

# Research on Strategies for Hosting Children's Interview Programs

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**Abstract:** *In children's interview programs, hosts are faced with a group of lively and free-thinking children, whose attention is difficult to maintain for extended periods. The ability of the host directly impacts the effectiveness of the program's broadcast. Thus, this paper focuses on children's interview programs and analyzes the current issues concerning hosts, as well as the essential qualities hosts should possess. Furthermore, the discussion delves into the techniques employed by hosts in children's interview programs, aiming to provide practical guidance for hosts in this field.*

**Keywords:** *Children's interview programs, hosting techniques, essential qualities*

## 1. Introduction

In recent years, with the acceleration of digitization and media development, children's television programs have witnessed new trends and attracted increasing attention. Due to their unique characteristics, hosts in these programs must provide timely guidance to the participating children to effectively control the entire process. Therefore, in children's interview programs, the host's ability to adapt to changing situations greatly influences the program's outcomes.

## 2. Characteristics of Children's Interview Programs

Based on studies conducted by child psychologists, children tend to be lively and have a strong curiosity for new things. However, they struggle to concentrate and often exhibit wandering thoughts. Their perspectives are often one-sided, and they are prone to emotional reactions. Nevertheless, driven by their thirst for knowledge, they typically learn new information and skills through imitation and recitation, displaying significant malleability. Moreover, the communication content involved in interviews with children is relatively simple and easy to understand.<sup>[5]</sup> Due to the characteristics of the communication objects, the dialogue in children's programs is generally straightforward. Initially, the conversation starts with simple questions such as their name, age, and hobbies. If the child being interviewed cannot respond accurately, the host will provide guidance by asking additional questions such as, "Do you like drawing? Do you enjoy playing games?" This simplifies the questions, allowing the child to answer with a simple "yes" or "no." Furthermore, the interviewing format emphasizes being light-hearted and lively, often incorporating playful decorations or puppet toys. The program design includes numerous games and interactions, enabling children to showcase their energy and enthusiasm rather than sitting stiffly on a bench, as was done in the past.

## 3. Problems Faced by Children's Interview Program Hosts

### 3.1. Improper Role Positioning

In children's interview programs, hosts often present themselves in multiple roles, making accurate role positioning particularly important. The purpose of the program is to serve young children and meet their emotional needs. However, some hosts deviate from the program's intended positioning due to issues such as inappropriate attire and personalized language expressions.<sup>[1]</sup> For instance, some hosts excessively pursue entertainment, distorting children's aesthetic perception and negatively impacting their development.

### **3.2. Lack of Affable Language Expression**

Affability is an essential quality for hosts of children's programs. However, many hosts currently overlook the cognitive and thinking differences between children and adults, treating children as equal to adult guests and adopting an adult-oriented language expression when communicating with them. For example, some hosts intentionally emphasize their literary skills, maintaining a formal and didactic demeanor, which can make the young guests feel timid and distant during interactions.

## **4. Essential Qualities Hosts of Children's Interview Programs Should Possess**

### **4.1. Exemplary Personal Character**

Television programs have become an integral part of children's development. When children acquire knowledge, they often do so through imitation. Therefore, a good children's program is vital for their healthy growth. An outstanding children's program not only fosters independent thinking and intellectual development but also significantly influences their physical and mental well-being.<sup>[2]</sup> This necessitates hosts of children's programs to possess not only the basic professional ethics but also good self-cultivation. They should be rational and actively promote core socialist values, positively guiding children's growth imperceptibly.

### **4.2. Rich Knowledge Base**

Hosts of children's programs must be well-read and versatile, having a broad knowledge in various fields. To keep up with the times, they must maintain an attitude of "constantly learning and improving." As hosts, they face a group of young guests and audiences eager to gain knowledge and explore. Hence, hosts must engage in continuous learning to provide clear answers to the children's questions and satisfy their curiosity.

### **4.3. Friendly Communication**

Compared to hosts of adult programs, children's hosts must not only possess basic professional qualities but also learn how to communicate with children effectively. This involves understanding the differences in cognitive level and thinking patterns between children and adults. Accordingly, hosts should adjust their language expressions appropriately, making their interactions more affable and focusing more on oral communication.<sup>[7]</sup> They can adapt their tone and incorporate emotionally expressive vocabulary. For instance, the host Qiang Zi from "Family Show" on Shenzhen TV is well-liked by children because of his affability. He frequently speaks with a smiling face to the young guests, even addressing them by their nicknames, creating a friendly atmosphere.

### **4.4. Keen Observation Skills**

In children's programs, the guests are often easily distracted children, requiring hosts to possess keen observational abilities to capture their attention and keep the dialogue flowing. For example, in an episode of "Family Show" two children from Shenzhen were imitating airport security checks together with the host:

Host: "Is there anything I need to do?"

Child A: "Please take out all your belongings and check them."

(During the conversation between the host and Child A, Child B was fidgeting with their clothes. The host noticed this action in the corner of their eye.)

Host: "Jiajia (Child B), what's that long device in your hand?" (The host widened his eyes in surprise and pointed at the device in Child B's hand.)

Child B: "This is an airport security device." (Child B stopped fidgeting, turned around, and cheerfully raised the device above their head.)

In such a situation, the host's keen observation skills enabled them to bring the distracted child back into the scenario. Additionally, using timely calls of Child B's name helped attract their attention and involve them once again in the conversation.

## 5. Strategies for Children's Interview Program Hosts

### 5.1. Role Differentiation Based on Children's Age Groups

For children aged 3-6, their imagination is vast, and their thinking is highly flexible. They often pose many peculiar questions. Moreover, their ability to discern right from wrong is still underdeveloped, and they struggle to concentrate and engage in prolonged thinking. They require nurturing and care. Therefore, during this period, the host should portray themselves as a "sister-type" figure, such as "Juping Sister" or "Moon Sister." These characters exude affability and can effectively cater to the emotional needs of child guests.

For children aged 7-12, they enter their school-age period, with their bodies start developing, and their nervous systems are growing stronger. Their language expression and cognitive abilities are improving, and they possess strong curiosity and unique ideas. They seek recognition and equal treatment.<sup>[3]</sup> Thus, during this period, hosts should position themselves as a "friend-type" character. For instance, the host Qiang Zi from Shenzhen TV often adopts a "kneeling" hosting style, placing themselves on the same level as the young guests, respecting their thinking, and communicating with them as friends.

### 5.2. Adjusting Language Expression Based on Different Personality Traits of Children

Each young child has distinct personality traits, and hosts need to adjust their language expression accordingly during the interview. For extroverted, carefree, and easily distracted children with limited focus, the host can use more guiding language. Unlike adult interview programs, children's interview programs are characterized by rich intonation. Therefore, when conversing with children, a soft and moderate tone is unsuitable, and emphasis should be placed on intonation.

For example, when Ju Ping tells children the story of "Monkey Eating Watermelon," her role as the "Monkey King" is characterized by deep, resounding voice and enthusiastic intonation. When imitating the little monkeys, she raises her voice and speaks faster, creating a cute atmosphere. However, when narrating the story of an old monkey, her speech slows down, and the tone becomes calm and composed. Through various emotions and intonations, Ju Ping brings the monkey characters to life, immersing young guests in the story.

For introverted children with good self-control and being methodical in their actions, hosts should provide more care and encouragement.<sup>[4]</sup> When pointing out their shortcomings, the wording should be gentle, and the language should be adjusted to suit the young guests. For example, during "Family Show" on Shenzhen TV, the host, Qiang Zi, often encourages a young guest who is shy and quiet, saying words like "You're great" or "Your explanation was unexpected even for me." In another episode, when Qiang Zi narrates "Little Cat Fishing" to the young audience, he pauses briefly before uttering the words "Because it..." prompting the children to think and then raises his voice and emphasizes the words "this self-protective mechanism." This approach prevents children from struggling to understand long sentences and experiencing cognitive deviations.

For those who are sociable, prone to exaggeration, and enjoy boasting, hosts can use stronger language to capture their attention. For instance, when discussing certain scientific knowledge, emphasis and vivid vocabulary can be added, such as, "When we yawn, do you know why? Because when we feel tired, our bodies need to release a large amount of carbon dioxide. Yawning allows us to take in more oxygen, equivalent to taking a deep breath, expelling excess carbon dioxide. It's our body's self-protective mechanism." The use of strong language and emphasis can cater to their enthusiasm and curiosity.

### 5.3. Incorporating Non-Verbal Language

During interactions with child guests, hosts can use gestures, expressions, and other non-verbal communication methods to present more vivid and lively scenes. For example, the host Qiang Zi from "Family Show" is skilled at using non-verbal language. He speaks humorously and acts vivaciously, often enlivening the atmosphere and turning the conversation into a game-like experience.

In children's programs, leveraging the advantages of non-verbal language is essential. Cao Kefan said, "Control the form of your eye contact, which will help you express your eye contact." To convey goodwill and make the audience feel amiable, soften your gaze and maintain a gentle, warm, and harmonious expression. To express humor, blink your eyes, making your eye contact mischievous. When showing joy, let your eyes sparkle. The use of non-verbal language enhances communication with child guests

and creates a warm and engaging environment.

#### **5.4. Creating a Supportive Environment and Utilizing Tools**

In children's programs, especially during interactive activities, hosts should create an equal and harmonious communication environment. The atmosphere should be relaxed and lively, making communication smoother. To tap into the creativity of young guests, the program often incorporates various props and auxiliary materials. For example, "Chao Tong Tian Xia" on Dragon TV mainly features children aged 3-6, where three child guests take turns performing "Children's Unfiltered Thoughts" on stage. Since young guests may lack experience on stage, they may feel nervous and unsure, making it challenging for them to express themselves freely.<sup>[6]</sup> To address this, the hosts prepare images, videos, and other materials to help enrich the young guests' cognitive abilities and expand their imagination.

For example, in "Family Show" when the host interacts with young guests on a specific topic, they may prepare pictures, videos, and other visuals to enhance the children's cognitive level and imagination. In one episode about which animals can be kept at home, the program showed various animal pictures, including large wild animals like lions and tigers, as well as domestic animals like chickens and ducks. The host showed a picture of a goose to the young guests and asked, "What is this? Can it be kept at home?" The children pointed and said, "Duck." The host then placed the images of "goose" and "duck" side by side, asking the children to identify the differences between them. This approach not only helped the young guests understand the distinctions between ducks and geese but also enhanced their observational skills.

#### **6. Conclusions**

Children's interview programs require hosts with high-quality skills, including keen insight and profound literary foundations, as they engage with young audiences. To present high-quality programs, hosts must continuously enhance their professional capabilities. By adopting role differentiation based on children's age groups, adjusting language expression to suit different personality traits, incorporating non-verbal language, and creating a supportive environment while utilizing tools, hosts can ensure effective communication with child guests and produce engaging and entertaining programs for the audience.

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