nowadays, when the broadcast host hosts the program, he often encounters all kinds of emergencies and on-the-spot tests. Usually, only the excellent host with actual combat experience can give full play to his unique ability, deal with it calmly and resolve all kinds of crises, to have better complete the task of hosting. This requires the host to improve their own connotation and language control ability in the usual training, but also to carry out special training without a little broadcast, to improve their own broadcasting and hosting ability. Unwritten broadcast hosting is a great test of the host's ability to broadcast and host. From the linguistic point of view, it is necessary for the host to be on the language side. The face has a strong grasp of power. This paper mainly based on the analysis of the host of the linguistic analysis how to form an accurate and effective broadcasting and hosting effect through the rational planning and the organization of the language, thereby promoting the improvement of the non-draft broadcasting level of the host and the improvement of the program quality.

1. Introduction

In recent years, there is a trend of diversity and no document in the broadcast hosting program and with the increasing demand for the program, the host must have good language organization ability and strong professional ability. With the change of concept, the single broadcasting pattern of the former "reference document, one-word sentence" has been broken. The current broadcast form is "completely in accordance with the draft", "appropriate data" and "no document" according to the broadcast outline, which are the fastest development of the last one. Currently, most programmes, apart from news programmes, are beginning to tend to presided over without sound. For example, in the variety program only for the host process outline and some necessary activity introduction, guest introduction and advertising words, in the interview program only for the host interview question outline, other broadcast hosting content needs the host to play freely. Linguistics, as a compulsory subject for hosts, has become one of the basic skills that contemporary hosts must possess to train them to broadcast without manuscripts.

2. The meaning and connotation of Broadcasting

Broadcast is a more popular idiom, which is mentioned in many fields, but there are many explanations for the actual meaning of Pan Yin. The popular understanding is that radio announcers broadcast according to standard manuscripts in radio TV programs, and do not allow broadcasters to be present personal views, such as news broadcasting carried out by Luo Jing in Lianfu News. However, Professor Tai Dou Zhang Song of the broadcasting industry in our country once: in a broad sense, broadcasting refers to the dissemination of information about audio language and auxiliary language carried out by radio, television stations and other coal media. in a narrow sense, it refers to Pan Yin and the host's use of Acoustic language and paralanguage carry out creative activities of information transmission and manufacture through radio, television and other media. There are conceptual differences between the industry and the academic circles on "broadcasting". In order to be able to describe the broadcasting problem in a more standard way and integrate many

ideas, the definition of “broadcasting” is that in radio and television programs, the subject of broadcasting uses microphone to use audio language to spread. The “broadcast” wine mainly lies in the “announcer” himself, it will not be restricted by identity, but also includes the host and outbound journalists, etc. “broadcast” refers to the process of spreading audio language. Since it is broadcast “sound”, then we should exclude the factors other than sound, such as picture, appearance and so on, and only have the propagation of audio language carried out by the subject of communication. Therefore, the article discusses that the broadcast of the moon can only contain audio language, not paralanguage.

3. No draft broadcast

The unpublished broadcast derived from the life message, and the continuous development of radio and television has gradually spawned new broadcast festivals such as instant conversation talk programs, live reporting programs, talent shows and other entertainment programs. Among these programs, landowners or broadcasters no longer broadcast based on existing manuscripts, because traditional manuscripts can no longer know about such programs, let alone the gospel. Such a new broadcasting form is “no manuscript broadcasting”, that is, it does not broadcast according to the manuscript. There is no related manuscript as the basis, and the language no longer based on the text message, but through the text message. The host internalizes the life message, carries on the information broadcast by virtue of the personal experience and the life feeling, its existence also conforms to the human language development law.

Nowadays, the content of the program is gradually rich, and there is a subtle relationship between radio and television and the audience. Only with the change of inferior conditions can the “unwritten broadcast” of our country emerge, as the times require. At present, non-manuscript broadcasting has been widely used in all kinds of festivals, such as “every day upward”, “Lu Yu has about” and other festival carried out in the form of unmanuscript broadcasting. Now, unmanuscript broadcasting is playing a more and more important role, which contributes a strong force to the development and progress of China's building sound industry.

4. The significance of non-manuscript broadcasting

The “non-manuscript broadcast” carried out by the host can be said to be the process in which the host flexibly carries out the oral style of the month to spread the information widely, so the core of the non-manuscript broadcast lies in the host's own oral language style.

Oral style refers to a stylistic form with oral characteristics formed by using oral intertextuality to form context. Oral style is a style that accords with the characteristics of the development of language and culture. and it is a kind of book style formed by oral narration. For a long time, there has been an idea in the use of language in radio and television in our country, that is, to emphasize in written language, standardizing the language of the media requires the host to achieve the level of export. However, in the process of broadcasting without manuscript, it is necessary to break away from the manuscript in order to get rid of the message of life. As the basis of expression, therefore, it is impossible to standardize and evaluate the form of unwritten broadcasting with the requirements of the text; otherwise, it is difficult to achieve a good broadcasting effect.

5. Effective Strategies for the Development of non-manuscript Broadcasting

Through the study of linguistics, it found that the emergence and existence of stylistic style depends on the change of context. People who use language communicate to a specific object and for a specific purpose in a specific environment and within a specific range. This environment puts forward certain requirements for the use of language, that is, the main basis for the emergence and existence of stylistic style. In short, in order to study the style of language, we must study the context. The emergence of context needs to have six elements, that is, “six who”: why, who, where, when, when and what. Because the process of non-manuscript broadcasting will mainly be affected

by context, so if you want to make no manuscript broadcast. For the greater development of sound, it is necessary to explore and develop according to this “six elements” from the linguistic point of view.

5.1 A practical broadcasting strategy.

Practical first, the expression of accurate broadcast hosting based on the program as the platform, and different programs have different requirements for the host. However, in the case of non-document broadcasting, the host should grasp the practical characteristics of the language and convey relatively rich and effective information through the broadcast presiding, to ensure the quality and level of the program. It is useful to require that the broadcast host must communicate the most effective message in the shortest possible time. In view of many emergencies in the society, the host must disseminate all the information they have in the first time to the masses of the people, so that the audience can know the specific situation and development trend of the emergency in time. In addition, entertainment programs, with the increase of interaction between the program and the audience, in the face of all kinds of questions raised by the audience, the host must quickly make an appropriate response and make the most effective response in the shortest possible time. In this context, the host must improve his language expression ability and focus on the content of the discourse rather than the form. The timeliness of broadcast hosting puts forward higher requirements for the host's oral style, and it is also one of the main strategies of unwritten broadcast hosting, that is, practical first. In the existing program, whether it is news or entertainment, the host must have mastered the first time in some interview programs, the host must asked to respond to the instant words of the guests and the audience in a timely manner. In the face of such an environment, it is necessary for the host to consider the content of the language rather than the form of the language, which is the practical first strategy.

For our country, how can we express what we want to express in time and accurately when we broadcast without manuscript, which is worthy of everyone's deep consideration.-in general, we should look for the relevant answers from the specific words and sentences. First, in words, it is necessary to avoid that the host of written vocabulary should be familiar with the oral expression of words. When broadcasting, we should try our best to match colloquial words with universal words, so that listeners and viewers can understand the content of the host at the right time.

5.2 In syntax, try to use short sentences as much as possible.

Short sentences used to avoid the emergence of compound sentences. Note that word order broadcasting hosts a wide range of audience groups, and the language used in broadcasting tends to spoken rather than large written language. From a linguistic point of view, complex long sentences have complex logic and are difficult to organize in time when oral expressions carried out. Therefore, it is best to use short sentences to express the content of the host in the absence of manuscripts. Through the splicing of short sentences, we can not only clearly express the content of the host, but also avoid the situation that the audience does not understand and lighten the burden of the audience. In particular, variety shows are mainly to bring happiness to the audience, so the host's host language it should be even more simple and effective. In the daily oral expression, most of them only speak colloquial short sentences; generally only in the text can reflect the content of strict and reasonable long sentences, compound sentences. However, for the taxi holder, if the taxi holder is talking about complex long sentences, then people need to concentrate on the analysis and understanding of what they say, and for the host himself, it is not in line with the habit and style of expression.

5.3 In decoration, it is necessary to reduce the emergence of modifiers.

When the host broadcast, there were a lot of modifiers, a lot of gorgeous words, only let everyone feel long, wordy, the effect is very bad. Therefore, whether in the absence of manuscripts

or other forms of broadcasting, strive to “simple and bright, hit the nail on the head, go straight to the theme, straight to the point.” In addition, we should pay attention to the word order of the sentence when using the short sentence, and make sure that the content of the expression meets the requirements of the program through the grasp of the word order. For example, in the face of emergencies, the host must know what aspects of the content should be involved in the next host, and quickly sort the content to express. Wang Han in 2015, “I’m a singer.” When Nan withdrew from the competition, he grasped this principle. He had a very clear understanding of what he was going to talk. His word order was to determine the facts, appease the audience, express respect for the singer, and show the audience that the next program will continue after the adjustment.

5.4 Control the speed of speech.

When moderate redundancy not broadcast, the host's language expression and thinking carried out at the same time, but the content in mind is more adequate than the expression in order to ensure that the host can always have something to say. In order to prevent the intermittent situation of the host process, the host must control the speed of speech; keep the speed of the host in a relatively stable state, and in line with the characteristics of the program. In addition, we can also adopt the strategy of moderate redundancy when hosting. That is to say, in addition to the necessary information, some redundant information can be added to the hosting process to create a relaxation broadcast hosting effect. Because from the perspective, from the point of view, receiving effective information all the time will also feel tired, and it is difficult to concentrate on the whole time, and the adoption of language redundancy strategy can help the host and audience get some relaxation, thus focusing more attention to receiving main information. The author has a certain special character in Korean broadcast hosting. From the perspective of language, there are certain differences between Korean and Chinese broadcasting, especially when Korean language is too fast, it is more difficult to hear than Chinese is. Therefore, controlling language speed can also ensure that the audience can listen to the content of broadcasting. When broadcasting in Korean, besides news, it should follow a moderate redundancy.

5.5 A low-level Abstract broadcasting strategy.

The strategy of “low Abstraction” mainly deals with “whom” in context. In order to enable the complex audience to master the information broadcast by the host at the first time, so that more people understand what the host: it is necessary to adopt a low-level Abstract strategy. The main method is: when the host broadcast, its extension meaning should ensure that all the audience groups can understand. The main point is to enable the audience to understand the host's words, but also to enable the audience to understand the literal meaning. A large number and a large number of people the diversity of groups constitutes the complexity of the audience. Radio and television can use radio waves to spread information in a wide range. Under the condition of no interference, as long as the users with television will become the audience of radio and television, radio and television have a large number of audience groups. Radio and television culture is a popular culture. Because its audience is rarely restricted by age, gender and educational level, people of any age, people of any educational level, as well as people from different countries and different regions will understand the content of television broadcast as long as their vision and hearing are normal, and will become TV viewers. Therefore, radio and television viewers have a strong diversity of characteristics. In the face of such a complex mass group, the broadcast host needs to adapt to such a complex context and find a suitable oral style expression to meet the needs of the public. The host's words should express as far as possible in line with the basic awareness of the audience. Due to different regions, different cultures, different age groups and other audience groups have different understanding of the content of communication, some can understand the whole, and some can only understand the part, while others cannot understand. Therefore, the host's speech expression must be easy to understand, so that all the audience can understand, to achieve the purpose and significance of information dissemination. Cause Therefore, it is necessary to use the theory of Abstract ladder

to reduce Abstract discourse and Abstract degree. The “Abstract ladder” means that the higher the degree of Abstraction, the faster the degree of information processing, but the fewer such people will be, and the higher the risk of misunderstanding: the lower the degree of Abstraction, the slower the processing speed of information, the more people will communicate, but the actual efficiency of communication will also be reduced. Therefore, if the host wants to communicate effectively, he can not only exist on an Abstract level, but also keep shuttling between different levels. The moderator should control the degree of Abstraction through his or her personal ability, and build the Abstract based on Based on the concrete concept, the simple and familiar image gradually transitioned to the Abstract proposition, to avoid the appearance of understanding error and ensure the dissemination of correct information.

5.6 Moderately redundant broadcasting strategy.

The characteristic of linear communication is the communication characteristic that most radio and television works will mention, which is mainly manifested in that no matter how many TV stations there are, no matter how many programs are carried out in strict accordance with the sequence of time. it can be seen that the so-called linear communication means that the spread of radio and television is carried out in turn on the horizontal axis of “time”.

The linear communication characteristics of radio and television require the host to show the characteristics of moderate redundancy in the expression of oral style. One communicator once pointed out that language makes use of redundant information, because usually, in order to ensure a comprehensive understanding of communication information, it always gives more information than it actually needed. Redundancy is the general law of speech communication. In the context of “linear communication” of radio and television, moderate redundancy is particularly important for broadcasting hosts. Because when viewers watch or listen to radio and television programs, it is usually difficult to maintain a focused listening state from beginning to end, and the linear mode of communication will make the audience miss some information, thus affecting the effect of information dissemination. The realization of moderate redundancy in the oral style of the host is one of the effective strategies to improve the level of unwritten broadcasting.

Therefore, in order to meet the “what” in the context, it is necessary to achieve appropriate redundancy. In Radio and Television Festival, if you hear the wrong message or read the wrong message, it is difficult to listen to it again and read it again in the first place. Therefore, it is necessary for the host to achieve appropriate redundancy, to supplement it layer by layer after transmitting the required information, to ensure that the audience can accurately accept the parts that are easy to miss, and to emphasize the main meaning of the information repeatedly in the statements mentioned later. How to achieve “appropriate redundancy”, the main way is: to clarify the purpose of redundancy, there are three purposes of redundancy, the first is explanatory redundancy, to explain the content of the context, Let people know more, that is, the Abstract level of the problem mentioned above. The explanatory redundancy of the general host will use low-level Abstract words, that is, specific words, to describe the high-level Abstract content layer by layer, so that people can understand as soon as possible. Second, in order to let the audience hear the Keywords, the host should repeat the Keywords many times at all times to ensure that the audience will misunderstand the whole discourse due to mishearing or mishearing.

6. Summary

“No manuscript broadcast” is the most core ability of the broadcast host. It is an important part of the professional ability training of the broadcast host, and plays an important role in improving the host's oral expression ability and language organization ability. There are often different problems when there are no manuscripts. Therefore, according to the actual situation, the host should follow the corresponding principles to solve all kinds of problems in the process of hosting. As the main form of modern broadcasting and hosting, non-manuscript broadcasting is the host. The core ability is a process in which the host uses the spoken language in real life to express his own

feelings and skills. The main determinant factor of oral language is context, and radio and television as the radio host is the context in which the speaking language body used for non-script broadcasting. Therefore, it is very important to train the host to carry out non-script broadcasting and improve the ability and skill of non-script broadcasting based on the linguistic vision. In short, the degree of research on the radio host's non-draftless broadcasting is not enough, which requires the industry constantly improve the theory of non-draftless broadcasting, and the host should constantly improve their own comprehensive ability, innovate the broadcasting theory. In addition, promote the development and progress of broadcasting and hosting industry in China.

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