

# Television News Broadcasting: Conformance to News Standards and Emotional Expression

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**Abstract:** With the progress of the era and the development of society, China's broadcast television industry has entered the era of all media. The industry level and technology have achieved a qualitative leap, which has placed higher demands on the professional capabilities of broadcasters and hosts. Language communication ability and emotional expression skills are an important part of the professional capabilities of frontline news broadcasters and hosts. Only by aligning news standards with emotional expression can news broadcasters and hosts convey the connotation and viewpoints of news accurately and vividly to the audience on the basis of standard news reporting, thereby achieving the optimal efficiency of news broadcasting. This study first clarifies the basic principles that television news broadcasting emotional expression should follow and the influencing factors of emotional expression in news television broadcasting language. Then, it explores specific pathways to enhance the ability of emotional expression in television news broadcasting language from aspects such as making good use of language and culture, switching to appropriate rhythms, revealing personal emotions, and enhancing details of life. This aims to provide references for research and practice related to news anchor reporting, discourse expression, and the teaching of broadcasting and hosting disciplines.

**Keywords:** Television News Broadcasting, News Standards, Emotional Expression

## 1. Introduction:

In the new era, a diverse range of emerging technologies is constantly emerging, and their continuous development and widespread application have brought many opportunities and challenges to the television industry, with various radio and television programs emerging in large numbers and the audience for the broadcasting and television industry continuously expanding. In addition to requiring broadcasters and hosts to have a proper appearance and standard Mandarin, they must also possess certain language expression skills. All staff should undergo systematic training before taking up their posts, capable of timely conveying news content to the audience through emotional expression in language, helping the audience accurately and timely understand relevant information. However, broadcasters and hosts still encounter problems with integrating emotions into the actual broadcasting process, unable to infiltrate their genuine emotions into the manuscript, let alone achieve the requirement of broadcasting with both voice and emotion. As a result, the broadcasted program lacks strong appeal, cannot resonate emotionally with the audience, and may even affect the news dissemination effect. The emotional expression in language of television news broadcasting, as the core and soul, is crucial to the overall program output and positioning, as well as the audience's reception and experience. It can be understood that the ability of broadcasters and hosts to express emotions in language not only reflects their own explanatory level, professional skills, adaptability, and other professional qualities but also directly affects the degree of information transmission and reception, as well as the audience's intuitive feelings. Hence, the skill of emotional expression in language for television news broadcasting is of utmost importance.

## 2. Basic Principles of Emotional Expression in Television News Broadcasting and Hosting

### 2.1. Centered on Correct Public Opinion Guidance

As society continuously develops, the news industry has rapidly evolved. Due to its unique characteristics, the news industry typically conveys a series of news information to the public in a vivid and auditory manner, serving as a key channel through which the public receives important information. In the context of the rapid rise of the media industry and the emergence of new technologies, the public now has access to news through a broader range of channels, including television, mobile phones, WeChat, etc. However, not all news accessed by the public is necessarily true. Thus, as the eyes and ears of the party and the public, the value of news broadcasters and hosts is undeniable. As an integral part of news dissemination, broadcasters and hosts occupy a crucial position in the program, where their voice serves as an effective mode of communication. They must fully leverage their value by adhering to correct public opinion guidance, clarifying direction, and building consensus [1]. The main content of emotional expression in television news broadcasting and hosting is guiding the public's emotional understanding of national policies and guidelines, which requires broadcasters and hosts to vividly narrate the emotions present in news messages.

### 2.2. Strengthen Learning and Solidify Theoretical Foundation

In daily work, it is important to maintain a passion and ability for continuous learning, constantly improving the professional capabilities and literacy of broadcasters and hosts, and enhancing their skills in expressing emotions in language to increase the professionalism of news broadcasting and hosting, thereby achieving the true effect of news programs. Broadcasters and hosts must not only have a solid theoretical foundation but also accurately present the emotions of the news program. In practice, broadcasters and hosts can only accurately convey the connotation of news information and correctly guide public opinion by continuously strengthening their learning, enriching their theoretical foundation, expanding the breadth and depth of their knowledge, and grasping a deep understanding of news information and accurate emotional expression.

### 2.3. Observe Details and Comprehend Life

The main content of emotional expression in television news programs is to present emotions that meet the program's positioning and information type through broadcasting and hosting skills, thereby attracting public attention and resonating emotionally with the public. The basic requirement for emotional expression in television news broadcasting and hosting necessitates broadcasters and hosts to possess the professional abilities to observe life's details, experience daily emotions, and comprehend life's practices. Since most television news programs are closely related to real life, vivid expression of language emotions in television news broadcasting and hosting can only be achieved through continuously accumulating insights into real life. That is, the emotional expression of broadcasters and hosts is closely linked to real life and requires meticulous observation, in-depth thinking, and a wealth of life experience [2].

### 2.4. Satisfy the Sensory Needs of the Public

The types of television news information are diverse, covering multiple fields and types. The goal of television news is to convey news information to the public. To achieve this goal, whether television news meets the aesthetic requirements of the public becomes a basic requirement for emotional expression in television news broadcasting and hosting. Broadcasters and hosts should adjust their voice and tone, as well as present different emotions, based on the specific content and context of the news information. It is important to note that news broadcasting and hosting have a seriousness and rigor. While enriching the forms of commentary and enhancing its interest in the era of all media, it is necessary to correctly grasp the measure, meet the news tone, and satisfy the aesthetic of the public. That is, it is essential to avoid being overly entertaining, which does not conform to the news tone, as well as being overly rigid, which is not conducive to public acceptance.

## 3. Factors Influencing the Emotional Expression Techniques in Television News Broadcasting and Hosting

### 3.1. Rapidly Developing Emerging Technologies

The swift advancement of modern technology has exerted a series of influences on live television technology, significantly affecting the style, content, and impact of television news programs. To some extent, it has promoted the prosperous development of the broadcasting and television industry and elevated its status. More importantly, with the widespread application of information technology, the ways and forms through which the public can watch various kinds of information have been greatly enriched, posing a challenge to traditional media to some degree [3]. The richness and enhancement of various emerging technologies have imposed higher requirements on the vocal and visual presentation, commentary ability, and professional skills of broadcasters and hosts. Especially in television news broadcasting and hosting, it is necessary not only to accurately grasp the emotions conveyed by the news but also to integrate these emotions with various new channels and forms of communication, marrying language emotion expression techniques with modern science and technology. Hence, rapidly developing emerging technologies are one of the factors influencing the emotional expression techniques in television news broadcasting and hosting.

### 3.2. Stylistic Evolution Shaped by the Era

In the era of all media, with societal progress, technological updates, expanding audiences, and the flourishing development of the broadcasting and television industry, the public has set higher standards for broadcasters and hosts [4]. These standards have evolved from the initial focus on vocal and visual presentation to precise control over voice and accurate expression of emotions. The shift in these higher standards also influences the stylistic evolution of broadcasters and hosts as the era changes, with the most noticeable changes occurring in language emotion expression techniques. Broadcasters and hosts have moved from the initial "broadcasting tone" of emotional expression to vivid and interactive emotional expression. The language emotion expression techniques in television news broadcasting and hosting require not just professional broadcasting skills but also emotion, aiming to enhance engagement and interaction with the audience. Therefore, the stylistic evolution shaped by the era is one of the factors influencing the emotional expression techniques in television news broadcasting and hosting.

### 3.3. Diverse and Multifaceted Aesthetic Cultivation

As information technology continues to develop, the means through which the public accesses information have become increasingly diverse. When seeking information, the public combines their actual situations and aesthetic preferences to choose the information channels that suit them, thereby enjoying the process of acquiring information. The way broadcasters and hosts express emotions in language is also an external manifestation of their aesthetic cultivation, which greatly affects the public's

evaluation and judgment of information channels. Therefore, television news broadcasters and hosts should enhance their awareness and ability of aesthetics when choosing language emotion expression techniques. They should continuously improve their aesthetic cultivation and enrich their experience in practice. By applying diverse elements appropriately on the basis of aligning with the news content's tone and meeting the realistic needs of the public, they can resonate emotionally with the audience. Thus, diverse and multifaceted aesthetic cultivation is one of the factors influencing the emotional expression techniques in television news broadcasting and hosting.

#### **4. Specific Paths to Enhance the Ability of Language Emotion Expression in Television News Broadcasting and Hosting**

##### *4.1. Utilizing Language Culture to Increase Acceptance*

Different types of television news programs require different levels of language emotion expression, but narrating with standardized language is the most basic requirement, especially for news programs. However, in television news programs, broadcasters and hosts can bridge the gap with the audience by appropriately and moderately using or referring to local vocabulary. That is, through the language culture of the television news program's broadcast area, it's possible to enhance the audience's acceptance of the news and increase the program's engagement with viewers. It's important to note, though, that news programs are serious and rigorous. While appropriately utilizing language culture, it's crucial to ensure the accuracy of news information and the universality of its audience, i.e., maintaining the standardization and rigor of language expression in news programs. On one hand, language culture, with its unique diversity shaped by historical changes and the inheritance of traditional culture, also influences language usage habits to a certain extent. When expressing emotions using language culture, changes in language usage habits should be considered [5]. On the other hand, reasonable use of language culture and its usage habits requires broadcasters and hosts to continuously expand their knowledge and professional abilities and to apply them flexibly in their profession.

##### *4.2. Switching Appropriate Rhythms to Enhance Responsiveness*

Television news broadcasting and hosting have unique characteristics, including seriousness and rigor, as well as variability and diversity, which place higher demands on the professional qualities and adaptability of broadcasters and hosts. During news broadcasts, when receiving sudden messages from reporters off-site or connecting with them, broadcasters and hosts are required to immediately adjust to the appropriate emotions according to the situation, ensuring that their emotional expression aligns with that of the off-site reporters. This requires broadcasters and hosts to constantly enhance their insight and adaptability, improving their overall quality [6]. Due to the uniqueness of news information, broadcasters and hosts need to enhance their insight when reading scripts or connecting with reporters off-site, guiding emotions and public opinion correctly while ensuring the authenticity of the news. Moreover, broadcasters and hosts should pay attention to changes in tone and rhythm. The tone and rhythm of broadcasting are not mechanically fixed and can be switched according to the content of the script when expressing emotions, meaning that the emotional expression in news broadcasting is influenced by the content, context, and purpose of the message, leading to various changes to achieve different goals.

##### *4.3. Revealing Personal Emotions to Enhance Appeal*

By revealing their own emotions in television news programs, broadcasters and hosts can make the news more impactful, not only resonating emotionally with the audience but also facilitating the effective dissemination of news information. That is, broadcasters and hosts proactively engage with the news context, mobilize their own emotions to deeply understand the content of the news, and appropriately reveal their emotions during the broadcast, which is beneficial for enhancing the program's appeal and the completeness of information transmission. On one hand, broadcasters and hosts should appropriately reveal their emotions according to the content in television news programs to enhance the program's appeal and persuasiveness. Television news programs often have a certain social and educational role, requiring commentary and guidance to provoke audience thought. Thus, broadcasters and hosts can enhance the emotional appeal and provoke deep reflection and resonance among the audience through appropriate self-emotion revelation. On the other hand, television news programs need to adhere to principles of truthfulness and objectivity. Broadcasters and hosts must control their emotions, avoiding the venting of personal emotions and the transmission of personal values in the program. Presenting emotions that align with the news information helps to bridge the gap between broadcasters and hosts and the audience, enhancing the program's appeal and contributing to social governance and development.

##### *4.4. Enhancing Life Details to Create Resonance*

News broadcasting and hosting are closely connected to real life. Detailed observation of life elements and deep understanding of life details can resonate with broadcasters and hosts while reading news information. That is, news information, with its lifelike and authentic nature, can better bridge the gap with the audience, thereby affecting them. Broadcasters and hosts should regularly summarize and reflect on life experiences and apply them to news broadcasting [7]. On one hand, broadcasters and hosts should engage in deep and varied life practices, forming genuine and rich emotions to mobilize their true emotions during news broadcasts. That is, to understand the content and emotions of the news, broadcasters and hosts must mobilize emotions based on life experiences to achieve effective language emotion expression. On the other hand, while enhancing life details in news broadcasting, broadcasters and hosts should also balance universality and professionalism. Using universal language emotion expression can

more easily increase audience engagement with the news program, while professional language emotion expression can enhance the program and its viewpoints' authority. Both should be balanced according to the situation.

## 5. Conclusion

In summary, the uniqueness of news broadcasting and hosting has increasingly demanded higher capabilities from broadcasters and hosts. Only by reasonably applying language emotion expression techniques during the news broadcasting process can the multiple efficacies of television news broadcasting and hosting be maximized. News broadcasters and hosts, in the era of all media, must continually explore and practice, properly handling the relationship between "emotion" and "voice" to enhance the ability of language emotion expression in television news broadcasting and hosting. While improving the dissemination effect of television news programs, this also provides a reference for research and practice related to news anchor reporting, discourse expression, and the teaching of broadcasting and hosting disciplines.

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