

Form, Sound and Qi: An Analysis of Aesthetic Education among TV Program Hosts

Liu Wenqing

Wuhan University of Communication, Wuhan, China

Abstract: As a media role, TV presenter bears the effect of aesthetic education. Aesthetic education plays a leading role in enlightening thoughts and nourishing minds in human development. Therefore, this paper analyzes the important influence of TV presenters on aesthetic education from three perspectives: the form, vocal language and temperament of TV presenters, so as to make the aesthetic education effect of TV presenters moisten people's hearts in a subtle way.

Keywords: TV presenter; Aesthetic education; Form; Sound language; Cultural connotation

1. Introduction

TV host is a special media role, which spreads ideas through the screen and communicates with the audience in the form of interpersonal communication. Aesthetic education plays an important role in the development of human beings, which is of great benefit to the development of people's body and mind.

In the modern industrial society, the technological revolution and the blessing of the industrial revolution have changed the development of human society, and the changes of new life style and material outlook have also driven the changes of values and ways of thinking. Human's attitude towards nature and society has changed, which has caused the original perceptual thinking and rational thinking to lose balance. Aesthetic education, on the other hand, bridges the split of human nature with a spirit of "harmony between man and nature", and makes human's attitude and thinking way towards nature and society return to the original, but surpass the original, thus striving to achieve a harmonious development.

Standing in the present and entering a new era, while bringing many new changes, also entering Rosa's "accelerating society", means that with the development of science and technology and the acceleration of modernization, everything in society is developing rapidly. In this state, the changing speed of TV programs is accelerated, and the endless TV programs not only provide people with various choices, but also speed up the forgetting speed of people's memories, which will lead to many mixed TV programs. Among them, TV presenters are more or less influenced by TV programs, so that TV presenters can't show their expected level better, let alone the effectiveness of aesthetic education. Based on this, this paper analyzes the aesthetic education effect of TV presenters, and from three aspects: the overall aesthetic appearance of the TV presenters' external formal aesthetic feeling and internal core accomplishment, the integration of sound appearance and skill expression in vocal language creation, and the cultural charm of TV presenters, explores that TV presenters' multi-dimensional aesthetic feeling exerts a subtle influence on the audience, and spreads more distinctive and charming aesthetic feeling to the audience, making it the proper meaning of the topic of analyzing TV presenters' aesthetic education effect.

2. Form:aesthetic education among TV presenters.

From the pre-Qin period when "rhetoric is sincere", seeking the combination of formal beauty and inner beauty, to system of rites and music in the Western Zhou Dynasty, the beauty of rites and music was highlighted, all of which indicated China's pursuit of beauty. In modern times, under the collision of various aesthetic thoughts between China and the West, Cai Yuanpei put forward the famous "five educations simultaneously" during the May 4th Movement, in which "aesthetic education" was mentioned. Wang Guowei also pointed out in "On the Purpose of Education" that "aesthetic educators, on the one hand, can develop people's feelings to achieve perfection, and on the other hand, they are the means of moral and intellectual education, which educators must pay attention to." Besides, there are many ideas about aesthetic education in western aesthetics, such as Schiller's "Game Theory", which

emphasizes the pleasure of aesthetics. Modern and contemporary western humanists such as Heidegger also regard "beauty" as the highest standard. All these indicate that aesthetic education plays an important role in human life. Therefore, TV programs closely related to the audience's life should also pay attention to the cultivation of beauty and aesthetic education, so that they can play the role of educating and educating people.

The mention of aesthetic education makes people pay more attention to the educational significance of beauty. Therefore, from the point of view of TV programs, the importance of aesthetic education of TV programs is self-evident in the case of a wide audience of mass media, ranging from the elderly to the babbling children. As a "window" directly connected with the audience, the TV presenter should take the responsibility of aesthetic education.

The TV host communicates and contacts with the audience through the TV media. From the perspective of aesthetic elements, the image of the host is the first step to attract the attention of the audience. The word "host image" has a wide and profound meaning. On the one hand, it refers to the external image such as costume assembly, but the visual image that is externally blessed and visible to the naked eye, such as makeup, hair and props. However, the external image should conform to the nature and positioning of the program, and more importantly, it should be compatible with the audience of the program. From the external image, it should reflect the etiquette culture of the host of the TV program. On the other hand, and more importantly, the host, as a public figure, should pay attention to the overall evaluation and enlightenment of his image in TV programs. Mr Zong Baihua mentioned in "Walking in Aesthetics" that "artists tend to take 'form' as the basis of art, because their mission is to express life in form. Philosophers, on the other hand, often wait and see the inspiration of the soul in works of art, and regard the expression of spirit and life as the artistic value."^[1] From this experience, we can see that the image of the host is not simply a way of serving, but also a way to melt the inner spirit and life experience into it through the image 'window' of the TV host and spread it to the audience through words and deeds. To educate people and educate themselves first, this requires the host to pay attention to both internal and external cultivation. While paying attention to external image expression, he should pay more attention to the improvement of internal literacy, so that every word and every move can be in line with TV programs, and constantly encourage himself to be a perfect person with "aesthetic feeling".

3. Voice:the aesthetic expression of language among TV presenters.

On the one hand, the voice expression of TV hosts is the combination of voice appearance and vocal language creation skills; On the other hand, it reveals the emotional connotation, which makes the vocal language expression of TV program hosts resonate with the audience's program experience and life rhythm.

3.1. "Unique" sound aesthetic effect.

The voices of TV presenters are various and unique, and the "surprise" and "uniqueness" of this voice bring diverse auditory aesthetic feelings to the audience. TV presenters' voices have their own characteristics, such as rough and calm, bright and gorgeous, warm and watery, etc. In TV programs, different voices of presenters bring different feelings to the audience, such as "Reader", "News 1+1", "Chinese Poetry Conference" and "Classic Singing and Spreading" and many other TV programs, which not only give great play to TV presenters' voices and temperament, but also the beauty of the flowing rhythm is infused into the TV program, which is beyond words.

In addition to the original appearance of the host's own voice, it is more about the overall presentation of comprehensive vocal language expression skills. Through the vocal language expression skills such as pause, stress and rhythm control, it can be better integrated with its own voice characteristics, and it can be integrated through long-term practice, so as to achieve a "natural" state. Professor Zhang Song pointed out in "Language Communication Literary Theory" that "the host's language skills directly affect the program quality and hosting level. Unpleasing to the ear, inarticulate, nonstandard language, tangentiality, incoherent and insincere, they have not even met the minimum requirements. Some people call it 'nature'. Goethe said, 'Art is art because it is not nature'. Nature in the aesthetic sense is 'those who don't work, work extremely well', and it is by no means a copy of life."^[2] In view of this, TV presenters' presentation of the beauty of voiced language should be based on the nature of voiced language expression, which is the "circulation" of unique voice appearance and expression skills, and the expression of true feelings without affectation.

Looking at the historical track of China's broadcasting hosts, with the beauty of sound, the aesthetic education of all the people includes Xia Qing's atmosphere, Qi Yue's deep feeling, the grandeur of the Ming Dynasty and the delicacy of the Woods. Their vigorous and eloquent voices, their combination of hardness and softness and lingering sound have long been a classic and a paradigm.^[3] At present, there are many distinctive and lively vocal language styles among TV presenters. It is the inheritance and innovation of this generation that makes the charm of sound show different aesthetic effects in different times.

3.2. The language emotional experience of "sound into people's hearts".

The language expression of TV presenters should have the emotional effect of "sounding into people's hearts", so that the art of voiced language can produce the "heart flow" comprehension of TV presenters and audiences. As far as broadcasting host itself is concerned, it is a kind of creative labor mainly based on voiced language. Professor Zhang Song once clearly stated, "The reason why broadcasting is 'creation' is that it has a predetermined purpose, and it takes a certain amount of labor and certain skills to change the existing form of things. This change mainly refers to: transforming written manuscripts into voiced language, or externalizing internal language into voiced language. This audio language should be a broadcast work with a purpose, content, emotion and object, and it is neither 'scripted' nor 'rambling'. As a result, broadcasting has formed its own creative ideal, creative attitude, creative path and creative method."^[4] Based on this, the TV program host's vocal language expression should not only "speak with substance", but also establish a sense of object and communication, so that vocal language can naturally establish contact with the audience through the media of mouth and ear, and drive the audience's emotional experience through the expression of content and object, and to a certain extent, it will have emotional resonance with the audience. At the same time, it is necessary to "realize" what you say. Through the second creation of the text, the re-shaping of the sound, and the idea of your own conception of the text, we can integrate emotion, spirit, beauty, charm and other implications into the creation of sound language, so that we can appreciate the extra-rhyme ambition of "being romantic without a word" and make the audience resonate with the TV presenter, so that the audience can experience it.

For example, in China in Classics, the host made different vocal language expressions for different cultural narrative sections, especially in the old Song Yingxing's talk about "Heavenly Creations". Facing the tearful Song Yingxing, the host's "grief" made people feel deeply moved, and the words were short and meaningful, all of which turned into a strong treasure, which not only realized the harmony and unity of the characters in the picture, but also generated emotional resonance with the audience through vocal language expression.

Therefore, the aesthetic education of TV presenter's voice can be called "taking heart as ambition and speaking as poetry." The combination of sound and emotion gives birth to the beauty of sound, so as to educate people.

4. Qi: the overall guidance of aesthetic feeling among TV presenters.

On the one hand, the "qi" presented by TV presenters comes from the temperament, aura and momentum of TV presenters themselves, which needs rich cultural cultivation as the base; On the other hand, it is the harmonious and vivid beauty between TV presenters and TV programs. The "harmony" between them is the best way to achieve a win-win situation between TV presenters and TV programs, and it is also the best way to realize the significance of aesthetic education.

4.1. Fundamentally: inspire the beauty of TV presenter's own connotation.

The TV presenter's own connotation needs profound cultural background to support it. Therefore, based on Chinese culture, we should find the root and soul of aesthetic education, so that what we say and what we express can be "all in form and spirit" and achieve the beauty of "wonderful" and "little in words but enough in meaning". Just as, looking for traces of aesthetic education from Tang poetry and Song poetry, there will be the lonely, high-definition and cold beauty of "a little boat, a bamboo cloak, an old man fishing in the cold river-snow" written by Liu Zongyuan; From the lyrics of Yuanqu, you can appreciate that "the sky is blue, the land of yellow flowers is yellow, the west wind is tight, and the geese fly north and south. Who is drunk in the frost forest in the morning?" Always leave people's tears "of the beauty of love;" From China's paintings and calligraphy, we can also find the strength of "rigidity" and "blank space". What's more, from the Chinese educational tradition, we can learn from Confucius'

teachings, Confucianism's learning, Ming's actions of "benevolence, courtesy and wisdom", and cultivate the prosperity of etiquette and music, all of which are cultural think tanks for contemporary TV presenters to cultivate themselves.

For example, in the cultural TV program Reader, the host's temperament, aura and charm are based on profound cultural accomplishment and run through profound humanistic care. From guest reading to interview, the subtle points vividly reflect warm and touching emotional care, humanistic care and aesthetic education. Therefore, on this basis, the temperament of the TV presenter, through the rich self-restraint, "words have substance" language expression, will touch the modern and contemporary aesthetic education through the ancient and modern times, embodied in every word, vividly implement the charm of "words about meaning", enlighten the audience's thoughts in a way of "moistening things quietly", refract reality and nourish people's hearts.

4.2. "All things are one": the harmony between the host and program.

A tree alone does not make a forest. TV presenters should not only have the beauty of "form" and "sound", but also the beauty of "spirit", which means not only the temperament and charm of TV presenters, but also a broad-minded spirit to accommodate everything in TV programs, and internalize all 'being' into the host's own 'nothing'. Therefore, it is necessary to regard TV presenters and TV programs as a whole, and to realize the harmony between them, which is for "great beauty". First of all, it needs to be clear that being a high-grade host needs the artistic spirit and aesthetic attitude, not just the gorgeous aura shrouded in the external form.^[5] Therefore, on the premise of upholding the aesthetic attitude, it is necessary for the host to take the initiative to fit in with the positioning of the program and grasp the purpose and essence of the program. For example, in China in Classics, the host's different identities in the program serve the program. Among them, the host is not only a bystander, communicator and narrator of the culture, but also a participant or creator of the culture. The change of multiple identities not only tests the host's hosting skills and knowledge, but also serves the program. The "communication" between TV presenters and TV programs maximizes the aesthetic feeling and the aesthetic education effect.

At the same time, in the turbulent times, TV presenters should keep pace with the times, achieve deep integration with TV programs, present better TV programs to the audience, show better hosting quality and professional level, and rely on TV programs to form a distinctive personal hosting style, which can withstand the test of TV program market and audience. At the same time, it also brings aesthetic enjoyment to the audience in a subtle way.

5. Conclusions

The TV presenter exerts a subtle influence on the education and dissemination of beauty, which is reflected in the form, voice expression and temperament of the TV presenter, and the integration of the three is the most important thing for the expression and presentation of aesthetic education. As a door to contact and communicate with the audience, TV presenters should have certain mission and responsibility, and take the initiative to take on the responsibility of guiding and educating aesthetic education. At the same time, it should also be noted that aesthetic feeling is the trace of artistic form projected on people's mind and spirit, and it is aesthetic experience. Its focus is on people's perception of artistic form, rather than the form itself or the material turned into rhetoric.

References

- [1] Zong Baihua: *Aesthetic Walk*, Shanghai People's Publishing House, 1981, p. 231.
- [2] Zhang Song: *Literary Theory of Language Communication*, Beijing Broadcasting Institute Press, 1999, p. 142.
- [3] Zeng Zhihua: *Cultural consciousness: an important cornerstone of the cultural influence of TV presenters.*[J]. *Modern Communication*, 2018(4)
- [4] Zhang Song: *On the Art of Broadcasting and Hosting*. Communication University of China Press, 2009, p. 118.
- [5] Chai Fan: *The phenomenon of "pseudo-communication" in TV host's interview in the contest.* [J]. *Modern Communication*, 2004(2)