

Comprehensive quality of cultural TV program hosts

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Abstract: In recent years, the state has strongly supported the integration and development of traditional and modern culture, and television programs, as an important mode of cultural dissemination, have seen more and more cultural television programs emerge. With the improvement of public cultural literacy, cultural TV programs also have good broadcasting conditions and ratings. The identity of the host of cultural programs is not only a program host, but also a purveyor of excellent culture, so it needs more good comprehensive quality to cope with the development of cultural TV programs.

Keywords: cultural programs; presenter's competence; presenter's comprehensive literacy

1. Introduction

Cultural TV programs include cultural elements into the TV programs in an innovative way to let people understand culture, improve cultural confidence and have fun while teaching. While cultural programs play a leading role in values, they also need to explore in-depth and popularized presentation paths, catering to a wide range of audience needs, and achieving good communications.^[1] Viewers also love cultural TV shows because of the variety of programs.

2. Status of cultural television programs

2.1. Variety of programs

As the public is tired of pan-entertainment programs, cultural TV programs have ushered in their own spring with mode upgrades and kernel reshaping. At present, the variety of cultural TV programs is very rich, from traditional culture to modern culture, combining various elements through advanced media means, and constantly pushing forward. The program "China in the Canon" turns historical stories and characters into vivid, three-dimensional ones by incorporating the form of drama performance, and adopts an immersive approach to let the audience experience the charm of traditional culture. Elements of inter-temporal dialog have also been added to create a novel way of presenting cultural TV programs through the past and present; The program "Chinese Poetry Conference" makes ancient poems more interesting by combining them with the variety theme of contestants' competitions; The program "Seeing Words is Like a Face" takes letters as its subject matter and restores a moving story through reading and commenting, creating a new style of program and mode of creation. China's outstanding traditional culture up and down 5,000 years countless, modern culture is also constantly colliding with new sparks, cultural TV programs are also a steady stream of topics and types, program producers can continue to draw inspiration from the culture to create. Therefore the variety of cultural TV programs will only increase and become more and more innovative. This will likewise stimulate program creators to create even better programs on the basis of existing cultural programs, resulting in a richer variety of programs in the market and a more innovative way of presenting them.

2.2. Good broadcasting conditions

Because the country attaches importance to cultural education and dissemination, as well as the ratings of cultural TV programs and a large number of audience groups, TV stations pay considerable attention to cultural TV programs, cultural TV programs have very good broadcasting conditions. First of all, from the aspect of broadcasting platform, an excellent cultural program, in addition to the major television stations will be broadcast, but also in the TikTok, Bilibili, and some other new media platforms, broadcast. There will also be many bloggers who will create audiobooks and short videos to

explain the content of the program in more depth, The joint efforts of new media and traditional media give more platforms for cultural TV programs and a bigger "stage" for cultural communication; From the point of view of broadcasting time, many TV stations will put the broadcasting time of cultural TV programs in the prime time slot on weekends, so that the programs will be broadcasted when the audience is the largest, to ensure the broadcasting effectiveness of the programs. Some TV stations even rerun them over and over again, giving cultural TV programs very ample airtime. More broadcasting platforms and good airtime have allowed cultural television programs to reach a growing number of viewers. Because of the nature of the program, viewers of different age groups and social status are the audience groups of cultural TV programs, and the help of various platforms for cultural TV programs has led to an increase in the number of viewers. With good enough broadcasting conditions, cultural TV programs also have more market and development space.

2.3. Strong competition for facilitator talent

Cultural TV programs are not only rich in variety, but also have very good broadcasting conditions, and have great potential for development in the market. Moreover, cultural TV programs require different hosts and hosting styles for different topics, and there is no clear definition of the hosting style requirements. Compared with other types of television programs, in addition to the language expression ability and voice, cultural television programs need a host with good cultural literacy, active thinking ability and distinctive personal style of hosting the program has a certain ability to manage. Hosts are not forced to have a traditionally good voice or a solid, atmospheric hosting style. A variety of hosts with different styles and voices can be adapted to different programs, and lively, humorous, serious, and gentle hosting styles and voices can all find their own place in cultural TV programs. The cultural TV program is therefore the goal of most presenters today. Therefore cultural TV programs are also the goal that most presenters today aspire to. Competition among hosts is very fierce, so it is even more necessary for hosts to improve their own comprehensive quality and set up a distinctive personal hosting style to continuously improve their competitiveness.

3. Value of cultural television programs

3.1. Dissemination and transmission of culture

Culture is the fundamental force of a country's development, literary works of art as a carrier of cultural heritage, cohesion of human aesthetics, thoughts and feelings, values through the ages, precipitating people's deepest spiritual pursuit. However, today the people do not have enough access to literature and there are many great cultures that are not well known, and the emergence of cultural television programs has allowed these great cultures to be discovered. Cultural TV programs are based on the demands of the audience nowadays, using different forms of artistic expression, advanced scientific and technological means, and novel means of artistic expression to make culture shine in TV programs. That the dissemination of good culture can deepen people's cultural identity and thus build strong cultural confidence. Spreading cultural excellence allows people to recognize their country's culture and to have a high level of confidence in it, through the medium of communication means to achieve the purpose of promoting excellent culture, which is the fundamental reason why cultural TV programs can quickly become popular.

3.2. Growing audience demands

In recent years, people's cultural level has improved, and the audience of TV programs is no longer only rich entertainment life, the audience needs more high-quality TV programs, and the content of the program has a more sophisticated standard. Cultural TV programs belong to the social and educational TV programs, with social education as the main purpose and at the same time through all kinds of media and means of communication to make the dissemination of culture become lively and interesting, edutainment and fun. In order to meet the audience's spiritual and cultural needs at the same time also meet the audience's recreational needs, and the audience's demand for cultural TV program hosts also increased.

The identity of the host in the cultural TV program, not only is the program linker, the host needs to control the overall rhythm of the program, organized articulation linking each link of the program, the quality of the program is the audience for the most fundamental demands of the TV program. In addition, the audience for cultural television programs is a certain degree of emotional appeal, cultural

television programs, although the essence of knowledge, but the audience need to produce emotional resonance with the content of the program will really be moved. If there is no emotional resonance, it will give the viewers the feeling of being "force-fed" knowledge, resulting in the viewers losing interest in cultural TV programs. The audience needs to understand the excellent culture and at the same time generate cultural emotions and emotional resonance with the excellent culture. The cultivation and development of cultural confidence is a complex and long process. First, cultural cognition is the foundation of cultural confidence; second, cultural emotion is an important medium of cultural confidence; Furthermore, cultural identity is the spiritual support of cultural self-confidence; finally, the sublimation of cultural identity is cultural self-confidence.^[2] And cultural TV programs have an impact on building cultural awareness, enhancing cultural identity, deepening cultural emotions and raising cultural confidence. Therefore, the host also needs to sublimate the theme of the program by combining his own knowledge with the content of the program, impress the audience by communicating with people, and make the audience emotionally resonate with the content of the program.

4. Comprehensive quality of cultural television program hosts

4.1. Good cultural literacy

A cultural TV program host must need good cultural literacy, the host's own cultural level will have a direct impact on the quality of the program. The program contents of cultural TV programs are all based on excellent traditional culture, and excellent culture is excellent because of its deep heritage and significance. If you want to really host a good cultural TV program, you need the host to have a deep understanding of the content of the program, rather than mechanically memorizing the scripts and merely floating the understanding of the cultural significance on the surface. In addition to the preparation prior to the production of each program, it requires an extremely high level of cultural literacy on the part of the hosts themselves, accumulating enough knowledge in daily life to be able to adequately present the thoughts and feelings contained in the content of the program accurately to the audience. For example, on the program "The Reader", the host, Dong Qing speaks in a wonderful language with many meaningful sentences. On the one hand, it helps viewers understand the program better, and on the other hand, it makes the program more interesting. Her hosting ability in the program has been praised by many viewers for her "poetry in her belly", which is derived from the host's daily accumulation of culture, and also reflects the host's cultural literacy will be directly reflected in the program. Hosts with good cultural literacy will be skillfully integrated with the content of the program, and will not give the audience a kind of "pretend to understand" sense of humor.

Whether to have good cultural literacy will also determine to a host's daily speech and behavior, the host's identity of the dissemination function determines that the host shoulders a certain social responsibility. As a public figure, the host's words and behavior have the potential to influence the audience's words, behavior and mindset. A good presenter should exude more positive energy and give more positive influence to the audience and even the society. Having good cultural literacy will make the host's talk more connotative, make the host have a stronger ability to process the information of the program, and even promote the development of the host's thinking ability. To sum up, good cultural literacy is a necessary quality for every host, and in addition to good cultural literacy, cultural program hosts also need more knowledge reserves related to the program to understand the connotation of culture and convey it to the audience.

4.2. Active thinking skills

Solid language skills is any type of program hosts the first necessary conditions, cultural television program hosts in addition to solid language skills, it is more important to have active thinking ability. Thinking is a generalized and indirect response of the human brain to the objective reality, which reflects the nature of things and the regularity of the connection between things, including logical thinking and image thinking.^[3] Facilitator thinking ability refers to the ability of the facilitator to retrieve, process, and process the content of the program as well as the information, and the ability of the facilitator to respond to the events that occur on the scene. Linguistic communication among human beings is, in essence, a process of exchanging human thinking abilities. Although thinking ability is expressed through language, the specific content of language expression is still determined by thinking.^[4] Broadcast hosting is an art of audible language expression, most of the program content of today's cultural television programs are unscripted broadcasting, hosts need to understand the program content, and then use their own thinking ability to process the content of the program. Each presenter

has a different way of processing information, which has shaped many different styles of presenting. If the host's thinking ability is not active enough, and the processing of the program content is not in place, it will give the audience a dull and uninteresting feeling, and even make the audience unable to understand the content of the program.

The ability to think determines the inner rhythm of the host's hosting, and the host's inner rhythm determines the rhythm of the program as a whole. The inner rhythm comes more from the host's understanding of the content of the program, which creates changes in inner emotions as the program progresses. In a program, the host's emotions are always fluctuating up and down, changing with the content of the program. The content of the program needs to be presented with a focus and salient points, and there needs to be a focus for the audience to emotionally resonate with. Emotional change is the host of the language expression of change in the basis of support, if the inner rhythm is always four flat, the program from the beginning to the end of the host to maintain a kind of sample is not able to attract the audience.

Thinking skills also have an impact on the facilitator's ability to adapt to the situation. When hosting a program there will be a variety of unforeseen circumstances, the host needs strong thinking ability to analyze the situation, and in a very short period of time to react quickly, think about the response plan, calmly and easily to deal with a variety of unexpected situations. Some excellent hosts can even turn an emergency situation into an emergency, demonstrating their unique charisma and hosting style.

In programs with guest appearances, the host also needs excellent thinking skills to guide the direction of the guest's discourse, so that control of the topic orientation always remains in the hands of the host. Preventing an on-air mishap on the show also protects the image of the guest or show participant and transforms an awkward situation into a humorous and congenial taping or on-air scene. From all aspects, the hosts need to fully exercise to improve their thinking ability, to show their professional ability completely, to produce more high-quality programs.

4.3. Establishment of a personal style of hosting

Cultural television programs compared to other social education programs, because it has assumed more cultural dissemination role, will be more solemn and serious, but compared to the subject matter of serious programs and has a certain function of leisure and entertainment. Every cultural TV program has a different style and therefore needs more hosts with different hosting styles. Nowadays, the host of the talent market competition is very fierce, most of the hosts have enough solid professional ability and language skills, wonderful voice is not a few, so the host's main competitiveness comes from their own distinctive hosting style. Distinctive hosting style does not mean that the sword to go off the beaten track, new and different, but from their own voice conditions, the specific content of the program, their own thinking ability and way of thinking and other ways to start to show the host's personal charisma. However, the personal hosting style of the host will be more and more constrained by the program content. In addition, the personal image and hosting style of hosts in the era of integrated media will also be constrained and influenced by social media and other conditions. Hosts need to explore their own hosting style under the constraints of various conditions, based on which they can make relative adjustments according to changes in program types and contents.

For example, host Sa BeiNing's steady hosting style in the cultural TV program "China in the Canon", his voice will be lower, and the way the body moves will be more "ritualistic" and calm. When hosting the program he will also be through many ancient mannerisms, manners way in the invisible let the audience feel the connotation of the program. These are the adjustments made by him to adapt to the type and content of the program in terms of hosting style. But in the process of hosting the show can still feel the strong personal hosting style of Sa BeiNing, calm in the right amount of humor. He can long be loved by the audience in addition to their own excellent professional ability, but also thanks to his distinctive personal hosting style. Individual hosting styles can't stay the same forever. When the hosts show their personal charisma, they also have to make some changes according to the different contents of the program. Combining personal charisma with cultural charisma can make for a great show.

5. Conclusions

In recent years, the country vigorously develops culture and education, and the people's spiritual and cultural needs are also growing, cultural TV programs stand out from a host of social education and

variety shows, and push forward in the content and form of the program presentation to fully demonstrate the charm of culture. The support of the state, the importance of television stations, and the popularity of viewers are constantly stimulating the rapid development of cultural television programs. The status of cultural program hosts in the program is also gradually increased, the audience for cultural TV program hosts will gradually improve the requirements, so the hosts need to have more excellent language skills, flexible thinking ability, good cultural literacy and other types of comprehensive quality to deal with the rapid development of cultural TV programs.

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