

# Analysis on the Expression Skills of TV Reporters' Live Reports in the Convergence Media Environment

Wang Jinyu

*School of Journalism and Communication, Tianjin Normal University, Tianjin, China  
15034734571@163.com*

**Abstract:** *As one of the mainstream methods of news reporting, on-camera reporters' live reporting is a way of reporting on the scene of the news event by the reporters who go deep into the news scene and act as interviewers, witnesses or participants in front of the camera.<sup>[1]</sup> In the news program, the reporter on the scene report is an effective way to close the relationship between the program and the audience, enhance the audience's sense of participation and make it further have an important way of immersive feeling, in the news program has an indispensable role, therefore, the reporter on the scene report expression skills have great influence on the news program. This article starts with the expression characteristics of the live report of the TV reporter in the media environment, the lack of the expression skills of the live report of the TV reporter in the media environment, and the measures to improve the expression skills of the live report of the reporter in the media environment. It is hoped that it can provide reference for improving the comprehensive ability of the live report of the reporter.*

**Keywords:** *Media Convergence; TV; Interviewer; Live Coverage; Expression Skills*

## 1. Introduction

In the media environment, although there have been tremendous innovations in technology, there are still many merits in the core of the reporter's reporting skills, and they have not changed much. Technological innovation has put forward higher requirements for the timeliness, interactivity, and technicality of the on-site reports of the reporters. Therefore, the on-site reports of the reporters should pay attention to the righteousness and innovation. This form of news is mostly used by mainstream TV media and reprinted on major platforms, so this article will analyze the expression skills of TV reporters from the perspective of integrated media environment.

## 2. Expression Characteristics of Live Reports of TV Reporters in the Convergence Media Environment

### 2.1. Reasonable Expression in Audible Language and Accurate Delivery of On-site Information

When a news event occurs and needs to be reported on the spot, whether it is a subjective or series report prepared in advance, or a report on some major emergencies, it is a fixed-point appearance or a mobile report. In pursuit of the timeliness of the news, the reporters need to arrive at the scene as soon as possible. In addition to timeliness, after arriving at the scene, the reporter should also focus on how to convey the real situation of the scene to the audience. Authenticity is the primary attribute of news events. "News is a new fact." This is a brief definition of news, and it is also a requirement and norm for live reporting by TV reporters in a media-integrated environment.

Of course, the reporter's on-site report belongs to the creative work, is the on-site information reprocessing, retransmission, in the on-site information collection, screening, check, integration process, the content and language of the on-site report is inevitably given a certain subjective color. This may be due to internal factors such as the reporter's own preferences and work habits, the positioning of the news organization to which the reporter belongs, or other external factors such as income sources such as advertising, the status of the media industry, technological innovation, and other external factors. Despite the influence of multiple factors, the reporter should also be as objective as possible, attach importance to the news event itself, and strive to make the news true.

## ***2.2. Skilfully Designed Discourse Structure and Articulate Language Logic***

After arriving at the news site, reporters often face a large number of chaotic and disorderly information. They directly report on the scene. A simple description of the information on the scene can easily cause logical confusion and unclear expressions, which seriously affects the quality of on-site reports and the audience's experience. Therefore, after arriving at the news site, the reporter should sort out and summarize the complex information on the scene, ingeniously design the discourse structure, and clearly express the language logic.

Reporters should be sensitive to the news, can rationally analyze a large number of chaotic and disorderly information on the scene, grasp the main points and key points of the news, and closely focus on the main theme of the report. After understanding the news event as a whole, grasp the main line of the event, clarify the context, clarify the logic, eliminate redundant information according to the reporting needs, supplement key information, and organically combine the information. In different news events, there may not only be one live report of a news event. In the follow-up reports, we should continue to report on the theme of the previous article, and integrate the new situation in time. We can also flexibly use the integrated media platform to collect the focus of the audience's current attention and respond to it, so as to convey the latest news to the audience.

## ***2.3. Adequate Information on the Site, Flowing Freely and With a Sense of Relief***

Usually before some major events are reported, such as major conferences, events, competitions, etc., the reporters on the scene will plan and prepare for the news events that will occur before the live report, collect relevant information according to the plan, integrate and select the appropriate reporting location. However, in some major emergencies, due to the sudden incident, the reporters did not prepare in advance, and often need to rush to the news site through interviews, investigations, observations and other ways to collect on-site information. In this process, we need to pay special attention to the comprehensiveness of the on-site information. The main points and key points of the news may be hidden in some details. Missing information may lead to the failure to grasp the key of the whole news event and it is difficult to form a smooth reporting logic.

It is necessary to pay attention to the effective acquisition of background information of news events, and strive to have a full understanding and understanding of the content, significance and background of specific events when reporting on the spot. When reporting on the scene, the reporter is not only a simple description of the situation on the scene, the purpose and significance of some behaviors on the scene and the deeper information that cannot be directly obtained through the screen have great value and should be paid attention to by the reporter.

## ***2.4. Reporting with Composure, Appropriate and Generous Communication and Interaction***

The on-the-spot coverage by the on-camera reporters generally includes daily predictive coverage of news events and coverage of major emergencies. For the former - daily predictive news events, there must be a detailed plan before the report, to understand the report in advance. If the interview is involved in the report, it is necessary to communicate with the guests in advance, understand the character and expertise of the interview guests, and promote the good completion of the interview, so as to achieve decent and generous communication and interaction.

For the latter – major emergencies, extensive daily generalized drafting helps the reporter to perform well in such situations. Learn from many aspects and reserve knowledge, so that in the process of actual on-site reporting, you can deal with various emergencies more easily, calmly and calmly. And in the process of reporting to pay attention to their words and deeds. Major emergencies mainly include natural disasters, accidents and disasters, public health incidents, and social security incidents.<sup>[2]</sup> The reporter is in the front line of the news scene, in the face of major emergencies, the reporter calm, logical and clear on-site reporting is not only to the public real and clear understanding of the scene information is helpful, the reporter calm state can make the public peace of mind, rest assured.

### **3. Insufficient Expressive Skills of Television Appearance Reporters' On-site Reporting in the Environment of Melting Media**

#### ***3.1. Delayed Articulation of Spoken Language and Rigid Logic in News Narratives***

The reporters on the scene reported that the voice language expression was slow, and the rigid news narrative logic was mostly caused by insufficient preparation and emergencies on the spot.

The most prone to such problems is the sudden type of news events, sudden type of news event preparation time is the shortest, often need to appear in the reporter after rushing to the scene, and even on the way to the scene to quickly collect information, at this time the reporter's main task is to clear the program link, collect on-site information, establish discourse structure, design discourse content. When collecting on-site information, it is necessary to be as comprehensive as possible. After arriving at the scene, reporters need to have a comprehensive grasp and in-depth exploration of news events. In the above process, sorting out the logic and clarifying the context can avoid not knowing what to say in the formal report, and there will be problems such as running account reports, forgetting words, lagging, slow language, mechanical application, and rigid narrative logic.

#### ***3.2. Improvised Oral Expression Messy and Uncertainty about the Focus of On-site Coverage***

The content of the reporter's live report should have its main point of view and core theme, just like an article. After arriving at the scene, the reporter has to choose between the large amount of information on the scene, and decide which content needs to be reported, which does not need to be reported, which needs to be emphasized, and which needs to be appropriately weakened, forming a batch and rhythm, reflecting the role of the reporter as a "gatekeeper" in the front line of news. Therefore, whether it can be targeted in the on-site reporting is a test of the comprehensive quality of the reporter.

#### ***3.3. Poor Phonological Appearance and Disorderly Voice Expression***

The on-the-spot reports of the reporters on the mirror have a considerable exemplary role as the media content for the public. The poor voice appearance and inaccurate voice expression are undoubtedly the performance of anomie. In this regard, the more prominent phonetic problems of many journalists are mostly affected by the perennial dialect habits, such as the misreading of the initials; n, l is not divided; Tongue sounds j, q, x are not allowed; Wrong nasal sounds before and after the finals; Adjustment is not allowed. In addition, there are cognitive errors in pronunciation. For example, the correct pronunciation of the word "submarine" should be 35 tones of Yangping, but it is often mispronounced as 214 tones of Shangsheng. In other aspects, there are also cases where the pronunciation is not clear due to insufficient lip and tongue strength and inadequate homography, which leads to blurred listening and swallowing of characters, such as the situation where "absolute" is easy to read as "excellent taste". In addition, the lack of breath leads to inaccurate suspension, unstable breath and panting when reporting, etc., which will affect the expression of the entire live report, and will also make the audience question the professionalism of the reporter.

#### ***3.4. Mindset Curing and Lack of Innovation***

The reporters who appeared in many programs reported on the scene roughly as follows.

Case 1: Dear friends, I am XX unit reporter XXX, and my current position is XXX. A moment, XXX meeting will be held here, now the time is XXX, from the beginning of the conference and XXX time, we see behind the venue has been basically completed. Our colleagues are also doing the final debugging of the equipment, the atmosphere of the scene.....What are the main contents of the conference held here...

Case 2: I'm at XXX, you can see XXX behind me, XXX on both sides, XXX on my left hand, XXX on my right...

You may not be unfamiliar with, or very familiar with, the opening style of on-the-spot reporting, and even this opening style is considered the "correct opening style" of on-the-spot reporting. It is true that there is no big mistake in this way of opening, and it should be said that it is a safe choice, but when this method is regarded as an industry standard, there will be "the same" situation will lead to the reporter on-camera reporting mode, rigid, pay attention to imitation, solidified thinking, lack of new

ideas, lack of innovation, no competitiveness.

#### **4. An Initiative to Enhance the Expressive Skills of On-site Reporting of Outgoing Journalists in the Integrated Media Environment**

##### ***4.1. Deepening Media Awareness and Strengthening Capacity for Content Collection and Construction***

In the era of integrated media, media technology has undergone tremendous innovation. Media is gradually moving towards integration, text, video, audio and other forms of reporting can be integrated into a terminal. Compared with other forms of live reporting, this article mainly explores the overall performance of live reporting such as video images. By clarifying your own media preferences, you can sort out the reporting logic based on this, and improve the efficiency of content collection and the ability to construct content frameworks. When reporting on the camera, think about whether the discourse can form a complementary relationship with the picture rather than a simple descriptive relationship. How to choose a good camera position, so that the audience in seeing the scene report more intuitive experience and feel the news scene situation and atmosphere, this need to appear in the reporter before the scene report practice and cameraman, live guests, etc. do full communication, so as to achieve the effect of synergy.<sup>[3]</sup> Body language needs to be accurate, generous and one-step in place when reporting on the spot. In this process, pay attention to whether the camera's frame can fully capture the action into the screen. In the process of reporting, makeup and clothing should match properly. When describing the direction, you can use the clock method and the use of objective descriptions such as southeast and northwest to make the description of the orientation more accurate, so that the audience can understand the information faster and more objectively. In addition to the above, the reporter should also have their own emotional control and scheduling ability, make their voice sound warm, attitude, strength.

##### ***4.2. Enhancing Information Control and capacity to respond to emergencies***

Compared with other forms of news reporting, the outstanding features of on-site reporting by reporters are proximity and intuitiveness. To achieve these two points, we must strengthen the control of on-site information. In the media environment, it will be more convenient for reporters to do this. On the media platform, we can learn about news information and how to design report content in advance through a variety of channels.<sup>[4]</sup> On-site information should be as comprehensive as possible to grasp, and then according to their own understanding of the news context of the information to choose and arrange, otherwise, in the report due to insufficient material and can not dig deeper on-site information this report becomes a picture to speak. In the face of major emergencies, the ability of reporters to quickly collect information, judge information and accurately describe information is especially tested.<sup>[5]</sup> Sometimes after arriving at the news scene will also involve the face of some "small" emergencies, whether it is "big" emergencies or "small" emergencies are difficult to predict their changes, then a good control of information becomes extremely critical, it can make the reporter to keep calm and agile thinking, better solve these events. Of course, in the usual generalized preparation, reporters also need to think and practice more to improve their ability of improvised commentary.

##### ***4.3. Enhancing Language Training and Linguistic Accuracy***

Strengthening the language training of the reporters can be divided into three aspects, on the one hand is to strengthen the language expression ability of the reporters, on the one hand is to improve the voice appearance of the reporters, on the other hand is to standardize the body language of the reporters. The ability to express themselves depends first of all on the quality of the journalists themselves, such as the degree of discovery of news materials, the degree of accumulation of daily knowledge and the mastery of the skills of the language. For the skills to master the language, the simpler structure such as the total score is grasped. The author in the process of collecting on-the-spot report of news information found that voice appearance is the easiest to find problems, such as flat tongue, front and back nasal, inaccurate tone, misreading of polyphonic characters, lack of lip and tongue strength, lack of breath and so on. The good voice appearance of the reporter will not only help the audience understand the news information, reduce the loss of information, but also help to make a good demonstration. Therefore, in the daily training, we should also pay attention to the oral exercises, breath, tongue twisting, broadcasting and other exercises to improve the professional level. In terms of regulating the body

language of the reporters, it is not to say that the body language of the reporters should be modeled, but to pay attention to the conciseness and accuracy of the body language, and not to have redundant body language mixed in the expression, such as small movements and procrastination.

#### ***4.4. Adapting to the Integrated Media Environment, Creative Style***

In the media environment, due to the change of media technology, the relationship between the disseminator of information and the audience has changed, and the media content will also change. The content that is stylized, routine, and lacks humanistic meaning will be more uncompetitive.

For example, after the reporter briefly describes his position, he can directly point out the object to be introduced in the screen with his hands and gaze, which is fast and convenient, and is more suitable for today's fast-paced short video environment. In addition to talking about what is held here, you can also talk about why, and ask some "potential problems" that the masses want to know. For example, why is this conference being held here? This will also be what the audience wants to know, giving the audience a sense of gaining knowledge.

Follow the screen to directly introduce the scene to the audience in this way, as if the reporter is on the screen to communicate directly with the audience, which strengthens the audience's intuitive experience. And it is not just a simple description of the picture, but to tell the story behind the screen, strong sense of substitution, natural sense of communication, both innovation and the scene, the reporter and the audience tightly integrated together, this immersive truly interprets the meaning of the scene report.

### **5. Conclusions**

In the media environment, with the development of technology, the interaction between the media and the audience has undergone tremendous changes, and the expression skills of the reporters in the media system have also undergone great changes. In the era of information explosion, the competition is intensified, and the content quality has higher requirements. But its core is true and objective, and the concept and principle of delivering the most authentic information to the audience has not changed. In the media environment, reporters are required to report more timely, interactive and technical. In this environment, how to quickly and accurately capture information when news events occur, how to cleverly design the discourse structure of the reporter's on-site report, how to report clearly and fluently, and how to innovate and flexibly report on the spot, this article has made some brief analysis, hoping this article can produce some help to readers.

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