

The Research for the Beauty Image of Lady Announcers Progressing the Entertainment Program - Focused on China CCTV

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Abstract

Objectives: Announcer anchors the program through broadcast media and delivers various information to the audiences. Announcer should most importantly deliver accurate information to the audiences, but their external image such as make-up, hair and styles cannot be disregarded. Especially, for female announcers, image by make-up results various differences that a study is needed for analysis of such topic. **Methods/Statistical Analysis** Also, for case study, different make-up types in entertainment programs were looked at beauty image of representative announcers in entertainment programs. **Findings:** The result of research is as follows: Since entertainment programs deliver joy to the audiences, its role is very important among the mass media. In such program, announcer with pretty face catches the attention of audiences, and to create a refined, attractive and individual image, they express their skin to be glossy and moisturized with smoky or semi-smoky eye make-up and various colors on lips. Announcers on the entertainment programs were not restricted by any make-up patterns and were able to wear make-ups as they want. They expressed various skin tones and most of them were glossy, shiny, shimmering and moisturized. For eye make-up, they wore semi-smoky and fancy make-up patterns by emphasizing eye lashes, etc. For lip colors, they used various other colors starting from nude tones. In other words, they wore the most popular lip colors. **Improvements/Applications:** It is believed that above results will significantly be helpful in development of announcers of CCTV in China.

Keywords: Announcer Make Up, Beauty Image, CCTV Announcer, CCTV Entertainment Program, Make Up Patterns

1. Introduction

Announcers acting through the broadcasting media are conveying the accurate information to audiences and as the spokesperson not only making smooth communication with the public through the media but also playing an important role representing the image of broadcasters¹. Therefore, the appearance and the image management by the announcer in synch with the character of corresponding program are important in terms of the image of announcer, take possession of important part together with factors for the content of program, the image of

broadcaster, the progress method, etc. of presenter in the selection of channel for audiences². Also, it is in charge of important role deciding not only the role conveying various information to audiences and but also the program rating. Consequently, whereas it is important for announcers to convey the accurate information to the public, the external image of their makeup, hair and clothes, etc. as well cannot be neglected³. The communication environment has been changed a lot compared to the previous as the reformation and open have been promoted deeply in China nowadays, the public information media of radio, television of China, etc. is being changed into the cultural industry⁴.

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But, even though announcers of broadcasting program of China still act as the spokesperson of communist party and government, it appeared to have the big effect by the announcer not only in the information transmission simply but also view rating of program they are progressing as the role and value of them are getting bigger compared to the past. While there are still many researches for the role, professionalism of announcers in relation to the broadcasting program compared to the trend of these changes in China, the case study for the image of announcers is relatively insufficient.

Thus, the effect on the image of announcers focused on the research for the beauty image of announcers is checked in this research. And, further the beauty image of lady announcers progressing the entertainment program of CCTV of China Central Broadcasting Station is checked, it aims to forecast the trend for the beauty image of announcers of Central Broadcasting Station CCTV and propose the opinion.

2. Research Problem and Method

The research problem of this research is as follows:

First, the current status for China CCTV is considered.

Second, the development trend for that is forecasted by comparing and analyzing the difference of beauty image by the announcer progressing the entertainment program.

This research investigated and analyzed the case for the announcer of WANG XIAO YA announcer, HU DIE announcer and TU JING WEI announcer progressing the entertainment program of CCTV to compare the difference of beauty image according to the program as well by analyzing the beauty image of lady announcer progressing the entertainment program of China CCTV Broadcasting. The literature consideration has been made for the history and the current status of China CCTV prior to this; the case analysis has been realized focused on announcers with the experience progressing CCTV entertainment.

3. Theoretical Background

The Chinese Television Broadcasting wasn't until 1976 that could stand in the right track for the first time through the economic difficulties starting during the Great Leap Forward exercise period since Peking Broadcasting Station being the first Broadcasting Station in China on May 1, 1958 (the former self of current CCTV) transmit the electric wave for the first time and confused stage during the Cultural Revolution in 1966 and 1976.

CCTV has changed the name of Broadcasting Station as China Central Television, (the abbreviation CCTV) as it is now since commencing the formal Broadcasting in the name of Beijing Electric View Station in 1958.

Namely, CCTV is the national Television belonged to the national Radio, Movie and Television of People's Republic of China⁵.

CCTV is currently operating 22 channels as the only national Television Broadcasting Station in China.

The national Broadcasting Station being the biggest Broadcasting Station possessing over 20,000 staffs is holding the prominent position as the influential channel in the Great China Region through the channel specialization and expansion of foreign Broadcasting⁶.

CCTV is composed of as mutually different channel such as the economic channel (CCTV-2), composite arts channel (CCTV-3), sports channel (CCYV-5), education channel (CCTV-10), comedy channel (CCTV-11), social and law channel (CCTV-12), 24 hour news channel (CCTV-13), child channel (CCTV-14) and music channel (CCTV15), etc.

CCTV is craving the seal of channel image as the differentiated organization strategy to enhance the channel satisfaction⁷). CCTV possesses the best level's announcer in China. The popularity rating of whole nation is very high. The Direction management system is being implemented under the strict management system transactional.

CCTV started to pay the incentive by selecting the excellent broadcaster and the announcer every year from 2003⁷⁻⁹. The channel classification of 22 channels of CCTV program is same as the following Table 1 according to the entertainment.

Table 1. Classification by type of CCTV program channel

	Channel	First Broadcasting time
entertainment program	CCTV-3 Entertainment channel	November 30, 1995
	CCTV-5 Sports channel	January 1, 1995
	CCTV-6 Movie channel	January 1, 1996
	CCTV-8 Drama channel	May 3, 1999
	CCTV-9 Documentary channel	January 1, 2011
	CCTV-11 Opera channel	July 4, 2001
	CCTV-15 Music channel	March 29, 2004
	CCTV-5+ HD Sports channel	August 18, 2013

4. Analysis for the Beauty Image of Announcers

WANG XIAO YA, HU DIE and TU JING WEI 3 persons like this may be cited as the representative announcer acting in major Broadcasting Stations in China.

First, WANG XIAO YA acted as the announcer of entertainment program of composite channel of Central Broadcasting Station CCTV-1 in 2000 and may be one person out of representative announcers sticking to the Chinese traditional announcer and displaying the professionalism. Second, HU DIE progressed the entertainment program of Central Broadcasting Station CCTV-3 entertainment professional channel from 2009, she is said to have a lot of popularity among young people especially as the announcer of characterful and intelligent image. Lastly, TU JING WEI progress the first-run event of Movie and Beijing University Student Movie Festival. She has the image as the new woman with the feminine and elegant mood. Their beauty images have been compared and analyzed by selecting 3 representative announcers like this.

4.1 Announcer WANG XIAO YA

WANG XIAO YA announcer expressed the skin tone with matt, the eyebrow has been directed as the arch-shape in the thick grey color.

The eyes directed the clearness using the eye line with the point, the cheek has been directed naturally by plastering with the pink tone delicate and wide, the neat and tidy have been expressed with the pitch color with the nude tone of lip color as the shade has been given by connecting with the facial contours.

Figure 1 has been directed as the up style restoring the volume in hair style by wearing the orange colored blouse.

The skin tone of her is restored and the gloss is added in the entertainment makeup of announcer. The eyebrow is showing the thin grey similar to the hair color. The eye makeup has been directed clearly as the orange smoky in synch with the color of clothes. The cheek has been expressed as the blusher of peach tone, the lip has been directed so that the lip may be seen slightly wet as the lip gloss in the nude tone.

Figure 2 has been directed as the bobbed hair with the layer by raising the fringe in terms of hair style as

the dot design scarf is matched in the white colored jacket. The soft gloss has been given after expressing the makeup to be matched with the skin of her brightly; the eyebrow has been directed as the arch-shape of grey color. Good eyes have been shown by drawing the black eye line in the eye. The cheek emphasized her complexion delicate and slightly wet with the peach tone, the lip has been expressed slightly wet using the lip gloss in the nude tone.

4.2 Announcer HU DIE

HU DIE announcer made the skin expression brightly and matt, showed the eyebrow as the form of number 1 with the thick grey color.

The thick and clear eyes have been shown by gradating the eye with the eye line. The cheek has been expressed with the delicate peach tone, the lip has been directed as the complexion is entered and with matt. The monotony has been avoided by lowering one side of hair only in long hair wave wearing the green one piece in terms of hairstyle as seen in Figure 3. The eyebrow has been expressed as the form of number 1 in the thick grey. The eye makeup has been expressed with the color of brown series to be with smoky, her eyes has been cool by attaching and lifting eyelashes meticulously. The cheek has been plastered overall softly with the pink tone, the shadow has been given by connecting the shading, and the lip has been expressed slightly wet by using the lip-gloss of orange tone.

If we look at Figure 4 the authentic image of announcer has been escaped in synch with the entertainment program, it has been directed splendidly by wearing the green dress exposing the silhouette emphasizing the feminine charm. The coloring with the brown series has been directed in the bob cut with C curl with the fringe in terms of hair style. The skin expression of makeup has been directed slightly wet like the water shine; the eyebrow has been expressed as the brown in synch with the hair color. The eye makeup has been with the semi smoky, the eye line has been connected with the fringe and rear point, it has been expressed like the eye of doll by attaching and raising eyelashes meticulously by gradating the above. The cheek is giving the complexion with the thin pink; the lip is showing the cute feeling with the pink series. The entertainment makeup of HU DIE announcer has been directed with the gloss and slightly wet with the gloss makeup, the eyebrow has been directed as the

brown. The eye showed the thick and clear eye by gradating with the eye line of thick point color in the shadow that the pearl feeling is rich. The cheek has been directed with the natural color giving the gloss feeling; the lip used the various colors.

4.3 Announcer TU JING WEI

The splendid and sexy image has been directed with the up style tossing the front hair to the sideways in terms of hair style wearing the black colored sleeveless dress in figure 3. The entertainment makeup of announcer shall be the skin tone; the gloss is added by giving the smooth and shining. The eyebrow has been expressed as the arch-shaped of thick grey. The eyes have been directed long and clearly by giving the point to the front and rear side with the thick color by plastering the eye lines with the black smoky in synch with the color of clothes. The cheek that the smooth and shining have been more standing out with the blusher of pink color, the lips has been expressed matt with the nude tone to emphasize the eye makeup.

TU JING WEI announcer gave the effect that the skin look good by making the overall skin expression by doing the makeup slightly wet with Water shine, the eye showed the clear eye by drawing the eye line by giving the shadow with the shadow in the brown series. Again the lip used the nude tone; the cheek giving the complexion with the delicate peach tone has been used. The splendid and sexy image have been directed with the up style tossing the fringe to the sideways in terms of hair style wearing the black colored sleeveless dress in Figure 5. The entertainment makeup of announcer shall be the skin tone of her; the gloss has been given by giving the shine. The eyebrow has been expressed as the arch-shape of thick grey color. The eyes have been directed long and clearly by giving the point to the front and rear side with the thick color by plastering the eye line with the black smoky in synch with the color of clothes. The cheek that the shine has been more standing out with the blusher of pink color has been expressed; the lip has been expressed matt with the nude tone to emphasize the eye makeup. The cute image has been directed by wearing the flower design accessory in the fringe tossing to the sideways in terms of hair style by wearing the red color one piece in Figure 6. The makeup directed the gorgeousness by expressing more lightly than her skin, the eyebrow keeps the arch-shape of thick grey color, the

eye shall be looked longer by directing the eye line after drawing the point eye line by raising the eye tail femininely in the shadow of pink series in terms of eye. The cheek emphasized the splendor with the red series. The lip has been directed naturally to emphasize the eye to the degree giving the complexion only. The analysis for the beauty image of 3 persons of announcers has been arranged as shown in Table 2.

5. Conclusion

The beauty image of lady announcers progressing the China CCTV entertainment program has been analyzed until now. The result comparing and analyzing the beauty image of announcers progressing the entertainment program is as follows:

The announcer expresses the slightly wet skin with the Shine makeup to direct the refined, characteristic and charming image to capture the eyes of audiences, the eye makeup emphasized the artificial eyelashes with the smoky or semi smoky, the lip used various colors.

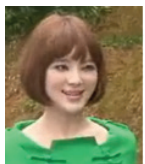
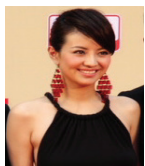
The makeup of announcers progressing the entertainment program may do the makeup without the special restriction, has shown various skin expressions, the water shine, the gloss of shine occurred and the slightly wet skin expression formed the main.

The splendid makeup of semi-smoky, the emphasis of eyelashes, etc. are being shown in the eye makeup. The lip color is showing the color of various colored from the nude tone. Namely, the most popular lip color has been appeared, even though the neatness is the basis in the hair style, the character by the announcer is expressed; the dress and one piece have been preferred in the clothes.

The threshold of this research is as follows; There has been the limit incapable of seeing the color sense or the accurate details by capturing the Broadcasting screen as the data to be used in analyzing the beauty image of announcers of entertainment program of China CCTV and the point that announcers of China CCTV only has been analyzed.

The image analysis of Broadcasters of more diverse Chinese channel is hoped to be continued by supplementing these points in the follow-up research, more systematic research is thought to be realized. The research for the image by the type of various Broadcasting Stations and Announcers and researches of various angles of the image preference of announcers are expected.

Table 2. The analysis for the beauty image of 3 persons of lady announcers

Classification	Photographs	Clothes	Hair style	Makeup
WANG XIAO YA	 Figure 1	Orange colored blouse	Direction as the up style restoring the volume	Skin: naturally Eyelashes makeup: thin grey Eye makeup: directed clearly as the orange smoky Cheek makeup: expression with the blusher with the peach tone Lip makeup: so that it may be shown slightly wet with the lip gloss of nude tone.
	 Figure 2	the dot design scarf is matched in the white colored jacket	the bobbed hair with the layer by tossing the fringe	Skin: bright and delicate gloss Eyelashes makeup: directed as the arch-shape of grey Eye makeup: direction of good eyes by drawing the point eye line. Cheek makeup: slightly wet with the peach tone. Lip makeup: nude tone
HU DIE	 Figure 3	Wearing the green one piece	The monotony is avoided by lowering one side of hair only with the long hair wave	Skin: direction with matt. Eyebrow makeup: the form of number 1 with the thick grey color Eye makeup: smoky with the brown series, expression of cool eyes by attaching and raising eyelashes meticulously Cheek makeup: connection with the shading with the pink tone. Lip makeup: expression slightly wet with the orange tone
	 Figure 4	Ladyishness with the green dress	The coloring with the brown series is directed	Skin: expression of Water shine Eyebrow makeup: the form of number 1 with the brown Eye makeup: direction of semi smoky, expression like the eye of doll by attaching the eyelashes. Cheek makeup: expression of complexion feeling Lip makeup: pink series
TU JING WEI	 Figure 5	Dress of black colored sleeveless dress	The splendid and sexy image have been directed with the up style tossing the fringe to the sideways	Skin: Gloss by giving the shine Eyebrow makeup: the thick grey color as the arch-shape Eye makeup: The eyes have been directed long and clearly by giving the point to the front and rear side with the black smoky. Cheek makeup: so that the shine may be stood out with the pink color blusher. Lip makeup: makes the beige with the nude tone
	 Figure 6	Red colored one piece	The cute image has been directed by wearing the flower design accessory in the fringe tossing to the sideways.	Skin: the gorgeousness is directed by expressing with the shine lighter than her skin. Eyebrow makeup: arch-shape of thick grey color Eye makeup: Feminine as the shadow with the pink series Cheek makeup: the emphasis of splendor with the red series Lip makeup: natural complexion

Source: <http://tv.cctv.com/cctv2/>

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