An Analysis of the Characteristics of Language Style and Pragmatic Strategies of the Host in the "Wisdom Tree" Column

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Abstract: *"Wisdom Tree" column of CCTV Children's Channel is a puzzle program for preschool children aged 3 to 6. In a lively and vivid form, it integrates scientific educational concepts into vivid games, so that children can learn from games, play games and grow up healthily in the game. "Wisdom Tree" has developed to this day, with its unique and targeted columns, it has formed a own brand value, but also has a group of unique audiences. This article analyzes briefly at the characteristics of language style and pragmatic strategies of the host in the "Wisdom Tree" column, and interprets the reasons for its high praise.*

Keywords: *"Wisdom Tree"; The column host; Characteristics of language style; Pragmatic strategies*

1. Introduction

"Wisdom Tree" column of CCTV Children's Channel is a puzzle column for preschool children aged 3 to 6. Since its launch in 2003, "Wisdom Tree" has been the leader of CCTV children's program. It integrates parent-child games, quiz competitions, individual talent shows, hands-on brainstorming and other links, providing young children with an excellent environment for growth and self-expression platform. The strong comprehensiveness of "Wisdom Tree" is the reason why it can develop so far, and it is also the reason for its popularity. In addition to preschool children, many parents also expressed their love for "Wisdom Tree" in interviews.

2. The content of the "Wisdom Tree" column and the introduction of the host

"Wisdom Tree" column has many sections, rich content and various forms. From Monday to Friday, there are mainly five themed sections: "Qiaoqiao Handmade House", "I Love Magic", "Paopao Lab", "Guoguo Food House"and "Baby 2+1". Geng Chenchen (Lv Paopao), the male host of "Wisdom Tree"column, has a gentle voice, solid professional foundation and unique dubbing ability. The female host Chen Su (Hong Guoguo) is partnered with the male host Lv Paopao in the column. In the course of the column, Hong Guoguo is loved by the audience because of its characteristic performance ability and language use ability. In addition, there are puppet actors Xiao Gudong and Clown Qiqi in the column, who can talk and dance during the column process, creating a live-action host; there is also a guest Dr. Knowing Point, who cooperate with Lv Paopao and Hong Guoguo to ensure the progress of the column orderly.

3. The role of the host in the "Wisdom Tree" column

The host of the children's column is different from other hosts of the adult columns, facing the children of young age and knowledge accumulation stage.[1] Since children's comprehension and acceptance abilities have not yet fully matured, the host must have enough patience and parental love to answer every question from the audience and be good at observing their every behavior. Therefore, the role of the host of the children's column cannot be ignored. For example, in the "Paopao Lab" section of the "Wisdom Tree" column, the role of Lv Paopao is positioned as a curious "same age" character, emphasizing the characteristics of wit and brain; Dr. Knowing Point's role is positioned as a knowledgeable and humorous "intelligent" character. In the "Guoguo Food House" section, Hong Guoguo's role is positioned as a kind and persuasive "sister-type" character, with a gentle and generous personality, which highlights the host's own characteristics. The Clown Qiqi and Xiao Gudong can talk,

dance, and play games in the course of the column, creating a live-action host, and their roles are positioned as "happy" characters. Each host and guest have their own unique roles, and at the same time they cooperate with each other to make the atmosphere of the column lively and interesting without losing the theme and coherence.

4. Characteristics of language symbols of the host in the "Wisdom Tree"

The main part of the column of "Wisdom Tree" is children, so the host's language is more relaxing and lively. The characteristics of the language symbols in the children's column are not external decorations, but are integrated with the manuscript to convey the content of the column to the audience more accurately, vividly and concisely.

4.1. Lexical features

4.1.1. Frequent use of modal particles and interjections

In the language of the host of "Wisdom Tree", the use of modal particles plays a key role. Mood particles are words used to express mood, such as "Yah, ah ?" For example, in "I Love Magic", the host Lv Paopao said: "Today, at the beginning of our show, let's invite the children to play a game, hey, look at the big cardboard in front of the two children, there are six circles on it, and there are small dots of different numbers and colors in them. The two children will play a round of games separately. Who wants to come first, then let you come first, okay? it is good?"

Interjections are words used to express intense emotions such as surprise, praise, sigh, etc. It is capable of both calling and answering at the same time. The host of "Wisdom Tree" also frequently used interjections. In "Guoguo Food House", the host Hong Guoguo asked: "In the end, we can use this, and guess what it is, hey, it's not flour, this is milk powder! Well, the final step is very simple, we rolled the rounded yam balls in the milk powder pile, wow, it looks so good, like little white snowballs! Oh, you are so good!"

These modal particles and interjections can increase the vividness of language, and can also attract children's attention, mobilize the enthusiasm of children's communication, and promote the smooth progress of the interview. Therefore, the flexible use of mood particles and interjections by the host of the children's column is an indispensable means.[2]

4.1.2. Commonly used basic vocabularies

Basic vocabularies are composed of basic vocabularies inherited from previous generations and vocabularies that is newly generated and transformed in contemporary times. They are "universal character, stability and word- formation". Basic vocabularies are the most common in people's daily life, covering all ages part. For example, in "Paopao Lab", the host Lv Paopao said: "Actually, there are many, many kinds of animals in the animal kingdom, and they can be roughly divided into three categories: one, those who like to sleep during the day , we call it nocturnal animals that come out at night. Bats are typical nocturnal animals. Bats have poor vision, but developed hearing. They can fly freely at night or in dim environments and capture them accurately. There is also such an animal with protective colors, such as arctic rabbits and arctic foxes. In the ice and snow, their hair is completely white, and they are integrated with the surrounding things. They are not easy to be discovered by their natural enemies. It adapts well to the living environment. Of course, there is another major category, that is, the difference between male and female is relatively large, so we classify it as a bimorphic animal. Like a peacock, it is a typical bimorphic animal. That is to say, the difference between a female peacock and a male peacock is very big!" These basic words can not only help the host to express the basic content clearly and fluently, but also help the audience and children to clarify the column information.

4.1.3. Common rhetorical devices

Rhetoric is a language activity that uses a variety of language means to receive the best possible expression effect in the process of language use. The audience of "Wisdom Tree" is special. In order to improve the language expression effect of the column, the anthropomorphism, metaphor, contrast and exaggeration used by the host in the process of language organization are all positive rhetorical devices, adding color to the column language.[3]

4.1.3.1. Personification

Anthropomorphism is a language that gives objects the personality characteristics of people, including personality, appearance, words and deeds, etc., and uses words that describe people to personalize objects. In the song "My Farm" in "Wisdom Tree", the host Green Bubble sang like this: "In my farm, there are a group of small cows, with black and white patterns, moo moo moo moo moo, they love to eat grass and laugh, moo moo moo moo moo. In my farm, there are a group of little sheeps, their bodies are limp, baa baa baa baa baa, they love to clean and bathe, baa baa baa baa baa. In my farm, there are a group of foals, they run quickly, da da da da da, they love free, da da da da da." The anthropomorphic rhetoric shows the content of the column in front of the children, improved the image of the host language, and shaped fun, childlike atmosphere in the column.

4.1.3.2. Simile

A metaphor is a figure of speech in which one thing is used to illustrate or imitate another thing after it is classified according to its different internal and external properties. Metaphor is the most used figure of speech in "Wisdom Tree". In "Guoguo Food House", Hong Guoguo introduced: "Let's see together, what is this? Rice and bamboo—bamboo rice! Why are they eating bamboo like a giant panda! Oh, it's not eating Bamboo, but treat the bamboo like a small bowl with rice in it, this is bamboo rice!" These metaphors bring the audience and children a kind and special feeling, and also make their host language becomes more a series of punchlines enlivened the atmosphere of the column.

4.1.3.3. Compared

Contrast is to compare two things of different nature or two different aspects of the same thing, and after forming a contrast, it can greatly improve the emotional contrast, and thus can obtain enlightenment of opposites such as good and bad, true and false, beauty and ugliness. For example, Xiao Gudong said to the children: "Kids, remember to clean up the table, the kids who love cleanliness are the kids that everyone likes, and the kids who don't like cleanliness very much are the kids that others don't like to play with them." Here Xiao Gudong tells the children that they publicized the good morals of loving cleanliness and hygiene, and at the same time also proposed that it is a bad habit not to love cleanliness. This comparison can make audiences and children realize the importance of loving cleanliness and hygiene, and demonstrate the value orientation of the column.

4.1.3.4. Exaggerate

Exaggeration is for the needs of language effects, and the express or exaggerates or exaggerates the image, characteristics, function, mechanism, etc. of the expressed things. In "Paopao Lab", the green bubbles exaggeratedly mobilize the atmosphere of the scene : "The little spaceship is ready, we're going, the little spaceship is ready, it's starting, the big sun, the little moon, what's there? Just fly, don't stop, the space is very vast!" These exaggerated rhetoric made the whole language atmosphere is imaginative.

4.2. Sentence expression features

4.2.1. Frequent use of declarative and interrogative sentences

In "Wisdom Tree", the host often uses declarative and interrogative sentences, for example in "Qiaoqiao Handmade House":

Lv Paopao: Hello everyone, welcome to our "Qiaoqiao Handmade House"! Today, what we are going to do is a work that can make people especially cool in summer. So how does that keep us cool in summer? Kids, do you know?

Kids: Electric fans can keep us cool.

Lv Paopao: Well said! Is there anything else?

Kids: There is also a fan.

Lv Paopao: Yes. Then there is the air conditioner that is blowing in our studio, which can also make us very cool, right? There are many ways to make us cool, so what exactly is this work? Let's look together!

These declarative sentences help the children and the audience of the column to clarify the column information, while the interrogative sentence contains the dual functions of conveying doubts and asking questions, mobilizing the children's ability to think about problems and making the atmosphere

more active.

4.2.2. Use exclamatory and imperative sentences flexibly

The host of "Wisdom Tree" also used exclamatory sentences and imperative sentences flexibly. In the "Baby 2+1" section, Lv Paopao said: "Okay, now our baby game is about to start today! Listen to my password, the game starts! Come on! Come on, throw it out! Haha, this game, the children can't be too gentle, they have to throw it faster! Fortunately, the blue team baby is the first to complete it! The other two teams of children should hurry up and cheer! Here's another one! Come, let's help the yellow team to finish it together! Well, now everyone is done! The children are all great, let's applaud for ourselves!" The exclamation here expresses his surprise or encouragement and praise for children; while imperative sentences are to advise and discourage children respectively what to do and what not to do.

5. The characteristics of non-verbal symbols of the host in the "Wisdom Tree" column

5.1. Use of body language

Body language is a visual symbol system for expressing and exchanging information. It consists of facial expressions, body postures, body movements and body position changes. For example, the effect of children's songs in "Wisdom Tree" is often accompanied by the child-like actions of the host. For example, in terms of body posture, the standing postures of Hong Guoguo and Lv Paopao during the hosting of the column convey an approachable and peaceful attitude to the audience, which makes the small audience more willing to listen. The sitting posture is to choose side sitting for the convenience of communication and interaction with the small audience at the scene. During the interaction process, the shoulders are relaxed, and the direction of the audience is adjusted by twisting the upper body, so as to communicate with the small audience face-to-face.[4]

5.2. Appropriate clothing and makeup

Clothing and makeup can convey the host's age, identity, occupation and other information. In "Wisdom Tree", the host has always been loved by the public for its diverse, colorful and peculiar dressing and matching; makeup can highlight the advantages of the host's face and cover up flaws and deficiencies. Since the host's target is children, the makeup is mainly fresh and elegant. For example, Hong Guoguo is a lively and active sister in the column, the clothes and accessories she wears are usually cute and lively, such as: pleated skirts, overalls, bows, small clips, hair ropes, etc.; Lv Paopao is a cheerful and generous brother type, so his dress is also youthful and energetic, such as: small suits, ties, belts, etc. The costumes and makeup of the host in "Wisdom Tree" give people a warm, soft and pleasant feeling.

5.3. Appropriateness of scene arrangement and use of props

In an environment, people's emotions are closely related to the layout of the environment. The layout of the scenes in the column will also affect the audience's mood and the decision whether to choose to watch this column. The scene setting should choose the scene layout that the audience likes, which is conducive to attracting the audience and helping the column host and the audience participating in the column to better play in the column process. There are many sections in the "Wisdom Tree" column, and the layout of the scenes is also varied and colorful. The scenes are designed according to each topic in each section. For example, in "Guoguo Food House", which is a section on the topic of teaching children how to cook food, dark color is used as the background color to show a comfortable space layout, and some related consoles and cooking props are placed to highlight the characteristics of the kitchen, and the costumes of the host and children also match the theme.[5]

6. An analysis of the pragmatic strategies of the host in the "Wisdom Tree" column

In the process of verbal communication, the host must follow some rules so that the communication activities can be successfully completed. In this process, meaning generation is not only a choice of pragmatic forms, but also a choice of pragmatic strategies. In "Wisdom Tree" column, we can analyze the types of pragmatic strategies used in the column from different angles.

6.1. Step induction strategy

In the children's column, if the host talks too fast and does not leave time for the children to think, the small audience will be bored with some links, so it is necessary to summarize some steps in concise language.[6] For example, in the "I Love Magic" section, the Clown Qiqi demonstrated the magic steps of "ball changing color": "The first step, before the magic trick, hide a red ball in your hand; the second step, pretend to grab the yellow ball with the hand that hides the ball, and push the yellow ball down at this time; the third step is to open the palm and show the red ball. Our magic is successful!" Step induction strategy let the host effectively communicate the entire process of conjuring the magic. It also makes the children look forward to the process of making magic.

6.2. Praise strategy

In the children's column, "praise" is conducive to the establishment of a friendly relationship between the host and the children, and plays an important role in the development and learning of the children. In "Paopao Lab", the host constantly praised the children:

Lv Paopao: Who will introduce your animal friends first?That boy!

Kids: This is my little turtle, they are tortoises, hatched by me from the eggs.

Lv Paopao: Wow! Applaud for you!

Kids: This is my grasshopper. They will call loudly in a hot environment, but they will not call in a cold environment.

Lv Paopao: Wow, very careful observation, really great!

This praise strategy shows the host's love for children and encourages children to actively participate in the column.

6.3. Repetition strategy

In the children's column, the biggest role of repetition strategy is to enhance children's memory of topic content. For example, in the "Story Together" section:

Moderator: Well, what did you find on the cover of this book?

Kids: There is a little girl.

Moderator: Yes, there is a little girl hiding behind the sofa, what expression is this little girl doing?

Kids: She's scared!

Moderator: Oh, that's a scared look, isn't it? Then let's see why she is afraid. Hey look, what do you see?

Kids: She's scared, there are spiders!

Moderator: Oh! The little girl opened her mouth in fear and hid behind the door because she saw spiders. Are you afraid of spiders?

Kids: Scared!

Moderator: That's it! Oh, what is this? Look here, the spider has formed a big and beautiful spider web, the little girl likes it very much, so is she still afraid?

Kids: Not afraid!

Moderator: Not afraid! So what is her expression, is she happy? She is no longer afraid of spiders!

The sentences used by the host are mainly simple sentences, coupled with a reasonable repetition strategy, so that the children can understand and absorb the content more easily.[7]

7. Conclusions

The hosts in the "Wisdom Tree" column, Hong Guoguo and Lv Paopao, as well as Xiao Gudong, Clown Qiqi and Dr. Knowing Point, have formed their own unique language styles and pragmatic

strategies in the column hosting. The host of this column is very different from other adult programs. The host expresses his own language style and pragmatic strategies through childish language. In the course of hosting the column, the host does have his own uniqueness in the use of role definition, linguistic symbols, non-verbal symbols and pragmatic strategies, which is why it is well received by children and parents.

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