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Research on the Influence of Host's Style on TV Programs and Countermeasures

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Abstract: *In recent years, with the rapid development of technological society and media, a variety of TV programs have begun to emerge. And an indispensable part of a program is the host. The host often plays a key role in the ratings of a program. Because different programs have different positioning and different audiences, the style of the program will also have great differences, and the host is the carrier that can best reflect the style of a program. This has promoted the diversification of host styles in recent years. Hosts of different styles focus on different skills. This article will take the styles of the three hosts as examples to discuss the influence of the host's style on TV programs and how to shape their own host style.*

Keywords: *Host style; Shaping; Program style; Influence*

Introduction

With the rapid development of China's television media economy, more and more people choose to engage in the hosting industry. Under this social phenomenon, how can a host develop a unique style? As a TV show host, we must understand the host's style, how it affects the show, and how the audience feels. In this way, the host can better shape his own unique style and create a better program effect in the current increasingly fierce market competition. Everyone knows that the host's style also plays a very important role in the ratings of the program. This article will discuss a series of influences of the host's style on the program from two aspects: the influence of the host's style on the TV program and how the host forms a unique style.

"Host" refers to the person who integrates various abilities and controls the program process. In radio or television, the host usually appears in the program as an individual or multiple partners. After the beginning of a program, the source of the audience's first impression of the program is the host.

"Host style" refers to a program host in the long-term host practice process, through the improvement of his own learning ability and the gradual development of innate conditions to form a host method that is different from others. This method can be loved by the audience and can achieve the icing on the cake in the program. This is also a sign of the maturity of the host's hosting style, and an important condition for the audience to distinguish you from other hosts. Therefore, an excellent host should clarify the personal hosting style and combine it with the content of the program to increase the audience's love for the program.

The Necessity of Shaping the Host's Style

Diversification of Program Formats

In the program, the host often uses unique methods and language art to make the audience have a further understanding of the style and connotation of the program. A large part of the style of TV shows has a very important relationship with the personal style of the host. The program host is equivalent to a representative of a program and is the key to determining the quality of the program. Therefore, when a TV program starts to be produced, a host who meets the style of the program will also be selected according to itself, which requires each host to have a unique hosting style.

Since China's reform and opening up, with the rapid development of the economy, the people are not limited to the pursuit of material basis, but more attention to spiritual needs. Along with it, a variety of TV programs of different styles gradually emerged in the public field of vision. In this situation, the competitive pressure of TV programs is increasing, so the host of the program becomes very important. The host is an intermediate medium between the audience and the program, and the host's style must be unified with the style of the program. Some objective and subjective factors will affect the audience's preference for a program and a host. The host must not only pay attention to the innovation of the program, but also shape his own unique personal image and admire his personal charm. On the other hand, the host must also pay attention to the public's aesthetic standards and strive to absorb the opinions of the audience.

Diversification of the Host's Own Style

The hosting industry is becoming increasingly popular, and the competitive pressure is also fierce. The mark of a host's success is to be accepted and loved by the audience. Therefore, every host has to think about a question, that is, how to stand out from the crowd. Affected by the contemporary social environment and ideological education, everyone thinks differently, so they will have their own unique perspectives on things. At the beginning, the host will imitate the style of others, and then form his own unique style. Everyone has different levels of education, and not all hosting styles can be recognized by the public. It is very important for the host to shape his own mature hosting style.

The Influence of the Host's Style on TV Program

Dong Qing's Hosting Style in "The Reader"

Dong Qing, as a famous CCTV host, is deeply loved by the audience. When Dong Qing is mentioned, the first impression in the minds of the public is "intellectuality". Zhao Zhongxiang once commented on Dong Qing like this: "Dong Qing is an excellent host. My evaluation of her hosting style is: dignified, decent, atmospheric and intellectual." In "The Reader", she showed us "One who is filled with knowledge always behaves with elegance". For example, when Dong Qing was communicating with Zhang Zilin, she asked (Zhang Zilin) : What are you going to read to us today? Zhang Zilin replied: author Liu Yu's book, May You Grow Up. At this point, Dong Qing immediately replied, "I loved that article, and she wrote it to her

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daughter, especially the last two sentences—‘may you have good luck, and if not, may you learn compassion from misfortune; may you be loved by many, and if not, may you learn forgiveness.’”

We can feel Dong Qing's profound cultural background and unique personal charm. Dong Qing's tone in her speech is very peaceful. She will combine every action with every sentence and express it naturally. It's really an ability to empathize with the guest audience. In the sixth issue, Siqin Gaowa was touched by “maternal love” after reading the article, and Dong Qing was also moved to tears after listening to it. The audience will not feel affected when watching this clip, but just because we can really feel the feelings expressed by Dong Qing. So the most real is the most touching.

In addition, when she describes a thing, it is easy to arouse the audience's resonance, the affinity of this language expression is difficult for many people to understand. For example, in the opening speech of the program, Dong Qing asked herself, “how long have you not read aloud?” “A long time?” “Because a lot of people think reading aloud is a student thing.” Because of her rich cultural heritage and delicate emotional sensitivity, Dong Qing's hosting style is very popular with the audience.

Sa Beining’s Hosting Style in “Voice”

“Voice” is a youth inspirational variety show in China, which tells the stories of many era models and social celebrities, such as chief designer of Beidou navigation, star Zhou Runfa, chairman of Wanda Group Wang Jianlin, etc. The orientation of this program is to strengthen teenagers' values and outlook on life by telling their life experiences.

Sa beining's language organization ability is strong, thinking logic is active, and the host of “Voice” is very humorous and vivid. This style adds a lot of interest to the program. In addition, Sabine can ask different questions according to different environments and characters' stories, and can answer the guests' questions perfectly. In the narration, Sabine points out the central theme. For example, when Chen Kun, the guest of “Voice”, explained that the theme of the program was “The Power of Walking”, some youth representatives asked: “How can we show public welfare value while walking?” Chen Kun replied: “Walking is more in the hope of obtaining inner peace, rather than showing the value of public welfare through walking. I hope you can realize the mutual consolation of mind and spirit through spiritual dialogue.” Afterwards, Sa Beining explained his views to the audience, “In our lives, many public welfare projects do not have very fixed methods. Some public welfare is material, while some public welfare is spiritual. We walk, Dialogue with the soul, looking back at my feelings and hopes along the way over the years, and inspiring my inner positive abilities. This is a charity project that is very worthy of our study and participation.” Sa Beining’s new analysis of the whole public good project, the original more abstract public good project, concrete show in front of the audience, greatly improved the effect and quality of the program.

How does the Host Form a Unique Style

The Host's Appearance

We can not only locate a host's style through the host's internal performance and the type of the program, but also through the host's external performance. This is the most intuitive way for the audience, so the shaping of the external image of the show host is very important. Personal appearance mainly refers to the overall appearance of the host. Everyone looks different and gives people different feelings. Some people look serious and some are gentle. Their looks are natural and cannot be changed. It's just like that it's very peaceful for Xie Na (entertainment host) to host serious news programs. On the contrary, the variety shows she hosts are big but can be loved by the audience. This is because her appearance is very friendly, suitable for hosting relaxed and happy programs, so that the interaction between the guests is more harmonious. In contrast, Dong Qing's appearance is very atmospheric, suitable for hosting cultural types of programs, can bring the audience more intimate. Compared to the face can not be changed, the host's makeup can be changed according to the type of program. The use of the hair style and facial color of the host can make the host's screen image more colorful. Make-up can not only decorate appearance, but also show the unique personality of the host. For example, the host of a news review program make-up is relatively simple, do not do too much embellishment; while the host of a variety show make-up is more intense, more attention to the current fashion sense and unique personal charm.

The Host's Posture

For TV program hosts, the prerequisite for doing a good show is to have excellent professional qualities. However, personal posture is also directly related to the effect of the program and the public's impression of the host. If the host has a dull expression and a stiff posture, it will not be effective in conveying information.

The host's posture and behavior will be directly presented in the public field of vision. The host generally has three conventional postures when hosting the program: standing posture, sitting posture and walking posture. The host's posture is as important as language expression. It can also convey information, express emotions, and even sometimes a look or an action becomes a sign of personal style.

At the beginning of each program of "The Reader", Dong Qing's walking posture is confident. When she stands and talks, her posture is natural, and her eyes are soft and vivid. When she is sitting to interview guests, she will lean forward slightly, always keep smiling, and always pay attention to the emotional state of the guests, so as to deeply understand and experience the feelings of the guests. Generous speech, elegant manners, which is no doubt the host in the program points. Dong Qing did just that, and improved the program's appreciation. In addition, in the audience interaction, Dong Qing showed us her humorous and cheerful side: she would interact with the guests cordially and naturally, and give them a positive nod at the right time.

All in all, a good program host expression should be natural and true, eyes have spirit, with reasonable gestures, pay attention to three poses. The feeling that the host conveys to the audience should be a positive

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mental state. If the host's eyes are loose, his movements are complicated and grandiose, and his expressions are fake and artificial, the audience will not only have resistance to the host, and lose interest in the content of the show.

The Host's Voice

Sound is an important medium for transmitting information. A nice voice will leave a deep impression on the audience. At present, each host of CCTV has its own unique voice. For example, Li Sisi's voice is crisp and sweet; Kang Hui's voice is calm and magnetic; Dong Qing's voice is gentle and atmospheric. In short, only by integrating the true inner emotions into the voice, the show host can make the audience feel this emotion, which in turn triggers a deeper emotional resonance and improves their own voice recognition.

The Host's Costume

Proper dress usually makes the audience bright. The choice of host's dress should first conform to the style of the program, then highlight the personal style, and finally pay attention to the quality of dress. We can see from Dong Qing's dress collocation in the reader that her dress is closely related to her personal style and program style. First of all, considering the cultural style of The Reader, she will choose a more elegant suit or a gentler and dignified skirt. In addition, the host should also consider the guest's professional identity and usual dressing style, and make his own dress consistent with the guest's dressing style to avoid exaggeration. In order to avoid singleness, Dong Qing will choose simple trinkets to decorate, such as silk scarves and brooches; each set of clothes will be matched with earrings with a unified style; high-heeled shoes or low-heeled shoes with atmospheric style will be chosen. All in all, Dong Qing's clothes, in addition to the proper collocation, all hide some small details.

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