An Analysis of the Artistic Elements of TV Anchor in the Perspective of the Development of Modern Information Technology

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Abstract. TV anchor is a key profession in radio and television industry, and its artistic expression is of great practical significance to the development of the whole industry. In order to fully meet the needs of the current social development and the progress of the industry, we should, on the basis of improving the expression of individual language of TV anchordersons, master the necessary communication and interaction skills, and integrate into the development features of modern information technology, improve the overall quality of the art of television broadcast hosting, effectively meet the public's psychological expectations of television broadcast hosting. Based on the development of modern information technology, this paper makes a detailed analysis of the artistic elements of TV broadcasting.

Keywords: TV anchor, Modern Information Technology, Development perspective, Artistic elements

In order to better realize the needs of current social development and industry progress, the quality of language expression of TV anchor should be continuously improved. At the same time, attention should also be paid to the cultivation of audience appeal, to ensure that the process of television broadcast audience attention, interest, and promote the ratings of the program. From the point of view of the broadcast effect of the program, it also has a very key role. Great attention should be paid to the development of TV anchor, especially to the language expression of anchor, so as to promote the better development of TV anchor industry.

1 AN ANALYSIS OF THE ARTISTIC ELEMENTS OF HOSTING IN TV BROADCASTING

In the perspective of modern media, becoming an excellent TV anchor needs more and more high requirements, not only need good innate conditions, acquired artistic accomplishment is more and more important. It is not only the need of personal life, but also the need of improving the competitiveness in the industry, and the need of improving the development of TV Media.

The artistic elements of radio host include personality charm, experience and knowledge, which directly lead to the expression of the artistic image and connotation of radio host. In the work of radio anchor, the direction of public opinion often needs the correct grasp of the anchor, and this direction of public opinion can also see the anchor's own quality and humanistic connotation and so on. From the perspective of modern media, the artistic connotation of radio hosting should also be considered from various aspects, which is conducive to determining the positioning of the program and the content planning of the program, thus ensuring the direction of public opinion of radio hosting, can give the audience one kind of correct value idea dissemination, and will play own social role very good annotation out. There are many differences in film and television programs, so different programs in the anchorman also need to have different literacy and aesthetic characteristics. In our common program "News broadcast," because the content broadcast is closely related to the development of the country or the livelihood of the people, and is defined as the mainstream values, then in the broadcast process, radio host represents the image of the country, through its correct appeal to public opinion, effectively explaining the national image and the development of the country.

The artistic packaging of the external image of the TV anchor should meet the following requirements: to adapt to the nature and style of the program, the overall image of the TV anchor should be consistent with the overall style of the TV program. Let the audience see the television broadcast host, see the broadcast host dress up to know the style of its host.
content. Adapt to the style of TV anchor. TV anchor is the core and symbol of TV program. The good or bad of the TV program depends on the host. Every TV anchor has its own style, either humorous or serious. In the packaging of television broadcast host, these characteristics of the host must also be taken into account. In a word, the external image packaging of TV anchor is to package the TV anchor by means of art, so as to improve the charm of the anchor and the coordination between the TV anchor and the anchor. In order to give full play to the TV anchor in the program's core role.

When you host a program, don't bring your own subjective emotions into the program. Everyone will form a cognition when they see a thing coming to them, so that they can make a quick evaluation, either positive or negative, the next step is to bring your own subjective image into the discussion. What TV anchor needs to do is to hide his subjective image and anchor the program from an objective point of view. When you host a show, you can't steer the audience toward your own judgment. In many cases, TV anchormen have formed their own value judgment about the programs they host before they host the programs. In the program to be objective, TV anchor can not deliberately put the audience's judgment standards to their own standards on the guidance. To be objective, the moderator needs to introduce both the positive and the negative aspects of the event in the same language and at the same time. There should be no obvious difference between the two aspects.

2 AN ANALYSIS OF THE ARTISTIC ELEMENTS OF TV ANCHOR FROM THE PERSPECTIVE OF THE DEVELOPMENT OF MODERN INFORMATION TECHNOLOGY

Radio hosts are one of the main components of TV and radio programs. The professional skills, image and temperament of radio hosts themselves all determine the ratings of TV and radio programs, at the same time also to the broadcast host inspection key content. As a qualified radio host, it is necessary to carry on the specialized packing, thus obtains the good visual effect. With the rapid development of the society, TV and radio programs have become one of the key forces in the development of the popular culture, as well as the main media for the wide dissemination of national culture. It is a necessary professional quality for the anchorpersons to present a more professional visual image to the general public in their actual work. At the same time, they should also have good psychological quality, in the process of work, we should sum up our experience and enhance our own connotation, so as to better face various unexpected situations that exist in the work and deal with various difficult problems in an orderly manner in the face of crisis, for the broad masses of people friends to provide a better visual experience.

The ability of language expression is very important for the anchorman. Having certain language expression skills, he will be able to show his thoughts and feelings in an all-round way, thus objectively reflecting his understanding of various things, this requires the anchorpersons to strengthen the control of their own language in their actual work, improve the skills of language expression, realize that radio and television is the basis for the protection of the development of radio programs, and form a variety of positive influences, the implementation of language skills in TV and radio programs can also bring people closer together and enable heart-to-heart communication and communication, and further use of rationalization of body language and tone to significantly improve the performance of language, in this context, so that TV and radio programs more vivid, expressive. At the same time, the TV and radio programs also have various aesthetic value requirements for the anchorpersons. Because different television and radio programs will show a variety of film and television information and values, and as a anchorperson, they should accurately grasp the various core values contained in the film and television programs before they are launched. When the actual programs are launched, they should disseminate the correct values to the general audience, through this means to maximize the embodiment of television and radio programs lead the value of public opinion.
The anchorpersons in TV and radio programs should be aware of their own responsibilities and obligations, realize the importance of the work in the field of social culture, and contribute their own efforts. In the field of social culture, the artistic influence of the anchorman and the social comprehensive factors are more significant, including the anchorman's own personality charm, work experience, artistic image, etc., in the realization of its own characteristics of the background, so that the general audience to obtain a good visual experience. As a radio anchor, if they want to set up a good image of themselves in their work, and to develop and understand all kinds of values in TV and radio programs in a more comprehensive and in-depth way, they should pay attention to improving their own aesthetic ability, finally strengthens to the television broadcast program esthetic direct feeling.

With the rapid development of our society, China has a broader space for development, the value and advantages of film and television media are becoming more and more obvious, and the impact on the cultural field is also increasing. Because of its comprehensive and unique aesthetic characteristics, and has a strong appeal of the expression, can promote the stable and long-term development of film and television media. This requires that as a qualified radio host, we should adhere to the premise and guarantee of TV and radio programs, then the reasonable use of television program transmission screen language to significantly enhance the freshness of the television screen, professionalism, intimacy. In addition, the relevant managers in TV and radio programs should pay attention to optimizing and improving the management mechanism of broadcasting hosts' artistic accomplishment, and implement the model of combining performance appraisal with reward and punishment mechanism, regular training to achieve their own professional skills, comprehensive quality and the concept of hosting, through this means to better improve the overall quality of radio hosting.

Obviously, the requirements for the professional accomplishment of a TV anchor can not be limited to the innate voice conditions of a TV anchor, the content of the subject, the way of discourse, the skill of manipulating the program should all be an important indicator of the ability and quality of the TV anchorman. TV anchorpersons should strive to improve their language skills, internal knowledge and overall control of the program, and use their own image, voice, beauty, emotional beauty, and overall harmony, the unique charm of forming one's own artistic image. Language is a tool for human beings to speak and express their thoughts. It is loaded with the function of conveying thoughts and feelings and reflecting people's understanding of the subjective and objective world, language is an important means of creating and communicating with the audience for TV program anchors. Mastering appropriate language skills is the most basic ability for successful TV program anchors.

3 THE CULTIVATION STRATEGY OF TV BROADCAST HOST IN THE VIEW OF MODERN INFORMATION TECHNOLOGY DEVELOPMENT

The artistic image of the anchorman not only includes the Anchorperson's own knowledge reserve, personality characteristics, personality charm and so on, there is the host in the process of live broadcast on the social value orientation of the guidance and now the embodiment of sociological value. In today's society, the cultural guidance is very important, especially the value orientation. Because there are a lot of people in the online world who are leading in the wrong direction, but also lead to many people do not distinguish, will lead to some problems in their minds. Moreover, the artistic image of the present anchorman is also constructed by various social factors such as the present social culture, which has a lot of value in today's society, there are a lot of people are in need of the host to guide the aesthetic value. Therefore, it is necessary to strengthen the cultivation and education of the anchorman in cognition and aesthetics, and to set up the social artistic function of the social image.
In order to improve the effectiveness of the cultivation of the artistic elements of broadcasting and hosting from the perspective of media, the relevant staff should start with the importance of the artistic elements of broadcasting and hosting. It is an established fact that TV and radio programs have become an important means of cultural transmission, and the active role of radio hosts in TV and radio programs should be brought into full play. At the same time, the current situation of social development and demand for comprehensive consideration, so as to explore the broadcast hosting arts elements of the training path should also be highly valued by the current media industry. In the process of improving the artistic quality of broadcasting hosts, it is also necessary to start with the knowledge quality, cultural connotation, language control ability and emergency response ability of the hosts, better show the ideological value of TV and radio programs, and on-the-spot emergencies to deal with in a timely manner, timely guide audience emotions, improve the overall visibility of TV and radio programs [3] . At the same time, this also requires the anchorman from their own point of view, the use of work outside the continuous accumulation of professional knowledge of anchorman, improve cultural heritage, to form a more high-quality and mature style.

In the process of constructing the management mechanism of broadcasting host's artistic accomplishment, we can adopt the means of combining the performance appraisal with the reward and punishment mechanism in the group of broadcasting host, aiming at the professional skills of broadcasting host and the new idea of broadcasting host, carry out regular education and training activities for the broadcasting host group, in order to form a good competitive atmosphere in the actual work and improve the quality of broadcasting hosts in an all-round way. The anchorman should adjust his language and mood according to the rules of the program, and also pay attention to the use of the background music, so that the audience can have a new sense of sight, hearing and feeling, meet the aesthetic needs of the audience.

4 CONCLUSION
In today's rapid development of media, social culture has also undergone great changes, so people's aesthetic perspective is changing. Film and television media can play an important role in the dissemination of social culture, and the film and television communication industry has unique aesthetic characteristics. In the process of combining television and media, the broadcasting and hosting of film and television media should combine sound and picture together to give the audience a sense of freshness and the times, the broadcast host's speech and the television program's content also should better unify together, the full expression program's theme thought and the artistic form.

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