

# The Style Positioning and Development Trend of the TV News Program Host

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## **Abstract**

*TV news programs include various aspects of the society and life, such as, politics, socialist education, economy, legal system, and military and so on. The thought “news is at the root of television station” has become many TV stations’ principle. The status and significance of the TV news program host can be presented from this aspect. The style and positioning of the TV news program host base on the programs which they host, and closely correspond with the style and positioning of the TV station which they work for. Analyzing their style and positioning and development trend has the objective practical significance.*

**Key words:** TV news program host; Style positioning; Development trend

In America, what conditions should the “Anchor” have? By sampling investigation, conditions which “Anchor” should have include: having the good appearance, high reliability, strong expression ability, having the acknowledgement on news, modesty and so on. The above-mentioned conditions apply to all hosts actually. As the news program host, the basic condition is that they must have the ability of holding problem exactly. However, I think that all of these abilities are on the basis of correct world outlook, lofty morality level, high entrepreneur spirit, strong ability in social activity, having the good EQ, extrovert and enthusiastic character, proper expression, having the “cooperative consciousness” and profound professional cultivation and so on. In other words, the quality which the news program host posses is the quality synthesis of various types’ hosts, in this way, the news program host can have certain cognitive and control to the news program.

## **I. The Style Positioning of the TV News Program Host**

At present, the type of the news program of our nation can be divided into four kinds: information-oriented news, live report, interview, comment. In different program type, the host would act different role and play different function, so there are also some differences on the specific style positioning. However, there are two common characters, that is: the comprehensive abilities of interviewing, editing and broadcasting and strong expression ability.

### **1. Strong Ability of Interviewing, Editing and Broadcasting**

Paying more attention on the ability of interviewing, editing and broadcasting of the host does not need the news host to undertake the work of interviewing, editing and broadcasting at the same time. Many foreign famous hosts have the journalist experiences, such as, Walter Cronkite holds the post of journalist for more than decade years, Dan Rather holds the post of journalist for more than three decade years, and Perter Jennings also holds the post of journalist for more than two decade years. They have gained critical thinking ability, judgment ability and the profound analysis ability in their journalist career. Once they undertake the host position, the accumulation for many years would bring extraordinary return. The news hosts should be good at distinguishing true and false from the clue and materials offered by the journalist, and finally, make integration to the whole of the program. They should use the original views and in-depth analysis to make the audience enlightened, which makes the program have the profound idea.

### **2. Formal Expression Ability**

“The normal language can bring vast, lofty, unique, profound and graceful artistic conception to people. It can surpass the narrowness of the regional dialect, the vulgar of the ordinary language, the mediocrity of the slang of the streetwise, and the simple of the interpersonal communication, has entered into the aesthetic level. It is simple language with imposing spirit, full of articulation, and the sound of the normal language lingers in the air long after the performance. The normal language is correct and bright, truth and sincerity, feast for the eyes; it is the combination of softness and hardness, precise and vivid, cordial and simple, and natural and graceful.” (Selected from *Chinese Broadcasting* by Zhang Song 1996 version). Only the news hosts pass information with the normal language, can the audience understand the significance and seriousness of the news.

Recent years, there are many journalist-anchorpersons, expert-type, and characteristics “Mingzui” in the TV program, which would rich the morphology of the host and program, however, these type hosts has many problems, especially, the mandarin problem which is the basic requirement as the host. Some hosts are regarded the Hong Kong chamber, or the language with foreign accent as fashion, or the problems of inarticulacy and distinct dialectal accent also trigger out many disputes and criticisms. The expression of the news hosts not only is the normal sound, but also the correct expression and good tongue, and the hosts should pay more attention to add the effective information of language, increase the density and precision the language.

## **II. The Development Trend of the News Program Host**

### **1. Enhance the news concept and consciousness**

The contents of the news program in the future would pay more attention on authenticity, timeliness, significance and authority. The host also should possess the interviewing, editing and broadcasting ability. The anchor would enhance the selection and grasping permission to the materials. The host should possess the idea and action behavior of the editor and journalist, can understand the current affairs, and the nature of the accident. On the other hand, they also should grasp the key of the problem, and can highlight their own ideas and expressions.

At present, many news comment programs have the special news commentator, which makes the audience have a deep understanding on the news background, and understand the essence of the news profoundly. With the development of the news comment programs, the collisions among hosts are increasing, and the questions on the program are increasing, which mean that the reflection space of the TV news has increased and broadened. All of these highlight the effect that the news concept and consciousness has enhanced.

### **2. Expand the content level**

The content level of the news in the future is not only the public news which faces the overwhelming majority, and some “minority” news also will appear in the TV. Secular and popular contents mean that the host has more space to play freely, for example, the legal system programs would have a big development space, which not only bases on the premiering of the law channel, but also starts from the desire of the audience. Currently, the afternoon in domestic is the typical rubbish period of TV news, however, in America, that time is the golden time for broadcasting the legal system programs. Amount of legal programs which are civil nature or mediate disputes are very popular. At present, our legal programs pay more attention on greedy officials, murdering and fake commodity, so attitude of the public to the program cannot be presented, that is lacking of participation sense. The improvement of the “minority” news programs must expand the news content.

## **Conclusion**

The news program is the important part in the TV programs, and plays the dominant role. With the continuously updating and exploring of the news industry, the news program host plays the more and more important role in programs. From broadcasting to speaking, from speaking to comment, interview, the quality of host on each aspect must be improved. The experience of the news program host must be rich and broad, and the quantity demanded to the information is becoming bigger. All of these mark the important status of news programs on the development of the future media, and the significance of the news program hosts, and also enlightens that the news program hosts should become diversification and generalization. The style positioning of the news program host has presented the unique character. Now the new media is seeking innovation and changes, under this situation, the outstanding news program hosts must make our nation's news programs move to a new level, and present more wonderful news programs.

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