

# Some Reflections on the Broadcasting and Hosting Skills of Journalists

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**Abstract:** With the continuous improvement and development of television and radio, the forms of news reports have become rich and diverse. Compared with other news reporting methods, the outbound journalists have enhanced the intuitive nature of news reports by capturing the freshest news information and expressing them fluently, and this way of live reporting has gradually been widely recognized by the audience. Therefore, in the news live reporting process, the news reporters broadcast hosting skills also put forward higher requirements, this article corresponding to how to improve the news reporters broadcast hosting comprehensive literacy, put forward a few effective suggestions.

**Keywords:** News; Mirror Reporter; Hosting Skills; Journalist Literacy

## 1. Introduction

In the process of news live reporting, the reporter is not only an important participant in news reporting, but also a bridge between the audience and the news scene. In the process of transmitting the news information on the spot, the reporter should have the ability of fluency and clarity, ensure the professional speaking speed, narrate the news information clearly, avoid the situation of pause or incoherent situation. Therefore, journalists should effectively strengthen their own hosting skills, face the unexpected situation that may occur in the face of danger, and be good at guiding the audience to know the truth with calm language, which can not only reflect the timeliness of news, but also enhance the impact of news.

## 2. The problems existing in the language expression of news reporters

In our country television screen, every day will appear many different news reporters, because of these reporters' own professional ability and comprehensive quality is not uniform, resulting in the effect of on-site reporting is not the same. In general, the following problems exist in the reporting process: first, due to the lack of accurate judgment on the news scene, resulting in the use of words, confusion and disorder; second, part of the reporter's manuscript too heavy marks, live reports too rigid, language description lack of appeal; third, reporters in front of the camera too performance, live news reports are not performance programs, out of the country The reporter's mood fluctuation is too obvious, too emotional report is easy to cause the news information distortion, also will be disjointed with the news content. The main reason for the above problems is that the journalists themselves lack rich practical training, lack of calm reporting mentality, the news questions are too casual, and ignore to listen to the interviewees, resulting in unclear statements of news facts, and ultimately affect the effect of the report.

## 3. Analysis of the importance of broadcasting hosting techniques

In order to enhance the authenticity of the live news scene, the news broadcast often takes the form of live broadcast, which requires the close cooperation of the reporter out of the mirror, not only has higher requirements for

the reporter's own news literacy, but also requires the main body of the live report to have strong news sensitivity. Therefore, in the news report scene, the reporter needs to understand the situation in a short period of time and calmly analyze, and convey the scene situation to the audience in a fluent and clear language. It can be seen that the importance of broadcasting hosting skills is self-evident, outbound journalists should continue to improve their oral expression ability through actual combat exercises, timely adjustment of non-standard language expression, maintain generous and appropriate lens performance, in Every outbound interview draws on experience so as to ensure the smooth running of news reporting activities.

## **4. How to improve the broadcasting and hosting skills of journalists**

### **4.1 Develop a good sense of lens**

In the news report scene, the reporter's lens image is particularly important, first of all should maintain a generous and appropriate voice, calmly face the lens, for the audience to create a natural and relaxed reporting atmosphere; second, self-confidence style is to maintain the best state of outbound journalists, in front of the camera, calm and calm; outbound journalists should always pay attention to the way in front of the lens, in the usual practice should gradually develop a good habit of language, with rigorous and sincere language to report news. In addition, the reporter's facial expression should not be too rich, should pay attention to the use of eyes to convey personal ideas. In this regard, outbound journalists should be more trained to ensure In front of the camera self-confidence and generous, strengthen facial expression exercise, through a strong sense of intimacy in the eyes, to guide the audience to receive the news information reporters want to transmit.

### **4.2 Exercise impromptu oral expression**

When the reporter does the live news report, because of the limited time, the reporter must observe and analyze the news scene in the fastest time, and comb the news content in time. To this end, outbound journalists should not only have a good sense of lens, fluent oral expression, but also have the ability to export into a chapter of language organization, only in this way can ensure the continuity of live reports, easy to receive and understand the information of the audience. Therefore, in the daily training of outbound journalists, we should focus on the exercise of impromptu oral expression ability, constantly exercise their own thinking conversion ability, the internal thinking into a clear external language, so that the audience can be in the noisy news scene. Grab the key information points. In addition, outbound journalists should avoid the appearance of a silent Catton in the report to reduce the frequency of the use of monosyllabic words and unfamiliar words, expand the mandarin-style report with the colloquial tone, better fit the audience's auditory habits, and use fast-paced, smooth reporting, so that the audience can feel the affinity of news reports.

### **4.3 Develop keen insight**

In the news live report, the reporter should keep calm brain thinking, pay attention to observe the scene details more, carry on the deep excavation to the unusual news content, deeply observe the truly valuable news content, only the meticulous observation can more thoroughly analyze the news content, solve the news fact truth. Therefore, reporters should learn from the accumulated experience in outbound interviews, make clear the content of interviews, conduct meaningful interviews, extract valuable news information, so that they can easily and freely face the variable factors of the news scene, give full play to the comprehensive ability of contingency, and adjust language ideas according to the actual situation, plus To organize.

### **4.4 Clear description of the scene**

For outbound reporters, in addition to having good psychological quality, keen insight, excellent lens sense, but also to have a clear description of the scene of the comprehensive ability, so that the audience can quickly understand the time, cause, development process of the event, with standard and standardized language for effective narration. In order to be able to clearly describe the scene environment and the occurrence of news events, outbound journalists should not only reach the language expression level of the broadcast host, but also grasp the key content in the news, and transmit all the information that occurs on the scene to the audience. Therefore, the standard degree of outbound

journalists is directly related to whether the audience can accept accurately. The importance of news information is self-evident, which requires that the language expression of the reporter should be consistent with the written language as far as possible, to ensure the stability and clarity of the process of transmitting information, so that the audience can have a corresponding understanding of the situation on the spot in the process of receiving news information,

## 5. Conclusion

As an excellent and qualified outbound journalist, we should be good at using broadcasting and hosting skills, constantly learn from experience in daily news reports, develop a good sense of lens, gradually improve the ability of impromptu oral expression, and transmit news facts to the audience in fluent and infectious language, so as to gain the trust of the audience. Therefore, in the process of on-site reporting, outbound journalists should have good psychological quality, use keen insight, clearly describe the situation of the scene to the audience, maximize and highlight the authenticity of the news scene, show rich news content, and improve the effect of on-site reporting.

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