

Comparative Analysis of the Improvisation Ability of News Anchors and Variety Presenters

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Abstract: In recent years, with the increase in the number of live programmes, the improvisational ability of presenters and announcers, the improvisational language organization, expression ability, field control ability, and the ability to communicate effectively with the audience group have all been challenged. This paper makes a comparative analysis of the improvisational ability of news anchors and variety show anchors. It is found that some anchors are unprepared and have insufficient knowledge reserve to deal with unexpected events, which leads to the occurrence of broadcast accidents. A good host must have a strong sense of scene and ability to adapt, in the process of hosting the show may occur in response to a variety of prominent events, but also be able to accommodate the mood of the audience and promote the steady development of the program.

Keywords: improvisation ability; News anchor; Moderator

1. Introduction

1.1. Live TV news

News has three main attributes: authenticity, accuracy and timeliness. Timeliness is one of the most fundamental characteristics of news. In a highly developed and highly competitive society, the timeliness of news is becoming more and more demanding.^[1] With the advancement of science and technology and the rapid development of network technology, the television media industry has undergone a tremendous change. Under this background, the live TV news comes into being, the live TV news has become one of the important content of the major TV stations, the live TV news as a new form of news presentation, more and more people pay attention and like it. Such as "Newsmax," "Morning Edition," "Today in Focus" and others. As far as the effect of live TV news is concerned, live TV news has the advantage of allowing the public to receive news first, so as to be faster and more accurate.

1.2. Live streaming of emergencies

Safely broadcast, it is the "sword of Damocles" that stretches across the heads of broadcasters. Broadcast accidents, however, are professionally unbearable. However, in the course of news broadcast or variety entertainment program, there are always many contingencies, which are caused by many factors, including the host himself, technical malfunction and other possible human factors. As the focus of the whole program, and even the "live director", the host assumes most of the responsibilities of the program. So before the cameras roll, any question, no matter how small, can be amplified indefinitely, making the role of host crucial, or even crucial, to the rise and fall of the show.

1.3. Resilience of presenters

The host's ability to respond quickly and dynamically to unexpected factors around him while hosting a show should be agile and calm. This ability should be demonstrated by the ability to think, speak and act, which is the most concentrated expression of the host's comprehensive qualities. Good adaptability is the guarantee that the presenter's career is successful and the program is stable and upward. During live shows, presenters face unanticipated "states" in front of microphones and camera mirrors at all times due to the unavailability of late editing. Therefore, it is necessary to be very resourceful and to cover up the mistakes with clever rhetoric.

2. Analysis of news anchors' resilience in different situations

2.1. Machine failure (objective cause)

Mistakes in teleprompters may be most common in all sorts of emergency situations. The teleprompter is an electronic screen installed in the studio, facing the anchor, and each news item to be played is presented in a scrolling manner. Anchors usually rely on teleprompter cues to broadcast messages, but since they are electronic devices, sometimes glitches such as skipping frames or black screens are unavoidable. For example, this year's Hangzhou News Live broadcast had a serious broadcast accident. During the live news broadcast, the first teleprompter failed during the two anchors' opening remarks, and the male moderator, Dong Yang, failed to react properly to the emergency. Dongyang came behind and started pressing the remote in his hand again and again anxiously. Before he knew it, even the remote had been raised and pressed again and again. Anxiety turned to a look of impatience. After a while, the anchorman looked helpless.

In response to the rollover, a number of users criticised the decision, saying: "Emergency response capacity is literally non-existent. If the teleprompter doesn't work, check the paper immediately. You can't go crazy on the teleprompter. The presenter has to focus on the broadcast. Fixing the teleprompter is someone's business." "His face is full of annoyance and impatience, which is really embarrassing," said Dongyang, who was also targeted during the incident. Netizens called his lack of professionalism and improvisational ability.^[2] In particular, it is important to do the "head link" of the news program, the "final baton" of the relay -the news anchor, "delivering information, serializing programs, and making points in audible language" (speaking Zhang Xiaofeng), stringing together beads, and in the end the audience accepts what you are presenting.

2.1.1. Programme response

In order to ensure the successful completion of the news program, do a good job of on-site security, the program team should first pay attention to equipment maintenance and management, strengthen business training. In ordinary live news programs, there should be paper copy to help the machine malfunction, but hangzhou news association does not have it, has violated the "safe broadcast than the sky" rationale. The teleprompter malfunctions, and although various news programs often occur, most news programs can be adjusted and resolved by themselves because they are recorded. But this "hangzhou news broadcast" activity, is caused by a technical fault, the anchorman overreacted, the emergency plan is insufficient causes the picture to lose control and so on serious broadcast accident. Anchor Dongyang does not hold the 6 basic rules of "self-regulation law", the state of mind suddenly collapsed, aggravating the severity of broadcast accidents. Because in addition to controlling the image and sound, editing is a very important part of the production process. Editors must not only master the writing skills of manuscripts, but also learn to use a variety of artistic methods to express their ideas. News programs are not like entertainment variety shows, especially current news anchors, and you can't tamper with content in front of the camera. While there is nothing wrong with being realistic, the management of off-camera expressions should also be controlled and, if mismanaged, can also affect the mood of the audience.

2.1.2. Anchorman's personal response

When dealing with unexpected situation, one is to do a good plan, usually do a good exercise; The second is to trust colleagues and professionals to do professional things. Third, the mentality must not be broken, such as this anchorman raised his hand frantically to press the teleprompter, this is very amateur handling, can even be understood as a deliberate throw pan: "equipment problems have nothing to do with me."

2.2. Reasonably unexpected

News anchors have transitioned from "news on the air" to "news on the air," but the government mouthpiece, the news program, is never allowed to bring personal feelings or will to the show. But this "transgression" still exists in certain situations of transmission.

A TV news anchor has sparked a debate online after she broke down when she learned that a nine-year-old lost boy had drowned. The female presenter was left red-eyed at the start of the broadcast and choked up throughout. The male presenter was also quick to react, and when he realised his partner was in the wrong mood, he broadcast the follow-up to the female presenter with a pained look on his face to avoid any on-air surprises. After calming down a little, the female presenter apologised to

viewers for 'sorry for not holding back', but was left in tears afterwards. Netizens not only do not criticize, but also left a message saying that "news has temperature", "female empathy ability is too strong, beautiful heart", and netizens praised the professional ability of male presenters strong "male presenters calm response to rescue ability" and so on.

Also choking up during the broadcast was the female anchor who delivered the news during the Wenchuan earthquake. Her emotions affected Caden several times, and then her voice broke as she read out the number of lives lost to the disaster. After all, they weren't cold numbers, but strips of life. Viewers also agreed that mood swings were inevitable, affectionately calling her the 'most beautiful female anchor'. As can be seen, special problems are treated in a special way. It's important to improve your ability to respond to an emergency, but even the most professional people have emotions, and emotional expressions may be more deeply felt when it comes to moving things.

3. Analysis on the resilience of the host of variety entertainment program: a case study of wang han's shenzhen-class rescue field

Variety shows feature "flow" and "change," either of which can happen on the show. The host of the variety show should face the audience with a "level vision" mentality, but also with a calm attitude to deal with the sudden situation, calm.^[3] The highlight of Hunan TV's I'm A Singer Season 3 -Battle of the Kings was contestant Sun Nan's exit from the competition after the first round of help singing. Because it is a live show, this move is a disaster for hunan TV, and as the rescue of live host wang han, the vast number of users called it a "textbook classic", won praise from peers and the whole country!

The analysis of Wang Han's improvisation ability in the face of live broadcast emergencies is as follows:

3.1. Do not be chaotic in the face of danger, and respond quickly

"Nan, I especially wanted to ask you if everything you just said was in your heart, your opinion after you made up your mind?" The first time to Sun Nan confirmed the withdrawal of the truth. Although Wang Han knew it was a sure thing, Sun Nan had to confirm it in person just to be on the safe side. Let the audience also know that it was Sun Nan's own decision and had nothing to do with the program, making sure not to light a fire for Hunan TV.

3.2. Honour your duties and control the scene

"Since I'm the host of the show, I'm in control of the rest of the show. First of all, please ask the director to grab a three to five minute commercial break for me, which I'll use later. What I'm about to say is probably just my opinion and not that of Hunan TV." 'This is a critical segment that reflects the extent to which the presenters have embraced this big live broadcast, have experienced the responsibility of Wang Han as a person, and have the courage to step up and take direct control in times of crisis, rather than asking for help when interrupting a live broadcast. ' First of all, we should ask the director to prepare three to five minutes of commercials. In such a large volume of live programmes, the staff alone are hundreds of people, the rules and preparations are in place, and Sun Nan's move breaks the rhythm and plan of the current programme in an instant. Moreover, the director and the director can't issue the response orders to Wang Han so quickly. In my opinion, this is a very safe move and reflects the quality of mature presenters. Since no behind-the-scenes orders have been received and the specific reasons for Sun Nan's withdrawal are not clear, the language should be retained so as not to adversely affect the Hunan TV programme due to subsequent verbal misconduct. This language technique can provide good language protection for the programme and also protect the development of the programme.

3.3. Put yourself in a comforting position

"But to be honest, there's no fear in my heart because a successful show has two inseparable subjects. In addition to the seven singers on this stage, there are hundreds of millions of people watching at home and this many people in the room... there's going to be thousands of applause for them. Nanga doesn't believe it, you listen." The sharp turn of the conversation directed the audience to Wang Han, so as not to let people discuss in private, lest the hearts and minds of the unstable. Sun Nan

said that after the exit, the crowd uproar, there were shouts of "disapproval." The host then quickly averted his eyes, stabilizing the scene; Wang's nervousness is also evident here, such as the slowness and hesitation of speech, while the excellent moderators are, with a little grooming, well-spoken. "I'm not scared in my heart," he said, immediately cheering on the audience and the show's production team and praising the singer and the audience for their confidence. Avoid negative emotions that may result from audience dissatisfaction and may result in a ratings slump. The words "Nan, don't believe me, listen" brought some inner comfort to Sun Nan as they pulled the atmosphere of the live audience, just like the words prepared in advance.

3.4. Turning a dangerous situation into a beautiful one

"Dear viewers, really don't walk away. Again, the real highlights will probably come after the commercials. Be right back!" Time after time, to explain to the live and television audience, and quickly discuss countermeasures with the program team, I think his colleagues at this time also ready to adjust the plan; Don't forget to remind the audience before you leave: never change the show, the professionalism of the host, resilience, visible.

For the variety show live broadcast, the test is not only the ability of the host witticisms, but also the ability to challenge the cooperation and collaboration between the programs. With the arrival of new media, the concept and viewing habits of the television audience will gradually mature, and the phenomenon of television audience segmentation will become more and more serious. So in the future development process of China's TV variety shows, having a comprehensive quality compound talent guess is the soul of the column development.

4. Conclusions

Whether it is an announcer or a host, the ability to react on the spot is an essential professional quality. In any case, it must ensure the safe and smooth broadcast of the program and maintain a good psychological quality, so as to achieve the awareness and ability to deal with the overall situation without panic and chaos in the face of danger.

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