

# On the artistic creation of the broadcasting and language of flight attendants

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**Abstract:** *With the rapid development of aviation in China, the demand for flight attendants with professional skills is increasing day by day. Good language communication with passengers is very important for flight attendants. Therefore, good language expression ability is the basic quality necessary for flight attendants, and it is also the content that should be paid attention to in the teaching of flight attendants. Only by actively improving the artistry and expressiveness of language can broadcast hosts win the favor of the market and audience. In a certain sense, the broadcasting host is to understand and comprehend the content of the manuscript according to the language law, find the beauty of the language content and form, and convey the beauty of the language to the audience through the sound. The development prospect of flight attendant specialty is relatively clear. In view of this, this paper mainly expounds the basic concepts and main features of the artistry of broadcasting host, and puts forward corresponding improvement strategies to better improve the artistry of broadcasting host language in the new media context, so as to ensure that the artistry of broadcasting host can be fully exerted in the new media era.*

**Keywords:** *Flight attendant major; Broadcast host; Language arts*

## 1. Introduction

With the rapid development of social economy and the integration of global economy, more and more passengers take the plane, the competition in the aviation industry is becoming increasingly fierce, and the requirements for the service level of flight attendants are becoming higher and higher [1]. Nowadays, the selection of flight attendants is based on their beautiful appearance, which makes students spend their main energy on decorating their appearance, while neglecting the cultivation of language skills. Good language skills are the basic guarantee for flight attendants to successfully and excellently complete their work, and are also the basic skills of students of this major. In order to solve the problem of lack of language ability teaching in the flight attendant major, many colleges and universities have combined the courses of broadcasting and hosting with the teaching courses of flight attendants, and started teaching together [2]. We must always pay attention to the improvement of language ability and the cultivation of quality. It is particularly important to show the charm of language art at the right time. Language art is broad and profound, and to a certain extent, it is closely related to the self-cultivation and quality of broadcasters. One of the factors is to grasp the charm of language art. The language art of broadcasting should be distinctive and innovative to meet the needs of the audience [3]. It is particularly important to improve the ability of broadcasting host, and the artistry and expressiveness of broadcasting host language is one of the important links. Therefore, it is necessary to carry out targeted broadcasting training for flight attendant majors, which is an effective way to improve the language expression ability of flight attendant majors [4]. To achieve this goal, we must pay attention to the specification of language and the use of art.

## 2. Analysis of broadcasting and hosting and language art shaping

### 2.1. A summary of the charm of language art in broadcasting

Artistic charm refers to the strong artistic appeal of works of art to connoisseurs. Language art belongs to one of the forms of expression in art. It means that announcers and hosts convey information to the audience through language, and in the process of conveying, the process of showing attractiveness and appeal. The core of the artistry of broadcasting and hosting is to achieve the realm of both sound and emotion, and be able to truly and effectively convey the thoughts and feelings

expressed in the manuscript to the audience [5]. Emotion is the mother of all arts. Broadcasting and hosting can also be regarded as an art to a great extent. Therefore, it is a very important basic skill for the broadcast host to comprehend feelings and convey them. In today's context, broadcasting and hosting is no longer a traditional rigid form, but an innovation and personalization. Among the more popular announcers and hosts, it is not difficult to find that their languages have their own characteristics, that is, personalization. It is necessary to use different languages proficiently in different environments, give full play to the charm of the language, and show its own unique style [6]. On the basis of ensuring the authenticity, timeliness and accuracy of the information transmitted, the news manuscripts should be modified in language, so as to improve the acceptance and understanding of the masses on the basis of increasing their literariness and artistry, so as to create good conditions for the stability and development of the society. The improvement of the artistry of the host language must be based on the characteristics of the host, and cannot be divorced from reality or distorted. To a certain extent, the contradiction with the development needs of the current era is getting worse and worse. Therefore, in order to ensure the stable development of the social economy, the broadcasting staff constantly improve the artistry of language through various measures.

## 2.2. The Artistic and Expressive Power of Broadcasting and Hosting Language

The artistry of language does not depend on gags, jokes or strange tunes. Language artistry is reflected in the rich connotation of language [7]. The expressive force of broadcast host language mainly refers to the rich and comprehensive expression of broadcast content through language in the process of broadcast host, so as to enhance the influence of broadcast content. Distinctive personality is the main reason for the formation of popular audiences. Figure 1 is a feature map of broadcasting and hosting.

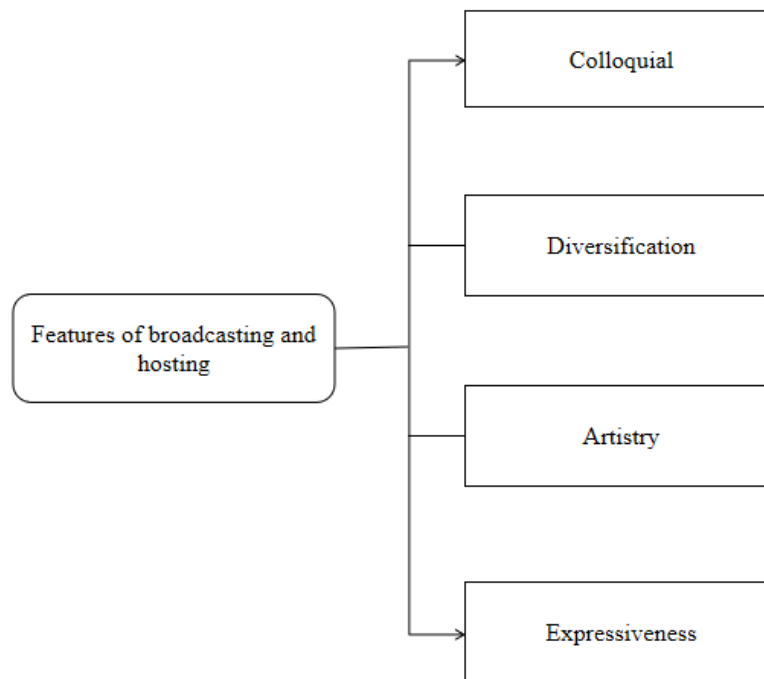


Figure 1: Characteristics of broadcasting and hosting

Spoken expression is an important factor to make the hosting style unique. The stereotyped hosting style can't stand on the market, which requires the announcer to fully display his own personality style through the broadcast hosting language. A variety of coordination is the external aid of language expressiveness. The coordination of facial expressions, body movements, and the background of the scene all have an auxiliary effect on the language expressiveness of the broadcast host [8]. Students majoring in flight attendants will also have a course of broadcasting and hosting, in which voice training will be conducted to try to show the best voice charm as far as possible. These include standard pronunciation, correct breathing, elegant sitting or standing posture, etc. Pronunciation standard is the most basic professional quality. In addition, scientific standardization is the basic requirement of broadcast host language. Only the broadcast host that conforms to the national broadcast host specification is a scientific and standardized broadcast. If an announcer host has no cultural connotation

in language and can only attract audiences through strange accents and gags, then such an announcer host will soon be eliminated from the market. The most important point is to bring a variety of different contexts into the broadcast host, so that the audience can emotionally resonate. At the same time, broadcasters should closely integrate with the audience through feelings, shorten the distance with the audience with sincere language, and fully display their own artistic charm of language.

### 3. Development strategy of improving the artistry of broadcasting language

#### 3.1. The importance of language skills of flight attendants

As flight attendants, only beautiful appearance is not enough. Professional and high-quality service is the most important. As the direct personnel who undertake this service, the service level of flight attendants will affect the image and economic benefits of airlines. Flight attendants should learn the art of communicating with others. Good language skills are the basic professional qualities that flight attendants should have. The language expression ability of flight attendants is of great significance to their overall career development and self-cultivation. In the teaching process of flight attendant courses, colleges and universities must combine the corresponding courses to improve the language expression ability of flight attendants, and better improve the professional ethics and comprehensive quality of flight attendants [9]. Figure 2 is an overview of the basic requirements of the flight attendant profession.

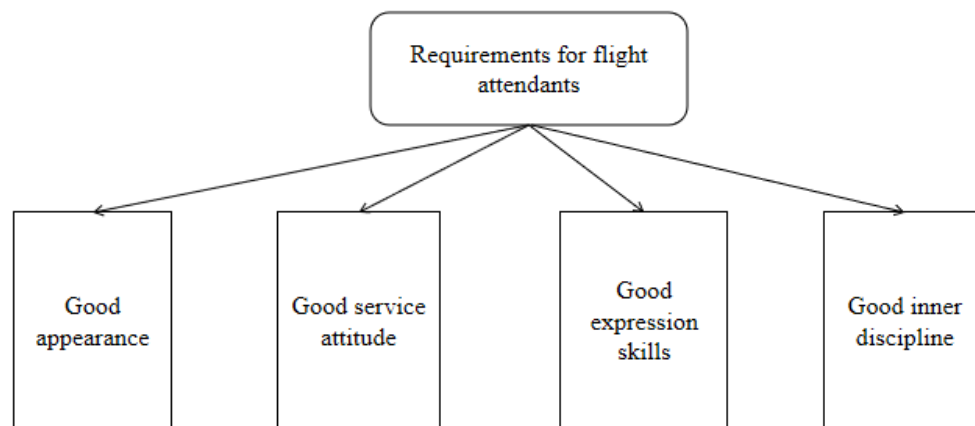


Figure 2: Overview of basic requirements of flight attendant discipline

Because in today's context, the language style of broadcasting is mainly reflected in the speaking part, which changes from the dull reporting form to the spoken language, making news come into life, reflecting the trend of news popularization, but this change has not subverted the traditional news language aesthetics. With the improvement of people's living standards, diversification has also become a feature of many products and services. In order to meet the needs of the public, the dubbing language also presents the characteristics of diversification. Announcers not only have sufficient knowledge reserves, but also need to express in an objective and calm way from a cultural perspective. The most important thing about the application of broadcasting and hosting courses is to ensure that the language expression ability of talents can meet the development needs of today's industry. In the course design process of broadcast hosting, reasonable arrangements must be made to ensure the teaching effect of flight attendant specialty, and the corresponding skills in broadcast hosting specialty should be effectively used to improve the expression ability of flight attendant service staff, so as to better ensure the talent quality of flight attendant service specialty.

#### 3.2. Approaches and methods of training flight attendant students' language skills

The course of broadcasting and hosting is actually the training and output of talents for today's broadcasting media and language jobs. Flight attendant major is a highly practical major, and students' language skills need to be continuously improved in practice. Students are required to watch the video of flight attendants' service repeatedly, and summarize and imitate the language that needs to be expressed in all aspects of flight attendants' service. You can also observe the working process of excellent flight attendants and get their guidance directly. All of this will give students a very important work experience, so that they can quickly enter the workplace after graduation. Starting from the interests of students, combined with professional characteristics, simulating the situation in the cabin

for practical training, and combining the broadcasting training with the content that students are interested in can not only improve students' interest in learning, but also enhance the teaching effect [10]. In the process of simulation training, teachers should pay attention to the knowledge of broadcasting and hosting, and analyze the tone and expression of different types of manuscripts, so as to improve language skills. In the process of artistic practice, talents are the subject. Therefore, in the process of practice, broadcasting and hosting should not only closely connect the subject with the object, but also realize self will and creation. The host's language should be rhythmic and undulating, monotonous and lacking in changing sound. No matter how attractive the content is, it will also make the audience prone to fatigue, not to mention the artistry of using the language. When using colloquial language, we should pay attention to the "aesthetics" of the language, meet the aesthetic needs of the audience, communicate with the audience in an equal and communicative attitude, and let the audience truly feel the charm brought by the colloquial features of broadcasting and hosting.

#### 4. Conclusions

With the continuous development of the new media era, in order to meet the diverse needs of people in the new era and improve the acceptance and understanding of the audience, new requirements are put forward for the linguistic characteristics of broadcasting and hosting. It is very important to cultivate the language skills of flight attendant students. It requires not only the modification of spoken language, the training of common service language, but also extensive knowledge and language skills to deal with unexpected situations. In order to better conform to the reform of the current education system and enhance the training of flight attendant professionals, the application of broadcasting and hosting courses to the teaching of flight attendants can truly fundamentally improve the training efficiency of flight attendant professionals and improve the training mode of flight attendant professionals. In today's context, the characteristics of broadcasting and hosting language art include colloquialism, affinity, personalization, fashion and diversification. These characteristics are the inevitable result of the development of broadcasting and hosting language art. The improvement of language skills is not only the mastery of some expression skills, but also the shaping of the overall image of a flight attendant and the cultivation of all-round qualities. Broadcasting and hosting language is the basic skill of every flight attendant. They constantly explore their own language and artistic charm, maintain their own unique broadcasting style, improve their artistic accomplishment, and form their own unique hosting charm. Today, the market competition is becoming increasingly fierce, which requires the unremitting efforts of flight attendants. Intensify the speculation and exploration of language, so as to improve the artistry of language to a certain extent, and lay a good cultural foundation for the construction of socialism with characteristics.

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