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# "2023 CCTV Host Competition " Self-presentation Content Analysis

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**Abstract:**
*CCTV organized the "2023 CCTV Host Competition", whose first part is to make a self-presentation lasting 3 minutes. This is the first step for the host to face the competition, and also the first step to leave a good impression on the judges and the audience, and a good beginning is half of success. This paper argues the content characteristics of the self-presentation from four aspects: topic selection, structure, link, and sub-language, and at the same time puts forward corresponding suggestions according to these four aspects to study how the self-presentation of the announcer hosts in the first session should be better presented.*

**Keywords:**
*2023 CCTV host competition, self-presentation, content features, hosts*

## 1 Introduction

In the context of the era of integrated media and the continuous development of electronic technology, the media environment has been increasing the comprehensive requirements for hosts. In order to adapt to the changes of the new era, the central government has organized a major event to select new era hosts, the Host Competition, whose first part of the first session is a three-minute self-presentation by the contestants, who can choose their own culture, hometown, food and other topics to edit their self-presentation scripts, and then combine with their own skills in designing and presenting a complete program with a background video. The contestants are required to have profound knowledge of science and culture, good editing skills and creativity, which is a big test for them. This is the beginning of a contestant's participation in the competition, and it is also the beginning of creating an initial impression on the audience, building a personal brand and achieving good results.

Some scholars study and learn writing skills through The Host Competition, using self-presentation texts as examples of writing and presentation ideas for the creation of self-presentation. This provides an effective reference for the research path of self-presentation in this paper. Some scholars analyze how to innovate to enhance the influence and dissemination of the program, and analyze the success of the phenomenal program by assessing the connotation of the host through the "four forces". The self-presentation is also presented in a three-minute program, which plays an active role in the study of the presenter's professionalism and program innovation. Through the existing literature combing, it is found that the current research on the Host Competition is mainly carried out from the perspective of pedagogy and communication, and most of the research

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focuses on the discussion of the broken circle analysis, role construction, and ideological and political leadership in the Host Competition, for example, the research on the development path of the hosts, media literacy enhancement, and professional competence construction, etc., and there are fewer researches on the links of the Competition. In order to do so, this paper intends to select content analysis and other research methods to study the self-presentation of the contestants in the host competition.

## 2 Self-presentation in the 2023 CCTV Host Competition

### *2.1Introduction to the Competition*

The Host Competition, formerly known as CCTV Television Program Host Competition, is a major event crafted by China Central Radio and Television (CCTV) with the theme of "Struggle for Me, New Life Bloom", and has been successfully held for 7 times from 1988 to the present, with more than 30 years' experience, which has delivered a steady stream of talents for the hosting industry in China. The program has been held for more than 30 years, providing a steady stream of talents for China's hosting industry. The program seeks to select a group of excellent TV hosts with good cultural quality, strong professional ability, rich practical experience and distinctive personality by building a national competition platform for excellent TV hosts, providing talents for the development of China's TV industry. 2023 Host Competition updates the competition system to require more all-round and diversified development of hosts' professional qualities, and eliminates the news and arts tracks. The distinction between news and literature tracks was eliminated. The first part of the competition was a three-minute self-presentation and a 90-second improvisation test, which made people instantly immersed in the situation as soon as they entered the competition mode. Sabing and Kang Hui were the two critics of the competition, and the final scoring was done by a professional jury represented by Zhu Xun and Lu Jian and a public jury of 400 people. The judging lineup swept half of the hosting world, and this time it was even more innovative in the competition system, which received wide attention from the society once it was broadcasted.

### *2.2Key elements of self-presentation*

#### *2.2.1Basic information about the facilitator*

Contestants will briefly and vividly introduce themselves before the start of their self-presentation, including name, age, educational background, and personal experience. This introduction needs to be concise and clear, while being able to highlight personal attributes and passion for hosting. Sometimes, contestants will tell their experiences and stories in the field of hosting or other related fields to demonstrate their growth, challenges and rewards, thus highlighting their personal attributes and abilities. Contestants may also describe their hosting style, such as humorous and witty, rigorous and professional, warm and approachable. All these help the judges and the audience to understand the contestant's orientation and choice of style for the hosting job.

#### *2.2.2Demonstration of the professional competencies of the facilitator*

This is one of the highlights of the self-presentation session, where contestants demonstrate their hosting

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skills, such as eloquent delivery, modulation of tone, hosting a scene, and responding to unexpected situations. These demonstrations can be a simulation of hosting a program, a live interview or other hosting-related scenarios. Panpan Li, who has 13 years of experience as a journalist, used a fan as the beginning and told her work experience through a narrative. Professional judge Chunyan said, "Behind more than 500 fans are more than 500 stories, more than 500 interviews in the sun and rain. A good story is run out, a good reporter is sharpened." It is the fact of having done so many things, running through so many places, and truly doing things for the people as an officer that will make the judges and the audience recognize the host's professional ability and professionalism.

### *2.2.3Facilitators' understanding of the profession*

The reason for organizing the contest is to select a new generation of presenters for the media industry. In their self-presentation, presenters can talk to the judges and the audience about what kind of valuable experience they have gained from their work experience, how they understand communication, how they understand media, and what they should do as a presenter. For example, Zheng Xinyu deeply felt the difficulty and hardship of the 19-kilometer-long maintenance work of the Beijing-Zhanghai High Speed Railway Winter Olympics Special Train by following the first scene of the Beijing Winter Olympics, and also discovered the story of "Chengdu Achieves Dreams" through the daily life of local citizens behind the Universiade. By focusing on the reality, he accomplishes the construction of the host's identity and realizes his self-worth and social value. He said, "I want to be a media person with vitality and courage, a host who can stand up, illuminate, write resoundingly and speak loudly."

## 3 Research Design of the Self-Introduction Session of the CCTV Host Competition 2023

### *3.1 Sample principles*

The sample sampling of this thesis adopts the principle of distance sampling to select the self-presentations of the first five issues with a total of 10 contestants for analysis. Two people are selected in each period, namely, Elana and Kong Hao in the first period, Cai Zihan and He Yikun in the second period, Huang Xinqi and Inheritance in the third period, Liu Xinyue and Yang Xu in the fourth period, and Qin Xu and Liu Xuan in the fifth period. The sample comes from the official CCTV video, the sample data is real.

### *3.2 Classification*

This paper studies four aspects: topic selection, structure, link, and paralanguage. The topic is divided into five forms, namely cultural heritage, great rivers and mountains, scientific and technological development, looking at the world, and vocational understanding; the structure is divided into three types: juxtaposition, total division, and progression; and the link is divided into three aspects: the beginning, the ending, and the number of stories or cases. Among them, the beginning has four forms: commentary, song and music poem, brief description, and physical display; the ending is divided into two forms: sublimation and unsublimation; and the number of stories or cases is divided into three orders of magnitude: 321. The paralanguage is divided into three parts: dress, action, and expression; dress includes three categories: dignified and stable (suits),

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youthful and lively (T-shirts, cowboys, and shirts), and Chinese style (Chinese clothes); action is divided into standing and walking, as well as gestures; and expression is divided into two categories: more serious and more affable.

# 4 Content Features of the Self-Presentation of the 2023 CCTV Host Competition

## *4.1 Selection of topics focusing on cultural heritage, supplemented by great rivers and mountains*

In the competition, the first session was a three-minute self-presentation session. Through the analysis and investigation of the samples, there were five forms of self-presentation selections of the contestants. They are cultural heritage, great rivers and mountains, scientific and technological development, looking at the world, and vocational understanding. Five contestants chose the selected topic of cultural heritage. For example, Yang Xu's cultural heritage in his self-presentation was Hebei Cloth, introducing the complex process of Hebei Cloth and its inheritance. Two contestants chose the topic of "Great River and Mountains". For example, Elana's ""Yi" Goes to Faraway Places" introduced three places she had visited in her work, namely, Zagana in Gansu Province, Shiqu County in Sichuan Province, and Sansha, the southernmost city of the motherland, which showed the great rivers and mountains of the motherland. The remaining three contestants' choices were different, namely, scientific and technological development, looking at the world, and vocational understanding. It can be seen that the selection of cultural heritage has accounted for 1/2 of the selection, most of the players prefer to start from the traditional large selection of topics, while the innovative type of selection of the players are less.

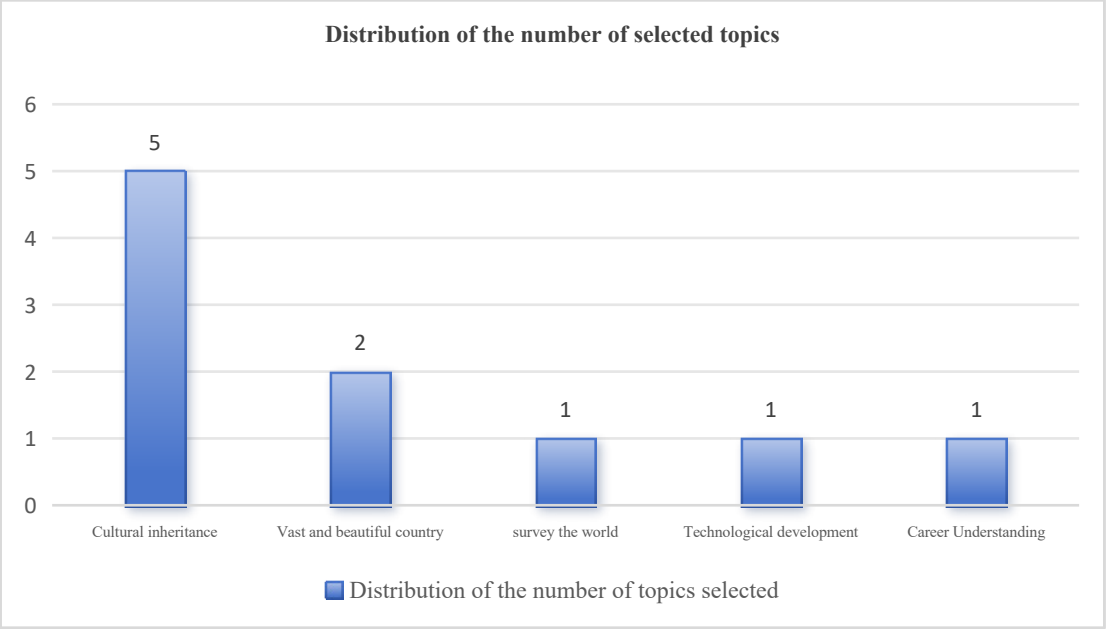



*Figure 1 Distribution of the number of selected topics*

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### *4.2 Structural preference for totalization and progression*

After analyzing the players' self-presentation structure, there are 3 kinds of structure, namely, total division, juxtaposition and progression. Four players chose the total-division structure. The total-division structure makes the players' self-presentation organization clear and hierarchical. It enables the players to present their views clearly and makes the overall content easier to understand and accept. For example, Liu Xinyue began her self-presentation by saying that she felt the "Harmony Culture", and then she introduced the Harmony Culture from the three cultural relics, namely, "Flat Boat Looking Down at You", "Hu People Eating Cake and Riding Camel" and "Gusu Flourishing Picture" respectively. There were also four contestants who chose the progressive structure. By revealing information step by step, the progressive structure was able to attract the interest of both the judges and the audience, and the progression of each cloth provided a sense of anticipation for the next step, which made people want to keep listening. At the same time, the gradual presentation of relevant information also helps to enhance persuasiveness and establish a more complex and comprehensive argumentation chain, which makes the judges and the audience recognize the contestants more. For example, in his self-presentation, Li Zheng mentioned that from his grandfather, father to himself were all engaged in the media industry, which was a step-by-step progression, showing a family's understanding of and contribution to the media industry. Two of the contestants used the juxtaposition structure. Juxtaposition organizes information in a relatively simple and direct way, and this method of expression helps the judges and the audience to understand and remember the elements of juxtaposition more easily. Moreover, this structure takes up less space and is more innovative and personalized than the other two structures.

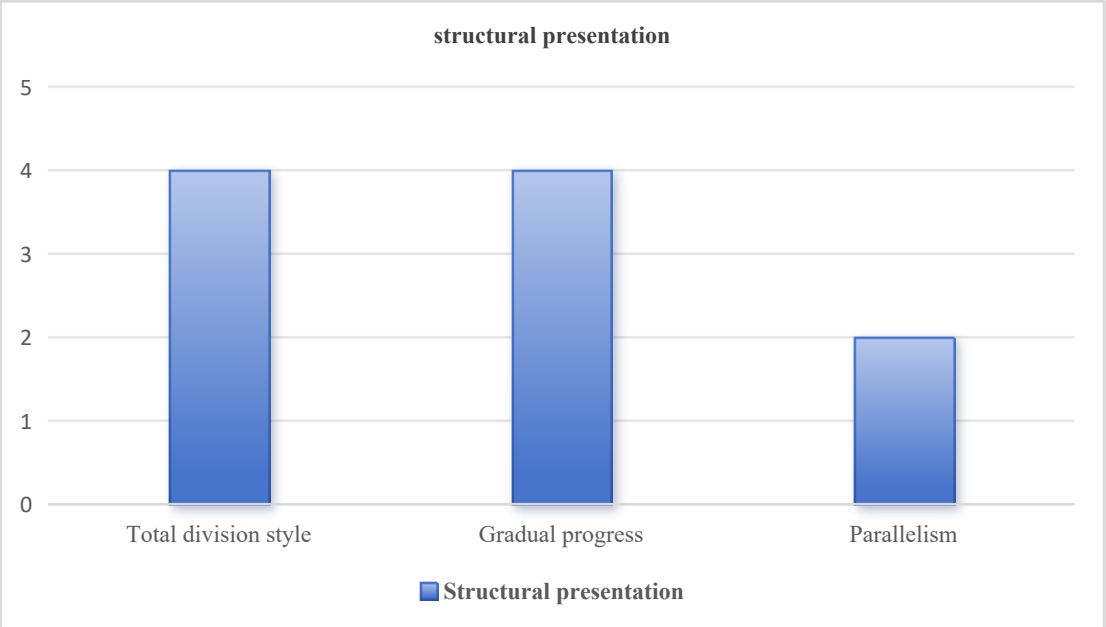



*Figure 2 structural presentation*

### *4.3 Hierarchy of segments*

The link is the externalized presentation of self-presentation, and the goodness of the link is directly related to and affects the overall performance of the contestants. This paper examines the self-presentation of 10 contestants in three categories: beginning, ending and number of cases.

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### *4.3.1 Beginning with something to build on, featuring physical displays and a carol poem*

There were four forms of beginning: commentary, song and poem, short description, and physical presentation. Four of the contestants used a song and poem and three used an object demonstration. In her self-presentation, Cai Zihan took a white plate that has been with her since she was a child for 21 years and introduced the topic she wanted to present - lacquer wire carving. Liu Xuan began her self-presentation by playing the guzheng (Chinese zither) to introduce the topic in the form of music. It can be seen that most of the contestants utilized talent shows or props to start their presentations, so that the contestants would have something to fall back on when presenting their self-presentations, feel confident, and be able to present their presentations in a more intuitive manner. However, the use of too many players fell into the cliché, does not have personalized characteristics. Two contestants gave a brief description of the beginning, which was more monotonous and difficult to memorize compared to the beginning of a song and poem and a physical display. There was also one contestant who used a commentary-style beginning, for example, Qin Shu said in the beginning of his self-presentation, "Say, when the host competition was in full swing, a fierce general suddenly came out from the black crowd." This kind of opening was used by fewer contestants and was more original, with personal characteristics and innovativeness.

### *4.3.2 Ending with more depth in a small way*

Endings are categorized into sublimated and unsublimated forms. Most of the contestants sublimated at the end. Liu Xinyue mentioned at the end of her self-presentation, "The culture of harmony connects the past, present and future of a great nation." It shows us the importance of harmony culture in the long history of Chinese civilization. At the end of her self-presentation, Liu Xuan broke away from the guzheng and mentioned Chinese folk instruments as a whole: "We want to spread the sound of Chinese folk instruments to farther places, so that the bones of the Chinese nation can survive forever!" It rose to the inheritance and development of ethnic musical instruments. But there are also a few contestants sublimation is not obvious, for example, He Yikun's self-presentation at the end of the return to the beginning of the song, and finally said: "Whether you know or do not know Africa, the next are with me to open the door of colorful Africa." At the end of the presentation, it was still on the event of introducing Africa, without summarizing and sublimating the whole, and the point of intention was rather vague, which did not allow the judges and the audience to accurately capture the information expressed by the contestants in a short period of time. The scripts of the self-presentation are prepared by the contestants themselves in advance, and the key information must be summarized and sublimated at the end of the script creation so as to reflect the depth of thought, which is also one of the basic qualities of the host.

### *4.3.3 The number of cases is mostly two or three*

The number of cases was categorized as 1, 2 and 3. There were 5 contestants who used 3 cases and 3 contestants who used 2 cases. There were 2 to 3 cases with richer self-presentation presentations. Elana chose three places she had experienced on her way to work when she introduced the great mountains and rivers of China, and her self-presentation was rich and full. Two contestants chose only one case. Cai Zihan introduced lacquer wire carving in "Gleanings" and only used the fact that she used to go to Xiaowan's sister's studio, which made her self-presentation more monotonous compared to the contestants with 2 or 3 cases, the con-

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tent was not full and rich, and the less content could not show the professional concept of the presenter, which made the judges and the audience understand the presenter in a more one-sided way.

### *4.4 Colorful sub-language*

In self-presentation, presenters try a number of different paralanguages to assist their vocal speech. In the study of this paper, paralanguage includes three parts: dress, movement and expression.

#### *4.4.1 Modesty and youthfulness in clothing*

The costumes included three categories: dignified and stable (suits), youthful and lively (T-shirts and shirts) and Chinese style (Chinese clothes). There were 5 contestants in suits, 4 contestants in Chinese style clothing, and 1 contestant in T-shirt and blouse. The theme of Sun Pengfei's self-presentation was "ink". The suit he wore was also dark blue, similar to the color of ink. At the same time, "ink" as a traditional Chinese culture has a majestic nature, and the suit is mature, dignified and stable, which also echoes the theme of self-presentation. Cai Zihan is a senior undergraduate student at the Communication University of China and the youngest contestant in the competition. She wore a high ponytail, a white shirt and a white pleated skirt, showing off a student vibe that was perfect for her age, looking lively and cute, with a storm of youth coming over her. Liu Xuan wore a Chinese-style red cheongsam when she came on stage, and the theme of her self-presentation, "Guzheng", had Chinese elements. The choice of clothing must be closely related to the content of the self-presentation and her own situation, which will present a harmonious beauty to the audience.

#### *4.4.2 Simplicity of movement, with standing as the main focus*

In terms of movement, there are two types. One is no walk with many gestures and the other is with walk and few gestures. There are 6 players presenting movements with no walking and more hand gestures and 4 players presenting movements with walking and less hand gestures. It can be seen that most of the players still prefer to stand in one place. Players are presenting a program when they are presenting themselves, so at this point the player is the presenter. If they only stand in one place without walking around properly, they will look too formal and nervous, and cannot reflect the ability of a presenter to control the self-presentation. However, no matter what action mode, the most important thing is to be relaxed, pay attention to the hands and feet of the skillful cooperation in order to "1 + 1 = 2", to get good results, if one of them is too much or too little, can not be self-presentation play to present the best.

#### *4.4.3 Lively and approachable expressions*

In terms of facial expressions, they were categorized into two types: serious and affable. Eight contestants had more affable facial expressions and two contestants had more serious expressions. It can be seen that most of the contestants want to get closer to the judges and the audience and blend in. Reflecting the friendly hosting attitude. However, if there are more contestants of this type, it will be "lost in the crowd". Judges and the audience, whether in the visual or auditory will produce fatigue, sometimes "affinity" may be counterproductive. But on the whole, facial expressions are not static, facial expressions will change with the hosting rhythm and have a new presentation. When Shen Pengming brought up the theme of snail powder, he made a special gesture of smelling the flavor, and then said, "I smelled it, why is it so sour and smelly?" The thoughts

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and feelings expressed are extremely real, as if he really smelled the flavor of snail powder on the spot. Both reflect the personalized characteristics and in a relaxed and entertaining atmosphere to bring the audience closer.

# 5 Suggestions for Self-Presentation in moderator competitions

## *5.1 Unbalanced selection of topics that take into account the past, present and future*

From the host competition can be analyzed and summarized a lot of how to present a good self-presentation experience, first of all, to choose a good topic. In the above analysis, it can be seen that the "cultural heritage" such as the past selection of the topic of choice of the contestants to choose more, the pressure of competition, the need for a strong professional cultural literacy. But there is a lack of present and future topics. For example, the current development of the motherland, such as the choice of "great mountains and rivers" of the two contestants have advanced, the choice of the topic is obviously an innovative, has not been the majority of the contestants to choose the topic. For the future development of science and technology should also be added to increase the selection of topics, according to the analysis of this paper, scientific and technological development of the selection of only one player, the number is relatively small.

## *5.2 Structurally rigorous and complete, but ready for a breakthrough*

As analyzed in this paper, the three common structures used by the players are total division, progressive and parallelism. Among them, total score and progression account for the largest proportion and belong to the traditional structure. They help the judges and the audience to understand the complex levels of the self-presentation more clearly, and the contestants get a more comprehensive understanding. There is a lack of contrasting structures, which would differentiate the self-presentation from the others and make it stand out from the rest. Juxtapositions are not recommended for self-presentations, as they are distracting and unfocused, and do not allow the judges and audience to grasp the main points in a timely manner.

## *5.3 Beginning with something to build on, both literary and physical*

The three parts of the opening, case, and closing must be evenly distributed in the length of the self-presentation, with 10% in the opening, 70% in the case, and 20% in the closing sublimation. First from the beginning, a good beginning is half of success. Through the analysis of this paper, it is concluded that the two ways of beginning, the Clarion and the physical display, have been chosen by most of the contestants, accounting for the majority of them, and are not innovative. And the brief description of the beginning compared with the first two is too monotonous, not full and not full. Expect the players to self-presentation of the beginning of some innovation, more outstanding literary style, reduce the props on the stage with too much convergence of the situation. For the number of cases, to choose the right number of cases, a case is too monotonous, not enough to hold up the 3-minute time, but also can not fully show the host of the professional concepts, values and so on. The four cases by too full and stacked cases of suspicion, it is easy to redundant redundant and thus lead to sublimation of the quality of the link. Try to choose two to three cases, say good to say fine. In the final part of the conclusion, must reflect the depth of the host's thoughts, self-presentation should not just talk about things, but from the "small incision" into the "big theme", from "individual" to "general". From

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"individual" to "general", point out the truth or revelation in life.

### *5.4 The paralanguage and the language should be adaptable.*

In the process of self-presentation, paralanguage has "three big heads"-expression, action and dress. This is the earliest and most intuitive sub-language received by the judges and the audience, which plays an important role in shaping the host's image and the first impression in their minds. Expressions should be affable and show the humanistic concern of the newsman. Only when we put the people at ease can we really impress the audience. Make a self-presentation with real temperature and depth. But it should also be personalized and relevant to the self-presentation. If the subject matter in the self-presentation is serious, our expressions should also be serious. Gestures should be natural, appropriate and complementary to the footwork. There should not be too little, as this will make the person look stiff and tense and will make the audience uncomfortable. At the same time, the footwork should not be too much, too broken up, or too big. This will make the person look unsteady and unambitious, and will not hold up the entire program and stage. When selecting costumes, one must choose the ones that fit the theme of self-presentation on the basis of decency, so as to emphasize one's personal characteristics. Paralanguage is the subconscious action of the human body, in normal times must look at the mirror to practice more, pay attention to the body at any time, in order to be in the arena without thinking about the natural presentation.

## 6 Conclusion

The Host Competition, an official platform organized by CCTV to select new-age broadcasters and hosts, has attracted much attention and discussion. The self-presentation session is the beginning of the contest and the first impression of the contestants, which plays a crucial role in whether they can advance next. In this paper, we found that most of the contestants chose traditional topics for their self-presentation, i.e. cultural heritage and mountains and rivers. However, there have been innovative forms that have been incorporated into the presentation and have been well received by the judges and the audience, such as looking at the world, technological development, and career understanding. In terms of structure, it is divided into general-point structure, progressive structure and juxtaposition structure, among which general-point structure and progressive structure are chosen more by the contestants, and juxtaposition structure is used less by the contestants, but there is a lack of control structure. The link is divided into the beginning, the end and the number of cases, and the beginning is divided into commentary, song poem, brief description and physical display, of which the number of song poem and physical display is higher, and the number of succinct description and commentary style is lower. The ending is divided into two parts, sublimated and unsublimated, and the number of cases is divided into 1, 2, and 3 orders of magnitude. In terms of paralanguage, it was divided into three parts, clothing, action, and expression. Clothing is divided into three forms: suit, Chinese style, T-shirt, and shirt. Movement is divided into no walking gestures and few walking gestures, with no walking gestures accounting for the majority of the players. Expressions are divided into two categories: serious and affable, with more contestants having affable expressions. However, since the host competition is not yet over and we do not know what the subsequent results will be, the analysis and perception of the contestants may lead to incomplete and non-objective conclusions. In this paper, there are still questions that have not yet been maturely thought out. Technology is developing more and more rapidly, and there is now an innovative situation

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of interaction between technology and presenters, will the future self-presentation session be too dependent on the use of technology and thus lack of a humanistic flavor? This must be further studied and judged with the passage of time and development.

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