

Research on How to Apply Language Expression Skills in News Interview

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Abstract: At this stage, the development and application of information technology has brought the whole society into the new media era, which also makes the competition in the media industry more and more fierce. At the same time, the society also puts forward higher requirements for news reporters. In the specific news interview work, interviewers should combine the actual situation, apply appropriate interview skills, use the correct language expression, obtain more news information and ensure the quality of news interview content, so as to attract more audiences and promote the development of the media platform.

Keywords: News interview; Language expression; Application skills

1. Language expression requirements in news interview in the new media era

1.1 The interview language should be standardized and accurate

In the context of the new media era, people have more diversified channels to obtain all kinds of news information. If they want to attract more audiences, the media platform should ensure the quality of news information content and make it meet the needs of the majority of audiences, which requires relevant news interviewers to do a good job in interview editing and obtain more valuable news information in the interview, Extract the information that the audience is interested in, process and edit it, so as to realize the effective dissemination of news information. In the specific news interview work, if the relevant interviewers want to obtain the corresponding news information, they should make rational use of the relevant language expression skills. First, they should standardize their interview language to avoid causing discomfort to the interviewees and affecting the interview effect. In the interview work, relevant news interviewers should focus on the interviewees, and make full preparations before the interview, clarify the interviewees and the news events involved, formulate a scientific interview plan, standardize their interview language, ensure the accuracy of their interview language, and prohibit the use of inductive language, tone Words with strong perceptual color to prevent adverse effects on the authenticity and effectiveness of the interview content.

In addition, in the process of the continuous emergence of news media platforms, the quality of all kinds of news information is uneven, which makes the majority of audiences put forward higher requirements for the content and quality of news information. In the face of this situation, relevant news interviewers should also keep pace with the times and according to the actual needs, The traditional language expression mode of news interview should be scientifically improved, and appropriate language expression skills should be selected according to the types and attributes of different news events. For example, when conducting interviews on news events related to social issues, relevant interviewers should be based on the policy background and the perspective of relevant interest groups, use standardized and accurate language, ask questions to the interviewees, and guide them to rationally explain the relevant news events, which can not only form a benign communication, It can also help interviewers obtain real and valuable information, so as to achieve the corresponding purpose of news interview.

1.2 Interview language should be concise and concise

From an objective point of view, in the new media era, "new" is still the focus of news information, which is also the basis of news information dissemination. However, in the process of the continuous emergence and development of a variety of new media platforms such as wechat, microblog and short video, the traditional news media has been greatly impacted in its operation and development, especially its own timeliness, authority and other related advantages have been gradually weakened. In the process of the development of the network economy, some media groups are being criticized in the direction of vulgar operation. In order to attract more new news content and enhance its authenticity in the long run, the news media should pay more attention to the development of news content. In this process, news interviewers need to play an important role. In news interview, they should quickly obtain real and effective news information and spread it at the first time .

Based on this, in the specific interview process, interviewers need to pay attention to their interview language, avoid too much interview nonsense, and ask the interviewees efficiently to ensure the simplicity and conciseness of their language, so that the interviewees can understand the meaning of the interviewer at the first time, which can also improve the interview efficiency and shorten the interview time, Improve the timeliness of information acquisition. In addition, interviewing the interviewees through concise and clear language can also reduce the pressure of the interviewees in thought and psychology to a certain extent and ensure the interview effect. Moreover, with the help of concise language, interviewers need to directly hit the key points of news events, which is also conducive to guiding interviewees to fully express their true views and views, so that interviewers can obtain corresponding expected answers and information in a short time, so as to improve the value and freshness of news processing content and enhance the influence of news, Promote the development of the news media platform.

2. Analysis on the application of language expression skills in news interview

2.1 Make sufficient preliminary preparations

Fully understand the basic information of the respondents. Usually, the interviewer and the interviewee meet for the first time. Therefore, there will be a sense of strangeness and distance more or less. Moreover, the interviewee will have a certain sense of wariness and resistance when facing the interviewer. If this situation is not handled properly, it will hinder the smooth development of the interview work. Therefore, before conducting news interviews, relevant interviewers should have a comprehensive understanding of the background, preferences and other information of the respondents, as well as a detailed understanding of the relevant news events experienced by the respondents, and extract the common points with the respondents from the relevant information, or find out the topic points that are easy to cut into, In order to shorten the distance between interviewers and interviewees, and then carry out good communication, so that the interview can be carried out in an orderly manner;

2.2 Interview language expression skills

First, apply standard Mandarin. In the interview process, if the relevant interviewers want to enable the interviewees to accurately receive the information they convey, they should try to use standard Mandarin, and in the communication process, they should be clear and standard in pronunciation, which is also the necessary basic professional quality of relevant news interviewers. In addition, when using Mandarin to communicate with respondents, they should also accurately express their own meaning and reflect their true feelings. In news reports, they should also clarify the time, place and task of news events, so as to present a clear news context for the majority of audiences.

Second, the pause, stress and rhythm of interview language should be controlled. When interviewing the interviewees, the relevant interviewers should strictly control the rhythm of the whole interview process, pause at the appropriate time, and reserve sufficient thinking time for the interviewees. For example, when interviewing the interviewees, the interviewers should pause appropriately, so that the interviewees can get a certain buffer to make them think after thinking. Organize the language to answer. In addition, when asking respondents some questions, they should stress the key words in the questions, so as to let the respondents understand the key points in the questions, avoid deviation from the theme when answering questions, and then ensure the accuracy of the information provided by the respondents.

Third, pay attention to the interview tone. During the interview, the interviewer's tone will have a great impact on the respondents' psychology, emotion and other aspects. Therefore, the interviewer should pay more attention to his tone and control his tone scientifically in the interview process, so as to avoid adverse effects on the respondents. In the actual interview, the interviewer should look at the interviewee from an objective point of view, maintain the stability of the tone and avoid mixing personal subjective emotions. Otherwise, it will cause certain stimulation to the interviewee, make him lose control of his emotions, and then affect the whole interview work. Interviewers should use appropriate tone according to news events and interviewees, and pay attention to the emotional changes of interviewees at any time, and constantly adjust their tone according to their emotions, so as to create a comfortable environmental atmosphere for interviewees. For example, if the interviewee is seriously traumatized, the interviewee should pay attention to the calmness of his tone and avoid sympathizing or sad tone when interviewing the interviewee, so as not to lead to the unstable mood of the interviewee. When the interviewee is out of control due to recall, the interviewer should comfort him with a soft tone, So that their emotions can gradually ease down, so that they can carry out follow-up interviews.

3. Conclusion

If you want to improve the effectiveness of news interview, relevant interviewers should fully consider the interview environment, interview objects and other aspects, use appropriate language, obtain more information through skilled language expression, realize the in-depth excavation of news and improve the depth and breadth of news interview. Based on this, relevant news interviewers should pay attention to improving their interview ability, enhance their language expression ability and further ensure the interview quality.

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