

Research on the Hosting Style and Dissemination Prospect of "Readers"

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Abstract: *To analyze the hosting style and dissemination prospects of cultural programs, this paper takes the popular cultural program "Readers" in China as an example. Starting from the program positioning and program content of "Readers," this paper analyzes the two characteristics of the program, namely the behavior of "reading" and the person who "reads," and explores the hosting style and dissemination prospects of the cultural program. Then it introduces the characteristics, hosting style, and dissemination prospects of other cultural programs and summarizes and analyzes similar cultural programs to provide some reference for other researchers.*

Keywords: *Dissemination prospect; Cultural programs; Hosting style; Readers*

1. Introduction

At 8:00 pm on February 18, 2017, "Readers" was broadcast for the first time on CCTV-1. This is a cultural and emotional show launched by CCTV. Dong Qing appeared in front of the public as a host and program producer for the first time. The program starts with two parts of "Readers"; one is reading aloud, that is, disseminating written language, and the second is people, that is, to show life [1]. This program combines the two very well, allowing words and life to collide with sparks. The program elicits the characters' true feelings by combining personal growth, emotional experience, background stories, and traditional cultural masterpieces. The show infects, inspires, and educates people through reading aloud so that everyone can find themselves, confide in themselves, and purify themselves by reading aloud. Reading aloud allows people to regain traditional culture, reshape their spiritual world, reveal their true feelings, and read their own life.

2. Introduction and Features of "Readers"

2.1 Introduction

"Readers" is a cultural and emotional show. The collision of culture and emotion is reflected in what we often say: the text conveys the truth and moves people with emotion. As a cultural program, it should take cultural dissemination as its task. The program's content includes national cultural classics, poems, songs, historical celebrities, literary classics, etc. Emotional programs express, demonstrate, and pay attention to human emotions through records, conversations, and reconstructions. And "Readers" is a combination of these two forms. The initiative of the show direction is delegated to the guests and hosts. Each show episode will have different themes such as "encounter, choice, companionship, gift, farewell," and so on. These words themselves contain rich charm. The choice and use of keywords have become the program's core clue and the audience's emotional resonance point. Culture is infused with the creators' emotions and integrated into the audience's emotions, so a dialogue between culture and people can be formed over time and space.

2.2 Features

The emotional and moving program features "intelligently combining life worthy of respect with words worthy of attention, starting from words, moving towards inner emotions and the sincerest experience," these concepts run throughout the program. It injects much emotion into the whole program and has a clear understanding of the program's style, positioning, and direction. The "Book of Poetry" records that "emotions are in the middle but expressed in words, and words are not enough, so

it is a pity." Mass media TV programs are an important medium for people to communicate emotionally. We need to make the concepts of TV programs resonate with the audience emotionally. Compared with other variety shows, "Readers" does not have a luxurious star lineup, and the scene setting is also elementary. Still, the simple plain program process and simple material selection become the best window to show the characters' ordinary life and the story. The combination connects emotions and improves the connotation and quality of the program, which is why "Readers" can become the most popular cultural and emotional show.

3. The Dissemination Effect and Advantages of "Readers"

3.1 Dissemination Effect

When it comes to communication effects, the first thing to talk about is the communicator. The communicator in this program is the host, who must have his characteristics in oral expression and conform to the program's positioning. The second is the innovation of the communication mode of this program. Communication form is reflected in the first layer of communication is the host; the host interviews the guests and introduces the guests' personal experiences and emotional world. The reader, that is, the interviewee, is also the disseminator of the content of the reading. The identity or experience of the reader is related to the content of the reader, and this is also the second dissemination process. The setting of the reading booth has innovated the communication mode of TV variety shows. It breaks the gap between online and offline, walks into everyone's side, turns a TV program into the most popular national cultural activity, and enters the inner world of the audience. Regarding audience positioning, the initial expectation of "Readers" was that the program's audience was the post-50s, post-60s, post-70s, post-80s, and other groups. Unexpectedly, the post-90s and post-00s became the primary audience of "Readers" after the broadcast. In the interview session, the program set the interview location in a relatively small second studio, with a TV, two coffee tables, three sofas, flowers, tea sets, and picture frames on the coffee table, allowing the guests to have the warm and comfortable conversation, integrating the atmosphere of home into it to relieve the tension of the guests. At the same time, it is also quite artistic. The yellowish light will dilute the feeling of the guests doing the show and show their most authentic side. As for the reading part, the program crew set this part in the studio hall. The whole stage set is like a library and a small theater. It can allow people to express their feelings in an open environment. The stage will be slightly changed when reading aloud, making the whole set and picture come alive. In the dissemination process, "Readers" can clearly define their own position and actively guide the audience. In such an era of extreme lack of culture, it can reawaken people's desire for literature and words and effectively play a positive role as a communicator.

3.2 Communication Advantages

The most significant dissemination advantage of "Readers" is that it combines print and modern media well. Characters' deeds are displayed through modern media, and the reading content extends the character's story expressed through print media. It represents the changes made by traditional TV cultural programs to meet the needs of the times, it is a restart of reading, and it is the image culture in the era of image reading that is redeemed by printing culture [2]. As a variety show, it is not a fast-food culture but a breath of fresh air. Because of its uniqueness, its audience extends from the post-50s to the post-00s. By reading prose and poems aloud, readers can convey beautiful essays and poems through sound so that people can feel the charm of poetry and the power of words and touch everyone's heart with real emotions and the beauty of rhyme. The literary sentiment of the book arouses people's passion for reminiscing about traditional classic culture and the feeling of reading aloud. This program makes many people love a book and an article. Reading for all is no longer a slogan, and "Readers" is the first touchstone to realize it. The collision of culture and emotion and the exchange of words and ideas truly integrate TV programs, variety shows, cultural programs, and emotional programs, creating a stunning and magical spread effect.

4. The Communication Style of "Readers."

4.1 Elegant and Dignified

While hosting the program, Dong Qing could combine her cultural accomplishment with the connotation of the program very well because the program "Readers" is positioned as a cultural and

emotional program. And Dong Qing's presentation, from the early preparation to the broadcast of the program, combines profound Chinese classical cultural heritage with the characteristics of the column and the spirit of the times to present an elegant, dignified, modest, and simple hosting style. In the "Farewell" program, the story of the Chinese peacekeeping force stationed in Mali, Africa, was told. Dong Qing's expression made the audience feel her true feelings. As a listener, hostess, and participant, Dong Qing shows an elegant and dignified temperament and an honest and straightforward hosting style.

4.2 Calm and Natural

This has always been an important factor in her hosting style. In the process of hosting large-scale evening shows hosted by CCTV for many years, Dong Qing's language expression, crisis rescue, and other on-site creations all reflect a calm and natural state. In "Readers," her style is reflected in the sense of ritual of the program process and the ritualization of verbal expression. "Readers" pays attention to the combination of reading and ceremony. As the initiator and serializer of the whole reading ceremony, Dong Qing can excellently complete the transition from "interview" to "reading." Acting calmly and naturally, although it was a ceremony, she showed no signs of a strong trace [3]. The use of sound language and the use of studio space scheduling make the audience feel a sense of ceremony. From the two doors to the center of the stage, Dong Qing's slow steps, firm eyes, calm smile, and natural body language can all show the temperament and demeanor of the host and still shine without saying a word.

4.3 Steady Atmosphere

In Dong Qing's programs, most of the series and opening monologues are hosted in a steady and elegant style. In the interview, some elements of variety shows were added to ensure a good program recording atmosphere, combining solemnity with harmony, teaching with fun, and reflecting a grand and elegant temperament. Therefore, the nature of the program and the positioning of the program determine that Dong Qing's hosting style in the "Readers" program must be calm and elegant. Secondly, the content of the reading aloud in the program, Dong Qing's opening monologue, or the impromptu language expression during the host process are all contents that have a wide range of emotional resonance and are full of deep friendship. In the process of language expression creation, related skills such as scene reproduction in the internal skills of broadcasting and host creation, tone, and rhythm in external skills are used to integrate with the overall atmosphere of the program [4].

4.4 Poetry

The subjective factors determine the poetic charm in Dong Qing's presiding process. As a producer, she participates in the planning and creation of the program throughout the whole process, so she can deeply understand and determine the program's positioning and accurately judge the audience's aesthetics. Her business conditions are also crucial in forming the charm of poetry and calligraphy. She has a good image and an elegant temperament. Her voice and image are the basis for developing a poetic hosting style. She combines good voice, image, and emotion to make the hosting style more vitality and expressive [5]. The long-term host experience and life experience, as well as the continuous improvement of her cultural quality, have also laid a good foundation for her poetic style of hosting.

5. The Social Influence and Development Prospect of "Readers."

5.1 Social Impact

"Readers" has profoundly impacted society in terms of cultural inheritance and the development of modern TV programs. First, this cultural program absorbs the inner essence of Chinese literature and starts from human emotions. The combination of readers and readers mobilized the audience's enthusiasm for participation and set off a nationwide reading craze. It arouses people's attention to traditional culture and thinking about the spiritual world.

First, the social impact is the return and thinking of the humanistic spirit. The humanistic spirit focuses on the expression of human value and spirit. As a TV program, "Readers" injects a humanistic spirit into the program, adding humanity to the program. This gives the audience an endless aftertaste. For example, the theme word of the second episode is "accompaniment." Dong Qing said at the

beginning of the program: "The grass is growing its seeds; the wind is shaking its leaves; we stand without saying anything, and it is wonderful. In Gu Cheng's poems, companionship is so simple and beautiful; and in the lives of each of us, we will encounter all kinds of companionship; for example, at this moment, between you and me is a short period of companionship; for example, speaking of our school days and our classmates, it was a few years of companionship, and there is another kind of companionship, which is the companionship destined by the blood in life, that is the companionship between us and our parents and children. "The program's opening remarks help the audience interpret the meaning of companionship from multiple angles so that everyone can connect with themselves to understand the true connotation of companionship.

Secondly, the social impact is the concept of "home" emphasized in the program, which resonates with society. Since the broadcast of "Readers," the story behind the reading of the manuscript has always been very touching. In the show's clips with the theme of "home," it is mentioned that home is everyone's first memory and destination. Moore said that to find what we want, and we must travel worldwide and find it when we return home. On the other hand, the Chinese advocate that those who wish to govern their country should first organize their families, and the family is an essential link between a person and the outside world. Liang Xiaosheng wrote that everyone has a natural home, and books can build a spiritual home. Home is a word full of connotation and warmth. The advocacy of "Readers" about "family" makes the audience realize the importance of "family." Everyone has his own story, and every valuable story deserves to feel the warmth of his home, and every small family gathers into the big family of China. It provides new ideas for media people to dig deeper into a social culture and how to use the media communication platform to practice better.

The setting of the reading booth dramatically affects the development of society and culture. Reading aloud is essential to disseminating ideas, conveying emotions, and promoting spirit. "Readers" can fully mobilize people's most sincere feelings through reading aloud. To allow more people to experience reading aloud, "Reading aloud" has been set up in 13 cities, including Beijing, Shanghai, Guangzhou, Xi'an, Hangzhou, Wuhan, and Taipei. A total of more than 30,000 aloud readers have entered the world with ordinary and touching stories. The reading booth breaks through the shackles of time and space and uses your voice to express your efforts and life expectations. Readers Cai Yifu and Zhai Yanwen selected Dr. Christopher Galfard's "Minimalist Cosmology" and gave it to their wedding next month. Reader Jin Yan picked "Spring" by Mr. Zhu Ziqing and gave it to the baby in her belly. The establishment of the offline reading booth has mobilized the enthusiasm of the audience to participate [6]. Readers take this opportunity to read their favorite literary works and tell the stories behind them so that more people can feel the solid humanistic feelings in them.

5.2 Development Prospect

Thinking about the development prospects of future programs, the author believes that any program has its life cycle. From the long-term development perspective, "The Reader" still has some problems. If you want to "keep youth forever" on the TV screen, "the program group also needs to plan the future development path with innovative ideas. First, according to the current broadcasting situation of the program, most of the guests invited by the program group are celebrities and celebrities. I hope that more people will participate in it and collect materials widely. Second, keep innovating, absorb the merits of other variety shows, break the inherent patterns and procedures of variety shows, and use modern high-tech media to achieve the integration and unity of poetry, painting, literature, and scenery. Only with expressiveness can there be vitality, and there will be constant freshness and surprises. Third, from the point of view of the programming of the program, the relationship between the main stage and the second scene of the interview is awkward. The interview in the second scene was in a relatively small studio, and the live audience could not participate. During the second on-site interview, there was a feeling that the audience was isolated. The interview can be arranged in a specific area of the stage, and there is a small part of communication with the audience on the spot. Suppose the program group is to create a kind of home comfort for guests during interviews. In that case, the small studio can be designed as semi-open to alleviate the embarrassment of the audience being isolated. Fourth, the proportion of guest interviews in the program is slightly more significant. The characters selected in each show's episode are perfect for the audience. Still, due to many people or the limited length of the show, whether it is interviews or readings, more exciting content always feels that it is not fully presented before it ends. Yes, it gives people a sense of an ending. Since it is a classic masterpiece handed down from generation to generation, there must be something remarkable about it. The host might as well do some more literary reviews so that the audience can have a more thorough and profound understanding of the work.

6. Conclusion

The emergence of "Readers" can be seen as an attempt to change the decline of traditional classic culture, using reading aloud to arouse people's attention to literature and even printing media. The personalization and innovation of "Readers" are undoubtedly worth learning from more variety shows. From the development perspective, "Readers" must keep pace with the times, constantly innovate, dig out more materials, enrich the program information, make the forms more diverse, and strengthen the content of classic interpretation. Only in this way can we produce more connotative and high-quality cultural and emotional variety shows. Let TV variety shows no longer stagnate in fast food culture and commercialization but can become high-quality programs with cultural connotations that arouse social thinking, deep thinking, and attention.

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