

# The Improvement Strategies of Presenter's Improvised Oral Expression Ability

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**Abstract:** *Impromptu oral expression is an important ability that TV program hosts should possess. It has the characteristics required to be accurate and effective, professional and insightful, flexible and engaging. Through analyzing the current situation of improvisational expression ability of TV program hosts, it is found that some of the present hosts are facing the problems of insufficient professionalism and lack of connotation in the content of expression. In such a situation, television program hosts should face up to the difficulties and challenges. Improving professional skills, enriching knowledge reserves, enhancing psychological quality, and grasping practice opportunities are the key enhancement strategies for facilitators' improvisational oral expression ability.*

**Keywords:** *Facilitator; Improvisational oral expression; Enhancement strategies*

## 1. Introduction

For TV program hosts, in addition to the basic skills of language expression, they should also have the basic ability to improvise oral expression. The impromptu oral expression, also known as extemporaneous speaking, refers to the unprepared and spontaneous verbal communication by a TV host during the hosting process. It typically requires the host to effectively respond to unexpected situations on the spot, drawing upon their knowledge and experience in hosting to quickly organize their thoughts and convey them to the audience. It can be said that improvisational oral expression ability is an important embodiment of the host's comprehensive ability, but also an essential form of language expression in the process of hosting the program. Improvisational oral expression is characterized by randomness, authenticity and life. The host will face some unexpected situations when hosting, this time to react quickly, so the improvised spoken expression of the language is relatively more real, without too much modification, the words will be more colloquial, more close to life. The innovative development of TV programs and the rapid progress of new media have put forward higher requirements on the personal ability of program hosts. Hosts in the hosting process can not just "read from the script", but should be flexible in the use of improvisation and oral expression skills, more skillful management of the program, to achieve a better communication effect.

## 2. Characteristic Requirements of Moderator's Improvisational Oral Expression

The host's good improvisational speaking ability plays an important role in improving the quality of the program and ensures that the program runs smoothly and is more enjoyable to watch. Program hosts to improve their improvisational oral expression ability, first of all, to clarify and grasp the characteristics of improvisational oral expression requirements.

### 2.1. Be accurate and effective

The moderator's impromptu oral expression should first of all be true and accurate, which is also an important principle in impromptu oral expression. Hosts need to make sure that the information they are delivering is truthful and accurate during the hosting of the program. Because of the random nature of improvised oral expression, the moderator did not prepare and write in advance, and it is easy to make a slip of the tongue or use the wrong words in the process of expression. It can be seen that TV program hosts need to pay more special attention to the accuracy of language when improvising oral expression. This requires the presenter to be deliberate about what is said in the program, and to be precise and standardized in his or her wording. Furthermore, ensuring the language is both accurate and truthful

enhances the program's credibility and that of the presenter, ultimately fostering trust from the audience.

On the basis of truthfulness and accuracy, effectiveness is also one of the important requirements of improvised oral expression. The presenter should make sure that what he or she expresses can be understood by and have an impact on the audience. In order to achieve linguistic effectiveness, the presenter should be proficient in the basic skills of linguistic expression, mastering accurate intonation and speech flow sound change. In addition to this, the presenter should pay attention to the content of what is being expressed. In order for the audience to better understand what the presenter is saying, the presenter should make sure that the language of the improvised oral expression is simple and clear. In the process of hosting, if the host uses too much jargon, difficult vocabulary and complex and lengthy sentences, it will make it difficult for the audience to understand the content of the program, while concise vocabulary can convey the information more efficiently. In addition, in order to increase the "credibility" of the content, the moderator should be "justified" in the process of improvised oral expression. When expressing opinions, the presenter should make sure that the content expressed is based on something rather than fabricated, in order to convince the audience and trigger their thinking, and to have a positive communication effect.

### ***2.2. Be professional and in-depth***

Host improvisation oral expression is different from the daily life conversation chat, TV program hosts shoulder the responsibility of controlling and guiding the program, and play an important role in the process of information dissemination in the mass media. In other words, the content delivered by TV program hosts will have an impact on the society, which also puts higher demands on the language of improvisation of the hosts. Today's television program hosts are not just "sounding boards", the content of the expression should not just be superficial information, but should be professional and in-depth.

In terms of the professionalism of the language, program hosts should take into account their own "media attributes". The important position of TV program hosts in mass communication, which requires hosts to strictly require themselves to play the role of oral communication, pay attention to the professional degree of language in improvised oral expression, and enhance the communication effect of improvised oral expression.

Professionalism of expression also requires that the facilitator be aware of the range and scale of linguistic expression during the facilitation process. Due to the random nature of improvised oral expression, the host may be "off-topic" or over-exaggerated in the process of live expression, causing the audience to misinterpret the question. This requires the host to have a firm grasp of the content and main theme of the program, and should focus on the theme of the program when expressing it, and not play it out arbitrarily. Getting the right scale can make improvised oral expression work better for the program.

In addition, the presenter has to improve the quality of language so that the improvised oral expression has substance in order to really trigger the audience's thinking. For example, CCTV host Dong Qing's impromptu oral expressions are often deep, meaningful and thought-provoking. Whether in the process of hosting "The Reader", "The Chinese Poetry Conference" or commenting on CCTV's "Host Competition", Dong Qing's improvisations are often meaningful and thought-provoking. For example, her statement "There is no winner when the gun goes off" in the 2019 CCTV Host Competition speaks to the philosophical and thought-provoking balanced relationship between man and nature.

### ***2.3. Be flexible and attractive***

In the process of hosting, the host should establish an "audience mindset" to effectively deliver the content to the audience. In order to better attract the attention of the audience, the moderator should focus on the flexibility of the language in the process of improvised oral expression in order to enhance the attractiveness of the language<sup>[1]</sup>

The improvisation of a TV presenter is usually a language content organized without a written script and based on the actual situation on the spot. As the actual situation on the spot cannot be predicted in advance, the facilitator should be able to make keen observation, quickly analyze the situation on the spot, and quickly organize the language in his or her mind. It should be noted that the actual situation on the scene during the hosting process is often sudden and changeable, which also requires the host's language to be flexible, and the host should adjust the content and state of the language expression in conjunction with the specific situation. With the rapid development of new media, the form of TV programs is more varied, which also puts forward higher requirements on the flexibility of the host's

improvisational oral expression. Moderators should improve their learning ability, adapt to the integration of new media technologies, establish a "media integration" mindset, adapt to the characteristics of "interactive communication" of information in the new era, and increase the flexibility of language.

In order to enhance the attractiveness of improvisational oral expression, TV program hosts should pay attention to the "resonance" of the language, so that the audience understands and agrees with the content conveyed by the host, and then resonate with it, in order to achieve the effectiveness of communication. The host can focus on the molding of his own image through the basic skills of his own language expression, so that the expression is more affinity and cordiality. In addition, in the process of hosting, but also to enhance their ability to sense, empathy with the audience, in the improvisation of oral expression to add appropriate emotional expression, combined with the actual situation into different emotions.

In order to take better account of the needs of the audience and to enhance the attractiveness of the language, moderators should also enhance the "interactivity" of improvised oral expression. In the process of hosting, program hosts should not just "talk to themselves", but should enhance the "sense of communication". Under the influence of Internet technology, the form of mass media communication has changed from "one-way communication" to "two-way communication". The audience's attitude and choice for the development of news media plays an important role, the host should pay attention to the audience, increase the interaction with the audience to attract the audience to watch, enhance the audience adhesion.

In order to increase the appeal of improvised oral expression, the language of the facilitator should be aesthetically pleasing. With the development of mass media, nowadays all kinds of TV programs are increasing, viewers have more choices, and the aesthetic level of the public has been improved by watching different programs and making comparisons. This requires the host in the improvisation of the oral expression process to increase the language "processing" and "design", taking into account the "living" at the same time taking into account the "artistic", so that the audience to produce aesthetic pleasure.

### **3. Existing Problems of Facilitator's Improvisational Oral Expression**

Looking at the present time, the improvisational oral expression ability of TV program hosts still needs to be improved. At the individual level, there are problems of insufficient professionalism and lack of substance in the content of expression. The development of new media and the arrival of the era of integrated media have also brought greater challenges to TV program hosts.

#### ***3.1. Insufficient professionalism of facilitators***

Nowadays, some presenters still have the problem of their own lack of professionalism, which leads to the ineffectiveness of improvised oral expression. For example, in the process of hosting the program, some TV program hosts will have the phenomenon of relying too much on the script, in which case, the host's expression will be easy to become unnatural, hard and dull, and will also be prone to stuttering, slips of the tongue and so on. Excessive reliance on the script is also not conducive to emotional integration and communication and interaction in the hosting process. In the process of improvised oral expression, some moderators also have the problem of overly deliberate expression, i.e., the content expressed in the process of moderating is not accurate enough, rigid, and does not conform to the on-site situation and context.

At the linguistic level of impromptu oral expression, some presenters also suffered from a lack of fluency and articulation in their presentation language. Fluency is an important requirement in the process of language expression, especially for improvised oral expression. The fluent expression of the host can make the audience understand the content of the program more clearly and ensure the communication effect of the program. There is an excessive amount of verbiage and redundant auxiliary words in the hosting process, which is detrimental to both the smooth running of the program and the audience's reception of the information. In addition, some moderators' improvised oral expression also suffers from a lack of focus and dragged and cumbersome content. This is not conducive to the host's focusing on the program theme, which can easily lead to the expression of the content deviating from the focus, the language is too redundant, and the hosting rhythm is too dragging, which affects the quality of the program.

### ***3.2. Lack of substance in the content of the expression***

As mentioned above, professional and in-depth expression is one of the characteristic requirements of TV program hosts' improvisational oral expression ability, and nowadays, some hosts have the problem that the content of their improvisational expression lacks substance. With the popularization and rapid development of the Internet, the influence of new media platforms on users is increasing, and the dissemination of online information may lead to insufficiently standardized language in the host's oral expression.<sup>[2]</sup> Some hosts, in order to cater to the needs of some vulgarity, make excessive use of network terms, use words arbitrarily and ignore grammatical norms, which can lead to the loss of meaning and lack of connotation of the communication content. In addition, the development of new media has made the dissemination of information show a trend of "pan-entertainment", in order to gain attention, some moderators add too much anachronistic and over-entertainment content in their oral expression. This trend of "popularization" is not conducive to the sustainable development of hosts and programs.

To better convey the message to the audience, the presenter's oral presentation should be centered solely on the main idea of the program. At present, the improvisation expression of some TV program hosts still lacks the main idea or the main idea is not clear. This will make the audience difficult to understand the theme of the program or even misunderstand it, which in turn affects the broadcasting effect of the TV program. On the basis of a clear main idea, the content of the TV program host's impromptu oral expression should also have practical content. The content expressed by the host should be substantive rather than nebulous and false. The facilitator should incorporate personal reflections into his or her presentation, taking into account the situation on the ground, and the content of what he or she says should be opinionated and well-founded. Nowadays, some hosts have the problem of too much nonsense, and what they say does not have any real meaning, and does not have the effect of communication.

## **4. Paths to Improvement of Facilitator's Impromptu Oral Expression**

Nowadays, there are problems in the improvisational oral expression ability of TV program hosts. With the continuous development of new media, the upgrading of audience aesthetics and the diversification of program forms, the impact on hosts should not be underestimated. TV program hosts should be clear about their own shortcomings, face the challenges, and improve their improvisational oral expression ability in a targeted way.

### ***4.1. Training professional skills and improving professionalism***

As an important carrier of mass communication, TV program hosts transmit information to the audience through oral communication, so the hosts should have solid language skills, which is also the basic skills of the hosts, and is very important in improvisational oral expression.<sup>[3]</sup> In order to improve professionalism, presenters should multiply their professional skills. First of all, they should practice their voice vocalization diligently to ensure that their pronunciation is standard and clear so that the audience can hear and understand them. In the process of practicing, the presenter can imitate the standard pronunciation, practice repeatedly and make recordings, analyze whether there is any problem with his voice through the recordings and polish it more. When practicing, the host should pay attention to the details, and resolutely eliminate irregular pronunciation and habits.

In addition to voice vocalization, the host should also pay attention to the volume of expression, speed of speech, tone of voice and so on. Some hosts have a misconception that the quality of expression improves with an increase in volume. In fact, not, too high volume may make the audience feel noisy, harsh, while the appropriate, natural volume can make the audience feel comfortable, in order to achieve a better communication effect. The presenter should relax his or her larynx and avoid excessive volume when he or she expresses himself or herself. In addition, the speed of the host's expression also greatly affects the audience's trust and favoritism towards him or her. TV program hosts should pay attention to the training and control of the speed of speech, grasp the content of the program, try more different speeds during the training process of improvised oral expression, avoid too fast or too slow, and find the speed and tone of speech that is suitable for themselves and for the program, in order to better control the rhythm of the program. In addition, the moderator should also pay attention to their tone of voice when improvising, which will play a good modifying effect on the language. Moderator in the improvisational expression of the training can try to express to different objects, according to the other side of the characteristics of the tone of voice to choose the appropriate tone, to adjust their own emotional

expression. In the process of improvisation, the host can also add some appropriate sub-language, such as expression, action and so on.

#### ***4.2. Improvement of knowledge system and cultural literacy***

For TV program hosts, it is not enough to have solid basic skills. The content of the improvised oral expression is the most important thing.<sup>[4]</sup> In order to make the content of the improvisation more meaningful and profound, the host should pay special attention to "prior preparation". Some moderators think that improvisation is difficult because they do not have a clear understanding of improvisation. Although improvised oral expression is played out on the spot, it actually tests the daily accumulation of the hosts.

Television program hosts in their daily lives to learn more, accumulate more, and constantly absorb new knowledge, enrich their own knowledge system, improve their own cultural literacy. Improvised oral expression is not only to examine a host's reaction ability, but also to test a host's knowledge reserve. If a host wants to do well in improvised oral expression, accumulation is very important, which requires a long time to learn and precipitation. Hosts in life should do more to see, learn more, maintain "curiosity", dare to ask questions, in order to expand their knowledge. In addition, the host should also maintain the habit of reading, strengthen the theoretical knowledge of learning, more reading, more thinking, to build their own knowledge system. In order to better integrate the knowledge learned, the moderator should also strengthen the "writing skills", write more and more practice in life, improve their language skills, better use of the knowledge learned, and then make their own improvisation in the process of oral expression can be quickly mobilized by the accumulated knowledge.

#### ***4.3. Enhancement of psychological quality and maintenance of a stable state of mind***

Because of the randomness of improvised oral expression, in the process of expression, some moderators will be too nervous, resulting in the language is not fluent enough and the expression of the content is not clear enough. It can be seen that TV program hosts should maintain a good state of mind, improve their psychological quality and overcome nervousness. In the training process of impromptu oral expression, the host can imagine that he or she is in front of the audience to simulate hosting, and keep a stable mind in the process of practicing. The presenter can also enhance his or her mental ability through simulation training, so that he or she can remain calm in the face of emergencies, and still be able to play steadily under pressure. In daily life, the facilitator should give more positive hints and self-encouragement to himself or herself to form a positive guidance and improve the self-confidence of improvised oral expression.

In the process of hosting, the host should maintain a calm and steady mood and mind. Before going on stage, they can calm down and relieve their nervousness by taking deep breaths and listening to some soothing music. In addition, TV program hosts can also learn some psychological knowledge, self-relaxation when necessary, so that their emotions are stable.

#### ***4.4. Take advantage of practice opportunities to gain hosting experience***

The moderator's impromptu oral expression is a highly practical ability, which explains the importance of real-world experience. Through practice, the host can summarize afterward according to his or her own realizations, learn lessons, summarize experience, analyze his or her own problems, and make targeted self-improvement.<sup>[5]</sup>

In their life and work, moderators should seize every opportunity for impromptu oral expression and practice more and more. For example, hosts can actively enroll in host competitions, speech contests, debates and other events that examine improvisational language skills. After the competition, they should review themselves according to the judges' comments and the audience's feedback. In addition, in daily life, facilitators should not miss every opportunity for self-expression in front of others and accumulate experience through daily, fragmented practice.

In the process of hosting, the host should also "dare to speak". Some hosts are afraid to speak in their programs, resulting in a lack of coherence in the program, which is not only detrimental to the fluency and enjoyment of the program, but also to the growth of the hosts themselves. Only when the host dares to speak and speak more can he or she find out where his or her deficiencies actually lie and then improve them. The speed of progress in practice is much higher than the speed of progress of the moderator's own practice, and this process is also the moderator's self-polishing and perfecting process. Through practice,

the host can find the entry point of expression faster in improvised oral expression, which strengthens the host's ability to manage and control the program, and then find the hosting style suitable for themselves.

## 5. Conclusions

TV program hosts should be clear about the characteristics and requirements of improvisational oral expression, analyze their own deficiencies and make corrections with an open mind. In the all-media era, higher requirements have been put forward for the improvisational oral expression ability of the hosts. TV program hosts should follow the trend of the times, shoulder their professional responsibilities, improve themselves in all aspects, improve their improvisational oral expression ability with practical actions, analyze the style of the program, and give full play to their personal characteristics, so as to achieve a good communication effect.

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