Research on the Operation Mode and Characteristics of oral communication in TV Context

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Abstract: From its birth to the present, oral communication is of obvious importance to all. In today's media age, language is an important carrier of program content, and information must be transmitted through language. Oral communication has undergone a long and complicated evolution with the development of media. With the prevalence of traditional electronic media and new online media, all kinds of screen programs are surging. The first communication revolution in human history was successful because of the power of language, which was also the beginning of language communication. In the TV context, the language of the host in the oral communication plays a role in demonstrating, edifying and leading the TV audience. The continuous advancement of information technology has brought about substantial changes in the media environment, and mainstream media no longer enjoys monopoly information dissemination and distribution rights. The development of modern electronic media has made the distance and radius of language communication infinitely magnified.

1. Introduction

With the rapid development of media industry, television has become an important window for people to obtain information. As the direct driver of TV programs, the host's language has attracted more and more attention from all walks of life. The first communication revolution in human history was successful because of the power of language, which is also the beginning of language communication [1]. Since the birth of oral communication, it is still the most basic, common and intuitive way of information dissemination in human society. Throughout the history of media development, from spoken language to writing, to printing and even electronic networks, every communication revolution mediates thought and society, creating brand-new social relations, and thus changing human cognition and concepts [2]. The most direct reason for language production comes from the inner needs. With emotions, it is like showing up. If you have an understanding, you want to verify it. If you have an idea, you want to tell [3]. Voiced language is an important tool for TV host to conduct oral communication. The reason why excellent program host has extraordinary charm is a subtle language that can be used in oral communication [4].

People are emotional animals. When one feels a friendly attitude, he will report the same kindness. The TV presenter undertakes the task of guiding discussion, organizing the series, and adjusting the atmosphere during the creation of the program. The language of the program host in the oral communication process undoubtedly plays a role in demonstrating, edifying and leading the audience [5]. In the process of dealing with people, let us be human. Use language to help us impress others and get the same human rewards of others [6]. This shows the importance of sincere language communication art in oral communication in various communication behaviors. Any person engaged in oral communication takes on the role of conveying ideas and promoting spiritual realm and level in the process of oral communication. The first thing to do is to use sincere words from the heart [7]. With the development of the application of Internet technology, oral communication will never forget or have to communicate face to face. The media should attach great importance to the question of how TV presenters should properly use language to optimize oral communication.

2. Normality of Producer's Population Language Communication

2.1 The Development and Characteristics of Oral Communication

Audio language is the main form of language use in oral communication. Television program hosts publicize the Party's policies and policies and reflect the voices of the public by using voice language as the carrier. Only when a person is confident and emotional about what he says, can his words be handled appropriately and his expression achieve the desired effect. The history of language communication is the oldest and lasts for millions of years. After innumerable generations of evolution, syllables came into being about hundreds of thousands of years ago, followed by language. Oral culture is additional and aggregated, and can reflect empathy and participation. It mainly entrusts meaning to context, not logic. In the mass communication ecology, there is an unequal relationship between the mainstream media and the audience. The dominant position of mainstream media can determine the content, breadth and frequency of news promotion. Whether it is the pronunciation of the rhyme or the processing of the syllables in the stream, it is necessary to follow the standard of the Mandarin language to ensure that each syllable is pure, clear and full.

Assuming that there is no corresponding object existence, then the language will not appear, and people will not be able to communicate with each other, nor will they get the diffusion they deserve. Oral communication is based on the actual needs of human development and social development. After the various influencing factors have been uniformly measured to the four-point system, in order to better study the influence of various factors of oral communication in the TV context, the idea of normalization is adopted. The relationship between normalized value and talent training evaluation is shown in Figure 1.
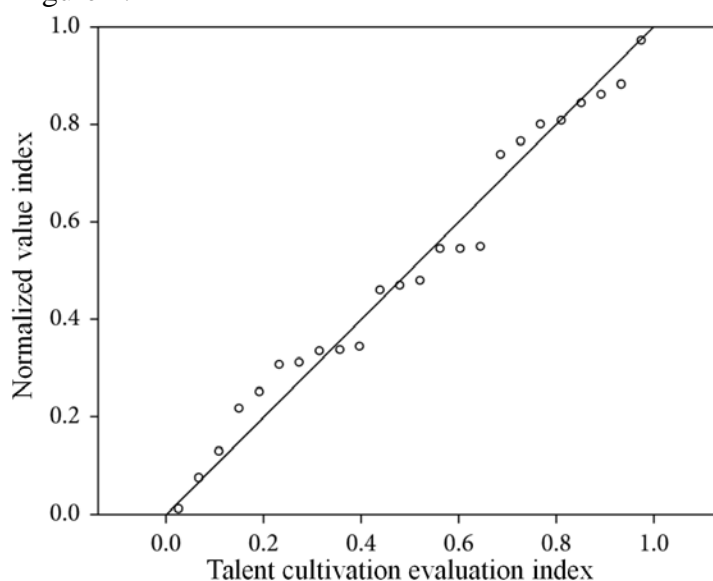

Fig.1. Relationship between normalized value and oral communication evaluation

Using your own way of speaking is not to negate learning and imitation. Without learning, you can't master the language. Learning is often started from imitation, especially in oral communication. Oral communication research is inseparable from the study of context. Context is the general term of the linguistic environment. It refers to the specific environment when people use language to communicate. It can be divided into linguistic context and non-linguistic context. The linguistic context is the context or the preface of the utterance. Language is an important carrier of the host's oral communication. Although the host's external image and program pictures have certain advantages in TV programs, we should also see that the audio language is still the main way of oral communication. Unlike the unidirectionality and linearity of mass communication, oral communication regards human communication as a process of two-way communication and interaction. The study of the effects of oral communication pays particular attention to the unity achieved in the process of two-way communication between communicators and audiences.

2.2 Current Situation of Spoken Language Communication in TV Context

In the beginning and evolution of human media, dictation and literacy not only reflect the differences between different media in the people's writing system, but also shape the way we perceive the world. Some media outlets use direct indoctrination and simple repetition to carry out news campaigns. This will not only fail to achieve the propaganda effect, but will also lead to the rebellious psychology of the audience. Voiced language is an important means of television oral communication, and vocabulary and grammar must also be standardized. In the context of the concept of media, all kinds of media continue to disseminate information, so that we understand the world, but also form a cognitive concept, thoughts and attitudes towards things [9]. Individual hosts misunderstand the standardization of language. They mistakenly oppose the standardization and individualization of language in oral communication. The way of speaking is not to deny learning and imitation. Without learning, one can not master the language well. Most of the time, learning begins with imitation, especially in oral communication.

3. The language of program host's oral communication should be standardized

Oral communication is the first stage of development in the history of human communication, and the development of oral communication can be based on the development of the media. At different stages of different periods, oral communication is valued, and the space and ability to be embodied are different. Only in the role of the Pinyin alphabet can the human experience be divided into two parts. Let people's vision replace the hearing, the eyes replace the ears, and let their body and mind be freed from the powerful words and the tribe obsession of the kinship network. Learning and imitation will eventually return to your own personality, otherwise you will lose your personality and lose yourself. The audience is in a passive position and has no choice for information and cannot effectively feed back information.

In the new media era, profound changes have taken place in the process of information transmission and the form of media. As a TV program host, we should actively respond to the policies of the party and the state and unswervingly fulfill our obligation to promote the standardization of Chinese. Serve the broad audience with standard, vivid and friendly language. The networking of media communication brings great convenience to people, but it also brings negative influence to people's production activities. In the consensus media communication network, a node is randomly selected as the opinion leader of the social consensus system, and the impact of public opinion on the vulnerability of the social consensus system is obtained as shown in Figure 2.
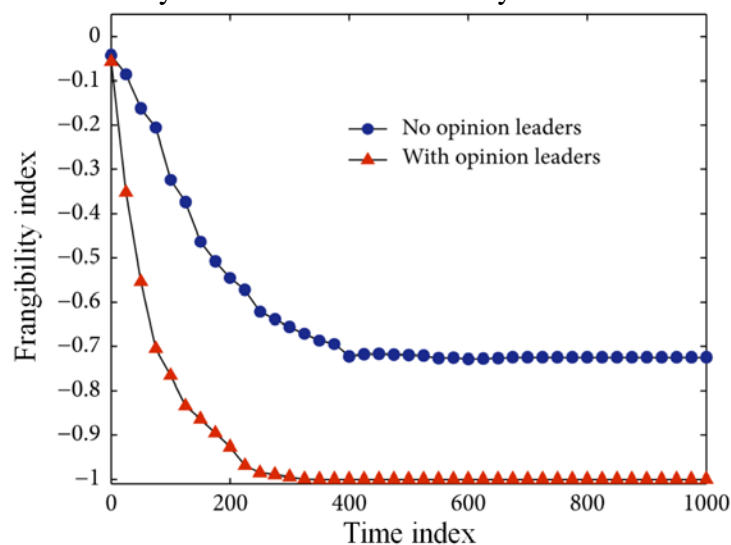

Fig.2. The impact of public opinion on the vulnerability of the social consensus system

In today's society, Oral communication can combine its own characteristics such as flexibility to make itself have strong adaptability, but the early oral communication still has great limitations.

Although the external image of the host and the program pictures have certain advantages in TV programs, we should also see that the audio language is still the main way of oral communication. When the content is somewhat exhausted, to win from the aspect of form alone is a period of over-weight of form which is approaching decline. In terms of the relationship between content and form, all sound writing and speaking are determined by content. Using oral communication to look at the speech, we can think of it as one or more communicators, and the process of communicating to multiple listeners [10]. With the rapid development of communication technology, the definition of public communication has become more and more expanded and is no longer confined to physical space. The dissemination of information in the context of television is neither a pure oral language in interpersonal communication nor a purely written language in traditional flat mass communication. The linguistic and non-verbal symbols of television produce a variety of combinations and expression possibilities, presenting a unique TV genre and linguistic representation.

4. Conclusion

Oral communication has been widely concerned in recent years, and it is itself a multidisciplinary and multidisciplinary academic subject. It comes from the warmest side of human nature, the natural expression of the true emotion between people, and can give people a feeling of love and care. Therefore, it is necessary to have a high level of literacy and rich experience in thoroughly analyzing it and obtaining scientific conclusions. Every effort of people in speech is first and foremost for the pursuit of better communicative effects. It is the realization process of a practical and explicit need of human beings. Under the situation that the media environment is constantly changing and the pressure of competition in the media is constantly increasing, we will explore a path suiTable for our own development and earnestly fulfill the duties of the party and the government to the mainstream media. The authenticity of Oral communication is derived from the process of designing and arranging speech forms in order to maximize their utility. There is still much room for improvement in oral communication. As a program host, we must keep pace with the times. Oral communication should be carried out according to the propagation law and characteristics of audio language, and make due contributions to optimize the effect of oral communication. From a social point of view, the positive guidance of oral communication can promote the more harmonious development of our society.

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