

Non-verbal Symbol Features of TV Host Li Yong

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Abstract

This paper mainly analyzes the non-verbal symbolic features of the column hosted by Li Yong's. As an important means of communication, non-verbal symbols play an irreplaceable role in the process of interpersonal communication and information transmission. The Silent language such as facial expression, postures and body movement of language users also plays an important role in the process of information transmission.

Keywords

Host Li Yong; Nonverbal symbols.

1. INTRODUCTION

In order to achieve the hosting effect of the program and let the audience participate in the program better, the host should not only be good at using language to communicate with the audience, but also use non-verbal symbols to express himself or better communicate and interact with the audience. Non verbal symbols such as gestures, eyes, expressions and movements can convey specific meaning to people. Compared with linguistic symbols, nonverbal symbols are more conducive to shaping a person's visual image and thought. In his book, Edward hall points out that, compared with spoken language, silent language has more meanings and is much more vivid than spoken language. In the process of hosting, whether the host can use nonverbal symbols properly determines the effect of program hosting to a certain extent, and is also one of the key factors to determine the success or failure of the program. If the host's language is generous and appropriate, other nonverbal symbols are also used appropriately, such as an elegant action, a warm sunshine smile, and a proper dress, all of which can win the audience's recognition of his thought, personality and taste. If the host only expresses himself through language without any assistance of body language, it will not only make the audience feel tired of sight and hearing, but also make the audience understand the changes of his thoughts and feelings, and maintain good interaction and communication with them. Therefore, for a host, the correct use of nonverbal symbols is very important.

2. FACIAL EXPRESSION

"Psychologists Paul Ekman and Wallace v. Friesen have studied facial expressions and found that the basic expressions (happiness, anger, sadness, happiness and fear) are expressed above the neck." [1] Facial expression is the externalization of a person's emotion, and it is the signal lamp of human emotion.

As an excellent host, Li Yong is able to use different facial expressions according to the changes of program content, scene and atmosphere in the process of hosting the " distinctive seven days" column to match the situation of voice language. His facial expression is very rich, which plays an important role in conveying emotion, activating atmosphere and attracting audience's attention.

Example 1:

Li Yong: Tianjin, the mobile phone tail number is 6830. His wife always loses her mobile phone. He is afraid that she will lose it one day, so he wants "distinctive seven days" to give him a movie with GPS positioning (reading here, he can't help laughing, when the background shows no connection, Li Yong grins) no, I, you think, a husband wants to give his wife a mobile phone with GPS positioning. (pick eyebrow smile) this is afraid to lose, or afraid, or afraid of other ha (smile and interact with everyone), not at ease ha.

Example 2

Lucky audience: Hello, brother Yong. Are you brother Yong? (I'm very excited. My voice has changed. I ask Li Yong again.)

Li Yong (squint, frown, smile)

Example 3

Li Yong: the last golden egg. Connect. Information from Jiangsu, tail number 0892. Like to read online books, but because of the long time, eyes tired, hope to give him an eye therapy instrument. (after reading the text message, he listened attentively to the phone's Cantonese RBT, nodded his head twice, raised his eyebrows and turned his mouth.) I didn't understand a word. Time out! Look for it! (raise your voice) (lower your head) on! Yes! (in dialect) you!

Example 4

Li Yong: Guangdong, mobile phone tail number is 9461. Da Fang ha, give me an induction cooker. It's easy to say. Do you think you can make a golden flower. Let me and my roommates watch TV while eating hot pot. (as the mobile phone rings, Li Yong raises her eyebrows, looks puzzled and leans forward to face the audience.) why is the child so gentle. boy? Girls? (the ringtone of the mobile phone continues to ring, with a smile on his face and eyes turning back and forth. With the end of the connection time, the ringtone stops and the host is pulled back from the ringtone. Li Yong cooperates randomly and makes a smart call.)

Example 5

Li Yong: when will it be born? (soft voice, expectant expression)

Lucky audience: Well, September.

Li Yong: ah? I'm sorry (stroking my head with a smile), I confused the confinement with the maternity (laughing, crouching).

Lucky audience: ang. Ha ha

Li Yong: it's the end of life.

Lucky audience: Ang, yes!

Li Yong: Yes, yes (touching my forehead with a smile), I, I am blinded. I thought your wife in confinement before giving birth.

Example 6

Li Yong: the last golden egg. Connect. Information from Jiangsu, tail number 0892. Like to read online books, but because of the long time, eyes tired, hope to give him an eye therapy instrument. (listening attentively to the phone's Cantonese RBT, nodding twice, picking eyebrows, and turning his mouth) I didn't understand a word. Time out! Look for it!

In the column "distinctive seven days", Li Yong uses lip language more, especially smile. In the process of hosting the program, Li Yong will not be condescending or specialized. When he chats with competitors or lucky audience, he always brings gentle eyes and a smile to make the other party feel comfortable and relaxed.

3. BODY POSTURE

Body posture is an important information source in the process of communication. Body posture can be divided into two types according to body posture changes, namely static posture and dynamic posture. Static posture includes standing posture and sitting posture, while dynamic posture includes walking posture and gait. In the process of hosting "distinctive seven days", Li Yong often uses squatting, standing, turning, bending and other postures, so as to better interact with the contestants and the audience, and make them feel relaxed, free, equal and respected.

Example 7

Li Yong: the first message is from Shandong. The mobile phone tail number is 9313,. (standing reading information) he is doing mine rescue work. After training, he is bored. He wants to get a handheld game machine. (the voice prompt at the scene is "sorry, the number you dialed is out of service.") (Li Yong spreads his hands and shakes his head helplessly) Look for it! Results: on! Yes! You! (turn around and look for the lucky audience)

Example 8

Li Yong: first of all, it's the hero No. 1 who will meet you. Let's give a big round of applause to Huang Jialiang, the No.1 hero

Li Yong: Hello, Jia Liang. (after that, half squat and half kneel, keeping a level view with the little guest)

Huang Jialiang: Hello, Uncle Li Yong!

Example 9

Li Yong: (lowers his head and smiles) today, Huang Jialiang's father also came to the scene. Let's get to know each other (get up and talk to Huang Jialiang's father). Now your son wants you to leave class. Are you in a good mood? (deliberately showing his pride and feeling like watching a good play)

Among the body postures, Li Yong uses the most, and what impresses people is half squatting and half kneeling. For example, in a program (55-2-2, 2010), he kept half squatting and half kneeling for 5.09 minutes and 18 times when talking with players.

In the column "distinctive seven days", when the host Li Yong talks with the little guests, his body posture of half squatting and half kneeling is more and more obvious. The reason why he uses this body posture is that he takes into account the small guests' low stature, squatting and kneeling, and keeping a level view with them. It is not only convenient to communicate and interact with them, but also shows a kind of respect for them, so that the small guests can freely participate in the program.

4. BODY MOVEMENTS

Body action is the use of the body or a part of the body to make action, to express ideas, communicate feelings, transfer information in a form of expression. Li Yong is good at using rich body language to communicate with the audience in his hosting career of more than ten years. His commonly used body movements are bow, shake his head, gesture, especially the accompanying sign language and so on. "Concomitant sign language refers to that when people communicate with each other, they speak with appropriate actions, which is the natural flow of inner emotional changes. Through the organic coordination and echo of action and language to increase persuasion and appeal. This kind of sign language must be combined with the sound language to play a role [2]."

Example 10

Welcome to the audience in front of the TV. "distinctive seven days" interactive platform has been opened for you, if you have any dreams, wishes or ideas, you can edit SMS to us. (as you swipe your finger in front of the camera, the lens swings)

Example 11:

Congratulations on a mobile phone to you, thank you, thank you! (shake hands with lucky audience to say goodbye)

Example 12

Li Yong: come on, connect. Hainan, mobile phone tail number 7920. A female soldier, thousands of miles away from home to do her duty, but failed to help her mother. She felt guilty and sent an electric cooker with appointment function. (looking up to explain to the audience) ah, there are a lot of rice cookers now. They are intelligent. 1 ring, 2 rings, 3 rings (close your eyes, feel a sweat, but shake your head) 4 rings (then raise the hammer), (after 5 rings) look! (with his left hand, he raises his hammer, raises his head and shakes his head)

Example 13

Li Yong: come on, young man, tell me, let's choose one of the three. What's the golden egg number and what's the number?

Lucky audience: No.5.

Li Yong (with his left hand to guide the audience to take the mobile phone from the etiquette lady): a mobile phone, for you, thank you.

Example 14

Li Yong: the last golden egg. Connect. Information from Jiangsu, tail number 0892. Like to read online books, but because of the long time, eyes tired, hope to give him an eye therapy instrument. (listens attentively to the phone's Cantonese RBT, and nods twice) I don't understand a word. Time out! Look for it! (raise your voice) (lower your head) right! Yes! You!

As an important means of communication, sound language plays an irreplaceable role in interpersonal communication and information transmission. At the same time, silent language such as facial expression, body posture and body movements also plays an important role in the process of information transmission. In the column "distinctive seven days", Li Yong's body language varies from smiling, nodding, shaking his head, frowning, to wry smile, curling his mouth, bowing his head, half squatting and half kneeling. With the corresponding sound language, Li Yong conveys different meanings in different contexts. These non-verbal symbols not only enrich the content of the program and make viewers more involved, but also become an integral part of the host image of Li Yong. He uses a wealth of nonverbal symbols to shape his unique hosting style, which not only helps the audience receive more complete information, improves communication efficiency, enlivens the atmosphere of the program, but also wins the trust and love of the audience.

5. CONCLUSION

From the perspective of non-verbal symbols, Li Yong's body language is rich, whether it is smiling, nodding, shaking his head, frowning, or wry smile, curling his mouth, bowing his head, half squatting and half kneeling, etc., with the corresponding sound language, conveying rich meanings. These non-verbal symbols not only enrich the content of the program, make the viewers feel more substituted, but also become an integral part of Li Yong's image characteristics. Through these rich and unique nonverbal symbols, he created a unique, impressive and refreshing hosting style.

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