

Reflections on Thinking and Language Application in the Generation and Expression of Informativeness in the Art of Oral Communication

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Abstract: With the media convergence, there are more and more programmes nowadays which are broadcasted simultaneously on big and small screens, so the audience can play back anytime and anywhere even if they do not see the live programmes in time. The improvisation of the hosts in live programmes has also become a criterion for the audience to evaluate the hosts. There are many public figures such as hosts or actors who are often praised by the audience for their "high emotional intelligence". The essence of so-called "high emotional intelligence" is the appropriate use of logical thinking and language. This paper develops the reflection on the application of moderator's thinking and language in improvisation from three aspects: the importance of thinking and language in moderator's improvisation and oral expression, the method of application and the role of reality.

Keywords: Presenter; Improvised oral expression; Thought and language

1. Introduction

Improvised oral expression has very high requirements on the host's language skills. As the saying goes, "putting out a fire is like putting out a fire", programme hosts often encounter improvised speech. Improvisation is also an important test of the host's adaptability and language skills. The basis of improvisation is logical thinking ability, which plays an important role in showing the host's talent. The host's language skills make it different from other language expressions, with a certain system and norms. The important yardstick for judging the host's hosting style is the level of thinking ability.^[1]

2. The Importance of Thinking and Language in Moderator's Improvised Oral Expression

2.1. Thinking skills are a prerequisite for speaking well

The ability to think is inherent in human beings. Thinking is the subjective paradigm reflection of the human brain on the objective world, which is changed according to various aspects such as the living environment and growth experiences of human beings. In the programme, the host's ability to think is often judged by his or her ability to "improvise", and the evaluation of the level of ability depends largely on the results of the host's improvised oral expression. Good oral presentation can help the presenter to deftly resolve problems in the programme. For example, host He Gui has been praised for his "high emotional intelligence". In fact, the essence of "high emotional intelligence" is good oral expression. In addition to enriching one's cultural knowledge so that it can be used in appropriate contexts, the training of one's mind is also extremely important in order to be able to express oneself well orally. During a stage performance, there was a breakdown and the performer burst into tears on the spot. Host He Gui said: "Just now was touched by the audience to put your left hand up, just now have found that there is a shot of our light received late, and then the legs of the staff is a little bit of wear, to put your right hand up, and then feel that this does not affect your perfect 100 per cent of the support of this work, please applaud." This "save" not only allows the performers to see the audience's approval, but also allows the cast to face their own problems and express their approval of the work through a final round of applause.

2.2. Language skills are the icing on the cake of embellishment

Language is a tool for responding to thought, and the verbal communication that human beings

engage in is, in essence, an exchange of human thinking skills. The presenter is a voice language as a means of communication, the reason why excellent programme presenters are liked by the public, in addition to their excellent thinking ability, to a large extent, because of the charm of their voices to bring the audience a comfortable feeling. For example, we often refer to Dong Qing's voice as "Cathay Pacific". There is also a technique in verbal expression often referred to as "inner three and outer four". The external techniques of language expression are: alliteration, stopping and linking, intonation, and rhythm. The use of external techniques can lead to a more layered and focused presentation of content, enabling the audience to extract the main points from large verbal expressions. The internal techniques of linguistic expression are intrinsic language, object sense, and situational reenactment. The use of intrinsic language can help the audience understand better when the language expression has a different meaning from the words themselves. Both object sense and situational reenactment can make cold words and phrases emotional. In many cases, we can often deftly defuse some of the awkwardness by way of inner language.^[2]

2.3. Thinking skills and language skills complement each other

Language is the shell of thinking, thinking is the kernel of language, good thinking improvisation is the first step, good language is the second step of improvisation, they complement each other. When an event occurs, multiple ideas are born in our brains, but we can't express them all together; instead, we need to express them one word after another, one sentence after another. For the host of the thinking ability to formulate sentences is very important, many hosts will produce a lot of ideas at one time, and then will be able to think of the idea of all said, that as long as more can be, but in fact the quality is more important than the number of excellent hosts will often be quickly in the mind of the idea of filtering, processing, to say a high level of discourse. The presenter is not only the transmitter of sound and content, but also the key factor to ensure the success of the programme, the performance of the presenter is also affecting the ratings of the programme, especially in the live broadcast, the biggest test for the presenter is the ability to improvise on the spot, i.e., improvised oral expression ability. Improvised oral expression is based on the ability to think logically and plays an important role in showing the presenter's talent. A presenter's verbal skills set his or her delivery apart, and an important measure of a presenter's ability is how well he or she thinks.

3. Moderator's approach to thinking and language in improvised oral expression

3.1. Divergent, analogue thinking

Divergent thinking, also known as radial thinking, divergent thinking, multi-directional thinking is the process of thinking about the same thing through its different directions, recombining existing and remembered information to produce new thinking.^[3] For facilitators this thinking is usually reinforced by training. Facilitators often train by writing down a few seemingly unrelated words and stringing them together into a complete event through divergent thinking. The underlying connective logic is to link them together with information from memory. For example, when Yang Lan was asked by the examiner to take the examination for "Zhengda Zongyi", "Do you dare to wear a three-pointed style", Yang Lan did not answer directly whether she dared or dared not, but said, "It's not a question of dare or not. If you are in a bath on the West Coast of the United States, it is normal to wear a three-piece; if you are in the streets of a folksy countryside, it is an affront to the feelings of the people there; and if you wear a three-piece in a bath it is purely superfluous." Yang Lan's answer was perfect, and her excellence lies in her ability to quickly think beyond the question itself to other aspects of the answer. When faced with questions where sharpness is not appropriate to give a yes or no answer, we can often use divergent thinking to give an answer through side-by-side examples. Analogical thinking is the use of one's existing experience to solve problems by drawing analogies between something unfamiliar and something that has been solved before. Facilitators often express their thinking through analogy or reasoning. In programmes the presenter often highlights the merits of the object of comparison by comparing similar things at a higher level. For example: In the programme "Open Talk", when a music veteran was asked whether he would mind if people said he was an "out-of-date singer", the singer said, "It's better not to say it, but I would still mind". At this time the host Sabine cited Jordan as an example and said: "Just like you now have to let Jordan back to the basketball court to go and now the twenty-something years old lads to spell, unscientific, but this does not affect Jordan is still the NBA God", which the host is the similarity of the two types of things in the contrast to express. This not only responds well to the audience's sharp questions, but also affirms the musician's strength, makes the musician feel comfortable,

and also allows the audience to change the mindset of such an "outdated singer".

3.2. Convergent, figurative thinking

Convergent thinking, which has also become convergent thinking, is the opposite of divergent thinking but has the same thing in common - finding connections.^[3] Convergent thinking is the process of identifying the centre by finding the correlation between diverse and divergent content, and by re-screening and integrating the divergent content into a single point. For example, when the host conducts an interview programme, although there will be a predetermined outline of the content of the question in advance, the host can not fully predict how the guest will make a reply. In the interview process for a question the guest may output a large number of answers related to it, so for the moderator, how to quickly capture the focus from a large number of answers and continue to develop the question on the moderator's thinking is very challenging. Convergent thinking is very suitable for interviews such as a wide range of answers, vague or even may avoid answering the situation, the host should make good use of convergent thinking to find the valuable focus, and then continue to dig deeper to better complete the programme.

For a long time, there was no standard definition of figurative thinking. It is widely recognised that figurative thinking is a form of thinking in which concrete images and pictures are used as the content of thought, and that it expresses the nature of things by means of special images that are unique and distinctive. This kind of thinking often occurs when an artist makes a creation. For example, when a writer creates a character image, he or she will first describe the character's appearance and personality traits; when a painter creates a painting, he or she has to build up an overall structure in his or her mind; when a presenter expresses his or her voice, he or she has to do the "contextual reproduction" of the internal skills first. Mr Qian Xuesen, a famous scientist in China, was ingenious enough to jump out of this thinking framework and concluded that "image thinking, like abstract thinking, is a basic form of thinking developed by human beings in the course of social practice and controlled by their consciousness". As you can see, image thinking is a form of thinking that exists in everyone." In the process of audio language expression, many people will focus on the "voice", also known as the so-called fixed tone, and ignore the text itself contains the emotion, in fact, sincere emotions than skills can trigger the audience's resonance. For example, in the Qi Yue Festival, Song Chunli's recitation of the work "An Unfinished Sweater" made the audience on stage weep, in which there was no lack of the use of external techniques, but more the use of internal techniques of situational reproduction, that is, imaginative thinking. Similarly, in addition to the expression of the audible language scripts, the moderator in the improvisation of oral expression should also use imaginative thinking, so that not only the expression of the content is more tangible and better able to bring the audience into it, the good use of language can make the content icing on the cake.^[4]

3.3. Contingency, game thinking

Contingency thinking is a very important thinking in improvised oral expression, but also the most test of the host's ability to play on the spot. A presenter may have done sufficient planning in some aspects when recording a programme, especially a live programme or some live events, but there is still no way to ensure that something unexpected will not happen during the live broadcast. For example, in the process of interviewing the guest, the guest suddenly asked questions in reverse, even if you fully understand that the guest has a habit of asking questions, but you can not predict what questions the guest will ask; Then, for example, the scene of a sudden equipment failure, at this time the host not only to control the scene, but also to give the scene to reply to the equipment to allow time. For example, during an awards ceremony, the PDA of the guest of honour suddenly crashed and malfunctioned, and the scene was a bit panicky for a while. Bening said: "Then you two say one at random", He Gui said "that's how it works", then Bening asked: "He Gui you ensure that you can solve this technical problem", He Gui from the back of the field to say: "of course, because in addition to the most high-end technology, we also have the most primitive means", He Gui said: "we have the most advanced technology, but also the most primitive means". At this point, He took out the tableau and gave it to the award winners. It was rigorous in announcing the winners without embarrassing the presenters. An equipment mishap like this is something the presenter wouldn't have thought of before going on stage, and it requires a timely and responsive mindset from the presenter to be able to quickly come up with the most immediate solution. The use of good strain thinking can solve most of the occasions that require improvisation, but the same strain thinking needs the host to continue to accumulate experience and improve their overall quality, in order to grasp the good.

The original meaning of the game is to play chess, it is a process of confrontation between the two

sides of the thinking, he is different from other thinking, other thinking is the facilitator to do independently, while the game thinking needs to take into account the thinking of the "opponent", and only a full understanding of the opponents in order to win. For hosts, especially interview programme hosts, this time the "opponent" refers to the "interview guest". The moderator has to understand both his own ability and that of his "opponent": how he has behaved on similar occasions in the past and whether he has actively co-operated with the moderator; whether there are things that have been brought to the public's attention lately and whether he is willing to mention them; and whether there are any sensitive topics that may involve him. Very often in talk shows, for most questions the host will take a straightforward approach to the question, the interviewee will generally also cooperate, most of the questions have been communicated in advance. But some times, in the interview process, the host captures a topic that can be opened to talk about, the interviewee can not or do not want to tell the truth, for sensitive issues to avoid answering the guest of honour is not willing to answer directly, it is necessary to change the moderator's questioning approach to cleverly start from the other correlation, layer by layer to break down to achieve the purpose of the interview. Sometimes the host can also create "disagreement" by expressing disagreement with the guest's viewpoint, and put forward some assumptions from the opposite direction, which is more conducive to stimulate the guest to respond.^[5]

4. The Reality of Thinking and Language in Moderator's Improvised Oral Expression

4.1. Developing the facilitator's ability to look at issues from multiple perspectives

By training divergent and analogical thinking, the facilitator's ability to see problems from multiple perspectives can be well honed. In improvisation, the presenter should first find other points related to a thing from a point in the plane to connect, and then expand to the second level after saying "one level" clearly, rather than just finding a point to dig deeper. Because in the improvisation of the expression of vertical digging often need deep cultural heritage, and improvisation time may be too late to do adequate thinking, and horizontal multi-faceted thinking can allow the host to quickly establish the connection between the things, so multi-perspective horizontal look at the problem can help the host to better complete the improvisation of the oral expression.

4.2. Improve the facilitator's ability to find the key to the core of the message

Convergent, imaginative thinking training can help facilitators work well on the ability to find the key to say the core. Announcer hosts in the broadcast of news, often a very long manuscript, then in a news, what is the focus, what should be highlighted to express, announcer hosts often through the stop even, accent and other external techniques way to let the audience quickly grasp the focus; It also requires convergent thinking for the host of an observational programme to be able to quickly capture from a few minutes of footage after watching a segment in the observation room which part of the segment is the main focus and which part of the audience will be interested in, and thus start a conversation; Hosts also need to quickly learn to get to the point when improvising, for example, in the 2019 Host Competition, the topic of Wang Jianing's look-at-a-picture topic was a ferocious wild bear, and a man with a shotgun standing on a log bridge. After the show, Dong Qing summed up the picture in one sentence and left a deep impression on everyone - "There are no winners after the gun goes off."

4.3. Strengthening the facilitator's ability to improvise oral expression

When a live programme or event scene emergencies, the role of the host is particularly important, the host's ability to "save the day" often become the audience's evaluation criteria. At the same time improvisation oral expression ability, not overnight, he needs to host the cumulative enrichment of their own cultural literacy, enhance their knowledge, in order to have a similar emergency situation occurs when the rapid access to their own existing knowledge and information for the "rescue". For example, in an event, the president of the brand accidentally fell into the water, which is a very embarrassing event for the company, at this time the host, He Gui, said, "When you meet the water, you will be issued, when you meet the water, you will be issued, the applause to him." The moderator's use of language in this segment not only uses idioms from Chinese culture to make the language itself more persuasive, but also gives good wishes to the brand, killing two birds with one stone. On the "Joyful China Tour - 2007 New Year's Day Gala", Dong Qing had used her clear logical thinking ability and clever use of language to organise language on the spot on an ad-hoc basis to make up for the three-minute gap before zero hour. In just two minutes, she received instructions from the broadcast team three times, which extremely tests

the host's ability to think in such a time-quick adjustment. When you are told that you are running out of time when you should be getting to the end of your sentence, you will need to use all sorts of thinking to turn it around and make sure that it is long enough to get to the "zero point". The ability to improvise oral expression is based on logical thinking and embellished by language skills, and the presenter must combine the two in order to excel in both content and expression.

5. Conclusion

The improvement of thinking ability cannot be separated from the improvement of the overall quality of the host, today's hosts do not want to be eliminated by the times to exercise their own personalised language, the need to draw on all kinds of knowledge, innovative ideas, break the barriers of thinking to continuously improve their own. Serving content together through both thinking and speaking can help presenters to better establish themselves and adapt to the fast pace of the times.

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