

Research on the Applicability of Broadcasting and Hosting Training Institutions to Children

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Abstract: Following the national reform of the education and training industry and the urgent need of society for comprehensive quality talents, the focus of teaching is gradually changing from examination-oriented education to quality education. Meanwhile, artistic training institutions, especially emerging ones like broadcasting and hosting, have also ushered in new opportunities. However, because of its professional nature, the issue of whether it is suitable for children's training as an effective way to develop their eloquence and expression skills has also arisen. The article is mainly to analyse the applicability and existing problems of children's broadcasting and hosting training institutions in the new situation, and to propose corresponding strategies for improvement.

Keywords: Training Providers, Children, Broadcasting and Hosting, Applicability.

1. Introduction

1.1. Research Background

On the one hand, its external environment presents opportunities for children's broadcasting and hosting training institutions. Initially, given the Alleviating Burden policy, the market for arts education and training institutions is promising and potent. The national policy has forced curriculum-based training providers to register as non-curriculum-based training providers, which compresses the space for curriculum-based training providers to survive, but allows non-curriculum-based training providers to flourish. Therefore, educational training institutions tend to shift their resources towards quality education training. Naturally, some of the emerging arts training, like broadcasting and choreography, are beginning to occupy the market.

Secondly, the national emphasis on children's Mandarin Chinese has led parents to attach more importance to how their children pronounce and speak in a standard way. It to some extent facilitates the growth of training providers in broadcasting and hosting. In detail, the national 14th Five-Year Plan period has made clearer requirements for language standardization and adopted the document 'Syllabus of Putonghua Proficiency Test for Primary and Secondary School Students' in 2022. In addition, the most basic task of broadcasting and hosting training is to improve students' language expression through Mandarin Chinese. Therefore, political factors have also made this type of training attractive to parents.

On the other hand, for the internal environment, broadcasting and hosting is becoming increasingly under-aged, which has triggered a debate on whether or not it is suitable for young children.

1.2. Research Significance

Theoretically, to clarify the contribution of children's broadcasting training to their correct pronunciation and language expression. First, during the training, the children are able to correct their own bad habits in breath and vocalization, as well as incorrect pronunciation of Chinese characters. Second, the ability to acquire language at a young

age is greatly strong. Through continuous language practice they are empowered to improve their improvisation skills and their confidence in expressing ideas.

At the same time, however, to explore the negative effects of such training on children's own development. For example, the premature application of language skills and obscure theories to children may adversely affect the release of their natural instincts.

2. Overview of Children's Training Providers on Broadcasting and Hosting

In general, there is no clear and accepted age limit for the 'children' referred to in this type of training. Because a certain level of speaking ability is required for broadcasting and hosting training, this article limits it to children aged 4-14.

However, the definition of children's broadcasting and hosting is relatively identified as it is mainly relative to the broadcasting and hosting major of university students. With the emergence of the children's language teaching market, broadcasting and hosting for children has gained increasing popularity among investors and parents as a new form of arts education training. Specifically, trainers will provide students with targeted instructional activities pertaining to language performance, such as hosting, recitation, speech. In turn, trainees, namely students, are able to apply the expression skills learned in the class to achieve how to express ideas fluently and explicitly, and ultimately how to make the audience enjoy what they are trying to convey.

3. Existing Problems of Children's Training Providers on Broadcasting and Hosting

3.1. Teaching Mode Tends to be Adult-oriented

The above reference to training for children is in contrast to what is proposed for major in universities, so the key teaching tasks in the learning process are the grasp of emotion and the learning of breath technique. However, such tasks are quite difficult for younger children to master because at their current level of awareness they may not be able to understand

what emotion the writer of the article is truly trying to convey or how to vocalize with deep breath controlled by the diaphragm. What the children can do is to simply memorize and apply the knowledge and techniques by imitating the teacher's intonation and behaviour.

In such a situation, the first thing to consider is that incorrect long-term imitation may instead have detrimental effect on their vocal cords or their physical conditions. The second is that the innocence and naivety that they have as children is worn out due to the obsessive pursuit of difficult techniques and theoretical explanations. The American educator Dewey put forward the principle of 'Paidocentrism' (Zhu, 2003). He believed that educators are required to put the child at the centre of the whole educational process, to respect the child's subjectivity and to take full account of the child's personality and characteristics, which is conducive to enabling each child's strengths to be revealed. However, the current traditional approach to broadcasting and hosting shifts the focus away from the child and towards other areas such as teaching effectiveness. This can lead to a misconception among children that the emphasis in presenting well is on verbal skills rather than on genuine emotion and strong empathy.

3.2. Lack of a Uniform System of Teaching Standards

Despite the rapid development of children's broadcasting and hosting training institutions, there is no clear and standardized teaching system set by the government or the Ministry of Education for the industry. In terms of teaching content, Liu (2020) states that the teaching content covers forms of expression including announcing, reciting and hosting. Because of the wide range of aspects covered, what students learn is largely up to the discretion of the educational institution. Specifically, there is great variation in the market for this type of training. For example, some focus on the learning of pronunciation or development of elocution and expression, while others focus on the teaching of presentation skills. In the short term, the varying forms of training content may leave children and parents with a fragmented understanding of broadcasting and hosting. In the long run, it is not conducive to favourable to the standardized market order and sustainable development of the whole industry.

Apart from that, there is a lack of unified and authoritative teaching materials for the training of children's broadcasting and hosting. As an effective tool for teaching, teaching materials provide teachers with professional knowledge in the teaching process. In fact, unlike adults, children have a low level of cognition and are susceptible to misinformation from the outside environment, so teaching materials are identified by experts who have explored the laws of their psychological development and repeatedly assessed the appropriate pedagogical knowledge. If training institutions use inappropriate materials, they are likely to fail to achieve the desired training results.

3.3. Uneven Qualifications of the Teaching Force

The demand for broadcasting and hosting teachers is rapidly increasing with the number of training institutions, but there are no further standards to regulate the accreditation of teachers. Undoubtedly, the teaching performances are primarily dependent on the strength of the teachers who in turn directly impact on the learning experience and even the

physical and mental health of the children. First and foremost, within the industry, teachers' own qualifications and levels of teaching are currently being questioned. Generally speaking, training for children does not have extremely strict requirements for the professionalism of teachers, so there is a wide variety of sources of teachers for this type of training. What is more, the turnover of teachers is high. Frequent changes in teachers do not guarantee good learning outcomes for students.

4. Enhancement Strategies of Children's Training Providers on Broadcasting and Hosting

4.1. Implement an Interest-led Teaching Style

The most straightforward solution to the problem of adult-oriented teaching mode is to put yourself in the shoes of children. As the target audience changes from university students to children, trainers need to consider how much of the complex theory and techniques involved in broadcasting and hosting can be applied to children's training and how they can be applied. The vast majority of children in the younger age groups embrace this type of training because they are interested in it, rather than its significance. On this basis, it is imperative that teachers guide their students to enjoy the training from the inside and to apply the skills of expression as much as possible through interesting teaching methods. For example, after explaining the teaching content, the teacher encourages students to express their emotions through body language and facial expressions, and eventually leads them to make a personal presentation of the new content, which will boost the teaching effect.

4.2. Regulate the Teaching Management of Training Providers

The involvement of the relevant national authorities is the uppermost approach. Firstly, as the market for emerging art training continues to grow, it is necessary to set limits on the establishment of institutions and to raise the barriers to entry in order to pave the way for the long-term development of the industry. The second aspect is the integration and harmonization of teaching materials in accordance with the new aesthetic developments of the public. Writers should take the premise of following the laws of physical and mental development of children and arrange the contents based on the characteristics of children from different stages.

4.3. Form a Team of Highly Qualified Teachers

The primary criterion for a training teacher on broadcasting and hosting is to have solid professional knowledge and theory in broadcasting and hosting, pedagogy, and psychology. In practice, the focus of teaching is that how theory is converted into practice. Teachers need to consider how to impart the expertise they already have when faced with teaching younger children in a way that is accessible and consistent with their psychology. Moreover, when teachers have knowledge of pedagogy and psychology, they are better able to understand what children are thinking and to find the most appropriate teaching methods.

Secondly, teachers need to maintain childlike innocence and patience. To be specific, treat students with an equal attitude and to be willing to understand the inner workings of a child's mind. Last but not least, it is imperative for teachers to have an attitude of continuous learning. In other words,

they need to adjust their teaching objectives and schedule in time with the changing language characteristics in the new media era and the characteristics of children at different ages.

5. Conclusion

There is no denying that the interest in children's broadcasting will increase as the public places greater importance on children's ability to access language. Nevertheless, the question of how to better promote the development of children and how to maintain the healthy operation of the industry is a key concern for the future. Both the national authorities and the institutions themselves need to continue to improve the training mechanism and build a good practice platform for children, thus truly achieving the

original goal of improving their language skills.

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