

The Transformation of the Expression Strategy of Current Affairs News Programs

-- A Case Study of "Anchor Talking about the Broadcast" Program

Xingyu Shi^{1, a}

¹School of journalism and communication, Tianjin Normal University, Tianjin, 300387, China

^aCorresponding author's e-mail: xy18812727052@163.com

Abstract: Traditional media, especially current affairs news programs, are facing multiple challenges and opportunities in the current short video era, and it is worth paying attention to how current affairs TV news programs and newscasters can timely adjust to the development of new media trends. To a certain extent, "Anchor Talking" is a meaningful attempt of transition and transformation of current affairs news in the new media short video era. In this paper, we analyze the communication characteristics of "Anchor Says" in terms of content, audible language, sub-language and camera language, and finally draw inspiration for the transition of other current affairs news programs to new media.

Keywords: Anchor says broadcast, Communication characteristics, Transition.

1. Introduction

Faced with the challenges of the short video era and the change of "different communication methods for the same content", it is worth exploring what kind of content expression strategies current affairs news programs and newscasters should follow. Hu Zhengrong, editor-in-chief of China Education Television, also mentioned in an article titled "Hu Zhengrong's column on the four key issues of the 14th Five-Year Plan" that the year 2022 and even the 14th Five-Year Plan period are the fundamental tasks for China's mainstream media to build a new mainstream media. The center of the construction period of the fundamental task. [1] Therefore, various traditional media mainly disseminating current affairs news have embarked on the road of change, and many traditional media broadcasters are also trying to combine old and new media to drive the development of traditional media with new media. As a representative of traditional TV current affairs news programs, "Newswire" is also facing innovation and transformation in the current short video era. CCTV News New Media Center launched a series of short video columns of "Anchor Says Associated Broadcast" on July 29, 2019, a short video column with current affairs news as its main content, which triggered a lively discussion among viewers once it was broadcast. It is mainly based on the content of "News Broadcast" and has a rich library of material to ensure the continuous output of content. At the same time, with the CCTV news name of "News Broadcast", the original professional team, and the content of "News Broadcast" as the basis for the creation of material, Kang Hui, who has the highest appearance rate, as the benchmark of the news broadcasting industry, has 450,000 fans on Sina Weibo's "Kang Hui Super Talk", bringing a certain fan base for the launch of "Anchor Saying News Broadcast". This brings a certain fan base for the launch of "Anchor Talking". In addition, as a short video account of the official media, with the support and collaboration of a professional team, all aspects of the gatekeeper are very secure, with authoritative copywriting, content review, post-

editing and public opinion guidance, and the overall quality of the video is much higher than other short video accounts. The overall quality of the video is much higher than that of other short video accounts. At present, the cumulative number of plays on short video platforms has reached 670 million, and the number of likes has reached 300 million, which has made a distinctive leading and demonstration role for other traditional media and has significance for reference.

2. Research Methodology

In this paper, we will use text analysis method to observe the contents of the short video platform "Anchors Saying Associated" from March 2021 to March 2022, which has more than 150,000 likes, and select the representative videos that are consistent with the argument of the article as examples.

As well as using the comparative analysis method to compare the differences between the expression strategies of "News Feed" and "Anchor Says Feed" [2] in terms of content, audible language, sub-language, and camera language.

3. The Communication Characteristics of "Anchor Talking"

3.1. Video Content

The "Anchor Speak" aims to express and spread the mainstream voice in popular language. The first significant feature of the content change is the transformation of the person, compared with the third-person narration of "News Broadcast", "Anchor Speak" is changed to the first two-person narration, which is a more direct and effective way to convey the thoughts and feelings and content to the audience; secondly, the written language is obviously reduced, and a large number of verbal words, tone words, questions, exclamations, etc. are added, which makes the tone of the announcer also change. The tone of the announcer also changes, especially for the content of people's livelihood, which is softer and kinder, for example, the single article with 623,000 likes, on December 19, 2021, "The anchor says the

broadcast - the local New Year is a peace of mind! In the opening paragraph of the article, "Are you going home for New Year's Eve this year? This question always makes people in other countries tangle for a while, including me." The combination of question opening and first-person narration instantly brings the announcer closer to the audience, breaking the audience's previous impression of the seriousness and solemnity of the News Broadcast, and to a certain extent realizing the transition to a short video platform with a relaxed atmosphere. On January 7, 2022 "Beijing In addition, the use of a large number of Internet buzzwords is also one of the eye-catching elements [3], for example, on August 5, 2021 Kang Hui's evaluation of the Olympic athletes in full red Chan used words such as "stage c, can salt can sweet"; on June 19, 2021 Haixia in the introduction of the winter Olympic Games theme song "together to the future" netizens praise. For example, on June 19, 2021, Haixia used the words "new, face value and grass" when introducing the new capital landmarks. The use of these trendy Internet buzzwords made audiences, especially young people who love surfing the Internet, understand national and international events in a more entertaining way, and expanded the effect of news dissemination.

3.2. Audible Language Expression

After stepping down from the anchor desk, the expression skills of the announcers have also undergone an obvious change, from an objective statement of "paraphrasing discourse" and top-down reading and speaking, to a "conversational journalism" mode of conversation, and the overall expression seems more friendly. The overall expression seems more friendly. In addition, in contrast to "Newswire", which broadcasts on the basis of maintaining a general tone and enhancing the conviction of expression in order to express the solemnity of the event, the voice is mainly realistic, especially when broadcasting issues related to positions and attitudes, the oral resonance and lip and tongue strength are strengthened, and the bite is more powerful. The "anchor talk" is a combination of reality and reality, more like a kind of "persuasion and conversation", with each sentence reaching the hearts of people. The language expression tends to be more "net-sensationalized", moving away from the "declamatory" style of the past to the more active "rap" style of expression that is more popular with the public today, for example For example, on September 6, 2021, the announcer Haixia and Gang Qiang introduced the trade fair together, and won the public's love with the humorous expression of rhyming and three-and-a-half sentences, and the netizens with the highest number of likes commented "I feel that this is the way to broadcast the joint broadcast", highlighting that the innovation of expression network sensitization has achieved certain success. Another example is Guo Zhijian's comment on Olympic athletes on July 24, 2021, "I wish them good luck, no regrets and more and more achievements, go for it", which rhymes very well and is catchy, and is an excellent example of integrating tradition and innovation.

3.3. Sub-language

Objectivity is the most basic principle of news broadcasting, and as Professor Zheng Weiwei believes, news reporters cannot express their own opinions and tendencies when reporting news, but produce a subtle influence effect on readers through the logical power of facts. Therefore, in traditional news television programs, the announcer has to

abide by the principle of objective broadcasting without using excessive emotion and tone of voice, and the program presents only the camera view above the anchor desk, with only the sitting position of sitting upright and straight. Professor Zhang Song of broadcasting said, "Paralanguage is a by-product of language, accompanying language, attached to language, and aiding language in the common task of expressing and conveying meaning and speech." [4] The innovation of "The Anchor Speaks" reflects this to the fullest, obviously adding many expressions of sub-language, changing the traditional image of seriousness in the audience. Heart, thumbs up, raised fist and other gestures, teary eyes, sincere and natural smile, bold changes in makeup are shown in front of the audience in the most "close" way. For example, on September 2, 2021, "Anchor says the joint broadcast - tribute to heroes! The content is mainly about the eighth batch of the remains of the Chinese People's Volunteer Army martyrs in Korea returned to the motherland, the tears in the eyes of the announcer Kang Hui as the broadcast becomes more and more significant, the overall emotion is also more and more high with the vivid language, and even in the micro-expressions of the announcer can see the slight twitch of the face, very infectious. With such expression, the announcer is more like a carrier that maps the real inner feelings of the general public, instead of the audience expression. Another example is on July 21, 2021 announcer Haixia said that the storm event in her hometown of Henan was an extremely rare appearance of a veiled face, which is rare in both traditional TV news programs and the stereotypical impression of the public. And it is such a bold and warm expression that instantly moved the audience and resonated strongly with their hometown, with the single video likes reaching a high of 5.37 million.

3.4. Camera Language

The use of symbols is the basis of the three elements of video appeal in the form of perspective elements. Among them, the use of the eye for the direct view is one of the key factors, in the "anchor said the joint broadcast", almost all the newscasters appearing in the camera take a direct view of the camera shooting method, for the interactive perspective, so that the viewer and the characters in the video psychological interaction, not only that, some of the videos use the popular vlog or selfie form, so as to strengthen the feeling of immersive experience. Secondly, from the viewpoint of viewers, the vertical short video format provides them with a vertical view, which greatly enhances audience participation compared to the horizontal view of traditional TV programs such as "News Feed". In addition, the composition of the screen sets the scene of the announcer to more than half of the screen, creating a private perspective and a sense of "one-to-one" chat, which brings the audience closer to the psychological distance between the announcer and the audience. Third, the addition of music and subtitles enriches the creation form and sublimates the content theme. Through observation, we found that all the video subtitles were designed in white Song font, while the non-conventional subtitles used to emphasize key phrases or words were basically divided into yellow color or italic font with artistic style. For example, on November 21, 2021, the anchor commented on Taiwan Lithuania, in which the phrase "the road is narrow" was changed to artistic italic, emphasizing the content while rendering an attitude, complementing the strong tone of the announcer, strengthening the visual impact of the

audience, and not being overly pompous or simply entertaining, without losing the seriousness of the news content. The viewers are impressed by the seriousness of the news content. In addition, each video is equipped with different background music to render the atmosphere of expression[5], for example, on January 2, 2022, "Kang Hui received a New Year's gift from an ordinary hero" uses pure music of "I love you China", which is very consistent with the theme of garrison soldiers defending their country; on December 26,2021, "The ancient capital is not alone, on December 26,2021,Chang'an The soundtrack of "The ancient capital is not alone, Chang'an will be Chang'an" uses tense melodies with a strong sense of rhythm, which has a certain warning effect; on December 1,2021, "Taiwan's business is China's business! What's it to do with Japan? The melody reflects more of a serious, unquestionable national position. The elaborate "personalized" post-production service for each video, while diversifying the video format, also improves the quality of the video professionalism, and the traditional "news broadcast" to form a sharp contrast, to attract a wide audience.

4. The Inspiration of Short Video Platform to Traditional TV Media

The "Anchor Says" provides a communication strategy for the transition and transformation of traditional TV programs to short-form video platforms. In terms of the content of the broadcast, the change from written to personal and the increase of verbal language has changed the content and atmosphere of the serious news programs in the past. The change of the platform and the scope of the audience also requires the newscaster to make timely adjustments in the expression strategy and follow the trend; adding more sub-language expressions on the basis of objective reporting can quickly close the psychological distance with the audience and make the overall expression more natural and civilian; the use of formal elements should also be optimized, making significant adjustments compared to traditional news programs and better conforming to the development of short video platforms. The use of format elements should also be optimized, making significant adjustments compared with traditional news programs, so as to better meet the development direction of short video platforms and attract more attention. However, in addition to that, imitation and copying cannot make it stand in the new media field for a long time. On this basis, how to make use of local characteristics and advantages is an innovative way to differentiate from CCTV TV programs. For example, the local dialect can be used in the creation of short videos, combining the public's

impression of the news anchor's proper "serious model" with the vulgar and humorous dialect, so as to achieve traffic attraction while innovating the way. Furthermore, the relationship between the anchor and the media program is mutually supportive and win-win. Traditional media should encourage mainstream media to use their existing traffic or language expression advantages to explore multiple fields of content, so as to enhance the visibility of the traditional media in the new media field. Therefore, the key to winning is to create a unique and irreproducible expression and communication strategy based on local advantages and thus highlighting their own characteristics to new media.

5. Conclusion

In this paper, the main use of text analysis and contrast analysis, comparative "news broadcast" to analyze the anchor said broadcast in the content, the audio language, paralinguistic, lens language is different, the strategy mainly embodied in the person of translation, spoken language expression is more colloquial, rich in the use of paralinguistic and even more creative eye lens of language change. In the era of big traditional TV media in a short video in the background of transformation and challenges for the traditional TV news in today's era of short video provide examples how to carry out the strategy transformation and innovation, in order to better adapt to the present advocated by melting the era of media, play a role of TV news programs better value orientation and influence.

References

- [1] Hu Zhengrong. (2021) Hu Zhengrong's column on the four key issues of the 14th Five-Year Plan. China Education Television. https://m.thepaper.cn/newsDetail_forward_10856117
- [2] Li Aijing. (2021) "broadcast" and "speak"—News broadcast and anchor talk broadcast A comparative study of news Voice. Graduate Thesis of Hebei University of Economics and Business, 12: 59.
- [3] Qiang Yuexin, Liang Xiangyi. (2021) Four Changes in the discourse mode of short video news comments—A case study of CCTV's "Anchor Said lianbroadcast". *Modern Communication (Journal of Communication University of China)*, 4: 61-67.
- [4] Zhang Song. (2003) *Chinese broadcasting science*. Beijing Broadcasting Institute Press, Beijing.
- [5] Liu Juan. (2021) A probe into the propagation strategy of popular short news videos in Gleason. *News Sentinel*, 4: 49-50.