

Innovative Development of the Broadcast Style of TV Newscasters——Take CCTV as an Example

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Abstract: *Modern society is a society with diversified information dissemination channels, people's aesthetics are increasingly improved, and traditional news broadcasting is facing huge challenges and opportunities. Based on this, China's news media practitioners have innovated the style of news broadcasting. This article first points out that the news broadcast style plays an important role in the development and promotion of news programs, and then gives the example of the new style of news broadcasting in the news column that has entered the public vision with different broadcasting methods than the previous broadcasting methods, and then further points out the thinking about the personalized broadcasting of news broadcasters, and takes this as the keynote to analyze the moral mechanism behind the personalized broadcasting method under social pluralism, in order to effectively guide the innovative development of the new style of news broadcasting.*

Keywords: *Newscaster; Broadcast style; New developments*

1. Introduction

In 1940, the establishment of Yan'an Xinhua Radio Station was an important symbol of the beginning of the development of China's news broadcasting style. People's Broadcasting, which began during China's War of Resistance Against Japanese Aggression, experienced the broadcast style of the Yan'an Xinhua Broadcasting Era, the transformation of the broadcasting style of the Peaceful Construction Era, the broadcasting status of the Special Era, and the new broadcasting style of the Socialist Construction Era. In the new era, because new media technologies can break through the shackles of national borders and regions, hundreds of new channels are available for audiences to choose at will. This also allows people to freely listen to their favorite programs anytime, anywhere, so newscasters will no longer be the same image, but more prominent of their own characteristics and personality, so it is particularly important for each announcer to form their own characteristic broadcast style. However, the most disturbing speculation is whether China's newscasters will show too "star", in the process of "personalization"? In the face of this hot phenomenon, we need to think coldly. In the new era, how to deal with the balanced relationship between "personalization" and "stardom" is a problem that must be faced and solved.

2. The importance of the announcer's broadcast style

2.1. The needs of program development

From the time of the establishment of the broadcast host program to the present, every announcer host has been welcomed by the broad audience for its unique communication, aesthetics, standardization and announcer host characteristics, and the broad audience has deeply experienced the changing times of China's broadcast host programs from the words and deeds of the announcer host. [1] In the first generation of broadcast host columns in China, outstanding announcer hosts such as Zhao Zhongxiang and Shen Li emerged, and the language of their broadcast hosts was relatively orthodox, emphasizing "the words are round" and "elegant and stable", so that the vast audience still remembers it, and in the hearts of the broad audience, they are the vane in the Chinese broadcast hosting program. However, with the diversification of China's news broadcast hosting programs, the language of broadcast host programs has also emerged from the trend of being dignified to fresh and close to the people - newscaster hosts are no longer solemn expressions, but interact with the general public online and offline, and gradually form a humorous and funny, sparse and pleasant news broadcast hosting style, such as Zhu Guangquan, Wen Jing and other newscaster hosts. Since the emergence of new media, the live broadcast method,

communication method, column connotation, and news broadcast work of the news broadcast column have undergone tremendous changes, for the news broadcast host staff, the target audience can join the news broadcast host program through multiple channels through mobile Internet technology, so that the communication between the broad audience and the new media announcer host has been greatly improved. Under this trend, newscasters and hosts should grasp the latest changes in news broadcast hosting work under new media, conform to the new development trend of broadcasting programs under new media, effectively improve their on-the-spot adaptability, and maximize the professionalism, responsibility, and fit of newscasters and hosts to the broad audience, so as to shorten the distance between them, highlight the broadcast style of announcers and hosts, and jointly promote the innovative development of news broadcasters and hosts.

2.2. Promote the new development of news programs

At present, the homogenization of news broadcast hosting programs is prominent, and the innovation of newscasters and hosts to newscast hosting styles is the key to the audience's choice of newscast hosting programs. If the newscaster host processes the content of the newscast host program in a personalized way of broadcast hosting, it will make the personal style of the newscaster host fully integrate into the news program, and bring a different experience to the audience, thereby improving the choice of the general audience for the newscast host program. For example, in the sign language information column "Common Concern" of the CCTV News Channel of the Central Radio and Television Corporation, the anchor Zhu Guangquan is deeply loved by the broad audience with his humorous, humorous, rhyming, vivid and witty broadcast style, especially Zhu Guangquan's humorous passages, which often make the atmosphere of the columns he hosts and participates rise sharply and win the applause of the audience. Therefore, under the situation of homogenization of news programs, "Common Concern" can still get high ratings.

3. Diversified and personalized news broadcasting methods have entered the public's field of vision

In all eras, there are broadcast languages that conform to the characteristics of the times, whether it is a positive, magnificent, love-hate, strong and powerful broadcast language in the Era of Yan'an Xinhua Broadcasting, which has a steady and calm atmosphere, or a broadcast language that is vigorous and passionate, with a clear rhythm and a rising tone in the era of Ping An Construction; Whether it is the empty and exaggerated broadcast style of the special era or the simple broadcast style of the era of democratic development, it is no longer suitable for modern society. In line with the development of the times, in order to better serve the needs of the broad audience for information, news programs take the initiative to innovate to pull in the distance with the people, and a variety of personalized broadcast styles came into being and entered the public vision.

3.1. Emotional resonance broadcasting

"Common Concern" is a public welfare daily special column launched by CCTV News Channel on May 1, 2003, and revised in August 2009. "Common Concern" focuses on the introduction of large information volume and 24 hours of major news, emphasizes the integration and interpretation of news content, pays attention to the perspective of people's livelihood, pursues novel ways of news reporting, and integrates "state affairs and family affairs and world affairs" - a news dinner with the essence of all-day information. On the evening of January 26, 2017, the anchor of "Common Concern" asked netizens the question, "Is your TV station on vacation?" Answer, [2]the second becomes a paragraph hand: "Dear audience friends: the earth does not explode, we do not take a holiday, the universe does not restart, we do not rest, we are waiting for you here in the wind and rain in the festival..." As soon as this word came out, not only the sign language teacher was stunned for a few seconds, even the audience friends in front of the TV set also doubted whether they had watched a fake "Common Concern", and the program quickly rushed to the hot search after broadcasting. From the reaction of the broad audience and the sign language host teacher of "Common Concern" on the day, it is not difficult to see that the way of news broadcasting has undergone a great change - a change from the previous righteous and awe-inspiring and serious broadcast mode, and turned to a unique style - using rhyming passages that young people like to broadcast fancy, the vast audience has expressed grounding, and shouted why Zhu Guangquan is a serious broadcast, never laughing? In this regard, he also replied: "Don't ask me why I don't laugh, a serious broadcast, this is the voice of TV people, not the funny paragraph ..." The anchor of the CCTV 17 o'clock "News Live Room" entered the public vision because of its new closing remarks, following the anchor

of the "CCTV Duanzi Hand", the majority of public friends ushered in a "spoiler" anchor. The majority of netizens appropriately matched hejia's various spoilers with dialogue, such as "I spoil myself, surprise is not surprised." Unexpectedly, I even dare to spoil the sign language teacher..." This online and offline interaction has formed an emotional resonance with the public to some extent, and it has also made more and more young people watching the news now.

3.2. Broadcasting in a people-friendly manner

On July 29, 2019, the News media center of CCTV launched a short video column "Anchors Say Simulcast". In the simulcast, the anchors adopt a vertical screen short video mode with a duration of one to two minutes, and the audience can watch anytime and anywhere through short video platforms such as Douyin, Kuaishou, Xiaohongshu, and Central Video. Say that the simulcast in the form of standing or sitting, or one or two people or all of the intermodal broadcast, its content combines the major events of the day and hot news, the use of easy for the audience to understand the language to transmit the mainstream voice, this kind of people-friendly broadcasting method compared to the anchor in the "News Network" stable and less changeable broadcast style is more loved by the general public.

4. Thinking about the excessive "personalized" style of news broadcasting

4.1. Tend to stardom

Modern society is an era of media integration, the audience's choice of information is not limited by geography and space, people tend to choose news columns according to their own preferences, and the audience's love for a news column mainly depends on the content of news broadcasts and news announcers. News must be authentic, timely and accurate, which shows the unshakable status of news content, but also reveals the plasticity of newscasters - personalization. In the process of newscasters innovating the news broadcasting style, due to the different characteristics of each newscaster, the style and results of innovation are different, and in the process of innovation, some newscasters are likely to be overly innovative and have a tendency to star. Although the "stardom" of news broadcasters will make news columns more attractive to the public, and then enhance the popularity and ratings of the columns, so that the columns will last forever, [3]it should be made clear that television is a mass medium, news broadcasters are a public image, and the words and deeds of news broadcasters in the program broadcast have a direct impact on the minds of the people. As far as the audience is concerned, news broadcasters are important mouthpieces for party committees, governments, and the masses, "watch posts" for disseminating the ideas of the times, and "commentators" on hot and sensitive issues; they should consciously resist the temptation of fame and fortune and vulgar kitsch, effectively purify the "social circle" and the "circle of friends." At the same time, they must be humble and cautious, love their posts and dedicate themselves to their work, strive to establish a correct image of public figures, and become media practitioners and literary and art workers who are both virtuous and artistic.

4.2. Tend to be entertaining

At present, the fierce competition in the media market and the change of audience aesthetics have promoted the development of newscaster personalization and the tendency of news entertainment, however, the excessive "personalization" of newscasters will aggravate the trend of news entertainment. Entertainment is different from entertainment news. [4] Entertainment news reports report all kinds of the latest situations in the entertainment industry through large-scale reporting, excessive sensationalism, and even sensational means, and the entertainment of news reports refers to the original reporting of major national events and other aspects of the content, to the reporting of sports and lace news, although these changes have greatly shortened the distance with the audience, enhanced the sense of compatibility with the audience's soul, and then won the attention of the audience, but at the same time deviated from the substantive meaning and goal of news reporting - through speech, graphics, photos, video, etc. to the public to convey information, to serve the people. This kind of ratings obtained by blindly catering to the psychological needs of the audience is destined to be instantaneous, only by conforming to the changes of the times, starting from the essence of the news, taking the people as the purpose, and doing news with "temperature", such news programs will last forever and classics will last forever.

5. New developments in the style of news broadcasting

5.1. Personal style adheres to professionalism

During the Xinhai Revolution, there was a professionalization of journalism in China, which has a history of nearly a hundred years. [5] Work professionalization refers to the standardization, standardization and institutionalization of a person's state, including the professional ethics that they must follow in their work, professional ethics and their basic professional skills. That is, at the right time, in the right position, in the right way, to speak the right words, to do the right things, not to be swayed by personal relationships, calm and professional. News programs conform to the characteristics of the times, the change of news broadcast style from serious to close to the people makes news broadcasters have "personalization", but the personalization of this personal style is likely to develop excessively, which in turn makes the news "tasteless", so this "personalization" must be contained in professionalization, with professionalization as the boundary for "personalization"

5.2. Take the "three requirements" that should be followed in the work as the boundary

First, the code of professional conduct. News announcers must strictly abide by the Code of Ethics for Chinese Radio and Television Broadcasters and Hosts; The appearance is dignified and decent, and it is resolute not to set up a swagger in order to highlight personal characteristics and awkward people, and the hairstyle is fashionable and changeable. Broadcast hosts (including oral broadcasting and dubbing) must ensure that the voice is accurate, absolutely can not mispronounce the tone, typos, missing words, can not be arbitrary, in the scope of work affairs must be on call, can not be self-righteous, only "I" exclusive.

Second, professionalism. Newscasters should have the hard-working spirit of "learning from the sea without end"; The persistence of the pursuit of the truth; Objective and impartial attitude; The style of "rhetoric is sincere"; The spirit of hard-working and hard-working; Rich and profound knowledge; Feelings of tolerance and kindness; Meticulous character. In order to improve their professional quality, news broadcasters need to enhance their sense of professional self-discipline and strengthen the control of their own self-control, so as to understand, feel, and receive the various principles, policies, and various types of knowledge and information of the Party Central Committee through the unique political and professional sensitivities of journalists, and to digest and transmit such directions, policies, knowledge, and messages. In addition, media hosts should also be full of human attraction as a sign of abiding by community ethics and professionalism.

Third, vocational skills. Newscasters and hosts must have the ability to master the latest professional knowledge and new skills and innovate; Knowledge of radio and television news reports and feature film dubbing and various film dubbing; Knowledge of broadcasting and hosting various radio and media-media television programmes; Possess the ability to express oneself in language; Understand the creation of news interviews and live reporting techniques; Understand the basic theories of the broadcasting and hosting profession, as well as the multi-expertise related to the discipline; Understand the camera work of China's radio and television and the skills of commonly used sounds and images; Familiar with the guidelines, policies and relevant provisions of the propaganda and reporting of the state leadership collective. News broadcasters in modern society should always introspect themselves, do enough to spit out words and make sounds, express basic homework in language, enhance organizational ability, control of self-control, and training of adaptability and reaction, so as to avoid the lack of professional skills.

5.3. The level of thinking abandons vulgar tendencies

Vulgar culture has no meaning or value to speak of, it is contrary to ethics and morality, and can neither meet the needs of social moral norms, nor can it meet the needs of people's own quality and upbringing. The production and circulation of vulgar literature will have a general and huge bad influence on the public. Under the influence of vulgar culture, newscasters will, on the one hand, lead to the lack of ideals of newscasters, and individuals do not have long-term life goals and life plans. On the other hand, it will transpose the value of news announcers and deviate from the substance of news broadcasts. News broadcasters should correctly understand that they are the key force in the party's ideological and cultural undertakings, shoulder the important responsibility of correctly guiding political ideology, disseminating socialist culture, and guiding the civilization and customs of the Chinese nation, and must always be vigilant, always keep firmly in mind the major political tasks and social responsibilities they shoulder, strengthen their political stance, enhance their political acumen, strive to be good at analyzing

and handling problems politically, and properly grasp professional behavior and social activities. Maintain and carry forward the identity of the gatekeeper who correctly guides public opinion, and be a clear stream of society, rather than losing oneself for the sake of eyeballs and being buried in the grave of "excessive innovation".

6. Conclusions

The way of expression of news announcers makes the news content have a temperature, so that the audience can easily receive information, this new era of people-friendly information broadcasting means and newscaster personalization is beyond reproach is necessary, however, there is no doubt that this "personalization" tendency "star" trend, the current bud has broken out of the cocoon. In order to win ratings, it is not uncommon for newscasters to deliberately be innovative in clothing and discourse, and news entertainment audiences are also commonplace. We believe that if newscasters take the "three requirements" that should be followed in their work as the boundary, and the level of thinking abandons vulgar tendencies, then our news broadcasting career will surely form a personalized style that is loved by the audience and professional.

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