

Research on the Innovation of the Professional Teaching in the Perspective of Speech Communication

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Abstract: Speech communication is different from mass communication and pays attention to interpersonal communication. It involves interpersonal relationship, work communication in enterprises and institutions, public communication, cross-cultural communication and so on. Whether it is radio and television broadcasting, hosting, or news reports and interviews, it based on the individual, media communication channels under the “people” speech communication. Individual language communication and comprehensive communication ability should be the core ability of radio and television language talents. This ignored by broadcasting and hosting art education at present. The theory of interpersonal communication in speech communication can enrich the theoretical soil of broadcasting and host the major, and can expand the host of broadcasting. Hold the professional development space. Broadcasting and hosting the teaching of art specialty should expand from mass communication to new media and interpersonal communication, and actively open up the territory of teaching innovation and research. The mature theoretical system of western communication will provide support for broadcasting and hosting professional teaching practice.

1. An overview of speech communication

Rope notes, letters, telegrams, radio, telephone, television, mobile phones, networks, and human communication methods constantly updated with the progress of history and with the rapid progress of science and technology. Every innovation in the way of communication has brought changes to people's production and life. However, no matter how the way of communication changes, the language, as one of the basic skills of human beings, is still the most extensive and common way of communication. Speech communication, speech communication and oral communication are all “speech”.

The translation of communication is a study that takes the use of verbal and nonverbal symbols in dynamic communication as the research object, in order to improve the understanding, influence and persuasion of themselves and others. Verbal communication widely exists in all aspects of social life, from daily communication with classmates, friends and family to seminars and public exchanges at academic salons. from teacher-taught teaching classes to public speeches to promote social change; from the work report of the annual meeting of enterprises to the inaugural speeches of national leaders, the contents, objects and occasions of verbal communication are numerous and complex. differ in thousands of ways. Professor Lu Xing, (DePaulUniversity) of Deborg University in the United States, believes that according to the range of people, purpose and form in speech communication practice, verbal communication can be divided into self-communication, interpersonal communication, group communication, cross-cultural communication and public speaking. Speech communication has a long history, both in the western humanities system and in politics and folk. Ancient Greece and Rome were the golden age of the development of western language. Plato and Aristotle first combined with the practice of language use, summed up and extracted the theory of speech, in Plato's work < Fei in (Pheadrus), he believes that the basis of language communication is logic (logos), which supports the intertwined language. Through language communication, logic can made clear and truth can explored. In the middle Ages, speech

communication mainly reflected in missionaries' missionaries. During the Renaissance, the social life and political life of Europe restored the tradition of ancient Greece and ancient Romans, and were full of speeches and debates in all social strata. At the end of the 19th century, the introduction of argumentation from Europe to the United States became the core curriculum of humanistic education. The theory of argumentation developed into a theory later. Argumentation combined with practice. In practice, it is mainly public speaking class. The practical aspect is mainly the public speaking course, that is, the training of students' speech skills, speech morality, and speech use, while the theoretical aspect covers the fields of philosophy, logic, persuasion, psychology, sociology and literary criticism.

2. On the innovative significance of speech Communication to the Teaching of Broadcasting and hosting Specialty

Speech communication is different from the mass communication and focuses on interpersonal communication. The scope involved includes interpersonal relations, enterprises, work exchanges in institutions, public communication, cross-cultural exchanges, etc. Whether broadcast and television broadcasting, presided, or press interviews, are based on individual and media communication means of "human" verbal communication. The individual's ability of language communication and integrated communication should be the core ability of broadcasting and television language talents. Speech communication can be fertile to host the theoretical soil of the major and expand the development of the major. Research on the Innovation of the Professional Teaching in the Perspective of Speech Communication.

2.1 Define the broadcast style in "self-communication".

Self-communication is the hierarchical foundation of all types of communication in oral communication, and the basis of all kinds of oral communication behaviors. The transmission pattern presented by the broadcast hosting business is completely included in the research scope of oral communication. Therefore, self-communication is the hierarchical basis and behavioural basis of the teacher's oral form. Self-communication is self-communicating with itself, which has the role of self-convincing. Self-convincing has gone through self-argument, self-contradiction, and finally the conclusion and derivative action. This reflection process is necessary for personal growth and change. The students are in the drum of the teacher. Under the encouragement of self-disclosure, self-suggestion, social comparison, peace and reason, self-cognition with self-confidence, based on defining their own personalized advantages, it is an important standard to test teachers' professional ability to make personalized self and socialized self-collision and negotiation broadcasting and hosting through self-conversation. Whether high quality and efficient communication can complete is an important standard to test teachers' professional ability. If you want to communicate well with others, you must first learn to communicate with yourself. Through self-communication, constantly recognize the self, so that their thoughts and actions get clearer guidance. Self-communication training can help students majoring in broadcasting and hosting to correct and Supplement the self-awareness, find out the personality, the ability and the style of the discourse.

For example, the individual will of the students is to give full play to their own advantages of thinking and language ability in the professional field, while the socialized self further requires himself or herself to show their personal advantages and become an excellent conversation teacher systematically through the way of applying or participating in the competition. For example, the student's personality is gentle and understanding, then the socialized self further clarifies that he needs to become a warm and peaceful conversation teacher through his own systematic learning and accumulation. In the course of teaching, teachers should constantly help students to clarify their own characteristics and advantages, and focus on cultivating and providing them in areas where they have the potential or are good at it. Opportunities that are more practical make them more aware of what areas they can appreciate and where efforts are easier to succeed. In addition, further help students give full play to their personality advantages, so that they have a clear understanding of their own speech style.

Self-communication can be defined as a reaction of external information to the inner world, and its form of communication is self-dialogue or “inner discourse”. American scholars Joseph Rafters (Joseph Luft) and Harry Ingham (Harry Ingham) divide everyone into four self: others know open self, this part of the information about themselves. Hidden self, this part of the self-known or can see clearly, but you cannot see it yourself. The hidden self, this part of the self-information and self-awareness is that only they know, do not intend to take sides with others. Unknown self, refers to that part of others do not know, they do not know me.

Every time a teacher picks up the microphone and goes to the lens, a new sense of excitement causes a high concentration of attention, a feeling of excitement that causes his imagination to turn. a genuine sense of feeling that causes a feeling of feeling to be displayed in the filling. A sense of self-confidence causes the expression of self-expression to surge in the heart.^[1] The state of the teacher's performance is the detailed description of the state of the teacher before the camera and before the microphone. In combination with the “self-communication”, the transition of the teacher from the living state to the public speaking state is the transition from the communication scene of the “material self” in the natural state to the communication scene of the “social self” in the working state. Because it is a TV show the image and performance of teachers is a kind of “social self, so the training of transformation is particularly important in the process of training and training teachers.” Students are in “self-disclosure” and “self-concealment” in their daily school life. When students are required to train teachers' teaching content, students are in “self-hidden” and “self-unknown”.

It is an important index to test the teaching effect that students can accomplish the teaching goal. The good student union of this transformation is praised by the teacher as “good understanding good”, while the students who don't do well may affix themselves the label “I don't fit this (teaching content)”, on the road of the road. At this time, teachers are required to guide the “self-communication” that affect students and help students complete the transformation of communication environment. The teacher's job is to communicate smoothly with the audience in different communication scenarios. “Self-communicating” people can be competent for teachers' work. Similarly, training teachers' work should not only train “presiding” but also “people”.

2.2 Listening in teachers' oral ability.

Listening is an important part of speech communication. Listening ability is not born, but can train the day after tomorrow. Listening in a variety of scenarios is an important part of communication; it can say that there is no communication without listening. When we can really listen to others, can provide each other with “psychological air” and meet each other's spiritual needs, then we can concentrate and work hard to solve problems, or exert influence.

In the 21st century, effective listening is a symbol of efficient enterprises, which is of great importance to the development of enterprises, and its returns will be huge, including economic, technological, political and social.^[2] In fact, this demand for psychological air affects the communication in every aspect of life. A true understanding of others can also help them understand themselves. Mutual communication, mutual provision of “psychological air”, mutual accumulation of emotional accounts, mutual trust and trust, listening has become an effective bridge of communication. Solfeggio is the basic course of music education. Expression, instrumental music practice, playing, it is a compulsory course, is the basis that must be mastered. The main task of solfeggio is to develop hearing so that students can distinguish the level, length, timbre, beat and tonal of sound, to enhance their musical memory, train students' reading ability, and cultivate their sense of rhythm, pitch and musical perception when they exposed to rich musical vocabulary.^[3]

In vocal music teaching, in order to better auxiliary singing, we need a lot of training to listen. Then how can we ignore the training of listening in the training and teaching of teachers with “communication” as the core ability. In the traditional classical course of broadcasting and hosting art, the impromptu oral part starts with the difference between oral style and written language, and establishes the basic ability of impromptu oral expression through oral detailed retelling, oral brief retelling, oral creative retelling, oral description and oral comment training. This has played an

immediate effect on the students' basic thinking of establishing oral expression and the basic voice, especially for the text processing and the semi-text strategy. Stroke treatment has a positive effect. However, in the continuous round of one question and answer, one to one answer, it is afraid that the closed, self-styled speech organization cannot complete the communication successfully. At this time, the importance of "listening" will be highlighted. If a teacher wants to speak properly, he must let each other have a desire to speak in listening, open his heart to what he thinks, understand each other's meaning, and pay attention to each other's reaction, to find a new entrance to the question. That is, in the process of listening, think about what he says, how to make what he says attract each other's interest, and catch each other's attention.

3. The significance of Group Communication to the Teaching Innovation of Broadcasting and hosting Specialty

The members of the group come together for a common mission objective and therefore need to be interdependent, mutually supportive and mutually supportive to achieve common goals. At the same time, the group members also reached social satisfaction through the exchange of friendship and emotion. The belonging of the group members came from the characteristics and self-identity shared among the members of the group. The members of the group must communicate and communicate frequently. In addition to the normal exchange, each member of the group, the communication between the members will multiply. In the Group's communication theory, there are a number of ways to enhance the cooperation of the members of the Group and to promote the effective and effective way of achieving common objectives among the members of the Group.

The ultimate goal of the theory of group communication is to seek the intelligence, talent and subjective initiative of each member of the group, which can be brought into full play in the smooth group communication, to facilitate the successful realization of the common goal of the group. Group communication ability is of great significance to teachers.

3.1 The communication ability of the group is the premise of broadcasting the teaching innovation of the professional teaching.

Teachers should participate in the planning, create deeply and understand the needs of the audience. A mature teacher, at the same time, should be a good reporter and editor. A real teacher should be the master of the classroom, the main pen. Studying creative ideas with students, discussing planning, and examining trends together, both for teacher's own progress, or the growth and development of the completely teaching process have positive role.

3.2 Group communication ability is an important part of teaching innovation of broadcasting and hosting specialty.

The teacher is the soul and the link between the students and the classroom. Therefore, in the process, no matter how high the level of students, the core is still teachers. Time should control, scale should grasp, atmosphere should mobilize, rhythm should control, and none of this is the responsibility of guests and audiences. The task of the teacher is to use his own knowledge, energy and ability to control the rhythm of the scene, control the atmosphere on the field and grasp the time.^[6] The audience at the scene can be regarded as a part of the group communication, and the teacher can coordinate the whole communication with the help of the group communication force to achieve the goal more smoothly.

3.3 Group communication ability is the "boost" of broadcasting and hosting professional teaching innovation on the road of growth.

Small class training is the main means of broadcasting and presiding over the teaching of art courses at present. Usually, a professional teacher brings 10 to 20 students with different numbers of students. According to the teaching law, the students can fully digest, understand and transform the knowledge they have learned into their abilities.^[7] The whole process of teaching in small classes is a process of group communication, and the members of the group are for a common phased

teaching goal. Interdependence, mutual help, mutual support to achieve common goals. In the meantime, you can use the theory of group communication. The group standard “urges the students to complete the teaching task; through the group role”, the specific training contents of different students are clearly defined according to the materials. the subjective initiative of each student is transferred through the group power “, and the learning consciousness is improved; the learning effect of the students is observed through the group behavior”, and the teaching feedback is analyzed in a timely manner. The teaching efficiency is improved, and the teaching effect expanded.

4. Summary

Speech communication is not only the study of speech skills, but also an important branch of communication, which combines philosophy, logic, persuasion, psychology, sociology and literary criticism. The subject attribute of broadcast hosting specialty is communication. The two are of the same origin in subject ownership, blending with each other in the field of teaching innovation research. Integrating educational resources and expanding academic tension, which is a positive and beneficial attempt to solve the problems faced by the teaching innovation of broadcasting hosting specialty and to broaden the development space of broadcasting hosting specialty in the future.

Based on the study and application of the existing theory of the western communication, the knowledge content in the research range of the “self-communication” and the communication “Group communication” in the communication will be combined with the practice of broadcasting and hosting the teaching innovation of the art. This is the idea of innovation in the teaching of broadcasting. The teaching practice also confirms the feasibility and effectiveness of this idea. The continuous promotion of communication research will provide a broader theoretical field of view for broadcasting and hosting professional theory and practice. The practice and development of broadcasting and hosting practice will also provide a more effective way for the study of the theory of oral communication.

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