

Problems and Enlightenments of Cross-Border Hosting——Take "National Treasure" as an example

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Abstract: *In the era of omni-media diversification, the process of capital chasing for profit has brought about the vigorous development of the media industry, and also revealed the obvious trend of pan-entertainment. Traditional TV programs strive to embrace the "IP + traffic" operation model, so a large number of cross-border hosts have come into being. Singers, actors, and idols have crossed borders to host major evening parties, ceremonies and variety shows, but the quality of the programs is uneven, which has exposed the problems that many guest hosts have in cross-border hosting. Take "National Treasure" as an example, this paper analyzes the communication strategies of cross-border hosts in the program from the aspects of interview response skills, the use of paralanguage and role modeling, in order to give some enlightenment to peers in hosting learning.*

Keywords: *Cross-border host; Host strategy; Identity positioning*

1. Introduction

Due to the immature nature and management of cross-border hosts in entertainment industry, the threshold for cross-border hosts is still relatively low. Some singers, actors, and idols take to the stage to show their voices without having undergone professional study and training in the hosting business. In this case, the hosting effect is often unsatisfactory. Cross-border hosting, as a non-professional job for workers in various industries, requires strict professional quality level and suitable hosting strategy. From the perspective of the audience, after watching many programs presented by cross-border hosts, the author compares and summarizes some important reasons why the hosts of "National Treasure" can create image business cards and add vitality to traditional TV programs.

2. Existing problems of cross- border hosts

The so-called cross-border is to break the inherent business boundaries of previous media. "Crossover host" is a definition of "crossover" attached to the traditional concept of "program host", which means that his original occupation is not a host, and most of them have not received professional broadcasting and hosting skills training, but also in the TV program to control the program process, assume the role of host.^[1] From the current phenomenon of cross-border hosting, it is worth affirming that a fresh breath is adding interest to the development of TV program industry of China in various ways. Behind the entertainment, there are still many issues worth reflecting on.

2.1. Weak basic skills and lack of practical experience

Many large-scale film and television entertainment companies have invited popular actors, singers or idols as cross-border hosts to host the party. Most of these people have gratifying achievements in their professions and are very popular with the audience, and they are expected to be the icing on the cake for the ceremony. However, due to the weak foundation of broadcasting and hosting, it is common for these fledgling cross-border hosts to make their cross-border hosting debuts embarrassing. A popular actress once hosted her first show across borders, during which she was unfamiliar with the lines and mispronounced the guest's name, causing dissatisfaction among the fans of the award-winning guest. When a singer served as a host at the tenth anniversary ceremony of a fashion magazine, he looked nervous, mouthed and stuck during the whole process, and was dubbed by the audience as "the mudslide in the host world". Another actress with many years of acting experience in a recent variety show was ridiculed by the audience for embarrassing and too exaggerated. The common reason for these problems

is that their basic skills are too weak, the basic skills of the hosting profession are insufficient, and are lack of practical experience, which does not meet the standard of being able to host alone.

2.2. The language is frivolous and exaggerated, and lacks humanistic care

Although a cross-border host has mastered the basic skills of hosting with ease, but in a reality show he hosted, he interrupted the speech of the guests many times, using The untimely Internet "hot stalks" made both the guests and the audience in front of the TV feel embarrassed. The host was also criticized by the famous CCTV host for "the host's style and attitude are not correct and the glibness is glib."The author believes that while the hosts of variety shows create a humorous language style in the show, they should also pay attention to giving humanistic care to the guests and audiences, grasp the initiative on the scene of the show, and make correct three-view guidance. However, the non-professional cross-border host has insufficient professional knowledge of broadcasting and hosting, and the "frequent golden sentences" have caused harm to the guests, and the audience is difficult to accept it. In the final analysis, it is because he did not make deep cultivation and assumptions about the manuscript in advance, and he seriously lacked the sense of humanistic care in hosting, lacked the overall situation, the ability to control the field, and to adapt, and could not correctly mobilize the atmosphere of the ever-changing program scene.

2.3. The entertainment of the hosting effect leads to the public's aesthetic fatigue

Since Tencent first proposed the concept of "pan-entertainment" in 2011, the spirit of "entertainment to death" has gradually penetrated into many fields and spread rapidly. Whether it is games, music, film and television, or hosting the stage, people are more pursuing a relaxing, leisurely and interesting look and feel. However, the aesthetic direction of the public is constantly changing and updating with the development of the times, and any style and "mainstream" should not be static. Therefore, the "mainstream culture" is constantly updated and changed in the changing times. Similarly, "pan-entertainment" is only a "mainstream culture" in a limited stage. After the public has accepted the sense of entertainment for a long time, it is inevitable that they will have a sense of aesthetic fatigue. At a certain Golden Rooster Awards ceremony, two male entertainers who mainly focus on funny styles hosted the closing ceremony on the same stage. In the publicity before the program was broadcast, the audience was very much looking forward to the two funny actors on the same stage, but the hosting effect that night was unsatisfactory. There are different opinions on the Internet about the hosting level of the two. The author believes that the two are comedian actors themselves, and there is no inappropriate words and deeds in this hosting. The fundamental reason for the dissatisfaction of the audience is that the public has a sense of aesthetic fatigue from the phenomenon of "pan-entertainment" that has existed for too long.

3. Crossover Hosting Strategies in "National Treasure"

3.1. The correct role positioning of the cross-border host in "National Treasure"

3.1.1. The show's "organizer" role

At the opening of the first phase of "National Treasure: Exhibition Season", accompanied by the music "Elephant King Xing", actor Zhang Guoli slowly walked out of the main hall of the Forbidden City, facing the camera. He joked that the feeling at the moment is like playing the emperor to go to court in the play, but today is to set up an exhibition. The cultural relics of this season locates in the Wenhua Hall of the Forbidden City behind him. In the program, the opening of each episode is that Zhang Guoli act as the "organizer" to "arrange" the theme of this issue, and guide the guests to show the national treasures in the way of literary and artistic works.

3.1.2. The show's "participant" role

In the second episode of the show, actor Wang Gang joined the host of the show. At that time, "Heshen" and "Ji Xiaolan" earned enough "memory kills" from countless audiences on the same stage. In "Bronze Tooth Ji Xiaolan", they teased each other, and the scene was full of fun and maked people laugh. The theme of this episode is to explore the treasure stories related to Emperor Qianlong. The two hosts were full of "participation" in the show, and they told many stories about Emperor Qianlong just like when they were acting.

3.1.3. The show's "revelator" role

As a veteran actor, Zhang Guoli has cultivated a strong sense of belief in his performance for many years. Under the support of this strong sense of belief, his lines are very infectious to the audience. After years of sedimentation, his speech, temperament and mood are more and more mature. In the program, when the national treasures are performed in the form of literary and artistic works, Zhang Guoli asks the producer about the idea of the work every time, which leads the audience to go deep into the history behind each national treasure, also enlighten the audience not to forget the profound Chinese history when looking back. We need to innovate the cultural core to inherit and carry forward better. It is his "enlighter" status that makes the theme of this reality show sublime.

3.2. Good drafting ability of the cross-border hosts in "National Treasure"

Drafting has two meanings, one is drafting in a broad sense, and the other is drafting in a narrow sense. Generalized drafting is the foundation of broadcasting creation. In the narrow sense, preparation refers to the preparation of a specific manuscript before the broadcast.

3.2.1. General draft

Drafting in a broad sense is not an overnight job. It requires media workers to constantly discover, learn and accumulate in their daily lives in order to improve their political awareness, cultural knowledge, and artistic literacy. Compared with the professional host, the cross-border host has a relatively low awareness of the general drafting work, and it is difficult to consciously accumulate work for the broadcasting and hosting profession in daily life, which will cause the host unable to respond to the speeches of the guests, or failing to interpret obscure topics in a timely manner.

In the "National Treasure" program, when children from Lantian Children's Art Troupe talk about Emperor Qianlong, a boy said that Emperor Qianlong had been the emperor for 64 years, which is longest in Chinese history. The host Wang Gang first praised him for his erudition and knowledge, and then carefully corrected that Qianlong had been in power for 64 years. In the last four years, he served as "Tai Shang Huang", so the actual time is 60 years. This correction is not only impressive, but also corrects many people's misinterpretation of this historical event. Similarly, when the guests talked about the history of Li Shimin in the battlefield, the host Zhang Guoli also immediately mentioned the well-known TV series "Heroes of Sui and Tang Dynasties", and quoted historical stories in it to demonstrate Li Shimin's invincible image when he was in power, which was instantly remembered by the audience. The scattered impression of Li Shimin in the play is connected with the real Li Shimin, which enriches the audience's cognition of this part of history.

3.2.2. Preparation in a narrow sense

3.2.2.1. Express like a chat

Zhang Guoli's host always gives people a kind and natural feeling. This feeling comes from Zhang Guoli's level-headed treatment when expressing, just like the host and the audience face to face and speak with each other. This expression is neither a "bottom-up" recitation nor a "top-down" preaching. Instead, the audience is placed in front of their own eyes to achieve the effect of narrating nature. Occasionally revealed Tianjin dialect, moderate jokes, together with relaxed and calm eyes make his host like a chat, making the audience feel more comfortable.

3.2.2.2. Second time creation

In an interview with CCTV, Zhang Guoli said that before the show "National Treasure", he did not know much about national treasures. But in order to make his narration and expression have a sense of object, he spent a lot of energy to understand and study the stories of the past and present of these antiques. After mastering the background information of the manuscript, he developed the tone and state he needed to use when he took the stage for these stories. It is through the pre-deep cultivation and secondary creation of the manuscript that Zhang Guoli has achieved a deep understanding of the lines, so that the audience can understand the ins and outs of the story.

3.3. Strain capacity of the cross-border hosts in "National Treasure"

As a host, the situation on the show scene changes rapidly, so one of the most important skills a host must have is adaptability. In the face of sudden problems, the host should ease the atmosphere in time, mobilize the scene, regain the initiative, and ensure the smooth progress of the program. This requires

the host to have a good psychological quality, a strong knowledge reserve and the experience accumulated by continuous learning in daily life. In the first episode of "National Treasure", young musician and violinist Lv Siqing mentioned Mr. Nie Er's influence on him in the dialogue. When talking about Mr. Nie Er's untimely death, Lv Siqing couldn't help sobbing. Tears continued to flow, and it was difficult to continue to answer the host's questions. At this time, Zhang Guoli, the host, immediately patted Lv Siqing on the shoulder and said, "I understand what you mean, Siqing." After soothing Lv Siqing's emotions, he said unspoken words for Lv Siqing and spoke highly of Mr. Nie Er, successfully resolving Lv Siqing's embarrassment during the recording, and regaining control of the program's initiative.

3.4. Use of paralinguistic of the cross-border hosts in "National Treasure"

Stanilavsky said: "The person who speaks should have an object in order to convey his inner image to the audience." Zhang Guoli's mobilization of paralinguistic in hosting can be described as relaxing and moderate, and never make people feel exaggerated. Perhaps influenced by Zhang Guoli's own job, when he was an entertainer, he had accumulated experience in mobilizing his eyes, facial expressions and body movements to interact with the camera, so when he mobilized paralinguistic to host the show, he stared in surprise, Bending down when laughing out loud, and looking at the end of the Forbidden City with deep eyes, these frowns and smiles all make people feel natural and real. In addition, the generalized paralinguistic also includes clothing and styling. The resident host Zhang Guoli, as well as the actors and singers who play the "Guardian of National Treasure" in each issue, almost all wear traditional Chinese costumes that echo the theme of the current period, including robes, cheongsams, and Chinese tunic suits.

4. Enlightenment from the cross-border hosting of artists

In response to the phenomenon of cross-border hosting by artists, cross-border hosting practitioners who have made breakthroughs in various formats should have more inspiration and thinking. For hosts, in addition to ensuring a good image, excellent hosting style is also the key to improving the quality of program hosting and an important plus point for gaining the audience's favor.^[2] Being constrained by the "entertainment industry", pursuing the so-called traffic and variety show, and lacking reflection on the current mode of hosting, it is impossible to observe the current audience's preferences and the update of the times. Therefore, according to the phenomenon of cross-border hosting by artists, enlightenments are as followed.

4.1. Reasonable to construct and tailor the development direction

"A towering tree grows from a small sapling; a nine-story platform begins with a pile of soil; a journey of a thousand miles begins with a single step", the rationality of the cross-border host role construction is the root of host creation, and one of the advantages of cross-border host lies in its professional knowledge. How to evolve from "specialized personnel with specialized skills" to "one specialized with multiple abilities" is a question that needs to be thought deeply in the cultivation of cross-border diversified moderators. When choosing a development path, it is even more necessary to be down-to-earth and consider their own abilities, whether the attempts made are applicable in terms of themselves, and whether it conforms to their own personality characteristics, hobbies, professional theories and other dimensions. Cross-border hosting breaks the barriers between professions, and then extends talents. From a practical and theoretical perspective, it is not fishing for moons in water, it has strong practical significance and operability, while the difficulty lies in the path selection of cross-border people and their compatibility.

4.2. Broaden horizons and break rules

Cross-border hosts should establish their own unique hosting style in professional exploration and learning. In typical cases, it can be seen that the shaping of images is the difference between cross-border hosts and "academic" hosts. And this is precisely the advantage of cross-border hosts. For example, actor Zhang Guoli can switch freely between "National Treasure" and the life service program "China's New Blind Date". He does not stick to a single program style and develops in multiple directions. It can be seen that whether a professional host or a cross-border host, the single-level development caused by the inclination and asymmetry of their own roles should be avoided. At present, the phenomenon of homogeneity of various programs is very obvious. Many cross-border hosts have serious inertial thinking,

and have not yet escaped from the solid-state positioning mode. Therefore, cross-border hosts should find their own language symbols that can be broken through, dig out their own personality characteristics, style trends, psychological expectations, etc. In the period of popular entertainment, the hosts should strengthen their hosting art style, not fall into stereotype and transcendence, and bring a unique and generous appearance to the audience.

4.3. In-depth preparation and refactoring of the language

As for the reviewed manuscript, you must know its central idea, paragraph gist, and article structure to understand. This is basically the same as the steps we take to analyze the article in the process of learning Chinese. To sum up, it is necessary to understand the level, theme, background, purpose, focus, and tone of the manuscript.^[3] Although the cross-border host cannot completely compare with the host who is graduate from professional school, it can only be relatively honest and fluent in the language, but the host's treatment of the manuscript is not limited to the superficial treatment of the words and sentences, but must be traced back Its source, to achieve in-depth understanding, and to carry out my own secondary creation on the original manuscript. This secondary creation can be a readjustment of words, word order, tone, or a dynamic emotional change to the content of the manuscript. The actor Hu Ge, who served as the host at the closing ceremony of first, was completely unscripted and fluent in the six-minute opening speech. He was dubbed by netizens as "the host who was delayed by acting". In the interview, Hu Ge said that he was appointed as the host in a critical situation, and he had to do an in-depth analysis of the manuscript within a limited time, so as to be able to present the best state that day. When the host has a deep understanding of the content of the manuscript, the host's language will produce a self-distinct attitude and fully express his inner feelings.

4.4. Integrate into the scene and communicate sincerely

The relationship between the host and the audience is basically the communication and interaction in the same dialogue field. Whether the interview can be successful or not means the presence or absence of the host's ability. When communicating with the audience, it should not be over-packaged and become a burden on itself. Image, camera lens, entertainment and other external factors seriously ignore the quality of speech, increase the audience's detachment to the time and space of dialogue, weaken the connection between the host and the program process in the program process, and supplement the important role of the program content. Actor Chen Shu appeared as the host at the opening scene of the Times Report drama "Together". Her elegant temperament and graceful performance was not inferior to that of the professional host. Her dialogue-like hosting style deeply moved the audience. She received unanimous praise from the audience. Cross-border hosts should cultivate a sense of communication with objects, drive sub-language and inner emotions, and convey information to audiences. Hosts of different formats can use their own strengths in each profession to generate reflections to hosting activities. Secondly, it is necessary to get close to the head-to-head communication with the audience, and generate connotative and meaningful communication with the same status. From the actions of successful cross-border show host, it is not difficult to see the commonality of the host's "down to earth" attitude. Communication, from the beginning to the end, deeply reflects the sincere humanistic quality, which can not only reflect the personality but also not conform to the conventions. Therefore, only by taking this as a strategy can we continue to persuade the audience, attract and lead the audience, and realize the real transformation and upgrading. Look up at the starry sky while still rooting in the ground beneath our feet is necessary.

5. Conclusions

To sum up, hosting is not a simple task of reading a manuscript aloud. Behind it, the host needs to carry out long-term solid training and understanding. Today, when entertainment elements are rapidly sweeping the Internet and gradually spreading in many fields, most of the emerging cross-border hosts have not reached the standard of qualified hosts, and there is still a lot of room for development in the training of cross-border hosts. For the professional host whose professional space is squeezed, it is necessary to actively absorb experience from excellent cross-border hosts and learn lessons from problematic cross-border hosts. In addition to continuing to consolidate and solidify professional knowledge of broadcasting and hosting, it is necessary to increase practical experience, enhance the awareness of humanistic care, gain insight into the direction of the general environment, and adjust their

hosting style in a timely manner to avoid unipolarity and achieve multi-directional development.

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