

## Study on the Reform of the Training Mode of Talents in Broadcasting and Hosting Art from the Perspective of Spoken Communication

Yang Qv

Xi'an Peihua University, Xi'an, Shaanxi, 710125, China

**Keywords:** Broadcasting and Hosting Art, Spoken Communication, Training Mode

**Abstract:** In China's broadcasting and hosting art talent training mode, less attention is paid to the cultivation of the "human" as the main subject of communication in the future. A large number of modeled trainings create a stylized language "representation" ability, rather than the ability to produce, produce, disseminate, feedback, and correct language as the main body of speech generation "human", as in oral communication. The oral form of the announcer and the presenter is a model of language application in human society. The state of communication presented by the broadcast host activity is completely covered in the study of oral communication. There is a general and special relationship between the language transmission phenomenon of the announcer and the presenter and the theory of oral communication. Therefore, from the perspective of oral communication, we re-examine the training mode of broadcasting and presiding art professionals. We realize that broadcasting and hosting education is the oral communication education with "people" as the main body; training broadcasting and hosting ability is the ability to create oral communication. Spoken communication can provide theoretical support and guidance for various practice links of broadcasting and hosting teaching.

### 1. Introduction

In 1980, the Beijing Broadcasting Institute separated the broadcasting undergraduate major from the journalism department. On this basis, the broadcasting system in fact was established. The broadcasting education has independent teaching units and disciplines. Through the development of teaching disciplines, broadcasting the theory and teaching materials have made great progress. During this period, many professionals have studied the broadcasting education and published many theoretical books that are helpful for broadcasting education. At this stage, in order to meet the needs of China's broadcasting industry for radio and television professionals, the local government and the radio and television departments began to expand their schools, thus cultivating a large number of broadcasting host talents for China's broadcasting industry, and also providing more opportunities for in-service moderators. More training and training opportunities. The development of China's radio and television industry is mainly manifested in the increase in the number of radio and television stations in the early 2000s. As each TV station began to create its own featured TV programs, it required a large number of hosts, although the announcers also had to be transformed as show hosts. However, the limited number of people has promoted the unprecedented development of broadcasting and art education in the context of the development of the broadcasting industry. The original college has deepened the education of broadcasting professional, and there are also more regional institutions to meet the needs of the booming TV broadcasting industry for broadcasting talents.

### 2. Development and Status Quo of Broadcasting and Hosting Art Teaching

The goal of current broadcast and hosted art education talent training is to train broadcasters and presenters for the media. Investigating the academic background of the industry announcers and program hosts is the best test of the existing teaching effects and educational models. Here we use the method of sample survey to analyze from multiple angles, try to analyze the problems presented in the professional education and teaching from the academic background of the industry personnel,

and then prepare for exploring the new talent training mode. In view of the huge team of CCTV hosts and the outstanding ability of broadcasting and hosting, colleges and universities will deliver broadcasters and program hosts for CCTV. Therefore, CCTV is selected as a sample for data analysis.

The broadcaster and program host represented by CCTV 56. 25% graduated from the broadcasting and hosting art majors, 43: 75% are other majors with Chinese, foreign languages, economics and journalism, and the background of science and engineering is 4%. Among the 126 subjects in the background of broadcasting and hosting art, 111 were graduated from Communication University of China, accounting for 88%; 5 were from Zhejiang Communication College, accounting for 4%; the other 10 graduated from the Central Academy of Drama, Beijing Eight colleges including the Film Academy, Shanghai Theatre Academy, Tianjin Normal University, Sichuan Normal University, Wuhan University, Guangzhou University, and Henan University. From the perspective of professional distribution: 56.25% of the students who studied broadcasting and hosting art. It reflects the achievements of the art education in China. But for traditional professional employment, this ratio is still too low. On the one hand, it shows the openness of the work of the announcer and the presenter; on the other hand, it shows that there is still much room for improvement in the training of talents in this profession. The current core competitiveness is not obvious, and the professional advantage is not outstanding. From the perspective of the distribution of colleges and universities: China Communication University is monopolized (but its graduates are engaged in broadcasting work more than in hosting work), Zhejiang Media College also accounts for some proportions, which reflects the two professional colleges must the history and scale of running a school. There are one or two graduates from eight institutions represented by the Shanghai Theatre Academy. More than one hundred other broadcast-hosting professional colleges are empty. This kind of graduate school's distribution of her situation is not unrelated to the reasons for the single talent model, the style of copying, and the lack of distinctive features.

### **3. Re-recognition of the mode of broadcasting and hosting professional talents**

Through the comparative study of Chinese broadcasting and hosting art and oral communication talent training models, there are many similarities between the two. Although the objectives of the two professional training are different, they all focus on the cultivation of students' language application and expression skills.

China's broadcasting and hosting art education is rooted in the construction of Chinese broadcasting theory. As a research subject of broadcasting and broadcasting, and studying the law of the development of the broadcasting creative activity system, although it constantly absorbs practical experience in the development process and tries to strengthen the intersection with related disciplines, there are some urgent treatments in the development of the discipline. The problem solved: the theoretical construction is relatively weak, and the published textbooks are mostly based on experience summarization and skill training. The academic vision is not broad enough, and the teaching focus is mostly on the application skills of pronunciation, pronunciation, pronunciation, reading and other audio languages. Although the professional sequence teaching system is complete, the level of talent training is not obvious. There is little difference between undergraduate and junior college, double degree, and postgraduate in professional teaching. The graduates who have not formed their own systems seem to have relatively weak foundations, and they will not be competitive in the future workplace competition. Obviously, there is not enough stamina. These will also cost the bottleneck of professional development in the future.

There is a difference between broadcasting and hosting. The author disagrees with the statement that "the host broadcasts" and "a new variety has been added to the garden created for the broadcast". Broadcasting can't cover the host, and has different modes of communication and communication. Based on the manuscript, the announcer uses a voiced language to create a second-degree, objective, accurate, rigorous and standardized dissemination of information. Broadcasting is the product of the "strong effect theory" of mass communication. Although it emphasizes the "object sense", it still occupies a strong central position in the process of

communication. In our country, the announcer is the mouthpiece of the party and the people. As the representative of the party and the government, it cannot highlight the personalization of the person. Even "Since 1966, the Central Broadcasting Authority decided to cancel the system of broadcasting announcers and TV journalists." The moderator appeared in front of the audience as a living personal identity, using the expression of colloquialism "a revolutionary injection of interpersonal communication factors in mass communication activities, creating a unique form of mass communication", "achievement." The inter-personalization of mass communication and the popularization of interpersonal communication." In daily life, the host also seems to be a non-staff member of each family.

#### **4. Reforming the Mode of Talent Cultivation in Broadcasting and Hosting Art Education**

Although there is no long history of oral communication in broadcasting and art education, we cannot ignore the importance of broadcasting and hosting. The ability of the moderator is not only a simple skill, but the result of the accumulation and application of knowledge for a long time. Therefore, the broadcast host must master a solid professional foundation and cultivate his own learning ability and migration ability as an excellent the host also has to master a variety of knowledge, in order to be able to do a good job in practice, to make the program and broadcast content to be vivid.

The development of science and technology has made information more widely and more quickly accepted by people. In view of this advantage, students have begun to break through traditional concepts, become more open-minded and active, and have more creative abilities, but because college students have not yet had real contact. Society, therefore, the development of all aspects of ideology is still immature, and the students who broadcast the professional are very strong in their performance, but their self-control ability is relatively lacking. In order to develop better in the future, students must establish correct professional values and professional ethics. The correct concept can play an active role in the students' career. Many institutions do not realize this. The importance of this, therefore, in the process of broadcasting and hosting art professional education, we must pay attention to the formation and establishment of students' psychological concepts.

The ultimate goal of education is to apply it in social practice. Therefore, the employment of college students is particularly important. Only through employment can we obtain stable income, realize personal values and our own dreams. College students shoulder the hope of a nation and a nation. Therefore, the employment of college students is directly related to the stability and development of the entire society. For the broadcasting host professional, the employment direction should be oriented to the media. The media mainly includes traditional media, radio, television, and emerging media, networks, etc., so professional eloquence is the main direction of employment. Strengthening the cultivation of professional talents, creating a group of excellent announcers and program hosts, and grasping the main development direction of this major is the basis for the existence and development of broadcasting and hosting art majors.

To expand the employment path, first of all, based on the social needs, while consolidating the traditional teaching mode, enhance the practicality and expandability of the course content. Guided by market employment, we will set up different professional courses for different career orientations of students, and open more courses on marginal subjects related to the broadcasting host profession. We will improve the curriculum and formulate more comprehensive talent training objectives to improve students' personal abilities. And comprehensive quality. Pay attention to the individual differences of students, and carry out the direction-oriented training under the premise of laying the basic skills of this major to help students quickly adapt to the needs of employment and social work. The expansion of these employment channels can help the broadcasting and hosting art professions adapt to the needs of economic construction and social development, improve the employment rate of graduates, achieve the balance of supply and demand of talents, and serve the socialist market economy in a more comprehensive manner.

## 5. Conclusion

The perspective of oral communication provides a new way of thinking for the reform of the talent training mode of broadcasting and hosting art professions: broadcasting and hosting activities as a typical form of oral communication, the dominant features of the phonetic features and the hidden features of language thinking. Combine the sound language vocal skills and oral communication theory, focus on shaping students' oral communication ability, and strengthen practical teaching; to cultivate students' "I want to speak" oral communication values and "to express words, to be honest, The professional ethics of words and deeds is two wings; training students to establish the spirit of using spoken language communication as a public service, which will also be the guarantee of their internal motivation for broadcasting and hosting work, the guarantee of professional vitality; guiding students to broadcast, TV and online media broadcasters and program hosts are the main employment direction, taking into account the multi-channel employment in public relations, marketing, and literature promotion, so that the oral communication talents who master the broadcasting and the basic theory and basic business ability are more comprehensive. Serve the socialist market economy.

## References

- [1] Wang Kaiyun. Reform of the Mode of Broadcasting and Hosting Art Talents in the Perspective of Spoken Communication [J]. Journalism and Communications, 2014(12):173-173.
- [2] Zhang Wei. The Reform of the Mode of Broadcasting and Hosting Art Professionals under the Perspective of Multimedia [J]. TV Guide, 2017(11).
- [3] Chen Lian. A Probe into the Training Mode of Broadcasting and Hosting Art Professionals--Taking Guangdong Universities as an Example [J]. China Radio and Television Journal, 2013(4): 57-58.
- [4] Li Yuqing. Teaching Reform and Practice Exploration of Graduation Design for Broadcasting and Hosting Art [J]. AV, 2017(9).
- [5] Meng Jiawei. Artistic Analysis of Broadcast Hosting Language in the Context of New Media [J]. Science & Technology Communication, 2018, v.10; No.210(09):40-41.