

The language art of the host's live oral expression in new media live programs

Yingnuo Huo

School of Health Management, Southern Medical University, Guangzhou, China

Abstract: *Nowadays, with the development of the medium fusion depth, TV host to participate in the live television on new media is becoming more and more media era of new media show more and more, t language needs to be different from previous television news programs, highlighted the importance of artistic language more, in the big and small screen, the interaction of online and offline, How to balance the characteristics of new media and the advantages of various types of programs, good oral expression needs the host to better grasp and use. As we can see, the artistry of oral expression is more prominent.*

Keywords: *oral expression, language art, new media live programs*

1. Introduction

In the era of omnimedia development, the advantages of new media are obvious, including fast transmission speed, wide transmission range and strong interactive communication. Traditional media and new media are gradually integrated and developed, and traditional media hosts are more involved in the live broadcast of new media in this environment. For the machine is suitable for various different media audience, host need to transform oral expressions, and they should departure from the content. Improvisation is not optional expression, it need show subject, promote program process, efficient accurately pass the content to the audience, at the same time inspire emotion better participate in the program interaction, guarantee program complete to improve the quality of programs, also highlight the profound connotation of new media live programs.

2. Language analysis of different types of new media live programs

2.1. Live broadcast with goods

The host has its own mass base, early publicity has a good effect, and the goods with the goods themselves to the audience's appeal. This type of live show usually has a certain appeal. Different from other live streamers, the live streamers do not only pursue "short, flat and fast", but have relatively connotations, which are closely related to the host's own cultural knowledge reserve and life and work experience. Due to the tacit cooperation between the hosts with years of work experience, live broadcast shows with goods are not only effective when they are broadcast. This is more due to the conversion of language expression of the hosts. In the goods at the same time, not only can we understand the utility quality of goods and preferential prices, at the same time, the interaction between the host is a big point of the program. The playfulness of live broadcast with goods is fully reflected, which is different from other live broadcasts with goods. In some live broadcasts, anchors read the comments in the comment section to interact and reply to the audience in time. However, some live streaming products are at the pace of the anchors themselves, which only interact with each other and drive the citizens to participate in the purchase. The netizens will not reduce their interest and attention, and even have a sense of joy and participation in watching variety shows. For example, CCTV News Good Life Shunde Manufacturing live broadcast with goods special show, CCTV anchors Kang Hui, Wen Jing, Zhu Guangquan these three people participated in this show with natural ,lively, friendly and generous voice, a change in the usual dignified elegance in the anchor desk calmly, so the whole live broadcast with goods was harmonious and interesting. The use of appropriate language, such as joking, and recreational language is completely in line with the theme of the program, and can achieve the effect of selling goods to promote economic consumption.

2.2. Live broadcast programs with holiday themes

CCTV News launched a live report "Always Remember You" on Qingming Festival on April 4, 2021. CCTV host Bao Xiaofeng visited the Heroes' Garden in front of the martyrs' Tomb in Lanzhou, where Chen Hongjun's martyrs were buried. In the whole process, the audience was introduced to the situation of martyrs and interviewed in a low tone. It is a sad atmosphere to commemorate the dead heroes in the cemetery of martyrs. If the positive voice is used, it is obviously not in line with this situation. Similarly, the language is ethical. Chen Hongjun's wife, children and mother came to the scene, but the original interview plan was canceled because "I know what I can't do for them", and it is enough to express our respect to them. The impromptu oral expression of the scene report needs the host to control the emotion better and tell the audience the scene situation quickly and accurately.

CCTV news channel, every year will launch special program "Year After Year" on New Year's eve. On January 31, 2022, on the basis of time introduced a live TV special "Anchors' New Year's Eve dinner" chat about dinner all over the country, including the host field cooking and Beijing games village, attachment of programs at the same time also to interact with the audience draw prizes. In such a special day of family reunion, through such new media live comfort the person's mood can't go home, and also for families to reunite together joy, announcers' oral English in colloquial way. They chat friendly, conform to the audiences' appreciation habits, satisfy the audience's acceptance to ensure the integrity program. Appropriate and targeted oral expressions in specific live broadcast programs related to festivals are in line with audiences' psychological expectations of festivals, and reflect the unique charm of language expression.

2.3. Live cultural programs

"Follow the Place Names in China" is a derivative of the cultural TV variety show "China Place Names Conference". Through the interaction with netizens and the connection with guests, two anchors took place names as the carrier and integrate geography, history, folklore, literature and other contents to show the charm of Chinese culture in an all-round way. The overall tone of live cultural programs is relaxed and lively. They fully display local cultural characteristics, local conditions and customs through a variety of communication channels and program patterns, which are close to the audience and real life. They have better regional cultural resonance for the audience and more emotional resonance for the non-local audience. Through the way of science popularization and sharing feelings, the host uses natural and simple oral expressions, which meets the requirement of "sitting down" to talk in the new media live broadcast.

3. Perfect countermeasures of linguistic artistry

3.1. Improve professional quality

First, understand the production process of new media live broadcast, and grasp the importance of the host's own link. Secondly, most of the new media programs are live broadcast without subtitles, which requires the standard level of Mandarin of the hosts. Of course, some of the moments that need to speak dialect are excluded. Finally, the preparation of the program is equally important. Having a full understanding of the basic information of the interviewees, related to the theme of the program and the derived content, the host is enabled to deal with the unexpected situation and adapt to the new media live broadcast.

At the same time, the host's own ideas and comments are added, the problem setting and topic communication are integrated, and the various links of the program are connected naturally and smoothly, and the importance of the language artistry of the host is fully reflected. However, regardless of the host cooperation partner and interviewees feel output their opinions, not only is the host is not professional, more loss shows the overall integrity and good effect, if the host doesn't make any comment on almost with no new media live television interview object, and the communication between work partner to reduce, it will also reduce the audience's interest and attention. Appropriate comment language and dynamic language communication sense can help reduce the sense of distance across the screen of new media live broadcast. *Usually, in the course of the program, the host has no time to pay too much attention to the external language skills because of the content arrangement. Therefore, only by cultivating the external language skills, can we use the language freely and maintain a high degree of thinking when we do the program^[1].*

3.2. To form the best language exchange atmosphere

The first point is the interaction between the hosts. As the communication between colleagues is relatively natural and cordial, the internal sense of interaction and communication can be transmitted to the audience through live broadcasting. Followed by the communication between host and guest, guests usually appear in the form of video attachment or at the scene, the former kind to external factors such as network should be considered the best focus questions and comments, ensure guest share of complete. In the normal language communication, it can also through body language such as nod and eye contact, gesture, etc.. Anchors express the physical state of listening and the psychological state of sincere communication, and form a good communication atmosphere. Finally, the communication between the host and the audience, mainly through real-time comments in new media programs, the host can answer the audience's doubts or help the audience to raise questions, to achieve efficient and timely communication.

To strengthen the sense of communication and interaction, and promote the topic of the program in the process of listening and expressing, full preparation and daily accumulation of life experience are needed in the early stage. The importance of the ability to improvise is further highlighted. Properly grasp the rhythm and deal with the relationship between the audience. Grasp the civilian and daily voice, and transform the plain and natural voice into the daily and easy to understand voice suitable for new media live broadcast, close to people's lives and attract more audiences. News broadcast is usually in a state of correct and coherent words, but local dialects can be appropriately added to new media live programs to shorten the distance with the audience and get close to the heart of the audience. The sincere voice, the sincere emotion, and the firm tone of voice form a concentrated sense of intimacy that can be fully expressed through language.

3.3. Find a personalized language style

The host's own experience, interests, personality and other differences lead to their own characteristics of the content of attention, in the same block program to find their own positioning, to form their own language style, help to form the unique style of the program and the host's personal IP, to adapt to the further spread of the program. Changing language style is a further requirement for news hosts in the era of all media. In new media programs, they should find their own positioning and present more wonderful programs. The theme of different live programs should be differentiated to enhance the vividness of the programs. For example, the tone of the programs with the theme of festivals should conform to the characteristics of the programs. In oral expression, anchors should conform to the theme of the program, find their own positions, optimize the language art, and ensure that the new media platform is easy to understand and the tone is approachable. The application of network language to new media programs may not have a good effect, so it is necessary to comprehensively consider the application of spoken language.

"Individuation" is the sum of a person's stable experience pattern and advantages in character formed in the process of long-term communication with others. It is a dynamic function. There are also people who believe that this is not the host's own oral English is gaining recognition, but the forces of host draft text, anyway, at least in this new media era, the host of oral expression to a certain extent, to get the response of The Times and the audience recognition, also can saying is open the host of the new media era of the new mode of oral expression^[2]. The aesthetic importance of the host's language art also appears. The host's taste makes it possible to deepen the spiritual and cultural connotation while using the theme of the live program. The program tone is only a part of the important influencing factors of a good live program, and the host's language art also has a great influence. The breadth and level, refinement and type all put forward higher requirements for the host, especially in the era of the popularity of new media live broadcast.

3.4. Strengthen the culture of oral communication

Chinese culture is extensive and profound and has a long history, which strengthens cultural confidence. Cultural confidence can be expressed through programs, whether there are live special programs about Chinese programs, such as the New Year's Eve special program "Anchor's New Year's Eve Dinner" or the new media special program on UP Youth's May 4th Youth Day. There are also cultural theme programs such as "Chinese Place Names Conference" derivative of "Follow the Place names of China" new media live programs all reflect profound cultural connotations, fully absorb the power of Chinese culture, diverse display of Chinese cultural charm.

The language expression of the host is not an individual behavior, but represents the state of the program, and every move of the host is within the scope of the spread of content. Cultural communication is the most important way for the public to understand culture. While new media live broadcasts attract the attention of young people, the quality of a large number of live broadcasts is uneven, and programs with cultural deposits can stand out and successfully attract the attention of young audiences. At the same time, both fun and liveliness should be adopted to ensure a relaxed atmosphere. Nowadays, special programs emerge in an endless stream on TV, and news anchors have enough space to play on the anchor desk. The atmosphere of the previous serious programs has changed, and the sense of interaction and experience has significantly improved. Furthermore, news anchors can better adapt to the live broadcast of new media by substituting the more relaxed voice into the live broadcast of new media.

4. Conclusion

The charm of language art is to turn the cold words into power and connotation through the expression of the host, making language and words become the carrier of emotional communication and cultural transmission. Host should enhance their business level, enrich their knowledge, improve responsibility to bear in the various types of programs for positioning. The reasonable expression according to different context, experience in new media live oral expression characteristics and effect, accurate and creative oral expression can form the style of the new media live programs, even host's personal style, it will show the artistic charm of oral expression in an all-round way.

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