



Construction of Comprehensive Quality of Public Relations Etiquette Host

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Abstract

Public relations etiquette hosting is an important part of contemporary broadcasting hosting practice teaching, is the broadcasting hosting major students contact with a high frequency of practical activities. The success of a public relations etiquette activity depends to a large extent on the host's professional ability cognition and professional skills, which are important aspects of the comprehensive quality of the host. This paper analyzes the cultivation method of public relations etiquette host talents based on the practical work of public relations etiquette host and the theory of hosting communication, so that students can distinguish the modules of the quality of public relations etiquette host in the study of applied hosting skills, and temper their hosting ability based on market demand. In order to explore the way for students' career development, explore the way to improve the quality of public relations etiquette host closely combined with practice. To clarify the theory of the subdivision field of the host communication practice and consolidate the practice foundation, so as to promote the orderly development of China's public relations etiquette host market.

Keywords

Public relations etiquette host, host comprehensive quality

1. Introduction

In recent years, the employment situation of students majoring in broadcasting and hosting art is not optimistic. Colleges and universities have begun to observe the employment field of etiquette hosting. Some application-oriented undergraduate universities have set up the direction of etiquette hosting as one of the self-selected directions of talents training students majoring in broadcasting and hosting art, and have done a lot of systematic research work. The purpose of this paper is to promote the theoretical research of public relations etiquette hosting, and to explore a feasible way for the employment of students majoring in broadcasting and hosting arts. Etiquette culture education is to completely get rid of the dilemma of "two skins" of thought and action, and promote the complement of etiquette behavior and etiquette concept (Xu A H, 2021).

2. Public relations etiquette host professional ability construction

2.1 Decent and thorough early communication skills

The most important part of public relations etiquette is the communication link before the activity, the significance of early communication for the success of the activity is like the "conductor" score reading and notation to the concert. Ensure that the participants and organizers of the activity are able to follow the "movement" to ensure

that the activity is orderly and smooth. As the host of the activities to grasp the link to promote the people, should pay attention to the details of the activities are implemented in place. Even if the timing of a piece of discourse music is not accurate, it is very likely to cause activity stagnation and the overall atmosphere fault. Communication meeting personnel by the public relations etiquette activities of the host representatives, representatives of the organizers, planners and other people (Xu A H, 2021). Early communication must pay attention to the following three points.

1) "Long-termism" builds professional impressions

Pr etiquette hosts need to value every opportunity to meet with employers. Respect the "customer". The first impression the host gives the client is particularly important. Should establish "long-term" career concept. Introduce yourself fluently and accurately. Keep clean and well-groomed clothes and good posture. In discourse communication, pay attention to rhetoric and communicate with warmth. This is very important for building a positive career image.

2) "Distinguish meaning by listening to sound"

Involves specific activity process execution, as a collective "outsider" in a unit, there must be many information blind areas. Be sure to listen carefully to the person in charge, get the necessary information. The excellent host should understand the real intention of the activity organizer through communication, grasp the main link key purpose. The host should optimize the communication effect in the short activity flow.

The host relies on the market trust to obtain the basis for survival. Trust is confidence in someone's expectations and it's a basic fact of social life. Trust is the medium of exchange and communication (Song Li, 2008). Trust is an attitude. Believing that one's actions or the order around them conform to one's desires. The so-called sense of trust refers to the psychological experience of an individual's identification and dependence on another individual psychologically or emotionally (De, Nicholas Luhmann, 2006). The host of public relations etiquette should fully communicate with the planning team and the organizer.

3) Opinions and suggestions are clear and appropriate

The host needs to shoulder the responsibility, when giving advice to the activity side, should also grasp the right time and the right measure. This is the principle when making suggestions. The other person is saying his opinion and showing full confidence, the mood should be applauded in time to give affirmation. When the other party is faced with a difficult situation and cannot ask you, then you can combine their own experience to state their own experience summary of the opinion.

Make suggestions with facts, take responsibility with personality and inspire with emotion. In communication to achieve these three points, the host will gain the trust of the host, but also conducive to the optimization of the progress of the activity. The host is the role of "server" in the activity, according to the will of the host, organizer and reasonable suggestions, it is very necessary.

2.2 Ability to edit documents that fit the topic

One of the main characteristics of public relations etiquette hosting activities is that the procedural nature is particularly strong. Each process can be digitally annotated, form a complete flow sheet. Some activities are simple, the host needs to memorize the activity program in mind, dig more interesting. Some activities are complex, it is important to avoid missing procedures or procedures in order to make mistakes. The moderator must produce the manuscript by himself to ensure that he can adapt to his working habits and serve as a reminder when necessary. As for the editing and polishing of the early lines, the elements of the process should be combined. The processes of various types of etiquette activities are not the same, but the elements of the process are basically the same. The following two aspects should be paid attention to:

1) Polish your pitch with your theme

The lines should be edited around the theme, the theme is the core intention of the event. The theme determines the guiding ideology of the activity. Each session needs to focus on the theme, finally achieve the effect and purpose of the activity. The theme of "Hosting the Annual Meeting" can be summarized as "year-end summary and team building of ** Company". The theme of "Auto show Hosting" can be summarized as "New car recommendation of ** brand and customer feedback". Visible themes are often identified for the purpose of allowing the activity to unfold. The host must understand the intention of the host,, closely related to the theme. Only then can make the activity advance level clear, the purpose is clear.

2) Pay attention to time, place, and people

Time, place and character must be determined. Ensure that all key leaders and guests are in place before the event starts. Therefore, the determination of time is fixed and flexible. The location of the activity also needs to be determined, which is conducive to the use of the location information in some discourse strategies. For example, Fairy Lake Scenic Spot, a 4A scenic spot in Xinyu City, Jiangxi Province, has a "tourism promotion activity" every year. The opening of the activity should be embellished with "Fairy down to Earth". Liao Jie, the famous host, once mentioned in the activity that "every girl on the scene today is a legitimate fairy, and cannot be refuted, because here is a fairy down to earth, Xinyu." Such a close and friendly opening, but also won the audience's applause and applause.

2.3 The ability to control the field with confidence

Phoenix TV host Yuchi Linjia once mentioned in an interview with "Very Tao": "Wen Tao's hand card is the best in China. A hand card dense words, he will take a pen to write again. Why do I say talk show is not blurt out, must be you have a very detailed script, what is the best talk show in the world is not written out of a script, stand there and spray? That's bullshit". Although the event host is not a talk show, many impromptu occasions require the host to fill in the blanks, beautify, sublimate and other functional discourse organization activities. If you don't go through the whole process, do a good job of structural ideas, there will be a blank area of thinking. When it is difficult to cope with the field, it is easy to appear AD misericordiam and a series of language problems.

In the concrete implementation of the audience in the face of a variety of problems can be timely communication and interaction, for the audience to solve emotional problems, and then form a very popular personalized style of the audience. "Think of all possible problems before they arise" is not an empty phrase. Before presenting "Kangxi is coming," Mr. Tsai would sit quietly in his dressing room alone, blocking out all sound and allowing all possible scenes to emerge. This makes us have to think, if it is not ready, how can it become the pillar of the stage?

3. Public relations etiquette host professional skills training points

3.1 The opening monologue of the scene

Set poem, Qu art terms. Short and impressive. To get the audience to hear it quickly. So that the actors can get right into the act. And the host opening is the introduction of public relations etiquette host language. Mainly for the theme of monologue expression. The value is similar to the set poem of crosstalk, but the main purpose is to narrow the distance and point out the theme. It is the first episodic presentation of discourse after the appearance of the host, which needs to attract the attention of the audience in a short time to make emotional preparation for the promotion of the formal process. The prologue should be smooth and concise, and should not be tedious and lengthy, which may make the public lose patience or even resist the activity. It is suggested to develop the habit of setting the scene without draft, the freedom of language and the confidence of the speaker, and convey to the audience through the three-dimensional presentation of sound language and auxiliary language. Help the audience to have a good first impression of the activity, produce expectations.

3.2 Concatenation that connects the context smoothly

In the process of the activity, due to the different program Settings between links, series is particularly important. Otherwise it will give the audience a strong sense of separation. Transition, as the name implies, is the function of connecting the preceding and the following. It establishes a reasonable connection between two programs through concatenation, and uses appropriate language to connect them, so that the conversion of all programs is smooth and free, which is called "ironing nature" in language aesthetics.

Here are three tips for tandem:

- 1) Single wire into a line, from point to surface. Can be triggered by someone, something, or a point in the activity;
- 2) Catch the key. Targeted key information prompt, spot dye;
- 3) Depend on the context, borrow the scene. Relying on the atmosphere of the previous link, reasonable harvest, love born and flourishing, produce not to spit out the motivation and desire.

3.3 The field control power of positive inspiration

The self-confidence of the host is the guarantee of a high quality communication activity. The host keeps calm and thinks carefully about the most effective way to solve the trouble. Without preliminary thinking and preparation, how can we calmly deal with it?

The primary condition for field control is full preparation and good communication in advance. "Preparation makes success, and unpreparedness makes failure". Only with a comprehensive and thorough understanding of the process, can we be fearless and control the overall situation. For the moderator who actively participates in the creation, all situations are material for the creation. Passively read the manuscript of the host that, as long as the situation is an accident.

Bai Yansong once said in his speech at the 4th Communication Conference: "Greatness can only be born from mistakes." Only by seeing the whole picture and having a plan, can we dare to face the unexpected and create greatness.

3.4 Master sound and accurate broadcast language

The basic requirement of the host's professional quality is accurate and clear pronunciation. In addition to the expression of "alone whitening", the accurate broadcast of the announcement style is also very obvious. For example: in the meeting chair has a rigorous topic description announcement; In the brand publicity has a clear brand product positioning introduction; In the annual meeting activities have a thorough year-end summary data broadcast and a series of rigorous broadcast body discourse.

As a host, we should be good at finding richer means of expression from the comparison between the host of radio and television programs and the host of etiquette, and also seek the concrete embodiment of language art from life. Regular broadcast discourse should not appear basic problems such as vague words and sounds, too low voice, improper stop and connection, which is an opportunity to show the host's professional ability. Especially for the host with a training background, should be more careful.

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