

# On the Language Patterns of TV News Commentary Program Hosts--Take "News 1+1" as an Example

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**Abstract:** *In the context of media integration, TV news commentary programs, as an important part of TV news programs, play an important role in guiding public opinion, and are undergoing changes all the time. The host of news commentary programs is the bridge connecting the program and the audience, and his language style has a profound impact on the communication effect of the program. The study of the language patterns of TV news commentary program hosts is helpful for the development of TV news commentary programs, provides TV news commentary program hosts with ideas for learning and reference, and promotes the development of TV news commentary programs.*

**Keywords:** *Host; Comment; Language patterns*

## 1. Introduction

In the context of media integration, TV news commentary programs, as an important part of TV news programs, play an important role in guiding public opinion, and are undergoing changes all the time. The host's words and deeds in TV news commentary programs are all re-creation of the program text and manuscripts, which requires the host to be able to use appropriate language forms, language styles and language in the process of creation, to correctly and properly interpret and comment on the text and program content, and play a positive or even guiding program dissemination effect. As a model of TV news commentary programs, CCTV's "News 1+1" conducts real-time broadcast comments on hot events in the current society, and the host's comments also play a pivotal role in the broadcast effect of the program. The analysis of the research on the language style of the host will help the development of TV news commentary programs, provide learning and reference ideas for TV news commentary program hosts, and promote the development of TV news commentary programs.

## 2. TV News Commentary Programs and the Role Positioning of Hosts

### 2.1. Characteristics of TV News Commentary Programs

McLuhan, a famous Canadian communication scholar, pointed out the theory of "the medium is the message". From this, it can be understood that TV news commentary programs are the inevitable result of the development of TV media, and the development of TV news commentary programs is also the result of the development of the times. Chinese academic circles have many different views on the definition of TV news commentary programs. Ding Fazhang pointed out in "News Criticism" that "TV news commentary is a news commentary made by means of television communication. TV coverage."<sup>[1]</sup> He Jie, the host of Dragon TV, believes that "the so-called TV news commentary program refers to the comprehensive use of TV performance means (images, audio, text, etc.) to report specific news facts or social phenomena in a more detailed and comprehensive manner, and to target them. A form of guided news programming in which reports make subjective comments such as explanations, analyses, predictions, or value judgments."<sup>[2]</sup>

Although scholars have different definitions of TV news commentary programs, they can summarize the characteristics of TV news commentary programs, they are television, news, and commentary. The relationship between these three characteristics is complementary and indispensable.

### 2.2. The role of the host in TV news commentary programs

"Communication is an interpersonal social activity, and the operation of social organisms is inseparable from interpersonal communication."<sup>[3]</sup> Television news commentary programs use television

as the material medium to form a close and wide-ranging interpersonal communication between the host and the audience. Because of the particularity of the media, TV news commentary programs are more serious and solemn than other media platforms because they are related to the national economy and people's livelihood.

The host of TV news commentary programs plays the role of a bridge between the program content and the audience in the program. It is not only the "party's mouthpiece", but also the "confidant" of the audience, and the "idol character" on the screen. TV news commentary program hosts not only need to stand from the perspective of society, correctly disseminate the program content, but also interpret and comment on the news content in line with the current social development, and actively guide the development of social public opinion; TV news commentary program hosts also need to stand for the perspective of the audience, which is about the warmth of people's hearts, understands the demands of ordinary people, think about what the people think, talk about what the people think, and gather people's hearts with sincere humanistic care. In addition, TV news commentary program hosts also need to create a personal image, show distinctive personal charm, form their own language style, leave a deep impression on the audience, which in order to add luster to the program's communication effect.

### **3. The language characteristics of the host in "News 1+1"**

"News 1+1" is a current affairs news commentary program launched by CCTV in March 2008. At the beginning of the program's establishment, it adopted the double mode of a news host and a news commentator, and later improved to a mode where the host serves as a commentator, and a host independently completes the host and comment on the news. When the host has multiple roles, both as a host and a commentator, the grasp, control, transformation and sense of proportion of the language in the program are particularly important.

#### ***3.1. Clear and precise political orientation***

A major dissemination purpose of TV news commentary programs is correct value guidance. Therefore, TV news commentary programs must establish correct political concepts and take political literacy as the basic literacy of the program. Furthermore, TV news commentary programs must have a correct political position, and closely follow the correct political direction in all aspects such as topic selection, content, and commentary. As the host of TV news commentary programs, when interpreting current affairs news and an emergency on a public topic in TV news commentary programs, you need to keep in mind that you are the mouthpiece of the party, the people, and discuss current affairs and facts from a macro perspective.

For example, in the first episode of "News 1+1" with the theme of "Bai Yansong's Exclusive Interview with Hong Kong SAR Chief Executive Carrie Lam", Bai Yansong raised questions on the topic of "patriots ruling Hong Kong" mentioned by Carrie Lam: "Among the civil servants in Hong Kong, 170,000 people have signed the patriotic declaration, but there are also 129 civil servants who have not signed it. How will they be dealt with; among the civil servants who have signed the patriotic declaration, any violation of subsequent behavior will be How to deal with it?" The question is set ingeniously and accurately, and the language attitude of the question is clear, which strengthens the political position of the CCTV program. Not only that, in the program, facing the different information mentioned by Carrie Lam, the host needs to ask questions from multiple topics. In just 20 minutes, the interview content involved needs to be very rich, covering all aspects of society. This is a test of the host's comprehensive quality. In the face of the current disputes and inconsistencies between the two regions, the host used clever questions to dispel the negative emotions and worries of the audience, making the program an important political propaganda platform at the media level. Therefore, TV news commentary program hosts need to have profound political literacy, active thinking logic, and strong professional skills to be able to convey political information clearly and accurately.

#### ***3.2. Easy-to-understand expression***

McLuhan pointed out that "the medium is an extension of the human body", and television programs are an extension of the human senses. As an important part of the connection between TV programs and audiences, the words and deeds of TV show hosts will affect the audience's acceptance of the program. Because TV news commentary programs involve the expression of the host's point of view, and because most of the content is closely related to the daily life of ordinary people, it requires the host's expression

to be "grounded", using language suitable for all ages to conduct news comments, the purpose of effective dissemination of program content can be better achieved by expounding viewpoints.

One of the episodes of "News 1+1" talks about cell phone privacy leaks. In the program, Bai Yansong talked about the issue of privacy leakage, saying that we are now in a semi-naked state in front of our mobile phones, and denounced the hidden dangers of information leakage during the use of mobile phones. He used a very vivid metaphor to describe the privacy leakage problem of mobile phones, so that almost all show audiences can easily understand what is a mobile phone privacy leakage. Not only that, Bai Yansong interspersed objective news facts in his comments, and expressed his opinions firmly while interpreting the news content accurately. It not only makes the news content clear, but also lets the audience know where the news is related to their own interests, and how they should treat it rationally. On the contrary, if more professional terms are used in the program to express and comment on the news content, it will be difficult to achieve the effect of allowing the majority of the program audience to truly understand and understand the news content, and the broadcast effect of the program will be greatly reduced. Therefore, TV news commentary program hosts need to speak the news content in popular words, express their standpoints, and express their opinions in a language suitable for all ages to enable the audience to understand the news content and receive news commentary opinions, so as to achieve better program dissemination effect.

### ***3.3. The authoritative review of convincing people***

As the "opinion leader" of the TV news commentary program host, its authority will directly affect the communication effect of the program. <sup>[4]</sup> When TV news commentary programs choose topics related to the public interests of the people as the entry point, the host's comments on news events should not only be from a personal standpoint, but should be based on a broader mass standpoint. Make a rational analysis. This requires the host to have a firm position, understand the emotional demands of the masses, have a certain degree of authority, and pinpoint the interests and attitudes of the news that connect with the masses.

As the host and commentator of "News 1+1", Bai Yansong's rigorous and wise hosting style is widely loved by the audience, and his rich working experience as a reporter, host and other positions, profound knowledge reserves and agile Screw thinking ability is the basis for him to make authoritative comments on news events on behalf of the CCTV platform. But the program can be widely praised, inseparable from the profound, serious and gentle language image. In the program, Bai Yansong often has a very scientific, standardized and meticulous commentary thinking system, and can use his own logical reasoning to connect and intersperse news and comments. In the comments, he closely combines the news theme, and uses a certain method of argumentation to explain your views and positions to the audience, so as to stimulate the audience's sense of identity. It can be seen that TV news commentary program hosts need to have the ability to both control and analyze complex news events from a macro perspective, and at the same time, they also need to have a wealth of knowledge, insight and carefulness in various disciplines. And flexible thinking logic, can reach the standard of a better TV news commentary program host.

## **4. The strategy of grasping the language style of the host**

### ***4.1. Adhere to "positive energy"***

As the voice representative of the media platform, especially in the mainstream media platforms, TV news commentary program hosts need to adhere to correct values, completely and accurately publicize political information, reflect the true aspirations of the people, and use "positive energy" in their programs, language for reporting and commenting on news events.

TV news commentary programs involve broadcast content ranging from the national economy and people's livelihood, important political meetings, policies and development routes, to small neighborhood trivia and people's livelihood news. TV news commentary program host is not only the controller and voice of the attitude of the party and the country on the media platform, but also as a member of the people, who knows the emotional needs of the people, knows the true warmth of the people, and acts as a confidant of the people. People, play the effect of "sentence on top". <sup>[5]</sup>

In "News 1+1", in terms of the content setting of the program and the language expression of the host, in addition to the factual presentation of the news, the host's language is subtle and just. In the face of

international news events, they can stand on the level of social stability and national interests, and make public opinion-led news comments from the overall situation; in the face of hot news that the society pays attention to, they can dig out the problems behind the news events, and consider for the people, arouse the emotional resonance of the audience. In an episode of "When Migrant Workers Don't Worry About Pay" and "Worry About Pay", host Dong Qian commented before the end: "We must not let our migrant workers be "worry about pay" and "worry about pay". ', this is the bottom line of our law." The two short comments not only show a firm attitude from the standpoint of society and the country, but also can arouse the deep emotional resonance of the masses and serve as a program that spreads positive energy Effect.

The host of TV news commentary programs insists on using positive energy language, which can strengthen the authority of the media platform and ensure that the program has power, warmth and influence.

#### ***4.2. Grasp the "Sense of Proportion"***

Different media platforms, program types, and program presentation forms determine that program hosts need to use different language styles to present content. In the process of presentation, the host needs to understand what to say, how to say it, and how to say it well, grasp the "sense of proportion", and strive to make the dissemination of the program content through language to achieve a multiplier effect with half the effort.

Chinese people pay attention to "the middle way". Therefore, there must be a "degree" in doing things and speaking. For the host, it is necessary to pay attention to the sense of proportion. This requires the host to use the appropriate language in the appropriate occasion and in the appropriate program to speak the words that match the setting of the scene. In TV news commentary programs, the host must speak both dialogue and good words, so that the program guests and audience can maintain a good information transmission and reception relationship with the program content, so that the program itself can maintain seriousness and authority. At the same time, it is close to the effect of the masses.

#### ***4.3. Develop a "sense of rhythm"***

A complete TV program often has a complete beginning, main body and end. The host of a TV program should play an important role in connecting the content of the program and guiding the development of the program. The TV host has a good "sense of rhythm" in the program, which can promote the development of the program and make the program more complete and exciting.

The broadcast time, broadcast duration, broadcast content and other factors of TV programs are all limited. For the same program, broadcast in different time periods, changes in broadcast time and changes in program content will affect the program effect, have a large or small impact. As a bridge between the program content and the audience, the host needs to play the role of undertaking the program content and the audience. In TV news commentary programs, the host needs to be able to find the tonality of the program, find the nodes that promote the development of the program, and rhythmically connect the program content into a complete commentary story.

The beginning of TV news commentary programs is often relatively concise. The host needs to use three or two sentences to point out the main news events of the program and the key words that the program will discuss, and use common sayings, metaphors, etc. Become lively and interesting, stimulate the interest of the audience, and quickly bring the audience into the program. After the topic is introduced, the host needs to use more breadth and depth of language to push the program to the point, explore valuable comments and thinking points in the news to make comments, and use language skillfully to promote questions when connecting with the program guests. To expand and guide, identify the information points and key points in the news, and conduct more in-depth questions and exchanges with the guests. When the program is nearing the end, the host of TV news commentary programs needs to be able to control the scene in time, and make short and powerful comments and summaries on the connection between the main part and the guests and the content of the news, so as to provide targeted and positive guidance to public opinion.

### **5. Conclusions**

With the development of media technology, the audience's expectations for news commentary

programs have increased. In addition to the information about news events themselves, the public also hopes to get more "constructive" comments and opinions from the programs. Therefore, The hosts of TV news commentary programs need to summarize progress in their work and follow the development of the times. In the face of diversified media communication methods, TV news commentary program hosts need to think more and strive for innovation while doing their original work, so as to achieve better program broadcasting effects in a form that is more popular with more diverse audiences and dissemination purposes.

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