

A STUDY ON THE COMMUNICATION STRATEGIES OF YOUTH TELEVISION OPEN PROGRAM HOSTS

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Abstract: Youth is the hope and future of the nation. As the film and television industry continues to innovate and develop, the youth TV open program has come into the limelight. The program is oriented to the youth audience, and uses the value of role models to lead to the realization of empathic communication, to establish a correct view of idols, and to achieve the purpose of teaching in the heart. The "Voice" and "A Good Lesson" are excellent examples of youth TV public lecture programs in China, in which the hosts assume the role of bridging the communication between the guests and the youth. In this paper, the study of youth TV open class program host communication strategy is launched, which elaborates on the overview of China's youth TV open class program, analyzes the study of youth TV open class program host communication, and describes the communication strategy of youth TV open class program hosts. With a view to providing implications for youth open television program host communication strategies.

Keywords: Youth Television Open Program; conducting communication; moderator

1. Introduction

Television public lectures is a public classroom using television as a communication vehicle, and this form of television first appeared in various television stations and channels that are oriented to education. Television open class is a popular TV program in China, and young people are its main viewers. Television public lectures create an immersive learning atmosphere for young people by innovating the format of the program and enhancing the infectiousness of the teaching situation; Television public lectures win the resonance of young people through role models to lead and positively guide the value orientation; The TV public lecture, which addresses youth issues and builds youth consensus through clashes of ideas and reasoning, has quickly gained the attention and popularity of the youth community since its launch.

2. Overview of our open youth television program

2.1. Examples of open youth television program development

In 2012, the program "Voice" was born with the positioning of "China's first youth 'open class on TV'", which is a novel program format that provides answers and guidance to psychological problems such as confusion, bewilderment and anxiety that commonly exist among contemporary youth.

In 2016, the program "China is speaking" was launched on Southeast TV. The program positions itself as a mainstream ideological propaganda, while looking at international perspectives, profoundly answering sharp questions, and a fierce collision of youth thinking and ideology, making it a political program with a clear banner. In 2019, the CCTV syndicated "A Good Lesson" premiered on CCTV Variety Channel, with Kang Hui acting as the "class teacher", inviting people from various fields such as Chinese studies, art and military, to discuss with the young student audience in the form of "lectures". Experts from various fields such as Chinese studies, arts, military, etc. are invited to discuss with young students in the form of "lectures". Experts from their own perspective and from an international perspective refine the spirit of the times in different fields of various industries. This is a special kind of "TV Open Class".

2.2. Analysis of the current situation of open youth television classes

Academic evaluation of the "Youth TV Open Class Program" has been mainly positive on the whole. With the continuous development and innovation of youth TV open class in recent years, many high-quality programs have emerged, but no matter how the format changes, its nature as a "class" remains unchanged.^[1]

In recent years, there has been a greater abundance of technological means, a more diversified demand for knowledge by the masses, and a higher level of appreciation. The traditional "seated" form of public lectures on electricity is no longer able to meet the preferences of today's youth audience. Discussions, interviews, speeches and other program formats are becoming more and more common, but the educational, popular science and classroom attributes of the program remain.

An important reason for the popularity of the TV open house genre is the innovative nature of the program itself. Based on the reception needs of the audience groups, a certain degree of innovation has been carried out in the program broadcasting format, the selection of communication content and the selection of featured guests.

2.3. Youth TV Open Program Features

Since the launch of CCTV's large-scale TV open class program "Voice" in 2012, it has opened up the world of Chinese youth TV open class, and the program uses role model values to lead to achieve empathetic communication and establish a correct view of idols. In 2019, the CCTV Variety Channel and Himalaya jointly created the program "A Good Lesson", which is a bold innovation in the form of the program as well as its content, expanding the program's dissemination pattern, enhancing the infectiousness of the teaching situation, and realizing the purpose of teaching in the heart.

2.3.1. Role model value leadership for empathic communication

It has been eleven years since China's first TV public lecture program "Voice" started broadcasting in 2012 with youth as the main audience. The program provides a stage for youth to express themselves, meets their needs and leads to correct values.^[2] In April 2022, "Voice" was revamped to create an "interactive" public lecture that is more popular with the younger generation.

Role models lead the way to unite the forces of progress. The "Voice" invites "role models in the hearts of Chinese youth" from all walks of life to be the guest speakers, telling a "story of the times" in a sincere and down-to-earth manner and conveying the life beliefs of the role models, which can effectively inspire young people to create and realize values like the role models, thus promoting the formation of a good social culture. As an influential program that has been on the air for more than a decade, "Voice" innovatively matches the theme of the program with core values, making the main speakers and representative figures from all walks of life as role models, and subconsciously spreading and promoting our core values.

Empathic communication refers to the process of formation and the transmission and diffusion of common or similar emotions and feelings.^[3] Empathy communication helps to pay deeper attention to the youth group itself, enter into the inner world of the youth, and lead to correct values. In the program "Voice - Lin Guanghui", Prof. Lin's strong inner conviction and lifelong dedication to the study of mangrove forests brought deep inspiration to young people. The title "Old Lin Never Grows Old" given to Prof. Lin Guanghui by the students is also a sincere expression of considering Prof. Lin as a "role model in their hearts". In this program, the spirit of "Professor Lin's lifelong research on mangrove forests" is taken as the value leader, supplemented by the perseverance of mangrove forests in withstanding difficulties and resisting the harsh environment to multiply the realization of sympathetic communication, and to establish a correct view of the idol.

2.3.2. *Actively innovate forms to enhance the infectiousness of the teaching situation*

On November 17, 2019, CCTV and Himalaya FM launched the program "A Good Lesson" on CCTV's Variety Channel, with Kang Hui as the "Good Lesson Class Teacher", inviting 12 "subject leaders" from various fields such as Chinese studies, art, military, sports, and so on, to "teach" in the form of "lectures" from their own experience, based on the national point of view, and to tell young people a paragraph of the "times" story, setting a new example for the younger generation. The program was selected by the State Administration of Radio, Film and Television in the fourth quarter of 2019 national "radio and television innovation and excellence program" list.^[4]

"A Good Lesson" breaks the stereotype that traditional public lecture programs are difficult to approach, and actively innovates the form to enhance the infectiousness of the lecture situation. From the background of the studio simulating the classroom or lecture hall situation to the class setting class president and class representative to the detailed lecture mode, all of them brought the youth closer to the speaker and created a relaxing and pleasant atmosphere of real lectures. This program format has been well received by the community.

"A Good Lesson" adopts the cultural experience mode that is popular among young people, and innovates the presentation form by setting a different theme for each episode and moving the program site into a different university campus, which greatly improves the infectiousness of the lecture situation with this flexible and highly experiential class format. For example, in the acting class as the theme of the course, after the lecturer Xu Fan explained the first lesson, the class president on duty was asked to conduct a special scenario training in the classroom together with the three class representatives, so as to facilitate the timely detection of problems and solve them; With the theme of Youth Literature Class, the program team led us into the Central Academy of Fine Arts to deeply understand the contemporary significance of the school motto of the Central Academy of Fine Arts, "To the Finest, to the Vastest", and through the lively narratives of the speakers, the students felt the charm of literature and youth.

3. **Study on the dissemination of youth open television program hosting**

3.1. *Definition of the concept of moderated communication*

Host communication refers to "the communication organized and implemented by the host as the main body of communication, or a general term for the communication activities carried out by the host, which is actually a product of the interpersonalization of mass communication or the massification of interpersonal communication, and a combination of interpersonal communication and mass communication."^[5] From this definition, it can be seen; the presenter is the core of the composition of the main body of the hosting communication, showing the characteristics of interpersonally, individualization, and personification.

3.2. *The value of moderated communication in open youth television programs*

3.2.1. *Chairing style is approachable and plays a good bridging role*

China's television public lecture program "Voice" and "A Good Lesson" are located in the youth group of television cultural programs, its innovative program form, away from the stereotypes of hard sermons, the use of good young people enjoyable discourse, the use of an equal posture for interactive dialogues, which also puts forward the ability of the hosts of the higher requirements.

The personal style of the host of "Voice", Benny Sa, is compatible with the style of the program, and his language is all relatively colloquial, and his humorous and down-to-earth language style plays a good role in bridging the gap in the program. The crowd look at Benny Sa hosted a number of programs, we can often see him "self-hacking" scene, such a funny and witty personal style to the audience left a deep impression. At the beginning of the show, the host of the show, Benny Sa, introduced the harsh environment of mangrove research and Professor Lin's scientific research spirit by comparing Professor Lin's darker skin color with his own, as well as the students' question-and-answer session, from guessing the answer to analyzing the options and then announcing the correct answer, which showed a sense of humor in the session, and built up a bridge of communication between the guests and the audience, which perfectly matched the positioning characteristics of the show for the youth group, and created a relaxing and enjoyable atmosphere on the spot.

Kang Hui, the host of "A Good Lesson", has a more down-to-earth hosting style, and he fits the role of "classroom teacher" very well, showing the amiability of the classroom teacher in the program. In Xu Fan's acting class, when class representative Shen Yue asked Ms. Xu Fan, "When facing a large audience on stage, how do I overcome my inner fear?" When Ms. Xu Fan gave her answer, Kang Hui, as the class teacher, continued to guide her and infect her with warm words." Don't be in a hurry, experience is especially important. As long as you're not afraid to throw your weight around first one at a time, you'll be able to stand on that stage one at a time and eventually go on to win all the applause." Sincere emotions and sincere words reflect the "class teacher" Kang Hui's easy-going style of hosting, for the speaker and students to establish a good bridge of communication.

3.2.2. *Precise language linkage, refinement and deepening of the theme*

A program is inseparable from the host and guests, audience interaction, which requires the host has a solid professional basic skills, able to accurately summarize the words of the guests, and combined with the main theme of the program to further development, thought-provoking.

"A Good Lesson" takes "classroom" as the main program format, and the stage design full of poetry and books creates a wise and quiet atmosphere for the lecture. Before the guest of honor delivers his speech, the host, Kang Hui, usually explains the philosophy of the university's motto first, followed by a "classroom introduction" to create suspense, stimulate their interest and enthusiasm, and kick off the guest of honor's speech. For example, before a music class, his introduction reads, "To be perfect is to strive for excellence, to be true and good. I think for all of you present and future music composers, players, and singers, every note change can make a big difference in the emotion and realm of that melody. Therefore, we want to achieve 'eighteen beats, although the song is over, the sound has more than one thought', to create an infinite tendency to the perfection of the musical works, that only things must be as good as they can be. It's a special pleasure to be here at the Conservatory today to take a music class with all of you "This introduction not only introduces the connotation of the school motto of Zhejiang Conservatory of Music, "Everything will be perfect", but also appropriately combines the charm of music and introduces the curriculum overview of this class.

At the end of the program "Voice", the host Benny Sa's concluding remarks can always serve to refine and deepen the theme effect. For example, in the program "Voice - Lin Guanghui", the host Benny Sa on the basis of previous speeches, for the theme of the current open lecture to further refine and deepen the significance of the study of mangrove forests to summarize, the language expression is concise and accurate." After listening to Mr. Lin's opening lecture, I realized that the scientists' vivid descriptions in their simple language, and even their heart and love let us feel a more different mangrove forest, that is, the mangrove forest itself has a reference and inspirational value for our life as well. Young people are now in a fast-developing era, it is true that sometimes always catching up with the trend, what is the trend, the tide has a time to rise, the tide also has a time to recede, but the mangrove forest is always standing in the tide of the people, it is always standing in the tide of the deep rooted in the land under their feet. I think life should be like him, firm in his inner beliefs, and laugh like a mangrove in the midst of the tide."

4. Communication Strategies of Hosts of Youth Open Television Programs

Youth TV open class program hosts need to have a "new role positioning" in the face of the youth audience, not only to do a good job as an expression of the voice of young people, but also to take on the role of a good disseminator of positive energy. Only in this way can the communication role of the hosts of open youth television be well utilized.

4.1. *Being the voice of the youth*

"Voice" has always respected the main position of young people, played the role of role model leadership, and always used fresh thinking and language to build a bridge for young people to think about the future and get in touch with the future. In the program "Voice", the host Benny Sa always follows the students' questions to dig deeper into the problem, and ultimately skillfully make language connection and deep interactive communication. In "Voice - Lin Guanghui," when a student asked Prof. Lin, "How did you overcome age anxiety and break the 'time zone of life'?" "When Prof. Lin answered briefly, host Benny Sa played the role of the youthful voice to follow up with the question, "Do you think there is a time limit in life?" Other audience members asked, "Do you agree with the saying that interest is the best teacher? Is studying mangroves a hobby or a career for you?" After Prof. Lin's answer, the host Benny Sa still continued to pursue the question, as an expression of the youth's voice, both digging into the depth of the question and linking to the content of the program.

In the program, Benny Sa will select representative or issues of concern to answer and guide the guests to respond to them one by one. At the same time, in the process of answering the questions, he will try his best to convey the complex themes to the audience in simple and easy-to-understand language, so that the audience can understand and accept them. In the program, Benny Sa actually took on the role of the voice of the youth.

4.2. *Be a purveyor of positive energy*

The host often represents the overall style of a program, and the host's words and actions will also guide the overall direction of the program's communication. In terms of value orientation, Kang Hui, as the host of "A Good Lesson", has well assumed the role of spreading positive energy orientation, which is very much in line with the mainstream values we advocate.

Morphy said in - an interview, "Public figures should be more careful to use their words to their advantage." Host as a public figure should pay attention to their own role positioning, especially youth TV open class program hosts, in the face of the youth audience, should play a positive role in spreading positive energy. In the program,

the hosts should physically spread good Chinese culture and guide the youth to contribute to the construction of the times by closely connecting with them in their knowledge and actions.

"Lighting up the heart of thought, rewarding the heart of learning" is the program objective of "A Good Lesson", and is also the host Kang Hui often used as the opening line of the program. Positioned as a youth culture program, "A Good Lesson" clearly disseminates mainstream values and positive energy, which greatly opens up young people's horizons and expands their life pattern, and is of practical significance in guiding young people to cultivate a healthy personality.

5. Conclusions

Under the background of media integration, the dissemination of youth TV open class program is a kind of information dissemination, moreover, it is a kind of cultural dissemination, so it is necessary to fully understand the cultural psychology of the youth, take up the social responsibility that the media should have, and innovatively tell a good story of China.

Host is hosting the core of the composition of the main body of communication, for a youth TV program hosts, both to be the expression of the voice of the youth, but also to be the disseminator of positive energy. Young TV program hosts should form a youthful and lively, approachable hosting style to play a good role as a bridge, properly cultivate emotional resonance with the guests and viewers to create a harmonious and comfortable atmosphere of communication, but also to practice solid basic skills in the program to accurately link the contents of the program, in-depth interactive exchanges, to enhance and deepen the theme. Hosts should enhance their own humanistic qualities, to feel people, and gradually create a unique personal characteristics and style and the public enjoyable youth TV public program host brand image.

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