

Dimensions and paradigms of TV bilingual interview programs under the concept of accurate communication -- a case study of cgtv dialogue

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Abstract: since the 18th National Congress of the Communist Party of China, China has attached great importance to the construction of international communication capacity, and proposed to innovate the mode of external publicity and strengthen the construction of discourse system, which also puts forward new tasks for China's foreign publicity work. Cgtn made precise efforts to plan a series of bilingual interview programs, such as dialogue and the hub, aimed at spreading the voice of China. From the perspective of the concept of accurate communication, this paper analyzes the communication dimension, expression paradigm and communication strategy of dialogue program, which provides a good case for the research of TV interview program under the background of the party's foreign publicity work in the new era, and also provides a reference for the establishment and innovation of similar programs under the background of foreign communication.

Key words: external communication, interview program, Chinese voice, precise communication concept

With the rapid development of China's economy, China's comprehensive national strength has steadily ranked second in the world. At present, China still has deficiencies in international communication ability and international discourse power. The pattern of international public opinion has not been fundamentally changed. Chinese discourse, Chinese story and Chinese voice have not been effectively disseminated. It can be seen that improving the international communication power and the accuracy of external program communication is an urgent problem to be solved.

In the external communication work, we should carefully carry out the external publicity work, innovate the external publicity methods, strive to create new concepts, new categories and new expressions that integrate China and foreign countries, tell Chinese stories and spread the Chinese voice. In order to spread the voice of China, cgtv launched the dialogue program. The program is mainly in the form of one-to-one or one to many interviews, and each episode is 30-40 minutes. The view of its output shows the real three-dimensional China to the world audience through cgtv's worldwide broadcasting system.

1 introduction

1.1 Brief introduction of bilingual interview program

There are many bilingual interview programs in China, such as cgtv's dialogue, the hub, Guangdong TV's international channel face time, etc. These programs have different focuses. For example, cgtv programs focus on the interpretation and dissemination of national policies and international hot topics, while some local satellite TV international programs focus on publicizing local customs and connecting overseas Chinese. The former topic is serious, and the host is sitting upright, while the latter topic is relaxed and lively, and the content is interesting and storytelling.

1.2 Precise communication and bilingual interview program expression

In a broad sense, the voice of China refers to the information content that can accurately describe Chinese behavior, interpret Chinese practice, tell Chinese stories, and express Chinese thoughts. It is a form of speech, text, pictures, videos, etc. that can make the world better understand China and China. In a narrow sense, the Chinese voice is the speech made by the Chinese media in the international community. Such speech should reflect the spiritual outlook and living conditions of the Chinese people, and also represent the mainstream direction of Chinese society.

The concept of precision communication is widely used at present, that is, precision communication methods close to different regions, countries and groups of audiences. In the period of traditional media, due to the problems of poor targeted advertising and high cost of one-way advertising, the concept of "accurate communication" is often used to deliver specific advertisements to specific audiences, so as to achieve less capital investment, improve the personalization of the audience, and achieve better delivery effect. Now it has entered the new media era. By accurately positioning user groups and depicting user portraits, this means of communication is widely used for accurate information services for various user groups. This has a great role in promoting the communication effect and influence.

2 Four dimensions of dialogue program

Precision communication is a low input and high output mode of communication. The internal requirements of this mode of communication are: highly design the communication content, and pay attention to the expression methods and skills. From the perspective of expression, the dialogue program is reflected in the following four dimensions, which effectively and clearly carries out accurate communication.

2.1 audiences

The audience dimension focuses on the needs of the audience and the accuracy of the target audience. Since it is necessary to spread

Chinese views and voice through interview programs, the form of language expression cannot be isolated. It should meet the needs of the audience in a way that is easy for the audience to understand, and constantly provide the audience with information and views on China and the world's politics, economy, culture and so on.

The changing international situation has always been a hot topic at home and abroad. The dialogue program keeps tracking international hot spots and has a dialogue with experts and scholars around the world on political and economic issues. Such as the program on the international situation broadcast on February 23, 2022. Guests from all over the world participated in the live broadcast online or offline to discuss the current hot issues. In this process, audiences around the world can not only understand the current international situation, but also understand the views representing China's position.

2.2 symbol

Before spreading to the international community, the content producer should first transform the communication content into a communication symbol that the audience is willing to accept. There are two kinds of communication symbols: linguistic symbols and non-verbal symbols. Language symbol is the most commonly used symbol form in the symbols created by human beings, and it is an important carrier for human beings to communicate and convey ideas. However, nonverbal symbols are different. Schramm, a communication scientist, once said, "communication is not all - or even most - through words." For example, actions, expressions and signs are all nonverbal symbols that carry information. The relationship between linguistic symbols and nonverbal symbols is that "the externalized form of consciousness is shown as linguistic symbols, while the externalized form of subconsciousness is usually shown as nonverbal symbols" in order to make the audience better accept the Chinese voice, we should use more international communication symbols.

As an interview program, dialogue not only intersperses some simple and interesting animations during the program, but also puts some short videos containing certain information and opinions on youtube, tiktok and cctv official applications. These means can help foreign audiences better understand China's views and voice.

2.3 fact

Because international audiences know little about China, they are easily misled by some foreign media with ulterior motives. In order to change this situation, we should convey the fact that the Chinese people are dedicated and hard-working in the foreign interview program. The expression based on facts can make our voice more powerful and show China's confidence and openness. From the perspective of facts, the Chinese voice based on various factual reports helps the audience make correct judgments and evaluations of China.

It is China's solemn commitment to the international community to successfully host the 2022 Beijing Winter Olympic Games and the winter Paralympic Games. The International Olympic Committee and many athletes have also expressed their support, but there are still some people who attempt to politicize and stigmatize the Beijing Winter Olympic Games. "What can we expect from the 2022 Beijing Winter Olympics?" broadcast on January 4, 2022(what to expect at Beijing 2022?)The host discussed with the Winter Olympics gold medalist, the former Prime Minister of Finland and other guests. These guests have different nationalities and experiences, but they all expressed their expectations for the Beijing Winter Olympics.

3 Expression paradigm of dialogue program

In order to enhance the expression effect of Chinese voice, we should promote the global expression, regional expression and focus expression of Chinese voice, which also explains the importance of paying attention to the expression paradigm of external communication, and we should pay attention to customizing the appropriate communication paradigm according to different objects, global paradigm, regional paradigm and focus paradigm,. Dialogue has also made innovations in the following communication paradigms:

3.1 Official and popular

Traditionally, the official media is an important channel for the voice of China. The official media belongs to the jurisdiction of the party and the government and belongs to the official paradigm. Generally speaking, the mode of communication of the official media is more traditional, mainly through television, radio and other channels, and the audience is also relatively limited. This paradigm pays great attention to language norms and the integrity of news elements. However, the popularization of the popular paradigm is more casual, and the paradigm is widely spread through online social media.

In order to take care of the vast Internet audience, dialogue not only broadcasts through traditional TV, but also pays attention to the dissemination of new media platforms. The program opened a microblog and Twitter account, taking care of the audience at home and abroad. The content released on the social media platform of the program is mainly the video clips of the program, plus the forwarding and editing of many foreign platforms and dithering signals, for fission type secondary transmission.

3.2 Source language and transformation

The source language paradigm is the Chinese voice written in a specific language. Because it retains the cultural characteristics of the source language, it is conducive to give full play to the relevant advantages of the language. The transformation paradigm is the translation from Chinese to a certain language, which is the main paradigm of China's current foreign communication. However, the Chinese voice has experienced one or more translation processes, which will more or less cause translation losses and increase the difficulty of audience understanding. At the same time, there are some cultural differences between Chinese and other languages, which may lead to the situation that the translated words fail to express the meaning.

In the program broadcast on December 8th, 2021, some concepts unknown to Western audiences were involved. Therefore, dialogue made some explanations based on China's national conditions and did not choose to translate them rigidly. At the same time, it also describes

the similar situations abroad, making the program content closer to the international audience.

3.3 Facts and statements

Facts and statements are common in today's media expression paradigm. The fact paradigm mainly focuses on the dissemination of news facts, and generally does not express views. In terms of theoretical paradigm, it tends to output views and guide the audience to form a correct concept of China through the interpretation of experts, scholars and event witnesses. The fact paradigm focuses on the news nature of the news and the efficient transmission of Chinese News in a flat and fast way. The speech paradigm is to meet the audience's further demand for Chinese voice through the expansion of facts.

Dialogue not only pays attention to the transmission of the news background, that is, the "hard news", but also pays attention to the expression of Chinese views and the transmission of Chinese voice. At the beginning, broadcast the hard news first, then introduce the program guests, and then introduce the guests' views and positions. The expressions used by the guests in the program are relatively easy to understand. In addition, their backgrounds are different, and their interpretation and comments on the news are also distinctive and infectious.

4 The communication strategy of dialogue program

Media influence is realized by the production and dissemination of information. In addition, the competition in the audio-visual media industry is still the competition of content in the final analysis. High quality content production can bring innovative vitality to the audio-visual media in the process of integration and transformation. The media should accurately grasp the needs of the audience and produce excellent content, so as to obtain better communication effect. With the help of a large audience and rich Internet resources, the dialogue program has many remarkable points in its communication strategy.

4.1 Daily program

Dialogue is presented in the form of daily broadcast on cgtv and premiered at 19:30 p.m. from Monday to Saturday. In order to watch the program for audiences in different time zones, it was replayed at 4:30 the next morning. This is the most suitable broadcast time in the television broadcast time period. A fixed broadcast time helps the audience develop a fixed viewing habit. This program is broadcast daily, which can make the audience understand the views and analysis of China's position at the first time, and help the audience better understand China.

4.2 Multi platform broadcast

In recent years, cgtv has focused on building a media convergence communication matrix to promote interaction between large and small screens. Cgtv not only opened up accounts on microblogging, wechat and dithering platforms commonly used by domestic audiences, but also made efforts on Facebook, twitter and other platforms to produce content through a large screen, and then carry out differentiated communication through a small screen. Dialogue's multi platform broadcasting can not only enable the audience to understand the Chinese voice and views anytime and anywhere, but also enrich the program forms.

4.3 Creating a program ecosystem

After the program was broadcast, the program team selected the wonderful views of the guests' speeches and made them into short videos and video collections that are easy to spread by new media, and disseminated them on microblogging, twitter and other social media at home and abroad. With the advantages of short video and social media platform "short, flat and fast", dialogue program further enhances its influence at home and abroad. At the same time, it also creates a more three-dimensional program ecosystem with multi-level and multi angle program products.

5 Conclusion

Under the background of vigorously promoting the establishment of foreign language rights in China, it is still a long way to go to do a good job in the research of foreign publicity theme programs. In the foreign English interview program, dialogue undoubtedly sets up a banner in terms of communication dimension, expression paradigm and communication strategy. However, the program still needs to be based on the main line of the accurate communication theory, and on the basis of maintaining its own advantages, realize the sustainable development of the program, continuously expand the communication channels of the program, and promote foreign audiences' understanding of China.

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Application of action oriented teaching in electrical control teaching

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Abstract: with the steady progress of education reform, the teaching concept has gradually changed from paying attention to theoretical knowledge to paying attention to practical teaching. This requires teachers to actively innovate the teaching mode of electrical control, so as to improve the overall quality of teaching. At this time, teachers can try to use action oriented teaching to carry out electrical control teaching, and arrange learning tasks according to the real production environment of the industry, which can organically combine practical teaching with theoretical teaching, and then enhance students' comprehensive quality. Based on this, this paper explores the application of action oriented teaching in electrical control teaching for reference.

Key words: action oriented; Electrical control; Teaching; application

With the continuous promotion of industry upgrading and transformation, the demand for applied talents is increasing. If colleges and universities want to keep pace with the development of the industry and cultivate the applied talents they need, they can use action oriented teaching to innovate the current education mode, especially in the teaching of electrical control, which requires high practical ability of students. In this way, through the application of action oriented teaching method in electrical control teaching, students can actively explore the teaching content, gradually realize the fun of learning electrical control related content, and their practical ability can also be significantly improved.

1. The main characteristics of action oriented teaching method

1.1 Highlight students' subjectivity

Highlighting students' subjectivity is one of the significant characteristics of behavior oriented teaching method, which can meet the requirements of education reform, and is also an effective way to achieve the expected goal of electrical control teaching. In behavior oriented teaching, highlighting students' subjectivity is mainly reflected in their participation in the whole process of teaching, such as information collection, learning task and plan formulation, goal implementation, practice result feedback and evaluation. Every link requires students' active participation, and teachers only need to give full play to their guiding role. At the same time, the teaching method requires students to complete learning tasks in groups, which can effectively enhance students' initiative, and their ability of unity and cooperation can be significantly improved.

1.2 Learning outcomes are diverse

In the process of behavior oriented teaching, teachers and students need to cooperate to complete the assigned learning tasks, but the learning results often vary from person to person. This is mainly because behavior oriented teaching focuses on enhancing students'

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