

# Children's program host literacy improvement strategy

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**Abstract:** *As a genre-based program with a specific audience, the hosts of children's programs play a crucial role in the process of the program. The hosts of children's programs should improve themselves on all aspects in order to better serve the program and the audience. This paper will analyze the host's concept of children's programs, the interaction with children, and the enrichment of their own connotation, in order to provide reference for the improvement of children's program hosts' quality.*

**Keywords:** *children's programs; children; language; love; childlike; knowledge*

## 1. Introduction

For a children's program, the host plays an important role in influencing the program. The performance of the host of the program largely determines the quality of the program. Therefore, it is essential for the sustainable development of children's program hosts to continuously improve their own quality, perfect themselves in all aspects, and constantly enhance their practical ability and theoretical experience.

## 2. Adhere to the concept of child-oriented hosting

### 2.1. Understanding child psychology

A good children's program hosts must know how to get along and communicate with children better. Children's program hosts, as a type of program host, usually have a certain age difference between children, regardless of whether they are young or not, so when communicating with children, they may inevitably bring in some adult thinking. Since children are still young, their thinking and abilities are different from those of adults to a certain extent. Therefore, understanding children's psychology and mastering children's thinking plays an important role in smooth communication with children.<sup>[1]</sup>

Psychologists analyze that every child has the following four psychological needs: 1) the desire to feel loved and cared for; 2) to be accepted and valued; 3) to receive praise from others; 4) to have a certain sense of presence and influence. Younger children are also characterized by strong emotions, love of imitation, and intuitive action in their thinking.

In response to the special psychological characteristics of these children, children's program hosts should take a gentle, tolerant stance and think more from the children's point of view. For example, before interacting with them ask yourself more: "If I were this child, what would I want the other person to say or do that I would be more receptive to?" Maintaining a certain level of curiosity, showing affection and love for them, complimenting them more often, etc. Be all appropriate ways to do this.

Children's program hosts should learn as much as possible about the psychological characteristics of children. By using children's mindset to communicate with children in the program, it will be easier and smoother to communicate with them.

### 2.2. Making good use of children's language

Children have unique linguistic habits when expressing themselves. For example, they like to use anthropomorphic words, superimposed words, "ah", "yah", "what" and other auxiliary words. Children's program hosts can use this kind of language more often to enhance children's interest and concentration. For example, "The little pig was grunting and sweating as he carried the hoe. Why is that?"

It's to prepare the wood for the new house." This kind of language is vivid and colorful, which can effectively to focus children's attention and motivate them. They are more likely to feel positive and happy while perceiving the fun.<sup>[2]</sup>

When communicating with children, the children's program host should also pay more attention to using easy-to-understand and understandable language. For example, catchy phrases and concrete words. This kind of language has the characteristics of simple arrangement and abstraction into concrete and intuitive, which can effectively to reduce the difficulty of children's understanding and help them to obtain effective information quickly to a greater extent. For example, the children's program host of CCTV, Jin Guuzi, has done a good job of this regard. Jin Guizi's language style is vivid and humorous, making good use of short sentences and rhetoric, which better combines the characteristics of children's language.

In addition, the hosts of children's programs should pay attention to the standardization and accuracy of language use while pursuing the vividness of language. As a program with a large audience of children and teenagers, the language used by the host has a subtle influence on them. The hosts of children's programs should establish a certain sense of responsibility and become a model for children to learn from with a more standardized use of language, so as to play a good leading role.

### ***2.3. Skillful use of body movements***

Based on the premise of understanding children's psychology and making good use of children's language, an excellent children's program host often knows how to use body language skillfully and appropriately. Body language as a kind of secondary language, specifically through gestures, body gestures, facial expressions and other ways to convey information and expressions to express the meaning. Body movements towards the expression of words can play a role in enhancing the effect of expression.

Children's program hosts are dealing with young people, mostly in kindergarten and elementary school. These children are at a stage of growth where they are developing their minds and accumulating knowledge, and for them, even if the presenter uses plain language, there may be some difficulties in understanding. The full use of expressions and body language can effectively improve this. For example, to tell the story of a tadpole looking for its mother. We should not only change the tone of voice, intonation and gesture to reflect the tadpole's curiosity and ignorance, but also use some body movements and appropriate facial expressions according to the storyline. This not only makes the story more vivid and imaginative, but also helps children understand the content and obtain information more easily. In the process, they are more likely to pay attention and be interested, which has a positive and high quality communication effect.

The skillful use of body language for children's program hosts can not only better expression, but also enhance the affinity, highlight the vivid and lively sense, is one of the major assets to enhance the quality of hosting.

## **3. Enhance the participation of children to enhance the interactivity**

### ***3.1. Maintain a loving and childlike heart***

The only way for a children's program host to do a good job and win the children's love is to understand and respect the children. To quickly to integrate into the children and become a friend-like presence, maintaining a loving and childlike heart is a very important secret.<sup>[3]</sup>

In the process of hosting, children's program hosts can consciously show their own children's heart, children's interest, to an inclusive attitude lovingly treat them, so that they feel that the host and they have common ground, as full of childishness and childishness. For example, some links or games may seem very simple to adults, but when the hosts interact with children to show their interest and curiosity in the project, into the children and they play together, not only to make the children more easily into it, but also to have a better program effect.

And many children may have different degrees of nervousness due to their first participation in the program recording. The host should communicate with them lovingly, patiently and meticulously, close the distance between them and the children by contacting and familiarizing them in advance, try to eliminate the children's nervousness, let them perceive themselves as a kind and loving big brother or

big sister, help them to be in a more natural and relaxed state, and also enhance the degree of tacit understanding between the two sides of the recording of the program.

### ***3.2. Learn to "crouch down" to communicate***

For children's program hosts, it is particularly important to "squat" on children to communicate. The "squat downs" here, not only refers to the physical, but also refers to the psychological. Because children's program hosts and children not only exist in height differences, there are also differences in age, for the children or an adult image. Learn to "squatting" communication, can effectively eliminate the sense of distance.

First of all, it is the psychological "squat" of the host. This means that the host should understand more from the psychological level of children's behavior, performance, needs, etc, to learn to put themselves in the position of children, convert adult thinking, and try to understand and perceive them. For example, do not need to deliberately use too childish questions to ask children, in the question to grasp the easy to understand, easy to understand. This is something that CCTV's Dong Hao does very well. Dong Hao will use different communication techniques for different age groups of children in the program host, from the heart to understand the children, so that each age group of children is easy to understand and accept.

The second is the physical "squat down". As the host of the program usually have a certain height difference in the children, in dialogue with them often invariably produce a sense of distance. The right time to "squat down", not only can show more sincerity, equal, but also can bring children a sense of affection, love and care. By squatting down and looking at the child eye level, leaning forward slightly, giving the child a positive response with eyes and expressions, showing seriousness and concentration are all good ways to talk to the child.

The "squatting" communication represents equality, sincerity, respect and affection, which can effectively close the distance between children, create a better atmosphere and achieve better program results.

### ***3.3. Smiling guidance and encouragement***

It is often said that a smile is the best business card. People who smile always give people a sense of spring, people want to get close to them. For children's program hosts, the charm of a smile is also indispensable. Some children due to the lack of experience in the program, inevitably in the recording process there will be nervous, unnatural and other phenomena. At this time, a warm and bright smile of the host is excellent in conveying a silent affinity and inspiration.

In addition to keeping a smile on your face, being a good guide and encourager is also a must for children's program hosts. Guidance and encouragement is an important way to enhance children's motivation and participation. Timely guidance and encouragement to children can enhance their self-confidence, improve their sense of joy and mobilize their motivation.

And smiling to guide and encourage can bring the effectiveness of guidance and encouragement to the maximum. Because a sincere smile often releases a positive signal, and usually when people smile, the words will be more friendly and gentle. In this regard, the CCTV children's channel "wisdom tree" program of the red fruit and green bubble is very well done. They are smiling almost all the time when they are facing the children. The corners of the mouth, curved to smile, stretching the eyebrows, giving people a comfortable feeling of seeing them will be good mood.

An excellent children's program host is inevitably an able smiling person. Through the host's warm and friendly smile, natural guidance and encouragement, children can show their true nature more easily and express themselves more naturally, and also get a better sense of experience in the program and enjoy the process more.

## **4. Enrich their own content to enhance the quality of the program**

### ***4.1. Consolidation of personal knowledge***

Having a certain level of knowledge is a necessary quality for a host. Knowledge is a strong foundation and eternal charm, the host's knowledge accumulation and cultural accumulation is an

important foundation for a good program. A high cultural literacy of the excellent program host can make the program suddenly increases the light, expand the program's communication effect. Conversely, a poor host will make a program with great potential to lose. Therefore, enhancing the cultural quality of program hosts has increasingly become the focus on great public attention, and is also the direction that program hosts strive to pursue. The host's knowledge and cultural quality is the material basis for shaping the image of the host, but also the most direct measure of a host's ability and level, but also the host of the competition to win the magic weapon.

Careful analysis of those who have a variety of excellent hosts, we can easily find that they all have a common characteristic: erudition and versatility. Although the host cannot become an all-round expert, but their knowledge structure should be broad and focused, erudition and expertise. Hosts may have their own different positioning, but in the erudition and versatility of the quality requirements are the same. For example, the representative of the temperament host who named Yang Lan. Yang Lan in the program shows the excellent quality and external temperament is the natural flow of her deep knowledge and cultural accumulation, but also makes her hosting style both dignified, elegant and intellectual, but also intelligent and agile, simple and natural, loved by the audience.

The audience of children and youth program hosts is children and youth, hosts to play a role in guiding and educating young people, as well as spreading knowledge and helping young people to better structure their outlook on life, and have certain social responsibilities, and should not neglect the consolidation of their own knowledge. The hosts should continue to accumulate experience and enrich their abilities in their daily work practice, as well as read a lot of books and expand their knowledge reserves in various disciplines so that they can serve their audiences better with ease and comfort in their programs.

#### ***4.2. Create a stylized image***

As the soul of the whole program, the host plays a direct role in the presentation and dissemination of the program.

For children's program hosts whose audiences are children and teenagers, creating a stylized image can make the audience better understand and remember themselves. And because of the special nature of the audience, children's program hosts also have the characteristics of multiple roles compared to other types of hosts, so you can make appropriate creation and adjustment according to different age levels of the audience. Once the role-based style image is established, it is best not to change too much, which is also conducive to strengthening the children's affirmation and trust in the image of the host.

"Sister type", "friend type", "cartoon type", etc., are good style positioning. For example, CCTV's Sister Ju Ping, Sister Fawn, Sister Moon and other hosts, are representatives of the "sister type" host.<sup>[4]</sup> They have a full affinity, gentle appearance, sweet voice and other characteristics, it is easy to bring children a sense of closeness and dependence. While the golden turtle, little flying pig, little beans, etc. Be the typical "cartoon type" presenter, they usually have a distinctive costume color, lively and cute shape with exaggerated. This type of host is more suitable for preschoolers, not only to meet their curiosity, love the characteristics of small animals, easier to trigger their attention, but also to help children's attention more focused and lasting, harvest their favorite.

The hosts of children's programs should create and play their own stylized image, be comfortable and adaptable in personalization, better integrate into the children and build up a close distance between them.

#### ***4.3. Unified with the characteristics of the program***

Children's programs as a specific audience, more targeted types of programs, program hosts of the consolidation of personal knowledge, to create a stylized image, but also to grasp their own hosting style, image style, etc. to unify with the characteristics of the program, not only to make their own highlights, but also to fit with the column.

Personalized hosts of their own unique style will invariably make the program have a stronger vitality and appeal. The condensation of a distinctive personality of the host and the program features a high degree of unity, in addition to making the host itself a strong charisma, but also quickly, smoothly and efficiently complete the transmission of information about the transmitter to the recipient, but also in the establishment of the host's personal image while laying the foundation for the creation of the characteristics of the column, the two are integrated into one, complement each other.

For example, CCTV's preschool children's educational program "Little Wisdom Tree" is a distinctive and highly stylized quality children's program, which is loved by children. The whole stage of the program are similar to a children's paradise, with various objects and colorful patterns, and the program hosts, Red Fruit and Green Bubble, are combined with the characteristics of the program from the shape of the hosting style, which is lively, tense and complementary.

In unison with the characteristics of the program, the children's program host can also participate in the conception of the program and work with the writer and director to complete the creation of the program. Program hosts should have an in-depth understanding of the various details of the recording process, because the details are often the most impressive and resonant. And when the host has its own unique feelings and deep understanding of the program, not only can better grasp the macro program, but also in the later stage of the process of hosting comfortable, comfortable, better unified their own style and column characteristics.

## 5. Conclusions

As the soul of children's programs, the importance of children's program hosts cannot be overstated. In the current era of rapid development of the media environment and diversification of program types, children's program hosts should adhere to the concept of child-oriented hosting, strive to enhance children's participation in the program, enhance the interactivity with children, constantly enrich their own connotations, through a full range of quality improvement in order to better serve the program and the audience, for the presentation of quality children's programs and high quality communication effect to do their best, and Adding brick and mortar.

## References

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