

## The Study of Nurturing Model of Broadcasting Hosts in Minority Languages

Jing Su<sup>1, a \*</sup>

<sup>1</sup> Music and Dance College of Qujing Normal University, Yunnan, China

<sup>a</sup> qjnuite@163.com

\* Music and Dance College of Qujing Normal University, Jing Su

**Keywords:** Minority language programmes; Broadcasting hosts in minority languages; Nurturing mode

**Abstract:** China is a country with many ethnic minorities who have their own unique languages, so programmes made in languages of ethnic minorities naturally become the communicative bridge between the government and all ethnic groups. Ethnic language programmes have significant impacts on solving minority issues, spreading a good external image and, inheriting and carrying forward minority culture to protecting intangible cultural heritage, and then these programmes can help to maintain national feelings and national unity to build national harmony, as well as disseminate the government's policies. As a university of educating broadcasting hosts, it's worth to think about the two questions: first, what kind of attitudes should be adopted to review the teaching status of minority languages' broadcasting and dubbing? Second, how should the teachers train broadcasting hosts in languages of ethnic minorities? We found in the survey that programmes in minority languages are popular in ethnic regions with high listening and viewing ratings. In addition, many minorities are cross-board living, so those foreigners by board, who understand well minority languages at the board, also like to comprehend China via Chinese radio programmes in minority languages. Therefore, it's easy to see the essential status of minority languages programmes in minority nationality areas. At present, however, the development of programmes in ethnic minority languages is not positive since the traditional media are experiencing a shock because of new media. On account of the shortage and loss of broadcasting hosts in minority languages, the broadcasting programme in minority languages is facing its bottleneck in the development. For this reason, it's eventful to seek out a kind of nurturing model of broadcasting talents in minority languages which is suitable for Chinese current situation.

### The Cultural Characteristics of Minority Language Programmes

With existing a lot of ethnic minorities, there are more than eighty minority languages used normally in China. These minority languages recording Chinese traditional cultures become the national treasure. Minority languages are a tie of mutual identity and cohesion in an ethnic minority, so minority languages programmes are definitely an effective tool to link people's heart and defend public opinions. Minority language programmes can, as a carrier to spread national languages, promote better the national pride and disseminate positive energy.

**The recording of ethnic language symbols.** Culture is a nation's spiritual support to live and original motion to develop, and minority languages' programmes are the lively recorder of national culture symbols, even the long-standing ethnic minority cultures in China is constantly inherited by broadcasting these programmes. Additionally, ethnic languages programmes have great an effect in exploiting sources of ethnic minority culture and setting off the craze of ethnic minority cultures. These programmes as well as have a valuable guiding in the study of Tibet, Dunhuang and Turpan, thus, of course, this spreading is the most effective. Especially among ethnic minorities, ethnic languages can promote better people to resonate for these languages are more audible and national. At present, Western hostile forces have implemented "Westernization" and "differentiation" strategies for ethnic minorities in the frontiers, and in order to safeguard their own interests, they will always use ethnic and religious issues to manufacture troubles, for example, in the "3.14"

incident(happened in March 14th, 2008) in Lhasa, the Central Radio Station's minority language broadcasting station promptly informed the public who didn't know the truth in the ethnic language, which not only resolved the national contradictions but also disseminated national positive energy.

**Strengthening the identity of ethnic culture.** China is a unified country with various ethnics and different cultures, although these distinctives enrich Chinese colorful culture, there is a common connection among these different cultures, and that is cultural identity. The cultural identity contains their own culture's identity as well as the identity of Chinese national culture. National unity and political stability are essential factors for a country's sustainable development, and cultural identity is the motive power to boost a nation's prosperity. The national cultural identity in excellent traditional cultures of ethnic minorities is the identity in psychology, thought, awareness and morality. Internal and external ethnic minorities would use a relatively unified cognitive approach and behavior to express themselves in social exchanges because of the reciprocal identity in regions, languages and customs, thus ethnic languages' programmes naturally become the medium to know each other in ethnic minorities. Due to the great audibility and closeness to life of ethnic language programmes, we can use these powerful advantages to make programmes to effectively spread Chinese voice.

### **The Meanings of Minority Language Programmes**

Minority languages programmes are the bridge to communicate between minorities and the government. With rich cultural connotation, the minority language programmes have their cultural mission to inherit ethnic languages, maintenance national feelings and disseminate the policy of good neighborly friendship, and they also have wonderful advantages in promoting national unification and safeguarding the world's unity.

**Maintaining the unity of the motherland.** The biggest advantage of the ethnic language program is that it can effectively spread the voice of the party and the government to ethnic minorities. This dissemination has consolidated the frontier defense, united the people's minds, and made great contributions to the reunification of the motherland. Especially in minority regions with low population density, dissemination via programmes is both cost-effective and efficient. Xi Jinping, the general secretary of China, regards national unity as the lifeline of all ethnics. At the same time, the development of ethnic language programmes cannot only provide more cultural resources of ethnic minorities for minority people, but also spread the cultural resources of minorities to the external world. Minority language programmes have played an effective influence in stimulating the patriotic enthusiasm of all ethnic groups and fully implementing the party's ethnical policy, so this efficient spreading method can make its effects become more effective. Now, "Tibetan independence" and "Xinjiang independence" are provoked by foreign hostile forces, and the situation of ethnic relations is very severe. so, under this background, the status of minority language programs is even more obviously important. We should cast the public opinions of minority language programmes into a wall of iron and steel which cannot be destroyed, and can continue to spread the positive energy of national unity and economic prosperity to all ethnic groups.

**Diffusing economic, political, and cultural thoughts.** Minority language programmes, the carrier of the mainstream media, play an important role both in the internal communication of traditional cultural ideas and the external dissemination of socialist core values, so the programs bear the social responsibility of mainstream media. Because most of ethnic minorities live in sparsely populated areas and some even live by cross-border regions, beside some ethnic minorities don't like to communicate in Chinese Mandarin, there are many obstacles to disseminate policies of the central government. Broadcasting spreads a far, so ethnic minorities just need the video to receive the party's policies. The ethnic language programme has undoubtedly become a partner of the nomadic groups and the remote people who live lonely. In addition, because it can use minority language programs to diffuse advanced science and technology, good models of getting rid of poverty and new civilization, the status of minority language programmes is obviously significant.

**Dealing with emergency events.** China is still in a period of transition, so there always occur conflicts in some ethnic minority settlements due to religious issues and village disputes, and we can see that the deep-seated reasons from these disputes are complex and complicated. Some conflicts may either be caused by religious issues, or these people with ulterior motives deliberately use religious issues to manufacture troubles which they often manipulate the development of, and they would let the emergency develop in the direction of complexity, concealment and diversification, therefore, minority language programmes have definitely become a powerful helper in dealing with these emergencies. When the dispute arises, we can use ethnic languages to correctly broadcast the government's claims and policies, which is more conducive to let the people who don't know the truth understand the reason of the situation and then make the right choice. In addition, the minority language broadcasting can use some programmes that the public like to watch and listen to subtly disseminate Chinese religious policies, and the audience will not have a rebellious feeling in the way of communication, thus its result is effective. Simultaneously, when some major natural disasters occur, broadcasting in minority languages can be useful. For example, after happening the earthquake in Yushu, what is the earliest thing to restore is the Kangba dialect broadcast which timely and accurately disseminated the central committee of the party's rescue and earthquake knowledge to the people, which helps to remove the public's panic. For instance, in 2012, many places in Xinjiang were suffered from snowstorms, and the civil language broadcast played an invaluable role to promptly conduct psychological counseling for the victims, release the rescue information and instruct the people how to rescue themselves in snowstorms.

### **The Investigation of Chinese Minority Language Programs and Hosts**

Minority language programmes, as the indispensable way of spreading minority policies of the party and the government and unification all ethnic groups, cannot be underestimated in resisting foreign thoughts and protecting the peace of frontiers. However, on account of various particularities, the development of minority language programs faces their obstruction, where the single programs, the shortage of funds and brain drain are their main obstacles to grow.

**The outline of minority language programmes.** The broadcasting institutions of Chinese minority languages are composed of the central and local governments, and now, there are 13 province-level, city-level and prefecture-level ethnic language programs. Let's take the central government as an example; CCTV is broadcasting in five minority languages: Mongolian, Tibetan, and Uighur, etc. The broadcasting of minority language programmes is in the way of broadcasting and television. Although the broadcasting time of minority language programmes is short, many people in big ethnic groups and foreigners living at cross-border areas are used to watching and listening to Chinese minority language programmes, thus studying minority language programs is deeply meaningful. The spreading of minority language programmes has a relative advantage because broadcasting is convenient, highly efficient, cheap and timely. At present, in China, there are over 30 minority languages to broadcast, and among them there are 21 cross-border minority languages. The most minority language programs are those in the language of Mongolia, Uighur, next to Korean, Tibetan and the language of Zhuang. The contents of homemade programs on minority language channel are mainly news, supplemented by translating. Xinjiang, Tibet and Inner Mongolia are the provinces with the most self-made programs. After investigating, Chinese minority language programmes have shown localization and nationalization. However, due to the shortage of talents and funds, It's common that the Chinese minority language programme is single-type, beside its nationality is not obvious and its spreading results are not balanced. These programmes are usually translated from Chinese into minority languages, rather than exploiting really minority resources. Especially for some small radio stations, their minority language broadcastings are not a little creative with terrible audibility. Wherefore, further mining minority resources and promoting harmonious minorities become the main tasks of the development of minority language programs.

**The analysis of audiences.** The audiences of Chinese minority language programmes are people of Han, ethnic minorities and foreigners. Some cross-border ethnic minorities used to watch and

listening to Chinese minority language programmes, so cross-border minorities audiences should become the research objects. Based on statistics, there are more than 19 thousand kilometers are crossed by the 22thousand-kilometers land border line in China, among them there are 33 ethnic minorities lived at cross-border areas. Although these cross-border minorities are in different countries, influenced by different political, economic and cultural factors, they have the common national characteristics and identity because of the similar languages, traditional cultures and customs. As these border residents have frequent marriages, production and life exchanges, they form a common cultural circle, thus the spreading of minority language programs in cross-border ethnic groups is obviously effective. The ethnic language program plays an essential role in the recording of ethnic language symbols, the inheritance of national art and culture, and the formation of cultural identity in the territory and abroad that are conducive to peace and friendship. It is an important link for maintaining cultural exchanges at the border, as well as a significant beginning to spread China's political and economic propositions and promote national unity. As we all know, the audience and communicator are a positive and interactive relationship, where communicators spread information in minority languages and the audiences are more likely to accept thoughts and propositions because of the same context, which may bring expected outcomes.

**The analysis of problems existing in minority language hosts.** The development of the ethnic language broadcasting and television industry requires a large number of professionals in the department of minority radio television. However, there are not enough talents with both ethnic language skills and broadcasting literacy. In addition, as the number of young people who can use minority language programs is decreasing, the aging structure of the minority announcers is also aging, beside most of the minority areas are remote regions, so the brain drain is serious. Additionally, due to the restrictions of traditions, cultures, and concepts in ethnic minority areas, the creation of programs is rigid and the content is single. In remote regions, media have widespread institutional backwardness, lacking of stamina and modern media concepts. Minority language programs lack the driving force behind reformation. Many ethnic language hosts did not undergo professional training, and they just rushed to work just because they were good at a certain minority language, beside they grew up to master broadcasting in constantly exploring, so the improvement effect was not obvious. A few ethnic broadcasters haven't formed their own styles because of the lack of competition awareness, and the means of programs are single beside of the bad hosting. The lack of brand awareness and self-improvement has also become a factor restricting the development of the minority language hosts.

### **The Training Ways of Minority Language Hosts**

The stability of the country and the unity of the nation cannot be separated from the propaganda of national policies. Similarly, the development of ethnic language programs cannot be separated from the creation of the hosting talents. It is imperative to cultivate a team of minority language hosts who are in line with China's national conditions. Only by tackling from overall, strategic, and forward-looking aspects can we find a new way of thinking, new theory, and new initiatives.

**The artistic and professional training of current minority language broadcasters.** According to incomplete statistics, there are more than 200 national language programs on radio stations in China's ethnic minority autonomous areas. CCTV and local TV stations broadcast more than 30 minority languages each day. Such a large group of hosts, there are just less than 10 percent of the people majoring in broadcasting. Most of the civilian voice announcers are recruited because the hiring system has a very low threshold-as long as they can speak a minority language with a good image and a certain qualification. Due to the lack of talents and professionalism, most minority language programmes are common: the means of production are out of time and monotonous, and the artistry of broadcasting is not obvious, as well as it lacks innovative consciousness. In fact, as long as these hosts are slightly trained, they can achieve unexpected results. Because these minority language programs hosts have already had certain practical experience, mastered some basic communication and production methods of radio and television, if they can be trained from the professionalism and artistry of these hosts, there are unexpected results which cannot only improve

efficiency but also save costs. The state should come up with the corresponding matching funds, and universities should also assume their own social responsibilities, holding various training courses in different forms, and training these ethnic language practitioners via multiple channels.

**The universal nurturing of ethnic minorities users.** If a person is an expert of certain ethnic minority language, the progress that he inherits and protects the ethnic language is not obvious, but if a crowd of people are all experts of minority languages, they can make a difference. Because many Chinese ethnic languages are being endangered, it must create a great bilingual environment of Han and ethnic languages. We can start to teach Chinese and ethnic languages from Kindergarten in ethnic minority settlements. In accordance to local conditions, bilingual education is widely carried out in ethnic primary and secondary schools in different cities and different language regions. In qualified universities, it is necessary to consciously discover and cultivate broadcasters in Mandarin. We can make the people become carriers of ethnic languages in the form of opening interesting classes and setting up the community of minority languages.

**Carrying on nurturing “backpack-type” minority languages broadcasting hosts.** “Backpack-type” hosts are omnipotent which require hosts to have abilities of making pictures, audio and video even to produce different works for various media. Because the broadcast hosting talents with the skills of editing and broadcasting are rare, beside most universities having the major of broadcasting and hosting don't open the broadcasting class of minority languages, the opportunities for broadcasting education of minority languages are very few. Therefore, some qualified colleges and universities should set up special classes of ethnic languages based on the local minority languages to improve the professional quality of national languages' broadcasting talents. Cultural and professional points should be reduced when recruiting students in the minority languages' broadcasting class, therefore, omnipotent broadcasting talents can be cultivated in a targeted manner, which is to master the broadcasting skills of their own languages and practical techniques of broadcasting, and editing techniques of programmes and attain professional theoretical knowledge about broadcasting.

**Establishing sound ethnic minority languages' inheritance and education base.** Ethnic minority language announcers and hosts are practitioners, communicators and leaders of ethnic minority languages, and they bear the responsibility of inheriting and developing ethnic minority languages and national cultural artistic and independence, beside they are also responsible to spread Chinese values and the good-neighborly friendly policy. Thus, it is significant that universities would be the inheriting and developing education station of minority languages. For some high-quality colleges and universities, they can carry on their work according to the local conditions from the following aspects: first, to establish demonstrating and inheriting bases of minority languages; second, to train more high-quality experts for the society, as well as to regard that they should nurturing minority language broadcasting hosts developing in all aspects as their duty; third, to further promoting the quality of ethnic language broadcasters. At the same time, these universities should put more effort into collecting, restoring, organizing and inheriting the endangered minority languages in order to keep these cultural treasures alive.

## Summary

It's the guarantee for the balanced development of China's broadcasting industry to educate high-quality minority language broadcasting hosts. In the context of national unity, the minority language hosts we trained can make contributions to build a well-off society with a national unity only when they recognize that it is their mission to spread socialist core values, social credibility and the assertion of national unity by constantly using the strong advantages of minority languages.

## Acknowledgements

The Educational Project Achievement of Qujing Normal University's teaching achievement prize *The Innovational Study of Nurturing Broadcasting Compound Talents Model under the Cross-type Development*. Project Number: JGXM201819

## References

- [1] X.M.Yang:*The Cruse Study of Developing Factors about Broadcasting Hosts*, Journal of Huaihai Technology college (edition of humanities and Social science)(2012) No.6. (In Chinese)
- [2] W.H.Zhang:*The Practice and Study of Strengthening Artistic Charm on Broadcasting and hosting*, Examination Weekly(2014)No.20. (In Chinese)
- [3] Y.Yao:*Moral Light Showing Inside-Focusing on Moral Curing of Broadcasting Hosts*, Chinese Scientific and Technological Innovation Journal(2014) No.11. (In Chinese)
- [4] H.Dong:*Thinking of the Development of Television Programmes in Remote Areas*, Contemporary Television,(2009) No.10. (In Chinese)
- [5] K.Li:*Viewing the Effective Spreading of National Culture from Ethnic Minority*, China radio and television journal (2010)No.6. (In Chinese)