

The Truth, the Goodness and the Beauty in Language Expression

Analysis of the Practice of Broadcasting and Hosting Art Talent Training in TV Speeches*

Bei Chen

Sias International University
Zhengzhou University
Zhengzhou, China

Abstract—Speech is a social practice of communication function. It is a behavior of person to illuminate sense, deliver insights and express emotions in the use of language symbols on an issue in a particular environment in the face of numerous audiences. It is also called lecture or address. With the rapid development of society and impact of new media technologies, speech and television bring out the best in each other. Both of them have advantage of art artistic expression, ideological infection, recreational entertainment and communication value. They have a profound social influence and are accepted by the majority of the audience. There is no doubt that language is an important weapon in television speech, and the carrier of information communication. Language expression skills play an important role here. Broadcasting and hosting art is a professional subject which combines theory study with practice application. Through the art form of speech, we can explore the true, the good and the beautiful in language expression and indicate the direction of professional practice training. In addition, the author puts forward some problems in the language presentation skills in speech, such as accent problem, over strong desire for performance, not good at digging sense experience, and analyzes the improvement methods. It aims to provide reference for language presentation skills in TV speeches and further promote cultural communication. Especially in the practice of broadcasting and hosting art professionals training, it is necessary to explore, study and analyze.

Keywords—*language expression; television speech; broadcasting and hosting art*

I. INTRODUCTION

The combination of speech and TV technology accelerates the spread speed of TV language spread and expands its filed and enriches its content and enlarges its influence. Compared with the traditional art of speech, television speech integrates more vivid expression means, make a more popular platform and make speech present a new look.

As a speaker, you can improve your language skills and play them better in a speech on television and give meaning to them, and you can enrich speech art and form to enlarge its influence. As for speech TV programs, appropriate language

and graceful expression can greatly improve the quality of the program, so as to increase the rating and expand social influence. For the society, the true, good and beautiful language is helpful to promote mainstream values, to spread its positive energy in speech, enrich people's spiritual world and to further promote the exchange and dissemination of cultural information.

Language is the carrier of speakers and audience spread and exchange information, and its importance is self-evident. Therefore, the language presentation skills in TV speeches have certain research significance. It is undeniable that the expression of the true, good and beautiful is very necessary in language expression. But at present the researches on the true, good and beautiful expression and communication mainly are reflected in the application of writing. The author thinks that the speech language expression is equally important, especially in the practice of broadcasting and hosting art professional training, and we need to explore, research and analyze.

II. THE TRUTH – THE SOUL OF LANGUAGE EXPRESSION SKILLS

Speech is an art. Artist Picasso once said, “art should bring our understanding closer to truth”. Therefore, if it is false and there is no eternal pursuit of truth, goodness and beauty, this art cannot be called art.

“Truth” is the perfect unity of subjective sincerity and objective fact. As the saying goes, “a true man will be liked, while a flattering man will be annoying over time”. Truth is a rare virtue. In the practice of broadcasting and hosting art professional training, “truth” is the basis of all language skills. Without it, any words will be like a shell without soul. No matter how beautiful, how moved the words are, they will be meaningless. “Truth” means the true knowledge and real things of objective existence, which sources from knowledge accumulation and life experience of speaker. When audiences understand and accept what speakers say, and transform into action, the value of the program will be realized. Simple and plain words may bring the coziness of breeze spring. It is also the transfer of love. Speakers deliver a speech from their inner heart and use words to warm people’s heart, convey feeling and arouse sympathy of audience. Voice with emotions is not a hearing feast but a touch of heart. The transfer of this infection

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and emotion has unexpected power. However, "truth" is not a showoff or a purposeful and deliberate rendering. In the practice of broadcasting and hosting artistic talent training, speakers shall adhere to the principle of moderation; otherwise, it will be criticized.

In the third season of *I am a Speaker*, Disabled Frog King Dai Guohong delivered a speech *Perfect Love*. He used one mouth to record the beautiful sentences in his chat with his girlfriend and touched his girl friend. At the same time, he is brave, kind and considerate. His positive heart toward life has conquered all the audience and advisors. "Fig. 1"

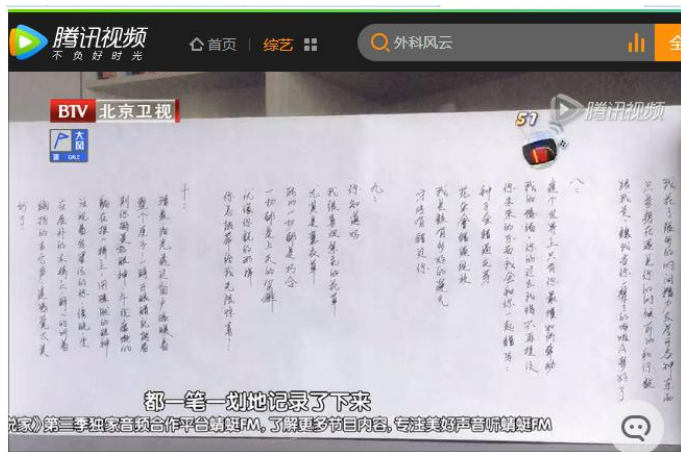


Fig. 1. Beijing Satellite TV, October 7, 2016, *I'm a Speaker*, 3rd Season, 14 Issue

III. THE GOODNESS - THE VALUE ORIENTATION OF LANGUAGE EXPRESSION SKILLS

"Goodness" refers to the correctness in content show. It is the love, warmth and upward positive energy in speech. It fits socialist core value orientation. After watching television speech, audience could reflect objectively and rationally and accept correct living attitude and value orientation. Then the purpose of communication is achieved.

For example, CCTV's *Voice* is very meaningful to the youth and society. With the youth as audience group, the purpose to focus on topics and confusions of the youth, this program delivers a lot of positive energy. In addition, in *Super Speaker*, the winner of third season Lin Zhengjiang called for people to learn to accept people who help them start with a clean slate and help them embrace a new life in his speech *Justice's Temperature*. A food company's boss Yu Chongzheng adhered to the principle of no food additives and preservatives in sugar making and advocated our government to raise food safety standards in his speech *Sugar of Layman*. "Fig. 2", "Fig. 3"



Fig. 2. Anhui Satellite TV, *Super Speakers*, the Finals of the 3rd Season, June 13, 2015



Fig. 3. Anhui Satellite TV, *Super Speakers*, the Finals of the 3rd Season, June 13, 2015

IV. THE BEAUTY - THE SPIRITUAL FOOD OF LANGUAGE EXPRESSION SKILLS

"Beauty" is meant to process the art form of language expression on the basis of truth and goodness. It can make language true and good, and achieve the harmonious unification of the truth, goodness and beauty. Beautiful language has rhyme sounds, smooth words, good rhetoric, clear logics and elegant artistic conception. But profoundly, it should be given with rich spiritual value. If speech language is beautiful, it bound to bring an auditory feast to audience.

In "Fear but Love", Gong Lei said: "in my marriage, there is no itching but only pain... Until that time... I see she is also afraid of me. She fear I will leave her and not company her... for twenty-one years, I'm still afraid of you, do you know? You always say I don't say 'I love you'. But in fact, I say 'I'm afraid of you', which represents 'I love you'". He analyzed his painful marriage from his inner heart and gently told his own feelings. He said to love is to understand, appreciate and forgive. It is goodness. His words have appropriate idioms, beautiful parallelism and artful humor, which was praised as a warm and romantic prose by Teacher Jinxing. He is a man with

tenderness. Using "When You Grow Old" as background music, audience is so enjoyed in his speech. "Fig. 4"



Fig. 4. Anhui Satellite TV, June 6, 2015, *Super Speaker*, 3rd Season, 12 Issue.

For the practice of broadcasting and hosting art professionals training, beauty is not only reflected in outside or image. More importantly, it can reflect and express the inner beauty and artistic conception. In *Super Speaker*, E-businessman Cui Wanzhi is disabled in action but has a strong heart. He said he will prove that he can make a speech with true feelings. In his speech "I say and you listen, my kids", he said the details of life with sincere mood and passionate state, which makes the audience feel his sincere feeling. He gave kids three suggestions: learn to be humble, to love and to trust others. In the last words, he said: "you shall be a good man". It gave expression to thick kindness and warmth. His smooth expression, vivid and plain language and tenacious heart left people a power of beauty.

Speakers need to pursue the truth, goodness and beauty in speech. And they are indispensable factors for any successful speech. Speak unhurriedly and reasonably. The true feeling is more powerful than impassioned language, for it is closer to one's heart. In the training of talents, it has an irreplaceable role to integrate the truth, goodness and beauty in speech.

V. IMPROVEMENT MEASURES AND METHODS IN PRACTICE

A. Cultivating the Standardization of Language

The speaker should clearly recognize the importance of the standardization of language expression skills in a speech on television, restrain their knowledge of the language learning theory and perseverance to practice basic skills in order to continue to progress and gradually standardize them.

Especially in the practice of broadcasting and hosting art talent training, speakers should practice the initial consonants and vowels normatively and pay attention to details, such as speaking speed and tone changes in order to change nonstandard pronunciation and expertly grasp standard mandarin. It should be noted that speakers should be brave to speak and then develop a good expressing habit in normal life.

Use them in interpersonal communication and other aspects. It is important to adhere to practice and enhance pronunciation practice. To a certain amount, the expression of language will become standard naturally. The standard of language expression lays a good foundation for the success of speech.

B. Releasing Your Inner Passion

Passion is a contagious thing. To release your inner passion, first the speaker should learn to overcome the tension on stage. Do not give yourself too much pressure. You can tell yourself: it is not a big deal. The more nervous, the worse the result will be. Learn to make a speech as a conversation between friends and relatives. Learn to throw yourself into the speech and avoid distracting thoughts. Learn to enjoy the entire speech. Secondly, choose topics you are interested in and want to express, so that you may have passion and motivation, and go into it wholeheartedly. Speak should have passion first in order to transfer it to audiences. Speaker can develop from own experience in order to touch audience feeling. In addition, speakers should apply flexibly and release feelings from the inside and outside. At last, speakers should deliver a speech with a confident attitude, humorous language and vibrant state to touch every audience.

In *Super Speaker*, the words of Actor Liu Genghong made a warm atmosphere among audience in his speech *My Dear Children*. His memory, his devotion and his love to kids moved audience deeply. "Fig. 5"



Fig. 5. Anhui Satellite TV, *Super Speaker*, June 6, 2015, 3rd Season, 12 Issue.

C. Elements That Merge the Multisensory Experience

Gaye Kawasaki said, "Every communication master is good at demonstration". Speech is a communication between speaker and listeners. The process of speech may give speakers with multisensory experience and enrich the content and better finish the dissemination of information. First of all, the speaker should think and research what the audiences want and how wonderful the speech will be from the angle of audiences, and then make a unique speech design. Secondly, speakers should give consideration to audiences' multisensory experience in auditory, visual and tactile quality. The flexible use of

multimedia technology and activity participation can make expression vivid and enrich the content of the whole speech.

In the program of *Readers*, the show up of Dong Qing gives audience a kind of intellectual beauty and aesthetic temperament. This undoubtedly comes from her simple and elegant clothing, aura makeup and graceful pace. In her later program, in order to alleviate a wild animal keeper's nervousness, he asked: "Look at me! What animal I look like?" The animal keeper answered: "white swan, elegant and noble". Of course, it is not only the contribution of the static situation language. But its importance cannot be ignored. "Fig. 6"



Fig. 6. CCTV1, February 25, 2017, *Readers*, 2nd Issue.

D. Paying Attention to the Accumulation of Knowledge, Connotation and Experience

Knowledge is infinite. Language expression is a process from the inside out. The gorgeous outer form is useless. If speakers want to make a success in speech, the content shall be deep, pervasive and meaningful. Fundamentally, it lies in speakers' knowledge, connotation and experience.

Language skills are the abilities to express external language. What a person says, how he/she says, whether it is appropriate are all influenced by one's thoughts and cultural connotations. However, language and culture quality and charm are accumulated after a long time of study. So, speakers should read a lot to expand vision and increase knowledge. With rich knowledge and high ideological level, speakers can handle speech skillfully and have a well-thought-plan in all circumstances.

For example, in *Super Speaker*, Intellectual Guo Yukuan often explained his view points by using characters in writings of Lu Xun. It enriched his content of speech and made others admire his scholar spirit. The final winner in the third season is a Lawyer, called Lin Zhengjiang. His speech was "the limit of law". His mature and persuasive words were from his work experience and professional knowledge, which makes us learn: "law is the harmonic balanced product of all kinds of values. The limit of law is the start of ration". After hearing that, every audience may think carefully. It is the great power of knowledge and connotation expressed in the speech. "Fig. 7"



Fig. 7. Anhui Satellite TV, *Super Speaker*, June 6, 2015, 3rd Season, 12 Issue.

VI. CONCLUSION

TV speech, as a product of the combination of TV and speech art, adapts to the trend of social development. So, it has a self-evident impact on all aspects of society. The televised speech language skill includes expression skills in the propagation of verbal language and expression skills in paralanguage. The verbal language skills consist of internal skills and external skills. Body language skills cover static and dynamic skills. The most important are the expression skills conforming to the characteristics of TV speech.

The thesis has analyzed the role of TV speech in the practice of broadcasting and hosting art talent training. In all expression skills of television speech, the harmony and unity of the truth, the goodness and beauty is very important. We can experience it many examples. Truth is the soul of language expression skills. Goodness is the value orientation of language expression skills. Beauty is the spiritual food of language expression skills. Though there are some problems in language expression skills, such as weak basic skills, lack of passion and appeal, empty content. But we have measures to solve each problem. We improve the shortcomings in the talent training through standardizing language, releasing inner passion, paying attention to knowledge and connotation and other measures and suggestions.

The thesis has put forward language expression skills for TV speaker, especially for students majoring in broadcasting and hosting art. It highlights the application of the truth, goodness and beauty in expression skills and gives some improvement measures and methods in the practice of relevant talent training. This will help students and speakers to improve their language expression skills, enhance the quality and influence of TV talk shows, and promote the exchange and dissemination of socialist core values and cultural fields.

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