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## **THE COMMUNICATION EFFECTS OF CHINESE SPOKEN LANGUAGE AND NON-LANGUAGE IN BROADCASTING AND HOSTING (TEACHING)**

Xuyang Hu

Student, Doctor of Communication Arts Program in Communication, College of Communication Arts, Suan Sunandha Rajabhat University Bangkok, Thailand  
Prakaikavin Srijinda

Lecturer, College of Communication Arts, Suan Sunandha Rajabhat University  
E-Mail: s65584946013@ssru.ac.th, prakaikavin.sr@ssru.ac.th

### **Abstract**

This paper delves into the communication effects of Chinese spoken language and non-language elements within the field of broadcasting and hosting, with a particular focus on teaching applications. It employs a mixed-methods approach, combining qualitative interviews and quantitative evaluations, to assess the impact of linguistic and non-linguistic cues on audience perception and message comprehension. The study aims to enhance the practical teaching of broadcasting and hosting arts by integrating linguistics, behavior, art, and psychology, thereby improving students' operational skills and establishing a comprehensive evaluation system.

**Keywords:** Chinese Spoken Language, Non-Verbal Communication, Broadcasting, Hosting, Teaching

### **Introduction**

The broadcasting and hosting art major has gained prominence in higher education institutions within China, addressing the media industry's demand for skilled professionals. This major emphasizes a blend of theoretical knowledge and practical skills, preparing students for careers in news broadcasting, program hosting, and related fields. However, challenges in teaching and practical applications have been identified, such as students' difficulties in swiftly conveying desired information and the inconsistency between spoken language and paralanguage in practical settings. Literature.

### **Review**

The literature review covers a range of theories and concepts related to communication effects, including media dependency theory, symbolic interaction theory, and social identity theory. It also examines the role of non-verbal communication in shaping audience perception and the importance of emotional resonance in message delivery.

### **Research Methodology**

The research employs a mixed-methods approach, with qualitative research being the main method. It involves face-to-face interviews with students, teachers, and industry professionals to gather first-hand insights into the practical application of language expression in broadcasting and hosting. The study also conducts situational expression analyses to understand how different language and non-language strategies achieve the best communication effects in various scenarios.

### **Research Findings**

Preliminary findings indicate that non-linguistic elements, such as gestures and intonation, are widely used in conjunction with spoken language to enhance communication

effects. However, there is a need for more targeted training to help students overcome language barriers and express their thoughts and emotions more freely. The study also highlights the importance of cultivating cultural awareness and cross-cultural communication skills to improve students' ability to convey information successfully in diverse cultural contexts.

## Discussion

The discussion section explores the implications of the findings for the broadcasting and hosting industry. It argues for a more nuanced understanding of the interplay between spoken language and non-verbal cues and suggests strategies for enhancing communication effectiveness. The study emphasizes the need for comprehensive measures, including strengthening practice opportunities and improving cultural awareness, to address students' challenges in language expression and oral skills.

## Conclusion

The paper concludes that integrating linguistic and non-verbal communication training in the curriculum of broadcasting and hosting arts is essential. It calls for further research to develop a more comprehensive evaluation system for language communication efficiency. By addressing the challenges and implementing the recommendations, the study aims to enhance the competitiveness of students in the professional field and contribute to the development of the broadcasting and hosting industry.

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