

Original Paper

Building and Cultivation Approach for Personality of News

Presenters

Yingjie Zuo^{1*} (Note 1)

¹ Jiangxi Normal University, Nanchang, Jiangxi Province, China

* Yingjie Zuo, Jiangxi Normal University, Nanchang, Jiangxi Province, China

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Abstract

Since human beings entered into the network era in the 21st century, the news media industry has developed rapidly, meanwhile, many novel and innovative things have become popular among more people, such as personalized programs of news presenters. In addition, higher requirements have been proposed for news presenters with rapid development of the society, more compound-type high-quality talents are needed.

Keywords

news presenters, personality, cultivation strategy

1. Introduction

Broadcasting and Hosting, as a major with strong specialty and high artistic value, has its unique style and charm. It can be seen from its characteristics that it is comprehensive and has extensive influence, which involves multiple subjects and professional contents, and has increased requirements on the news presenters who major in broadcasting and hosting. This major involves multiple subjects of Communication, Journalism, Performance, Social Etiquette, Linguistics, Aesthetics and Psychology as well as related professional knowledge, which requires the news presenters to present their unique personalities in the broadcasting and hosting process thus to attract more audiences better. One excellent news presenter will always leave a deep impression on the audiences, form his unique characteristics and present his personality.

2. The Creation Personality Must Be Clear and the Creation Style Must Be Positive

The broadcasting and hosting industry, as a branch of media industry, has presented a trend of flourishing development in recent years. As the media of conveying information to the audiences, the news presenters have come into people's insight inevitably. In our country, most of them bear the responsibility of publicity mouthpiece for the party, and accordingly, their correct thought guidance is very important. Therefore, the news presenters must possess correct views of life and value as well as high ideological and ethical standards besides most basic professional quality and professional ability. Only through such way can they spread positive information to people in the creation and broadcasting processes and become the power for people to seek for positive energy. Radio and television belong to mass media and have important role of public opinion guidance. The contents or comments known by people through radio and television are all from the news presenters who are the "gate-keepers". In most times, positive creation is necessary, while attitude on manuscript is also very important. The tone and attitude of news presenters can be positive, lateral and negative. For example, Chinese should feel proud in face of break-through in science and technology. Therefore, when the news presenters broadcast such kind of news, they should use sonorous and proud tone and voice to fully present their national pride, which is a kind of positive tone and attitude. For another instance, in face of some news reflecting bad social phenomena or some phenomena which should be abandoned, they should use pesante tone for spurring. However, whether for positive praise or lateral guidance or negative spurring, they must present positive things, which conforms to universal evolution rules. Therefore, the news presenters must know that they should have positive attitude in information passing.

In addition, basic language skills are requirements for news presenters to realize correct personalized creation, therefore, they must use standard, vivid and simple words. Furthermore, they should pay attention to language and expression as well. They must abandon excessive word-splitting but use friendly and natural tone to spread information to the audiences correctly and avoid construction of flowery language, respect the audiences completely to make them feel correctness and veracity of related information, what's more, they should also make the audiences know their own opinions on related events, which is the reflection of their basic opinions and re-presentation of their own personalities in fact. However, many news presenters pay much attention to professionalism but neglect ideological content, pay much attention to word-splitting and pronunciation but neglect ideological synchronization. (This paper sources from the journal Global Market Information Guide (Total 577, 45th version, 2014) sponsored by the Literature Information Center of Chinese Academy of Social Sciences (<http://www.ems86.com>), source must be noted for reposting). Only when the news presenters realize synchronization of thought and action can they spread more information accepted by people, form their own style and characteristics, enhance their personal charm, realize further development of their styles and win more and more audiences.

3. The News Presenters Should Pay Attention to Artistic Transferred Sense

As a kind of arts speciality, is of self-evident artistic value. In reality, each category of arts is connected with each other in most times instead of being isolated. In other words, Broadcasting and Hosting never exists singly. Therefore, it will be great help for personalized development of news presenters to combine its artistic characteristics with artistic generality. For instance, the doyenne Hong Yun-famous news presenter in the 1980s was a typical music fan before she became a news presenter. She immersed herself in music, liked to annotate life with music and get used to comprehending life with notes, and she finally formed her unique resounding and deep voice. She never forgot her original occupation and interest or even abandoned them after she worked, but instead, she combined them with her cause, which is the so-called artistic transferred sense. In work, she made full use of her good voice formed in music learning and formed unique characteristics, which made her memorized by more and more people. Besides, her personality and unique style also affected many industrial people to a large extent, meanwhile, she integrated art with broadcasting to the largest extent and realize further sublimation.

4. The Creation Personality of News Presenters Sources from Life

Creative people never escapes from life for their creation, because life is the root of all work and creations. Only when they emphasize the importance of life can they get more from life to make creation to the largest extent and add more for art. Similarly, the news presenters can not leave from life as well, because their inspirations are all from life. For example, the era background, social background, family situation and all happened things will all affect the news presenters in manuscript creation, which may not be reflected deeply but must be stamped with life and reality. This will never change. Certainly, life mentioned in this paper is extensive. What are most important and have profoundest influence on news presenters are personal experiences. They form their unique personality and style combined with their personal experiences and specific characteristics in their work and affect each audience with personal charm. In fact, they have formed their unique styles, therefore, people like them. For instance, many people like the CCTV host Bi Fujian because he has formed unique style. His humorous expression style and relaxed hosting atmosphere as well as his language close to life attract audiences deeply and make them feel happy and intoxicated. This is his unique personality and style, which can not be replaceable.

5. Personality and Style Formation Can not Leave from Self-Improvement of News Presenter

People find out their disadvantages constantly in the growth process, make improvement and realize self-perfection continuously. And only the people knowing self-perfection can go beyond themselves and present their unique characteristics to the largest extent. The news presenters are no reception. One excellent news presenter needs to learn self-reflection, realize self-development of personal characteristics through careful observation and summary on daily life and work, base on personal situation to change and form unique style, only in this way can they keep up with the times and be liked

and accepted by people.

In summary, one excellent news presenter is the soul of one program. Only when the news presenter forms unique style can he be liked by audiences and have stable and continuous attention on audiences for long time.

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Note

Note 1. Zuo Yingjie (1997.09-), female, comes from Qingdao of Shandong, 2016-session undergraduate student with bachelor's degree in Conservatory of Music, Jiangxi Normal University, majors in Broadcasting and Hosting. Research: Building and cultivation approach for personality of news presenters.