

Language Literacy of Radio and Television Presenters in Dialect News Programs

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Abstract:

The article observes and analyzes the language literacy of hosts in radio and television dialect programs from both linguistic and communication perspectives. The emergence and flourishing of dialect news programs is the result of language competition and language harmony resonance and the active pursuit of preserving language resources. In the dialect news programs, there are four problems in the language literacy of the hosts: insufficient knowledge of theory and policy; language style off the elegant and tend to vulgar; language performance ignoring the skills; lack of screening of language components. Therefore, it is necessary for the hosts of dialect news programs to adhere to the principle of news accuracy, constantly enrich the knowledge base of theory and policy, strive to grasp the scale of “elegance” and “vulgarity” of language and programs, and scientifically compose dialect expressions. Only in this way can we effectively expand the coverage of local dialects, enhance the local compatibility of dialects in news programs, and truly realize the effective combination of dialects and news.

Keywords:

Dialect News Program, Language Literacy, Program Host

1. Linguistic-Based Observation of Dialect News Programs

The emergence of dialect news programs is undeniably related to the competition of radio and television media. The pressure of multiple survival situations makes local media use dialects to disseminate news, thus breaking through their own survival dilemma. The rise of dialect news programs is partly due to the emotional needs of local audiences, and partly due to the evolution of news niche, localization and entertainment. However, when we look at this phenomenon from a linguistic perspective, we find that there are deeper reasons for it. The discussion of the linguistic quality of radio and television dialect news program hosts must first be based on linguistic observation of dialect news programs. If we leave the linguistic observation of dialect news programs, we will lose the foundation of exploring the language literacy of dialect news program hosts, and we will not be able to make scientific analysis and guidance on the language literacy of dialect news program hosts.

1.1. The Emergence and Flourishing of Dialect News Programs is the Result of Language Competition and Language Harmony Resonance

Language competition “refers to the language contradiction caused by the different language functions, and belongs to the language relationship reflected by the different functions of the language itself.” [1] The language function here includes the size of the language function, the scope of application of the language function, etc. As a regional variant of a common national language, there is competition between dialects and dialects, and between dialects and common languages.

Dialects have the strongest cohesive effect on the local population and play an important role in the social communication of the local population. Dialects also play an important role in the development of local culture. Therefore, there is a fierce competition between dialects and even between dialects and common languages, which is especially obvious for broadcasting media. In the competition for audiences, local radio and television stations, especially electronic media in neighboring regions, have taken into account the cohesive function of dialects, in addition to the innovation of the general style and specific content of programs. Local dialect news programs can better bring together local audiences and enhance their pride in local dialect and local media, thus effectively stabilizing local audiences and increasing listening and viewing rates.

This competition is also evident between the dialect and the common language. For a long time, Mandarin-language news has enabled audiences to ignore the external manifestations of the language style and focus on the information content of the language style, thus enabling the media to disseminate information well. However, the news dissemination in the same language style obviously lacks the communication personality of local media. Since the local electronic media cannot compete with the strong media in the competition for news and information resources, they have to seek for local news and information, and take the road of niche and localization. This shift in communication strategy brings about the problem of combining the content and presentation style of local news, and the grafting of dialect and local news becomes the best choice for the media to go local. The above is the thinking process of local media in the competition between dialects and common language news. This thinking is an innovation with strong applicability and communication value. This has led to the emergence of dialect news programs.

This linguistic strategy of using local dialects to counterbalance the competition of neighboring and powerful media for local audiences is a profound recognition of the inherent differences in the range and size of language functions.

The above discussion reveals a competitive situation between dialects and dialects, and between dialects and common languages. Is this competitive situation a reflection of the rivalry between them? The answer is no. Competition cannot be understood simply as antagonism. The competition of languages is essentially a competition of language functions, which manifests itself in the growth and exclusion of language functions, and even in the decay and extinction of languages. Each language has its own irreplaceable role, and its survival process will form a complementary function with other languages, so that each can keep its own position and do its own job. The emergence of dialect news programs not only meets the needs of local audiences, but also develops regional culture to a certain extent. In addition to diversifying the style of news programs in broadcasting media, it is also a reflection of the diversity of language life in China from a linguistic perspective.

Therefore, the emergence of dialect news programs is not only the result of media competition, but also the result of language competition and linguistic harmony in China, which should attract sufficient attention from researchers and practitioners of TV dialect news in China.

1.2. Dialect News Programs are an Active Pursuit to Protect Language Resources

The linguistic influence of radio and television media is huge. From this perspective, the broadcast media can become a repository of language resources and a platform for propaganda and guidance. The proliferation of dialect programs in recent years has objectively contributed to the preservation of dialect resources, even if it is not the media's intention to do so.

The decline of dialects is an indisputable fact. At the closing ceremony of the First World Chinese Language Conference on July 22, 2005, Xu Jialu, Vice Chairman of the National People's Congress, pointed out that "the historical experience of mankind has long proved that the world can only be stable and peaceful if there is linguistic diversity, cultural pluralism, and smooth communication between different languages and cultures. [2] The world can only be stable and peaceful if there is linguistic diversity, cultural pluralism, and smooth communication among different languages and cultures." In November 2005, Li Yuming, director of the Department of Language and Writing Information Management of the Ministry of Education, also pointed out that "it is time to continue to make our language life more harmonious by consciously adjusting our language policy, so as to promote better harmony among people of different nationalities and regions." [3] This reflects the positive attitude of the relevant state departments towards language policy adjustment.

It can be said that the grafting of dialects and media is a reflection of the media's survival strategy and the active pursuit of language resources.

Looking at the dialect news programs from a linguistic perspective gives us a deeper understanding of the emergence and flourishing of dialect news programs. When we look at the quality of the current dialect news program hosts, we can understand more thoroughly the reason why many of these programs are in decline due to the influence of the main communication body, which is the language quality of the dialect news program hosts.

2. The Problems of Language Literacy of Dialect News Program Hosts and Its Causes

Language literacy mainly refers to the knowledge and judgment of language knowledge, the reception and understanding of language theory, and the mastery of language skills and techniques. Language literacy in the narrow sense refers to language science literacy, which specifically includes language knowledge, theory and policy cultivation. The broader language literacy covers broadcasting language literacy, which refers to the language skills and techniques of broadcasting and hosting.

The language literacy problems of dialect news program hosts are summarized in the following four categories.

2.1. Insufficient Knowledge of Theory and Policy

Dialect is a local variant of language, a carrier of local language and culture, and has an irreplaceable role. The use of dialects in news programs is essentially a change of language carrier. However, many hosts see dialect news programs as a strategy to entertain news programs, and use dialects as an important tool to entertain such programs, without understanding the linguistic and cultural value of dialects. This shallow understanding has destroyed the communication value of dialects and led to a confusion between news communication and literary entertainment. Many entertaining dialect news programs show obscure, dirty and confusing dialect words; mixed language accents, incoherent and incoherent; vague pronunciation; low information content and lack of accurate information. This is actually the result of a lack of language theory and a lack of understanding of news communication policy.

In 2000, the State promulgated the Law of the People's Republic of China on the State Common Language and Script, which clearly stipulates that radio and television stations shall use Mandarin as the basic language for broadcasting. The hosts of dialect programs insist on the "local" language communication strategy in their programs, which makes the dissemination of information difficult. All these are the problems caused by the lack of theoretical policies of the dialect news program hosts.

2.2. Language Style Tends to be Vulgar

The dialect has a strong regional cultural imprint, and therefore contains the wisdom crystals of the regional language and culture. For example, there are a large number of vivid and imaginative hiccups and colloquialisms, and many words and phrases that cannot be expressed in Mandarin but can be shown in detail and accurately in dialect. However, we have to see that dialects also contain the vulgar components of spoken language. The content of dialect news is mainly local news information, so the language of the hosts should show the life and vulgarity. In this case, the language is naturally and unnaturally crude and vulgar. Here, we are not saying that vulgarity is not the crystallization of cultural wisdom, but to explain that, for media communication, vulgar language is contrary to the guidance and aesthetic function of media communication, which is contrary to the guiding concept of "elegance" of media communication.

In addition, driven by the utilitarian purpose of entertainment in current news programs, many hosts ignore the "elegant" characteristics of the host language in mass communication, neglect the civilized requirements of the language of broadcasting and hosting, ignore the main function of the media, and only chase the one-sided entertainment effect, thus tainting the bad habits of vulgarity in language communication. This kind of communication utilitarian thinking and performance directly leads to the decline in the quality of dialect news programs, which in turn destroys the image of the host, corrupts the credibility of the mass media, and pollutes the purity and standardization of the media language.

2.3. Language Performance Ignores Skills

The dialect news hosts' strong regional lifestyle and intimate, close external performance strongly attract the local audience. Many hosts also think that this kind of hosting is the local daily spoken expression, no longer need to use the broadcasting and hosting skills to grasp the language expression process, the scientific stop and accent, the appropriate rhythm and tone, the sense of object and context and other media language skills are left behind. Instead, it is a transition to casual spoken expressions and unrestrained speech. The effect of this communication attitude has a

direct impact on the accuracy and authenticity of news information, making the effectiveness and credibility of news media information greatly reduced, and making the harmony and beauty of the art of broadcasting language lost.

2.4. Lack of Screening of Language Components

The positioning of dialect news programs is to use dialect as a language expression style to effectively disseminate news information, so as to achieve the purpose of better acceptance of news information by local audiences, and the core is to effectively disseminate news information. Therefore, it is necessary to carefully select the dialect news language to achieve the purpose of the program.

In the practice of dialect news hosting, many hosts lack theoretical knowledge and understanding of dialects, and lack in-depth research and flexible use of local dialects. As a result, most of them only perceive the phonology, vocabulary, grammar and rhetoric of dialects. There is little rational understanding of the phonetic similarities and differences of the local dialects, the multiple meanings, ambiguities and specific meanings of the vocabulary, the complexity and simplicity of the grammar, and the effects of rhetoric. As a result, the casual expressions of the hosts are heavily personalized. The combination of many language components makes the expression of semantics blurred, ambiguous, and even wrong rhetorical color. All these problems seriously affect the effective transmission of news information.

3. The Dialect News Program Host Language Literacy Enhancement Strategies

3.1. Enrich the Knowledge Base of Theory and Policy

Insufficient understanding of theory and policy makes the language performance of dialect news program hosts eventually break the language harmony situation, which is also contrary to the development of dialect news programs, so we must improve the theoretical and policy literacy of hosts, specifically by constantly enriching their own theoretical and policy knowledge base content. This includes: strengthening the theory of language planning, learning and understanding the ideas of language competition and language harmony in China's language planning in the new era; strengthening the study of national language policy, paying attention to its evolution and direction, and accurately grasping the language policy guidance; strengthening one's own dialect level, being able to conduct comparative studies of dialects, analyzing the similarities and differences of various small pieces in the local dialect area, and being able to go deeper into the local dialect life, exploring the essence of the dialect as an important language resource, and find the dialect components that can express the semantic content in a scientific and accurate way. [4] Only by truly grasping language theory and policy can we improve our overall cultural quality and avoid the serious consequences of insufficient knowledge.

3.2. Grasp the Language, Program "Elegant", "Vulgar" Scale

The language style of the dialect news host strongly reflects the harmonious thought in the language, and the "elegant" and "vulgar" language style directly reflects the "elegant" and "vulgar" style of the program. "vulgar". The combination of "elegance" and "vulgarity" and harmonious coexistence will bring the harmonious communication effect of "elegance and vulgarity". The key to linguistic harmony and

the retention of linguistic resources is to control the degree of “elegance” and “vulgarity”.

Therefore, in dialect news hosting, it is necessary to dialectically absorb the essence of dialect language, absorb more of the widely used and popular language components in dialect; absorb more of the vivid and humorous language components in dialect. In this way, the regional language culture and language resources can be well disseminated. At the same time, the dialect can bring good effect to the communication of regional news information. On the contrary, it will only reduce the prestige and credibility of the media and bring about the demise of the program, until the local language and culture is discredited.

The image of the local language and culture is discredited, and the local language resources cannot be well preserved.

3.3. Adhere to the Principle of News Accuracy

Neglect of media language expression skills is the result of the host “for the dialect spoken first” thought. Communication science believes that the first thing is to be accurate in news communication. Only accurate information dissemination is effective information dissemination. Neglecting the important skills of accent, stop, rhythm, and tone in electronic media will only result in the loss of accuracy in the delivery of news. Therefore, in dialect news hosting, we still need to pay attention to the use of language skills in broadcasting and avoid the idea that dialect is the only thing that matters in the process of dialectalization of news programs. The dialect style and media language skills must be balanced to make the dialect news effective. In the dialect news program hosting, we should pay attention to: the accurate grasp of the core of each news message; the reasonable control of dialect speed and appropriate adjustment of intonation; the establishment of the dialect host audience's sense of object and the creation of the living context. Regardless of the form of language used to disseminate news information, the principle of accuracy is the core element that the host announcer should keep in mind.

3.4. Scientific Composition of Dialect Expression

The dialect itself is very complex, for example, the dialect piece within the same dialect area is very different. For example, there is a big difference in pronunciation between different dialects in the same dialect area. Therefore, we suggest that dialect newscasters must focus on the scientific composition of language. This refers specifically to the scientific selection and combination of speech, vocabulary, and phrases in news dialect expressions.

In particular, we should pay attention to the similarities and differences of the audience's voice set by the media, and choose the part with the same intonation; we should pay attention to the popular expression of the vocabulary in the dialect of the news content, and choose the most popular vocabulary to express accurately; we should pay attention to the choice of the syntax and tone of the expression in the dialect of the news content, and pay attention to the rationality of the choice and the integrity of the semantic expression. In short, the scientific composition of language components is necessary, paying attention to the universality and accuracy of the components and the beauty of the rhetorical effect. The scientific selection of dialect components can not only preserve the local flavor of dialects, but also effectively

expand the coverage of local dialects and enhance the local compatibility of dialects in news programs, thus truly realizing the effective combination of dialects and news.

Conflicts of Interest

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