

Emotional Expression and Voice Shaping: Emotional Transmission Strategies in the Art of Broadcasting and Hosting

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Abstract: This paper deeply explores the emotional expression and voice shaping strategies in broadcasting and hosting art. The literature review shows that emotional expression is crucial to information dissemination. Although existing research is rich, it is still insufficient in terms of the combination of the two and their application in the era of integrated media. The research results show that broadcasters and hosts need to have a deep understanding of the text and program themes, accurately grasp the emotional tone, and use association, imagination and personal emotional investment to enhance the appeal of emotional expression; in terms of voice shaping, they need to flexibly adjust the timbre, volume, speaking speed, pauses and tone to adapt to different emotional needs. At the same time, different audience groups have different sensitivities and preferences for emotional expression, and appropriate expressions need to be selected according to the characteristics of the audience. Future research can further explore the application of emotional expression and voice shaping in different media forms and program types, as well as develop more effective training methods and practical cases to enhance the emotional transmission effect of broadcasting and hosting art.

Keywords: Emotional expression, Voice shaping, Broadcasting and hosting art, Audience differences, Integrated media era

1. Introduction

In the diversified pattern of information dissemination, the art of broadcasting and hosting has become a key bridge connecting mass media and the emotional world of the audience with its unique media attributes. As a professional extension of language art in the field of mass communication, broadcasting and hosting is not only a carrier of information, but also an important medium for emotional communication. As the driving core of human cognition and behavior, emotion plays an irreplaceable role in the process of broadcasting and hosting. The quality of emotional expression directly determines the effectiveness of information dissemination, and the shaping skills of sound as the core form of expression of broadcasting and hosting art become the key variable of emotional transmission. From the perspective of broadcasting and hosting, emotional expression runs through the entire process of program production and dissemination. Announcers and hosts vividly display the emotional elements in the works through the grasp of voice, intonation, speed and tone, so that the audience can personally feel the emotional information conveyed by the program. Announcers give emotional colors to voices by controlling the strength, pitch, rhythm and other elements of the voice. For example, a high-pitched voice can express excitement and excitement, while a low voice can convey sadness and heaviness. Therefore, especially in the current era of integrated media, the development of the emotional dimension of broadcasting and hosting art has become a key issue in improving communication effectiveness.[1]

2. Research Purpose and Scope

In today's era of increasingly diversified information dissemination, broadcasting and hosting art, as an important bridge connecting mass media and the emotional world of the audience, has become increasingly important in terms of its emotional transmission strategy. This study aims to deeply explore the emotional transmission strategies of emotional expression and voice shaping in broadcasting and hosting art, in order to provide strong theoretical support and practical guidance for the development of broadcasting and hosting art.[2]

Emotional expression and voice shaping are the core elements of broadcasting and hosting art. Emotional expression can not only enhance the efficiency of information dissemination, but also promote emotional resonance with the audience, enhance the attractiveness of the program and the stickiness of the audience; and voice, as an important carrier of emotional transmission, has a direct impact on the expression effect of emotion through its shaping skills. This study will deeply analyze the role and influence mechanism of emotional expression and voice shaping in information dissemination, and explore how the two can be organically combined to achieve more efficient emotional transmission and information dissemination.

[3]At the same time, the study will also focus on the differences in the acceptance of emotional expression and voice shaping by different audience groups, and strive to provide broadcasters and hosts with more targeted expression strategies to meet the needs of different audiences.

In terms of research scope, this study will comprehensively cover the basic theories, internal mechanisms and specific implementation methods of emotional expression and voice shaping. The basic theory will provide a solid academic foundation for the research and help to deeply understand the nature and laws of emotional expression and voice shaping. The exploration of internal mechanisms will reveal how emotional expression and voice shaping play a role in the broadcasting and hosting process, and how they influence and cooperate with each other. The analysis of specific implementation methods will provide practical guidance for practice, helping broadcasters and hosts to better master the skills of emotional expression and voice shaping.

In addition, this study will also explore the application of emotional expression and voice shaping in different program types and integrated media environments. Different types of programs, such as news programs, literary programs, and interview programs, have different requirements for emotional expression and voice shaping. For example, news programs usually require serious and objective emotional expression and steady and clear voice shaping to reflect the authority and credibility of the news; while literary programs can use rich emotional colors and varied voice skills to create a relaxed or touching atmosphere and enhance the entertainment and attractiveness of the program. At the same time, with the advent of the era of integrated media, broadcasting and hosting art are facing new opportunities and challenges. In the integrated media environment, information dissemination channels are more diverse, and the audience's reception habits and emotional needs have also changed. Therefore, studying the application of emotional expression and voice shaping in the integrated media environment is of great significance for improving the communication effect and influence of broadcasting and hosting art. This study will explore innovative strategies and practical models of emotional expression and voice shaping through the analysis of different program types and integrated media environments, and provide useful reference and reference for the development of broadcasting and hosting art in the new era. [4].

3. Research Methods

In this study, we mainly use literature analysis to deeply explore the emotional transmission strategies of emotional expression and voice shaping in broadcasting and hosting art. We have extensively collected a number of academic documents in the field of emotional expression and voice shaping, which cover the theoretical research and practical exploration results of this topic from different periods and different research perspectives. Through the comprehensive organization, classification and detailed analysis of these text materials, we extracted key research viewpoints, methods and conclusions, and then summarized the achievements and shortcomings of existing research in this field.[5]

At the same time, we also paid attention to the application cases of related research in different program types and media environments, which enabled us to understand the practical application of emotional expression and voice shaping from multiple dimensions and levels. In addition, we also conducted an in-depth analysis of the research results related to audience acceptance differences involved in the literature, in order to provide a reference for studying the acceptance preferences of different audience groups for emotional expression and voice shaping.

In the analysis process, we used a variety of research methods to ensure that the interpretation of the literature was accurate and comprehensive. At the same time, comparative analysis also played an important role. We compared the differences in views, the advantages and disadvantages of research methods, and the similarities and differences in research conclusions of different scholars, so as to more clearly present the overall context and status of research in this field.

Through the systematic sorting and in-depth analysis of these documents, we hope to build a solid theoretical foundation for the discussion of this article, provide strong support for further in-depth research on the application of emotional expression and voice shaping in broadcasting and hosting art, and provide useful references and inspirations for future research directions and practical development paths in this field. [6]

4. Research Results

In the field of broadcasting and hosting, the importance of emotional expression has been widely recognized. Numerous studies have shown that emotional expression plays an irreplaceable role in broadcasting and hosting. It can enhance the efficiency of information transmission, promote emotional resonance with the audience, and enhance the attractiveness of the program and audience stickiness. Broadcasting and hosting can clearly and effectively convey information and significantly improve the acceptance and memory rate of information by presenting content with infectious language and appropriate emotional investment. The appropriate use of emotions can establish a deep emotional connection between the broadcaster

and the audience. This connection prompts the audience to resonate with the content emotionally, enhancing the influence and persuasiveness of the information. The richness and timeliness of emotional expression can significantly enhance the attractiveness and viewing rate of the program. For example, by adjusting the temperature and rhythm of the voice to adapt to the expression needs of different situations, the host can effectively attract the attention of the audience and maintain their continued interest in the program.

As a carrier of emotional transmission, the role of voice has also been studied in depth. Voice control is the key to expressing emotions. Singers or broadcasters can effectively simulate and convey complex emotional levels by finely adjusting the volume, timbre and pitch of the voice. The choice of timbre is crucial to the transmission of emotion. Different timbre can stimulate different emotional responses. For example, warm timbre can easily make people feel at ease, while sharp timbre may cause tension or uneasiness. Dynamic changes are also an important means of emotional expression. By simulating the ups and downs of emotions through changes in the strength of the sound, emotional content can be expressed more vividly. The use of rhythm speed and pauses can also effectively convey specific emotions. For example, a fast rhythm can express excitement or tension, and timely pauses can enhance dramatic tension. In addition, breathing techniques also play an important role in the depth and strength of emotional expression. Good breathing control can ensure the continuity and stability of the sound, making the expression of emotions more fluent and natural.

Although emotional expression and voice shaping have been studied in depth, there are relatively few systematic studies on how to organically combine the two in broadcasting and hosting practice, and there is a lack of specific strategies and methods to guide. Current research focuses on theoretical discussions, and there is insufficient analysis of specific cases in the actual operation of broadcasting and hosting. There is a lack of empirical research to verify the applicability and effectiveness of the theory. Different media platforms and communication channels have put forward new requirements for emotional expression and voice shaping. How to achieve effective emotional transmission and optimal voice shaping in a converged media environment requires further research. At the same time, there is a relative lack of research on the differences in acceptance and preference of different audience groups for emotional expression and voice shaping, which to some extent affects the accuracy and effectiveness of broadcasting and hosting art in emotional transmission. Understanding the impact of different cultural backgrounds, age, gender and other factors on audience emotional acceptance can help broadcasters and hosts better adjust their emotional expression methods to meet the specific needs of different groups.[7]

Therefore, it can be seen that previous studies have laid a solid foundation for the exploration of emotional expression and voice shaping in broadcasting and hosting art, but in the context of the era of integrated media, further in-depth research is still needed to better meet the needs of the development of broadcasting and hosting art. Future research can be carried out from the following directions: First, strengthen the specific strategy research on the combination of emotional expression and voice shaping, and verify its application effect in broadcasting and hosting through empirical research; second, in-depth exploration of the new requirements for emotional expression and voice shaping in the era of integrated media, and explore innovative strategies and methods; third, pay attention to the differences in emotional acceptance of different audience groups, carry out targeted research, and provide broadcasters and hosts with more personalized guidance on emotional expression and voice shaping.

In the art of broadcasting and hosting, emotional expression and voice shaping are key elements to achieve emotional transmission. Announcers and hosts need to deeply understand the text and accurately grasp the emotional tone of the program theme. For example, in news broadcasts, according to the nature and theme of the news, determine the tone of solemnity or lightheartedness; in literary and artistic programs, through association and imagination, put yourself in the program situation to make the voice more appealing. In addition, tapping into personal experience and emotional input, recalling feelings in similar situations, or stimulating emotions with the help of music, movies, etc., can better stimulate inner emotions and make the expression natural and smooth.[8]

In terms of voice shaping, the adjustment of timbre can be achieved by changing the position of the voice and the way of resonance, such as the front of the mouth makes the voice bright and crisp, and the chest resonance makes the voice deep and thick. Volume control relies on breath adjustment, and a steady and powerful breath can make the voice full and textured. The speed of speech should be moderate. In urgent or exciting situations, the speed of speech can be accelerated, and the emphasis or deep thought of the content needs to be slowed down. The use of pauses can enhance the sense of rhythm of expression and give the audience room to think. For example, in poetry recitation, reasonable arrangement of pauses and speech speed can enhance appeal. The tone of voice should be adjusted flexibly according to the content and emotional needs, such as using a relaxed and cheerful tone when happy, and a low and soothing tone when sad.

Different audience groups have different sensitivities and preferences for emotional expression. Listeners with a deep cultural background may prefer implicit and elegant emotional expressions, while modern urban listeners prefer direct and bright emotional expressions. Female listeners are more sensitive to emotionally rich expressions, while male listeners pay more attention to the log-

ic and practicality of information. Understanding these differences will help broadcasters and hosts choose appropriate emotional scheduling and expression methods to meet the needs of different groups and enhance the appeal of the program.

5. Summary

This article deeply explores the key strategies of emotional expression and voice shaping in the art of broadcasting and hosting. First, broadcasters and hosts need to deeply understand the text and program theme and accurately grasp the emotional tone. On this basis, they should make full use of imagination and association to enhance the authenticity and appeal of emotional expression. For example, in news broadcasts, they should choose a serious or relaxed tone according to the nature of the news; in literary and artistic programs, they should put themselves in the situation through association. In addition, tapping into personal experience and emotional input, and stimulating emotions with the help of music, movies, etc., can stimulate inner emotions and make the expression natural and smooth. In terms of voice shaping, broadcasters and hosts need to flexibly adjust the timbre, volume, speed, pauses and tone to adapt to different emotional needs. For example, they can adjust the timbre by changing the vocal position and resonance mode, control the volume by breath regulation, adjust the speed according to the urgency or depth of the content, use pauses to enhance the sense of rhythm and appeal, and change the tone according to emotional needs.

These strategies are of great significance to improving the emotional transmission effect of broadcasting and hosting art. Accurately grasp the emotional tone and voice shaping skills, so that the broadcaster can effectively resonate with the audience, enhance the program's appeal and influence, and improve the program quality and audience satisfaction. For example, the combination of appropriate emotional expression and voice shaping can make news broadcasts more in-depth and warm, allowing the audience to feel the host's emotions and attitudes while obtaining information, thereby deepening their understanding and attention to news events.[9]

Future research can further explore the differences and applications of emotional expression and voice shaping in different media forms and program types. Different media platforms and program types have different requirements for emotional expression and voice shaping. Studying these differences will help broadcasters and hosts to accurately use emotional expression and voice shaping skills according to different platforms and program characteristics to improve program effects. For example, radio programs pay more attention to the expressiveness and appeal of voice, TV programs also need to combine pictures and body language, and live broadcasts on the Internet emphasize real-time interactivity and the rapid transmission of emotions. In addition, it is also important to explore more effective training methods and practical cases. The development of the art of broadcasting and hosting requires continuous optimization of training methods to provide practitioners with more targeted and effective training. For example, develop broadcasting and hosting training courses and tools based on the new media environment, conduct case studies on emotional expression and voice shaping, summarize successful experiences and promote their application.

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