

# A Brief Analysis of the Language Characteristics and Communication Effects of Talk Show Actors

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**Abstract:** *The continuous development of television and the Internet in the past ten years has prompted the emergence of more forms of programs and broadcasting channels, and talk shows are in full swing. This article will focus on the talk show actors in the popular online elf-made talk show, analyze the language characteristics of the talk show actor groups from the performance of each actor in the show, and analyze its communication effects and modes of communication.*

**Keywords:** *talk show actors; language characteristics; communication effect; communication mode*

## 1. Introduction

A talk show refers to a radio or television program in which the audience gathers to discuss topics raised by the host, which is also a common type of television program in the West<sup>[1]</sup>. In general, talk shows have a row of guest seats, usually made up of people who are knowledgeable or have special experiences in a particular issue on the show. With the introduction of the type of talk show in our country, the relaxed and humorous style of talk show has also been sought after by many audience, thus promoting the development of talk show in China.

In recent years, online talk shows have become popular rapidly, and have won the audience's love for their strong variety features and have set various records, such as: "The First Season of Tucao Conference". As of March 28, 2017, the total broadcast volume reached 1.38 billion, and the highest single-episode broadcast volume exceeded 200 million. As of February 2018, the second season of "Tucao Conference" has nearly 1.8 billion hits in the whole season, and the accumulated playback volume in the two seasons has exceeded 3.6 billion. Even today, such talk shows are still phenomenal.

## 2. Language characteristics of talk show actors

### 2.1. Sense of humor

A sense of humor is the core of the language characteristics of talk show actors, and it is also the key for talk show actors to attract audience. A large part of the personal charm of a talk show actor depends on the sense of humor in his language. Many domestic scholars believe that Humor is a person with a certain sense of humor. With the cooperation of a certain context, it is influenced by the audience's understanding and psychological influence<sup>[2]</sup>. For example, in "Talk Show Conference Season Two"-- talk show actor Zhang Boyang deconstructed himself to satirize the concept of consumption, "As long as you are entangled in money, you can't be cool! With my current economic situation, I have been to many luxury stores, but I have never bought one." Now that consumption is constantly escalating, many people are eager to upgrade from brand consumption to high-end or luxury consumption, and vanity and comparison may not be worth the candle. The talk show actors imitate the tone, demeanor, action, and psychology of the parties through humorous language and performances, and vividly put this issue in front of the audience. The talk show actors use humorous language to restore possible scenes in real life, making everyone laugh while also being thought-provoking.

### 2.2. Sense of proportion

Talk shows are also a part of language art, and the sense of proportion is particularly important for talk show actors. Standing on the stage of a talk show, you need to take into account your own identity and the emotions of the audience. The control of language needs to be accurate and appropriate. This sense of proportion is specifically reflected in: the degree of grasp of the content, the delineation of the

scope of the content, the confirmation of the words and sentences used in the expression and the praise and criticism of the views, and whether the content of the expression conforms to the identity, education, personality, and quality of the communicator.

During the performance, if the talk show actors do not pay attention to the sense of proportion, they may destroy the scene stipulated by the actors, break the atmosphere of the scene or the trust of the audience in the actors, thus affecting the communication effect<sup>[3]</sup>.

### **2.3. Affinity**

Affinity is the key to the connection between talk show actors and the audience, and it is also the quality that talk show actors must possess. Talk shows originated in coffee bar gatherings in England in the 18th century. In such close contact, intimacy is particularly important when building relationships. Intimacy is the key to winning the trust of the audience. Therefore, in the development process of talk show, affinity is a basic quality that talk show actors must possess. It affects the audience when the talk show actor appears on the stage, or even when the actor appears in the audience's sight. It naturally reveals the talk show actor's body, demeanor, appearance, language, etc., increase the audience's eagerness to get close to him. This is why small venues are still used on a large scale in offline talk show performances. On the one hand, the use of small theaters to perform talk shows is to have a good performance atmosphere, and on the other hand, it is to facilitate talk show actors to use their own affinity and audiences to build good communication relationships and exchanges.

The affinity in the language of talk show actors is one of the reasons for continually attracting the audience. The communication subconsciousness of the audience evoked by the affinity tells the audience that I am communicating with friends and listening to friends telling stories. This mentality will let go of the audience's stereotypes of stage performances, and create a relaxed atmosphere for theater performances, making it easier for actors on stage to communicate.

### **2.4. Expressiveness**

Expressiveness refers to the ability of talk show actors to vividly interpret and accurately express the content through their own language and sub-language. The expressiveness of paralinguistic and the expressiveness of language complement each other. In a complete communication process, the ability of paralinguistic to express emotions even exceeds that of language. Therefore, talk show actors often express and restore the prescribed situation through paralinguistic. To a certain extent, strong paralinguistic expressiveness is conducive to the display of language expressiveness. For example, that talk show actor COM is very good at using rich body language and funny expressions to stimulate his language output, and bringing special feelings to the audience with an exaggerated expressiveness, so as to achieve the so-called "explosion field". Another example is the talk show actor Doudou, who likes to reproduce the content of the talk show with physical performances, so that everyone can understand the connotation and interest of the talk show actors in the vivid performance.

Of course, language expressiveness is mainly reflected in the vivid restoration of examples. Talk show actors use their language expressiveness to reproduce the audience's situation, bring the audience into it, empathize with it, and thus arouse resonance and achieve the effect of communication. And the language expressiveness of every excellent talk show actor has its own personality. Talk show actors adjust their tone, intonation, rhythm, etc. according to what they want to express.

### **2.5. Stylization**

A good stand-up comedian is extremely stylized. Style is different from general characteristics. It is relatively stable, internal, and reflects the inherent characteristics shown by talk show actors, such as times, national thoughts, aesthetics, etc. A talk show actor with a unique style is easier to remember and has a higher degree of tolerance. For example, talk show actor Chi Zi, whose talk show style is represented by "poisonous snake" complaints, often exposes people's faults and makes sharp complaints in his show. He stands in front of the audience as if he is not afraid of the sky and the earth.

Of course, he often laughs at himself and exposes his shortcomings. It is under this style of expression that the audience's tolerance for him has been greatly improved, but if the style appears in other actors, it may be out of proportion. Chizi's sharp style has also increased his personal charm and has attracted many fans. The different language styles of talk show actors bring a more diverse talk show environment, so the audience will not be fatigued by the same style.

### **3. The communication effect of talk show actors**

#### **3.1. Mode of communication**

##### **3.1.1. Multiple communication modes mainly in the form of talk show**

The popularity of today's talk shows and the rapid development of network technology have led many new generation talk show actors to try their own self-made programs on the Internet. The characteristics of this type of program are concentrated audience distribution, strong variety, relaxed and casual style, collage and combination of program elements, and carnival expression<sup>[4]</sup>. With the continuous accumulation of experience, the talk show actors have grown rapidly, and the editors, directors are integrated, which also makes the show diverse. For example, in order to make the show more convincing, "The Second Season of Talk Show Conference" uses talk show actors and guests to star in sketches as the opening title to enhance the sense of substitution and atmosphere. Through continuous attempts, the charm of talk show actors not only depends on the talk show itself, but also has a certain positive effect on the actors' subsequent multi-communication and work creation.

The fragmented jokes of talk show actors also conform to the fragmented reading and viewing habits. The popularity of short videos has also made fragmented jokes and talk show performances popular on major short video platforms. The fragmented form of communication makes the jokes of talk show actors more concentrated, and the jokes are shorter and more powerful, capturing the audience in a very short period of time.

##### **3.1.2. Content-based communication mode**

Diversified communication content is the characteristic of talk show actors. Different content is disseminated according to the different themes of each program or even each performance. The content contains the following characteristics:

###### **3.1.2.1. Down to earth**

The talk show actors use local materials, use examples around them, or phenomena that frequently appear in life as the entry point, to make the audience feel cordial and familiar. Talk show actors will choose the trivial things in life or topics that everyone is passionate about as their themes, and they often use the most life-like words to convey the content they want to express.

###### **3.1.2.2. Different styles guided by human design**

Every successful talk show actor has a special personality, and these personalities further affect the content of the talk show actor's performance. And the different content itself and the value it imparts are also full of charm under the blessing of human settings. These successful examples include: Wang Siwen, an independent woman, Cheng Lu, a brother who sleeps on the upper bunk, Kam the lunatic, Zhao Xiaohui, a female workshop worker, and so on.

###### **3.1.2.3. Satisfy the audience's novelty hunting psychology**

Since the audience generally has a curiosity-seeking psychology, talk show actors often use some celebrity gossip or gossip as complaint content to satisfy the audience's curiosity-seeking psychology. What's more, the weird and embarrassing things in life, or other unspeakable content on the stage are particularly attractive on the stage of talk shows.

##### **3.1.3. Effect-based communication mode**

It is impossible for every talk show actor to be isolated from the audience, whether on stage or during offline performances, so interaction with the audience is particularly important, especially in offline performances. Every talk show actor's on-the-spot performance creates a context in real time, and the unique angle of entry often makes the interaction full of fun. The setting off of the atmosphere is also particularly important. The characteristics of the talk show program make the venue must be "hot", otherwise the performance of the talk show actors will most likely not go on. The setting and maintenance of the atmosphere is also what the talk show actors need to pay attention to.

### **3.2. Communication effect**

#### **3.2.1. Symbol output**

Nowadays, with the popularity of talk shows, different types of talk shows also spread different

contents and values, among which the output of symbols is very representative. It is mainly manifested in the creation of Internet buzzwords and "stalks". For example, the famous talk show actor Li Dan often says that "the world is not worth it" was all the rage. Some people say that this shows a negative attitude towards life and is not worth learning. Some people even say that this is irony, but it is actually saying that the world is very worthwhile, expressing his attitude with irony. In any case, the output of this symbol is also one of the communication effects of the new generation of talk show actors.

From the perspective of positive effects, the communication effect of talk shows should not only stay on the surface of the symbolic content, but should see more about the connotation behind the value of the symbolic text. If a symbol can be sought after and gain the public's love, it means that it has great vitality and is commendable. If it can also arouse everyone's thinking and discussion on the value behind the symbol, I believe that no matter what the meaning of the symbol itself is, its existence has brought more value.

From the negative effect, Internet buzzwords have the characteristics of conciseness, humor, and vivid images. When used in daily life, they can even help express emotions, but when used in writing, they will always be slightly inconsistent. With the popularity of the Internet, many minors have been exposed to the Internet for longer and longer, and their enthusiasm for Internet buzzwords is also increasing. If minors who are immature in judging ability use Internet buzzwords in their writing, there will undoubtedly be a certain impact on traditional teaching and traditional language habits. To use these new symbols reasonably, we still have a long way to go.

### 3.2.2. Value orientation

In order to get closer to the audience, talk show actors often use examples that often appear in life as themes for performances, and some opinion language often has value-oriented output. The output of such values will also lead to the audience's contemplation.

For the positive effect, we still take the self-made talk show on the Internet as an example, such as "Tucao Conference" and "Talk Show Conference". The theme of each issue and the difference of the guests make the program not have a constant value orientation, but it is commendable that the personality of the talk show actors and the style of the talk show make up for this very well. For example: in the couple of Wang Siwen (female) and Cheng Lu (male), one is an independent female character design, and the other is a "eating soft rice" character design. Starting from the prejudice against the inequality between men and women in life, the couple expressed the natural appearance of equality between men and women from different gender perspectives. Wang encourages women to be independent, and Cheng persuades men to allow women to do better than men in certain aspects. The real equality between men and women is to start from the recognition of women. Such a value orientation is in line with the concept of equality between men and women advocated by the international community.

The opposite effect is obvious. Talk show actors often use exaggerated examples and performances to attract the attention of the audience and make the audience burst into laughter because they need to take care of their performance. We cannot guarantee every audience will be affected by these performances in their lives, and imitation in life will cause unnecessary misunderstandings. The formation of values is subtle, and the values of talk show actors on stage are actually not applicable to everyone. For example, the individualistic ideas advocated by talk show actors in the process are easily over-magnified, and become advocating individualism without regard to collectivism<sup>[5]</sup>. The concepts of "I can leave when I want" and "I can do whatever I want" make college students develop the habit of going their own way, doing things regardless of others, and regardless of the consequences.

#### Cultural output

The emergence of a new thing will inevitably lead to the rise of a new culture, and the popularity of talk shows in China has also led to a culture-Tucao culture. Driven by factors such as the development of the Internet, freedom of speech, and the huge influence of "Tucao Conference", the new generation of young people began to promote this kind of Tucao culture.

From the perspective of positive effects, the prosperity of the Tucao culture marks a new level of freedom of speech in China. In the process of Tucao, one can find a vent point and a buffer zone for emotions in a fast-paced life. While resonating, it also conveys the values of smiling life. Young people have experienced the use and satisfaction of communication in Tucao culture, which meets the needs of human nature.

The negative effect is also something we don't want to see-the addiction to complaining and the proliferation of freedom of speech have caused many "network keyboard warriors" to vent their verbal

violence on the Internet. These indiscriminate slanderers, illogical debates and online violence have also become a nightmare on the Internet.

#### 4. Conclusions

The talk show shows its charm in people's life with new culture through its unique charm, making smiling life become the life attitude of more people. The popularity of talk shows in China is enough to explain the excellence of the communication method of talk shows. But in addition to being excellent, the self-cultivation and social responsibility of talk show actors will become the decisive influencing factors of communication orientation. The language characteristics of talk show actors make their communication very effective, but in the future development of talk shows, the author firmly believes that talk show actors can take on the important task again, so that the audience can subtly have a sense of humor while watching the performance while laughing and laughing.

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