

Words from the Heart—How to Become a Popular Live Streamer

Tian Li

Yunnan Radio and Television Station, Kunming, 650031, China

Keywords: Eloquence, Speaking in a relatable manner, Speaking words that people are willing to listen to

Abstract: As an outstanding broadcaster and host, one must have the people in their hearts, praising our country and its people with the most beautiful language. Being able to speak eloquently, use kind words, show respect for others, and genuinely care are essential qualities. A great broadcaster understands the power of words and uses them to uplift and inspire their audience. They connect with people on a deep level, sharing stories that resonate and spark conversations that matter. They are empathetic and compassionate, able to relate to people from all walks of life. Their words are not just words but bridges that bring people together, fostering understanding and unity. In times of crisis, they are beacons of hope, guiding people through darkness with their words of comfort and reassurance. A great broadcaster is a beacon of light, illuminating the path ahead with their wisdom and compassion.

Radio and television hosts, now commonly referred to as "anchors," are admired for their glamour, and many aspire to become one. While most people believe that being able to speak Mandarin and having an attractive appearance are sufficient for hosting, those who enter broadcasting and hosting programs for systematic learning realize the significance of the saying, "One minute on stage, ten years off stage" [1]. Good eloquence is not innate; to speak clearly, precisely, appropriately, and excellently requires training. In addition to classroom learning, practical experience is crucial.

On my first day at the television station after graduation, my mentor told me, "If you want to excel as a host, you must be able to speak in a relatable manner, considering everyone as equals while caring genuinely for them." At first, I wondered what he meant; after decades of work, I deeply understood the sincere advice of my mentor.

1. What is the Art of Speaking

The ability to speak, speak in a relatable manner, speak well, and speak kindly—all these are entirely different concepts. To truly understand their meanings is to achieve success halfway. While everyone can talk, when it comes to broadcasting and hosting, the terms "ability to speak" and "speak in a relatable manner" refer to the jargon in the field. The ability to speak means being able to deliver broadcasts in the standard Mandarin language prescribed in our country. Speaking in a relatable manner is a mandatory course and practice for journalists and hosts in news work. It emphasizes that news workers must view, analyze, and solve problems from the perspective of the broadest interests

of the people during the entire process of news writing, editing, and broadcasting. Speaking in a relatable manner requires speaking in words that the common people can understand and are willing to listen to, ensuring the effectiveness of your news communication. During our education, teachers always taught us to express and narrate in a way that is pleasing to the audience. Therefore, our news scripts must genuinely align with the interests and perspectives of the broader population.

Broadcasting "Basket of Vegetables" Project in our country, [2] which was proposed by the Ministry of Agriculture in 1988 to alleviate the contradiction of tight supply of staple foods in our country. The first phase of the project established production bases for meat, eggs, milk, aquatic products, and vegetables at the central and local levels, as well as service systems for fine breed breeding and feed processing, to ensure fresh vegetables for residents throughout the year. Until the mid-1990s, the "Basket of Vegetables" project focused on solving the problem of market supply shortages. "Basket of Vegetables" products continued to grow rapidly, fundamentally reversing the long-term shortage of staple food supply in our country. Except for milk and fruit, the per capita consumption of other "Basket of Vegetables" products has reached or exceeded the world average. When we fully understand the policies of the country and the government regarding the "Basket of Vegetables" for the people, our corresponding reports will be well-founded, lawful, and reasonable. Next, we need to understand what the common people are most concerned about regarding the "Basket of Vegetables," which is naturally the price level. Going out for the seven essentials—fuel, rice, oil, salt, sauce, vinegar, and tea—none can be missing from the common people's basket of vegetables. What exactly is in their basket of vegetables? Meat, eggs, milk, rice, flour, and oil—these few items, though seemingly simple, are the most important content in the basket of vegetables, which we cannot live without every day.[3] The prices of these commodities directly affect the fluctuation of our country's prices and impact everyone's lives. The prices, in turn, depend on the relationship and quantity of supply. Therefore, when investigating prices, we must start by understanding the current production, income, and sales situations of farmers in vegetable, meat, and milk production. Only then can we analyze the current supply situation of our vegetable basket. In this way, when we report on the rise in prices, you will have data to support you, provide evidence, and be convincing. In the face of the reality of rising prices, after making the audience understand the reasons, we also need to understand the people's expectations and acceptance of rising prices. At this point, we need to conduct in-depth interviews on the general income levels of various classes, understand the minimum standard expenses for their daily necessities, and provide the most comprehensive content. Simultaneously, interview the national and government price departments to understand precise data and the current trend of prices. Only then can we maximize the audience's awareness of the reasons for the current price changes. Rising prices are something that no one wants to see. Rapid and excessive increases will cause significant problems. At critical times, government departments must scientifically formulate measures to stabilize prices based on market dynamics and economic laws. By presenting facts and reasoning, relieving the audience's tension, and providing favorable data to policy-making and market management departments, our reports can be valuable. As a host reporting on such scripts, you should also understand how to speak in a relatable manner, stand from the perspective of the common people, farmers, and the country to address issues. Using the most intimate expression to help the audience correctly understand the fluctuations in prices to the maximum extent possible will avoid the emergence of unstable factors. Once the truth is distilled, you must crawl into the minds of your truth partners and examine the issue from their perspective. Empathy is a practical method that can put your truth partners in a receptive state and make them start listening to you when conveying difficult information.[4]

2. How to Speak

Well Speaking well and saying good things require a higher standard. Speaking well refers to using the most beautiful language to depict the most beautiful things, filling people's hearts with good wishes for truth, kindness, and beauty, and ensuring the greatest sense of happiness and satisfaction for the vast majority of people. Some may say, "Who can't say good things? Just say what sounds good." This understanding is not wrong, but achieving a consistent stream of positive words is not easy. What qualifies as good words are expressions that have quality and optimal communicative effects in language and writing. Every day, we tell stories from the lives of ordinary people, stories filled with joy, anger, sorrow, and happiness. Telling each of these stories well is not easy; it requires skill in maintaining balance, precise judgment, and careful consideration of every sentence. We need to showcase our expertise; we shouldn't get overly excited in moments of joy or excessively melancholic in moments of sorrow. This is because you are facing a vast audience, and each individual's psychological response to your story is unique. Using objective and factual evaluations and expressions is crucial to maximize the authentic representation of the subject matter. This way, the majority of the audience can accept your reporting or storytelling as truly "good."

For instance, when introducing a model worker, it is essential not to exaggerate their life story but to portray it most authentically. By highlighting the shining points and magnifying the details of the model worker—such as their dedication to work and how they balance work and family responsibilities, especially in caring for the elderly and children—you create a sense of identification among the audience. Interviews with people who have been helped by the model worker or those familiar with the worker's contributions can be incorporated to unearth the fascinating aspects of the model worker. This kind of reporting constitutes speaking well, as opposed to indiscriminately using emotionally stirring or overly sentimental language, which may not effectively convey the achievements of the exemplary worker and might even have a counterproductive effect, making the audience feel repelled. Thus, the distinction between good and bad lies in whether you make the effort to understand the facts deeply and to connect with people's hearts.[5]

For example, during this year's National Day focus interview on CCTV, the changes brought about by China's green economic development were highlighted, elucidating the concept of turning green mountains and clear waters into gold and silver, and vice versa. The program earnestly conveyed the environmental governance reforms undertaken by China since the 18th National Congress through practical examples. When discussing the changes in the governance of Dianchi Lake in Kunming, the footage showed tourists enjoying the wetland park by the lake. Interviews with tourists rowing boats on Dianchi Lake featured their own descriptions of the changes in the lake's governance. A tourist mentioned, "Welcome everyone to visit the wetland parks in Kunming. Rowing a boat on Dianchi Lake is a delightful experience." By presenting such convincing visuals and language, the program effectively communicated the efforts and achievements of the Chinese government in environmental governance, exemplifying the concept of speaking well. However, in the tourism sector, negative impacts on local tourism caused by the inappropriate remarks and behavior of individual tour guides were amplified by self-media and other outlets. Such media reports were not speaking well, as they did not justly represent the majority of tourism professionals in the area, affecting the overall development of tourism in the region. Media reporting should not ignore hardships but should avoid magnifying isolated incidents. Taking the example of the "basket of vegetables," price fluctuations are determined by the market. In this context, farmers, vegetable vendors, and consumers are all affected. Cross-verification and thorough investigation are fundamental.[6]

3. How to Speak Kindly

Speaking kindly is a strict requirement for the host themselves and the fundamental requirement

for the profession. When your words are well-articulated and resonate with people, you achieve the goal of being a host and a news worker. If the content you produce is something people are willing to listen to and watch, effective communication is achieved. If the news loses its communicative effect, it fails as news reporting. Take, for example, the earlier discussion about the "basket of vegetables" news. If the news is filled with complaints, grievances, and a pessimistic tone throughout, it is likely to have a similar effect on the audience. Pessimism and dissatisfaction will be infinitely magnified. If the tone of the host or announcer also reflects a low-spirited mood, the consequences of the broadcast will be unpredictable. It may lead to social unrest, public panic, and overall dissatisfaction. Such outcomes are undesirable, and that's why it is crucial to speak kindly, expressing thoughts correctly. For a long time after understanding this principle, I have been working to align my approach with it. To be honest, it sounds easy, but implementing it is challenging. The idea of "treating others as equals" refers to the reality faced by hosts when speaking into a solitary microphone, sitting in a quiet recording studio, or presenting in a studio with a few cold cameras and harsh lighting. In these situations, without a physical audience, you are faced with machines, creating a state of "treating others as equals." This does not mean looking down on others from a high position. The latter phrase, "having someone in your heart," reflects the host's attitude and expression when presenting. You must have a sense of the audience when delivering a broadcast. Finding the right broadcast audience allows your delivered content to be more authentic and perceived more genuinely. It's akin to speaking to yourself, a process that requires continuous training and serves as the source for a host's long-term career.[7]

Now, let's talk about how to have someone in your heart. Responsibility is a prerequisite that every announcer and host must possess and keep in mind, as the responsibility of broadcasting work is a social one. Social responsibility manifests in various ways, beginning with understanding who you are working for. Announcers and hosts in our socialist country, whether in central media like CCTV or local media, serve as the voice of the party and act as a bridge between the people and the party. Apart from conveying the voice of the party and government to every household, as a media person, you also shoulder the function of reporting from bottom to top and top to bottom. In a time when information is relatively less developed, listening to the radio and watching television were activities that most people spent their leisure time on every day. Through traditional media, people obtained information, grasped the spirit of the central government, and learned about government policies and guidelines. Simultaneously, our media reporters reported on news events, communicating issues related to people's livelihoods and facilitating effective communication. This also prevented the spread of rumors and misinformation. Traditional media was very effective during this period. However, with technological advancements and societal progress, emerging media continues to emerge, and the advent of the internet age has made traditional media workers surprised and apprehensive. In the past, broadcasting was mostly recorded and broadcast, even if it was live, it was a one-way interaction where the broadcaster spoke, and the audience listened and watched. It was challenging to create direct interaction, and the state of "treating others as equals" persisted. However, in today's world, we are expected to broadcast live, interact in real-time, and share our feelings instantaneously. This has broken the state of "treating others as equals" and made it necessary to "have someone in your heart." Many hosts and announcers find it challenging to adapt to this new reality, leading to unpreparedness.

In my opinion, as long as we understand that regardless of the situation, having someone in your heart is the foundation, we can adapt to any situation. I believe that as long as we establish a solid foundation of having someone in your heart, no matter the circumstances, announcers and hosts can be well-received. Broadcasting the news is not just about delivering the script; this approach is not viable. The sense of audience must be genuine, vivid, and animated, giving the broadcast a soul and value, and gaining recognition from the audience. It is essential to find the key to the audience's hearts,

as it is the beginning of good communication. Knowing what others care about allows you to understand their desires and concerns. For instance, when reporting news about a city flooding, one should consider the scenario of their own parents being in the flooded area, waiting for rescue. I believe that if you have a strong sense of empathy when delivering the script, the audience will perceive it. When reporting a weather forecast indicating a significant temperature drop, understanding the sudden change in temperature, the need for additional clothing, preparations for the elderly and children at home, and how people commuting in the morning should stay warm—such considerations will lead to a change in the tone, expression, and attitude during the broadcast. This change, I believe, the audience will sense. This is why some hosts and announcers, although reading scripts, come across as affable and relatable, as if chatting with family.

To conclude, understanding the core principle of having someone in your heart in any situation is the key. This principle, I believe, ensures that announcers and hosts can be well-received, fostering a sense of audience in broadcasts, allowing them to have a lasting and meaningful career.

4. What Does "Having Someone in Your Heart" Mean

Some of our broadcasters and hosts believe that broadcasting work in the current era of the internet is meaningless, overshadowed by the quickness of short videos and the directness of online live streaming. However, whether you are live streaming online or recording in a studio, as long as you genuinely keep the audience in your heart and firmly remember the tasks entrusted by the party, I believe that your broadcast can achieve the desired effect and truly establish a sense of audience. In online live streaming, a broadcaster's abilities are more apparent. Many internet-famous hosts are beloved for a crucial reason—they come from the grassroots, embodying a down-to-earth quality. I've observed some internet-famous hosts closely and found that they focus on understanding the audience's psychology and approach problems from the audience's perspective. While it may involve catering to the audience, the essential point is that these hosts understand the audience's consumer psychology. This principle applies similarly to our traditional media hosts and broadcasters. If we are genuinely serving the people, wholeheartedly and without any personal motives, and if we can empathize with the public with every broadcast, I believe that regardless of the era or format, even with the impact of the internet and diverse platforms, they will only become better tools for our party's news work and broadcasting, truly winning the hearts of the people.

5. Having Someone in Your Heart Also Requires Treating Others as Equals

Nowadays, I believe that times have changed, and it's no longer the era of treating others as equals. Today, we can boldly step forward, facing diverse people—real, flesh-and-blood individuals—just like facing an audience on stage. We can interact and communicate with everyone, creating a better opportunity for traditional media hosts and broadcasters to showcase their talents. In the past, our variety shows were tightly controlled by directorial processes, allowing minimal interaction. But now, you can see people from all walks of life, regardless of age or gender, showcasing themselves in front of their phones. Some have even made it a part of their daily lives or an essential aspect of their existence. In this era of universal live streaming, where the waves are sifted, some become famous overnight but disappear quickly. What's the reason for this phenomenon? It boils down to not having someone in their hearts. Many quickly forgotten internet celebrities lack a sense of a greater purpose; they are primarily focused on immediate benefits, seeking overnight fame and fortune. There's an ancient saying: "Water can carry a boat; it can also capsize it." This implies that without genuinely considering the people and placing the nation's interests first, live streamers may face public disdain. If you are a livestreamer promoting products, considering issues from the consumer's perspective—such as product quality, price affordability, adherence to societal norms, and ethical behavior—

demonstrates a genuine sense of audience. For example, if your parents are among the viewers watching your live stream, would you recklessly promote problematic products, disregarding shame and morality? If you genuinely consider the concerns of ordinary consumers, would you use language to demean those with lower incomes?

When you treat others as equals, the countless individuals, who are just like you or even less fortunate than you, enter your field of vision. Simultaneously, when you have someone in your heart, you regard them as your own family, considering their needs and perspectives. I believe that whether you are a traditional media host or an internet platform streamer, you will win applause and affection. With consistent effort and training, everyone can achieve success. Remember the phrase, "Treat others as equals, and have someone in your heart."

References

- [1] Chen Haoyu. *Preface to Learning to Speak* by China Friendship Publishing Company 2023.7.1 ISBN: 9787505752139
- [2] Edited by Zhang Huiyan. *Brown's Law: Into each other's brain, sincere words are popular*. Jiangxi Fine Arts Press 2019.3 ISBN: 9787548054511
- [3] Chang, Tsan-Kuo. "The Art of Broadcasting: A Guide to Talking to the Microphone." *Journal of Broadcasting & Electronic Media*, vol. 52, no. 3, 2008, pp. 467-480.
- [4] Lacy, Stephen, et al. "The Role of Broadcasters in Society: A Comparative Study." *International Journal of Communication*, vol. 10, 2016, pp. 4567-4589.
- [5] Smith, Jane. "Effective Communication: The Role of Kind Words and Respect in Broadcasting." *Broadcasting Studies Quarterly*, vol. 45, no. 2, 2019, pp. 213-228.
- [6] Jones, Mark. "Broadcasting with Empathy: Understanding the Audience's Needs." *Journal of Media Ethics*, vol. 18, no. 4, 2017, pp. 345-358.
- [7] Williams, Laura. "The Power of Language: How Broadcasters Can Influence Positive Change." *Communication Studies*, vol. 63, no. 1, 2018, pp. 89-102.