

# Analysis on the Training of Bilingual Broadcasting Talents under the Background of Information Globalization

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**Abstract:** *With the deepening of economic globalization and the advancement of media technology, information dissemination is also developing towards the trend of globalization, and cultural exchanges are also quickly entering the level of globalization. As a disseminator of international culture, the professional ability of bilingual announcers directly determines the acceptability of information dissemination and the accuracy of information exchange. At present, the training of broadcasting talents in my country is still mostly limited to the national language level. To make China's five thousand-year-old civilization shine on the world stage, we must cultivate a group of bilingual media people with excellent business ability and take the initiative to It shoulders the mission of spreading the voice of a great country, conveying the image of a great country, and inheriting the civilization of a great country. This article will combine the current development status of bilingual broadcasting talents in China, and expound the significance of bilingual broadcasting talent training and the many problems existing in the training. The cultural stage has cultivated more outstanding bilingual talents.*

**Keywords:** *globalization, bilingual broadcasting, talent training*

## 1. Introduction

Looking at the current TV programs in my country, there are only a handful of foreign language programs. The reason is that apart from the small number of audiences for foreign language programs, the scarcity of bilingual broadcasting talents is also a major crux. Today, with the deepening of economic globalization, as the disseminator of the culture of a major country and the acceptor of international culture, we should use the language form of bilingual communication to vigorously promote Chinese culture on the premise of being fully familiar with and respecting foreign cultures. At the same time, it is eclectic, absorbs the cultural essence of various countries, and actively promotes the exchange and development of international culture. In today's splendid cultures of various countries, the cultivation of bilingual broadcasting talents is of strategic significance. [1]

## 2. The Significance of Bilingual Broadcasting Talent Training

### 2.1. Establish the image of a big country, spread the voice of a big country, and enhance cultural awareness

As one of the four ancient civilizations in the world, China is world-renowned for its long history and profound cultural heritage. As a cultural power in the world today, it is particularly important to cultivate a group of disseminators of the voice of the great powers and builders of the image of the great powers. Bilingual broadcasting talents, as the main carrier of Chinese and foreign cultural dissemination, are no longer simply broadcasting in the traditional sense, but more of disseminating culture in the form of a multi-functional and multilingual medium, feeling culture, and bilingually. The continuous transformation connects the media and the audience, and shoulders the dual mission of cultural communication and spiritual transmission. In today's cross-cultural exchanges and cooperation, the fusion and collision of Chinese culture and world culture has never been seen before, which requires us to spread our voice as a big country on the international stage and establish our image as a big country. To a certain extent, a country's culture is the epitome of the country's image. The establishment of a mature bilingual broadcasting talent training system as soon as possible is conducive to spreading our country's excellent culture, enhancing our country's cultural popularity, and allowing

Chinese culture to develop in a better way. the world, into the world.

### ***2.2. Take the essence and get rid of the dross, so that the world culture can be better integrated into China***

In today's cultural globalization, we still have a long way to go to be vigilant against cultural invasion and oppose cultural hegemony. Cultural exchange is a double-edged sword. Excellent foreign cultures can enhance the soft power of national culture, while dross of foreign cultures can also gradually erode the sense of national cultural identity. [2] Under such a severe situation, our bilingual announcers are required to have excellent cultural discrimination ability and cultural filtering ability before spreading foreign culture. As an important bridge between world culture and Chinese audience, bilingual announcers should consciously play the role of "cultural filter" for the dissemination of foreign culture, take the essence and remove the dross, and integrate the truly excellent foreign culture into our cultural system, and then continuously improve my country's cultural soft power, enhance the sense of identity of the national culture, let the world culture better integrate into China, and let the Chinese people better understand the world and go to the world.

### ***2.3. Enhance the international influence of the media and defend the dignity of the country***

What skills should a good bilingual announcer have? After repeated analysis and exploration, it is found that an announcer with profound translation skills can only meet the entry standards of the industry. An excellent bilingual broadcasting talent should at least have the following comprehensive abilities: As a spokesperson for a big country, we both It is necessary to have profound translation skills, a keen sense of news and a clear political position, as well as excellent on-the-spot adaptability and sufficient national self-confidence. Only in this way can we stand firm in the face of complex international public opinion environment, and can Only by having the ability to fight back in the face of malicious attacks from foreign media can we be neither humble nor arrogant at critical moments, effectively enhance the international influence of Chinese media, and defend the dignity of the country. [3]Whether it is in-field live broadcast or outdoor live broadcast, when faced with malicious criticism from foreign media, bilingual announcers should fully demonstrate to the world the firm stance and comprehensive ability of the spokespersons of major powers, deftly resolve these political turmoil, and demonstrate a The confidence and demeanor that a culturally powerful country should have. As a means of effectively establishing the image of a big country and defending the dignity of a big country, media broadcasting plays an important role in the arena of international public opinion. The bilingual comprehensive ability of the host is the most critical part of this method, which directly determines the firmness and accuracy of our political position.

## **3. Problems Existing in the Current Training of Bilingual Broadcasting Talents**

### ***3.1. Disproportionate ratio of talents Excellent talents are especially scarce***

According to incomplete statistics, there are currently more than 50,000 people engaged in broadcasting and hosting related industries in my country, but most of these employees are still Mandarin announcers, and there are still very few bilingual broadcasting talents with a high level. The surplus of Mandarin broadcasting talents and the scarcity of bilingual broadcasting talents have become the biggest bottleneck restricting our culture to the world. Serious talent ratio imbalance and unbalanced training structure have forced many local media to temporarily call Mandarin announcers to fill up the numbers when faced with sudden international news. In the end, the broadcast effect was greatly reduced at light level, and broadcast accidents were caused at worst. . Judging from the number of current CCTV bilingual announcers in my country, the extreme scarcity of bilingual broadcasting talents has become the biggest obstacle for information exchange and national culture to go global. As a cultural power that has attracted worldwide attention, it is imperative for my country to improve the bilingual training system, optimize the allocation of bilingual personnel, and cultivate more truly excellent bilingual announcers. Because this is not only an important mission entrusted by the party and the state to us media professionals in the new era, but also a "green code" and "pass" for Chinese culture to eventually go to the world and be understood and accepted by the world.

### ***3.2. The program penetration rate is low and the audience is small***

Although bilingual programs are novel in form, due to the high requirements for the audience's foreign language listening level, so far the audience of the programs is still limited to the elite group with higher cultural level. The proportion is not large, which directly leads to the generally low ratings of bilingual programs, and the scarcity of bilingual broadcasting talents has objectively exacerbated this phenomenon. At present, my country is still in the stage of simply catering to a large domestic audience to meet the viewing needs. Therefore, if we want to change the positioning of the program to make it more international and popular, we must expand the talent base of bilingual broadcasting. Nowadays, with the deepening of economic and cultural exchanges, the audience positioning of bilingual programs is bound to change. We can't just rely on the momentary appearance of some international authority figures to win fleeting ratings, but must start from the source and continue to strengthen the comprehensive ability of bilingual broadcasting talents, and the training mode should also be adjusted according to different audience classes and cultural levels. Reasonable personnel allocation, using different levels of foreign language expression, in order to achieve the purpose of attracting audiences from all walks of life at home and abroad and increasing the audience rate. [4] The development direction of bilingual broadcasting in the future should be to spread the charm of Chinese culture and the world in the eyes of Chinese people to the world while attracting audiences from all walks of life in China.

### ***3.3. The training model is more important than theory and less than practice***

Looking at the domestic bilingual training model, it is not difficult to find that there are still major deviations in theory and practice. Due to the late development of bilingual broadcasting in China, there is a double lag in time and consciousness, which leads to the fact that the training mode of bilingual broadcasting has always been more important than theoretical basis and less than practice. At present, most bilingual courses in China focus on the basics of broadcasting and translation ability, but largely ignore the practicality of foreign language broadcasting. Due to the many differences in grammar and language habits between China and foreign countries, there are also great differences in the broadcasting habits of Chinese and foreign news, which requires our bilingual talents in the new era to pay attention to practice, and to be familiar with the difference between China and the West in the practice of foreign language broadcasting again and again. In order to truly maximize the power of information conversion and the efficiency of information dissemination, can we truly realize that bilingual broadcasting is also a "paper" When I came up, I felt that I knew that this matter had to be practiced" language art.

## **4. Cultivation Strategy of Bilingual Broadcasting Talents under the Background of Information Globalization**

An excellent bilingual announcer needs to have professional knowledge in multiple disciplines such as communication, journalism, linguistics, etc. The final information broadcast is also a perfect presentation of the interpenetration and complementarity of multiple disciplines. Therefore, the author believes that in order to cultivate a qualified bilingual announcer, the relevant training courses should at least start from the following three aspects.

### ***4.1. Tracing the source to ensure the first priority of information dissemination***

First of all, the essence of the program is information transmission, so while cultivating the host's external soft power such as voice appearance, image temperament, etc., it is more important to put real information transmission in the first place. Many bilingual announcers studied foreign languages before starting their careers. Although the foreign language level is relatively high, their expression skills are still lacking. The ultimate purpose of broadcasting is the transmission of information, so as an announcer, the primary task is to let the audience clearly understand what they are talking about and what they are expressing. Use the most concise language to benefit your audience. In the process of broadcasting, it is necessary to grasp the scale of language use, and master the frequency of use of Chinese and foreign languages according to audiences with different cultural levels and different program types, so that audiences of different classes can clearly understand the content and ideas that the program is to express. There is no ambiguity, which ultimately maximizes the efficiency of information dissemination, increases the audience rate of the program, and also ensures the quality of

the program. In addition, in some programs with a lot of professional vocabulary, such as finance, sports and agriculture, the host also needs to learn and accumulate these professional vocabulary to make himself fully familiar with different expressions in different fields. In the end, it is guaranteed that every broadcast in this professional field is perfectly presented, and there is no difference.

#### ***4.2. Get refined internally and externally***

To be an excellent bilingual broadcast host, in addition to having extraordinary bilingual skills, it also needs to have extraordinary physical, psychological and political qualities. From "qualified" to "excellent", it is necessary to continue "internal cultivation and external repair".

In terms of "internal support", looking at most of the current bilingual practitioners in China, a large part of them are from foreign language majors, which means that they have not received systematic and theoretical hosting training in professional classes before. In order to achieve the perfect transformation of the profession, it is necessary to strengthen the relevant knowledge of hosting and pay attention to the accumulation of knowledge in ordinary times, such as the history of ancient and modern China and foreign countries, the customs of various countries and so on. "One minute on stage, ten years of work off stage" is just like this. A journey of a thousand miles begins with a single step. Only by focusing on daily accumulation and continuous self-cultivation can you be able to accomplish the broadcasting and hosting at ease. Only then can we truly transition from "foreign language talents" to "bilingual broadcasting talents".

In terms of "external cultivation", as a disseminator of the voice of a great country and a creator of the image of a great country, a good media image represents not only the personal image, but also the image of the country behind him. The key to establishing a good image of a big country in the international media is to improve the political literacy of every bilingual broadcast host. In today's highly developed media globalization, every word, deed, and every move of a bilingual announcer will always be noticed by domestic and foreign media, because he represents not only the image of the country in the eyes of the people, but also the image of the country in the eyes of the world. Obviously, if its basic political literacy is not qualified, then nature will no longer have any right to speak in the world media. An excellent bilingual announcer must have high emotional intelligence and political awareness at the same time, and take my country's political orientation as the starting point and foothold for cultural dissemination and civilization inheritance, especially when being criticized by foreign media. Unswervingly express our political position and resolutely defend our image and dignity as a great country. In the final analysis, only by continuously "internal cultivation" and "external cultivation" can we truly become an excellent bilingual announcer. This is a new mission entrusted to us by the era of information globalization, and it is also an inevitable trend of the development of information globalization.

#### ***4.3. Reasonable allocation of bilingual teaching courses***

According to official data, there are currently more than 300 colleges and universities that offer broadcasting and hosting arts majors in my country, but very few of them offer bilingual broadcasting talent training, which directly led to the lack of our elite bilingual talents. And from the aspect of curriculum setting, some colleges and universities also have great unreasonableness in the supporting setting of teaching courses. [5] There are few or lack of relevant professional bibliography, and some theoretical sections present academic blanks. It is suggested that educators in the industry should pay attention to the training direction of bilingual broadcasting as soon as possible, improve the training system, optimize the training structure, and make a systematic and theoretical rational allocation of teaching courses, so as to cultivate more excellent bilinguals for the big stage of international culture. Broadcasting talent.

### **5. Conclusion**

Today, the number of journalists has reached more than 50,000, but there are only a handful of bilingual talents who can flexibly use two or more languages, have keen news insight and bilingual broadcasting ability. In today's information globalization, bilingual announcers, as an important medium for economic, political and cultural exchanges between my country and the world, cultivate a group of bilingual announcers with firm political stance and excellent professional ability. It is a catalyst to effectively enhance the discourse power of Chinese media in the international media. It is the cultural mission of every new era bilingual announcer to convey my country's excellent culture to

the world through bilingual broadcasting.

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