

# Analysis of Sa Beining 's Hosting Style

**Cao Ranran**

*School of Broadcasting and Hosting Arts, Communication University of Shanxi, Jinzhong, China*

**Abstract:** *The emergence of new media has promoted the TV industry to develop faster and faster, and TV programs have gradually become market-oriented. Many people have devoted themselves to the host industry, and the host team has gradually grown up. However, the accumulation of quantity has not reached a qualitative leap. We will find that many hosts on the market have basically the same host style. Because they see which host style is widely liked by the audience, they blindly imitate it, but they have not formed their own unique style. Today's TV presenters are already different from the traditional ones. Instead of just following the script prepared in advance, they should look for a host style that suits them best according to their own characteristics, and show your unique personal charm to the audience. How to make a name for yourself among many presenters, so that the audience can remember and like you, is a problem that we need to solve. The presenters must make full use of their own advantages and characteristics in combination with the program content, so as to achieve a certain program effect. Taking Sa Beining as an example, this article studies the host's program style and the formation of Sa Beining's host style, and discusses how the host can find a suitable host style.*

**Keywords:** *Show style; Host style; Sa Beining*

## 1. Introduction

The host's hosting style is a kind of embodiment from the inside out. The formation of the style often requires repeated hosting practice for a long time, which is accepted and recognized by the audience. It is closely related to the host's own knowledge, temperament and life experience, and it is an important feature that distinguishes a host from other hosts. Of course, the host's style will be different due to the different programs in which he is located, as well as the external image, internal cultivation, personalized language and character of the host. For example, the host style presented by Sa Beining in different programs will be different. Next, the formation of the host style will be analyzed from these four aspects.

## 2. Overview of program hosting style

### 2.1. External image

The audience's initial impression of a host must be to measure whether they like it or not by his overall external image. Then the image presented by the host on the screen includes the external manifestations such as facial makeup and expression, body shape, dress and so on. In addition, in the later stage, the matching of clothes and accessories in line with the style of the program, appropriate makeup, shooting from different angles on the scene and the coordination of lighting make it present a screen image. To judge whether a host can be accepted and recognized by the audience, the first impression is very important, and different external images are important factors to highlight the host's style. For example, in news programs, the makeup of the host is required to be simple and natural, without excessive whitewashing, and the dress should be generous and decent; In entertainment programs, the whole image of the host is relatively fashionable and avant-garde; In children's programs, the requirements for styling clothes should be lively and clear, which will easily attract children's attention. Sa Beining's dress will be different in different programs. In formal programs such as legal report and Let's Go, Sa Beining usually wears a suit and trousers to tie a bow tie, while in Hello! The clothes in "Life" will be more casual and sporty, giving the audience a natural and cordial feeling.

### 2.2. Internal cultivation

Nowadays, some TV programs still pay attention to their appearance and neglect the improvement of their inner cultivation and temperament, so that individual "vase" hosts appear in everyone's field of

vision for a short time. Perhaps the audience's impression of them only stays on their appearance, and they don't remember anything. In the program, the hosts have to face various situations. If there is an emergency, the hosts don't have rich experience. However, it is difficult to control a program only by empty talk. Having a bright and beautiful appearance may attract the audience for a while. In the long run, what the audience wants more is the output of knowledge. These external things are all short-lived in the final analysis, and what really catches the hearts of the audience depends on the inside. According to the relevant survey, "the audience has higher and higher requirements for the knowledge level, social experience and hosting style of the program host. The hosts most appreciated by the audience are mature and thoughtful hosts with knowledge, experience and sense of humor. Especially in some developed countries in Europe and America, the audience has higher and higher requirements for the social experience and experience of the host." [1] So, to be an excellent host, we must also pay attention to the improvement of inner cultivation. For example, there was a program named *Paradise Lost* in legal report in Sa Beining. Because teachers didn't have formal training and lack of professional nursing experience, a kindergarten child died inexplicably during a nap. If he didn't realize the deeper cause of this problem, or lack of relevant legal knowledge, it might be difficult for Sa Beining to express his unique and profound opinions and convince himself by the audience. As it happens, Sa Beining, whether he is an undergraduate or a master's degree, is a law major in Peking University, and his solid legal foundation makes him more professional when discussing legal cases with guests. In the TV industry, the host's hosting quality is uneven, and it is difficult to get into the audience's hearts if only the voice and image are used, and it is impossible to make in-depth and meaningful programs. Therefore, the host should pay more attention to the improvement of internal cultivation, so that there can be a longer-term development space and progress in the host industry, and the audience can be presented with their own unique host style and personal charm in the program.

### ***2.3. Personalized language***

Individualization is mainly reflected in the host's thoughts and language. To express one's thoughts accurately and fluently through language, one should also present one's own personal characteristics. Different program types and host's expression methods will be different. In the process of hosting the program, it is necessary for the host to use personalized language to drive the audience and the atmosphere at the scene, so as to generate some good interaction with the audience. Only by using more personalized language can the audience have more inspiration and thinking, and resonate with the audience. For example, Sa Beining was more serious, objective and fair in recording the legal program legal report, but in the reality show *The Great Challenge* broadcast by CCTV, he suddenly became a funny person who set off the atmosphere of the program, changing everyone's stereotype of CCTV hosts and letting everyone see a more cordial and real Sa Beining. This kind of linguistic contrast and personalized language can make a deep impression on the audience.

### ***2.4. The cultivation of character***

A host with good character will gain extra points in the audience's mind. As a host, respecting, understanding, caring, maintaining enthusiasm and conveying positive energy are the basic qualities that a host needs. In the program "Let's Speak", when responding to the questions raised by the youth delegates, Sa Beining will encourage them to face all kinds of disappointments in their lives, not to be discouraged, and to keep a positive and optimistic attitude at all times. Sa Beining's words gave great encouragement to the guests. Even if he hosted a serious legal program, he was not affected by some negative energy and remained optimistic about the sunshine. The producer of legal report once said, "Legal programs are full of gloom, but Sa Beining has no negative energy, like a big child."

## **3. The importance of shaping the hosting style**

### ***3.1. It is conducive to the formation of program style***

In a program, the host can be said to be the core. They are the bridge connecting the program with the audience. To a certain extent, the host is the "facade" and "business card" of a program. In today's increasingly fierce competition of TV programs, a program must have its own clear style, so as to attract more and relatively stable audiences. Therefore, the best way to shape the program style is to form the host's own unique hosting style.

### ***3.2. It is conducive to the recognition of the personality image of the host***

If you want to distinguish two people or two things, apart from the difference in overall appearance, another important way to distinguish them is to start from their different personalities. As the saying goes, "Personality is difference." Then the host has different angles, unique expressions and unique shapes by showing his own personality image and showing the audience that he treats problems. These are the basics of forming a unique hosting style of a program.

### ***3.3. It is beneficial for the audience to understand and receive information***

In the process of using various languages for mass communication, if the host simply expresses his universality of a thing and does not form his own unique expression system, then the audience will not be able to know it. Robert Norton, an American communication scholar, believes that "personal communication not only provides information in the process of communication, but also can inform people in some way how to understand and react to a certain message. These signals play a role by 'showing how to treat, filter, interpret or understand a certain text (basic) message'

The role of 'style messages' ".<sup>[2]</sup> As time goes by, the audience receives information from it not through the original information, but through the refining and screening of language by the host, which makes it easier for the audience to understand and receive information.

## **4. Formation of diversification of Sa Beining's hosting style**

A good program host will always think about how to improve himself to increase the ratings of the program, so as to impress the audience in the program. When watching a program, the audience will make a mental judgment from the host's overall language expression, body movements and emotional outpouring, so as to have a rough initial impression of the host. In the early days, Sa Beining gave people the impression that he was a humorous, logical, quick-witted person with solid professional knowledge, and showed a serious side to the audience. In a CCTV legal publicity social education program "legal report" hosted by him, he quickly stood out among many CCTV programs with his unique hosting style, and became a "star program" broadcast by CCTV at noon. Therefore, he was widely loved by the public. From his growing environment, he became a host when he was a student, and what kind of hosting style Sa Beining has in different types of programs.

### ***4.1. Sa Beining is influenced by its growing environment***

Sa Beining's ancestral home is He County, Anhui Province. After the outbreak of the Anti Japanese War, his ancestors left their homeland.<sup>[3]</sup> He was born in a military family whose parents are engaged in literary and artistic work in the army. Sa Beining's educational philosophy not only cultivates his literary and confident personality, but also creates a relaxed, harmonious and free family atmosphere for him. Perhaps it was influenced by the environment at that time. Sa Beining loved to give speeches on the stage since childhood, and went to the second grade of junior high school. After an accidental speech contest, Sa Beining actually passed the city's selection and came to the province to continue to participate in the contest. By the third year of senior high school, He was also selected to attend a winter camp held by Peking University. When he reported the performance at the end, he presented a song "Little White Poplar" in front of everyone, so he became attached to Peking University. Three months before the college entrance examination, he received a letter of acceptance from Peking University. In college, he still maintained his love for the stage. In his sophomore year, he won the second prize of "Ideal Cup" of CCTV. Third, Sa Beining, the head of the chorus, led a team to Spain and returned with excellent results in international competitions; Fourth, the University sent its outstanding achievements in all aspects to Peking University law graduate students. It is Sa Beining's fearless character that laid the foundation for his future as a host.

### ***4.2. As a student, he became the host of the rule of law***

At the early stage of CCTV's preparation for legal report, the program group came to Peking University Law School to select the host of this program. The teacher recommended Sa Beining to the program group at that time, but he was not in school. As he couldn't get in touch, the program group interviewed other students first. When Sa Beining came back from rehearsal, he found that the selection activity had already ended. Sa Beining was unwilling to do so, so he called the program group and got

an audition opportunity. As he said, "At that time, I put on my only plump blue suit, wore a red bow tie, and went to the audition in a hurry, like a foolish son-in-law."<sup>[4]</sup> Who knows that the long-term outdoor sports made him "scared" the whole program group. "I can't believe that this is the new host, but Sa Beining made use of his expertise in his professional field to give them a beautiful contrast, won unanimous praise from the program group, and successfully joined the legal report program group. But Sa Beining has been studying law from undergraduate to master's degree. Before that, he had never had formal training in broadcasting and hosting, and there would inevitably be questions. The program group knew that Sa Beining had the ability to do well and saw his plasticity, but because he had no experience in hosting, he had to polish it for a while. Finally, in January, 1991, Sa Beining, a legal host with a strange face, came into our field of vision with legal report. He firmly caught the attention of the audience with his unique style of kindness, nature, humor, and orderliness. People began to notice that man next door, who was not very outstanding in appearance but had a talent, and Sa Beining's hosting career officially started from legal report.

#### ***4.3. Humorous and relaxed language style***

The audience may be influenced by the stereotype presented by Sa Beining's initial hosting of legal report, and think that he is a very serious host. However, since he took part in the reality show, When Sabenin presided over the program, his optimistic attitude and humorous effect reflected his positive outlook on life, which made humor exceed comedy and contain rich rational connotation.<sup>[5]</sup> He has changed his previous appearance on the legal channel, and people have a new view of him instantly. In "The Great Challenge", Sa Beining is simply a clown in the program. In one issue, Sa Beining had to compete with Olympic champion Sun Yang. In order to show his strength, he drew abdominal muscles before the competition started, and then showed them confidently in front of everyone, giving them a "duel", which caused other teammates to laugh. In Hello, Life, several CCTV hosts sat together to talk about the results of the college entrance examination that year. Lei Zhang, Nigmat and Kang Hui all said that they were the first in art at that time, but Sa Beining said leisurely, "Sitting with a group of people who still have exams, it's really true!" When asked where the candidate was, he said, "What is a candidate?" It can be said that this wave of Versailles made everyone angry and funny, and it was this huge sense of contrast that made more audiences remember this funny and humorous host.

#### ***4.4. Have a high EQ that is good at rounders***

Anyone who has watched Sa Beining's host program should know that Sa Beining is a special person who can enliven the atmosphere on the field. Even though there may be some small episodes in the middle of the program, he can be well rounded up. He said this in an interview before: "I didn't mean to block it, but I can't embarrass others. I was born to be a rounder." Basically, you don't have to worry about embarrassment or silence when you have him around. In a program hosted by him, Jeff Chang Shin-Che was a guest, and some viewers asked Jeff Chang Shin-Che a sharp question: "When searching for a singer who has passed the air, the word Jeff Chang Shin-Che will appear. What do you think about this?" At that time, Jeff Chang Shin-Che's face was already a little uncomfortable. Faced with such a sudden and embarrassing question, he didn't know how to open his mouth for a moment. Sa Beining realized that he was at a loss, and promptly stood up and replied for him in one sentence: "It's just like asking Jordan to compete with a 20-year-old boy now. It's completely unscientific, but it doesn't affect that Jordan is the eternal god of NBA!" This roundness ability is enough to reflect Sa Beining's high EQ. Another time, in the program "Let's Speak", an 80-year-old dean of a research institute participated in his program. As soon as he took the stage, he said modestly, "I know you, and I often watch your programs on TV, but you don't know me." When people hear this, they will be a little confused about how to answer the phone. At best, they will say something polite and modest to express their gratitude. But Sa Beining took advantage of his roundness and said, "I don't know you, because I really can't get into Tsinghua Computer Institute." This kind of answer, which has no silence and makes the other party feel happy, is really considered as a high EQ, and Sa Beining has won such high-level evaluation as "King of Hot Field" and "King of Round Field".

### **5. Conclusions**

In today's era of diversified hosts, hosts need to find their own unique hosting style, so that they can master a wider range of program hosting forms and let the audience deeply remember you. Just like Sa Beining, the host style is rich and diverse. Whether it is a serious legal host or a humorous and funny big

boy next door, he can control it well and deeply rooted in the hearts of people.

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