

学校编码: 10384

分类号\_\_\_\_\_密级\_\_\_\_\_

学 号: 10520121152853

UDC\_\_\_\_\_

# 厦门大学

## 硕 士 学 位 论 文

### 家庭电视购物频道主持人说服策略与技巧研究 ——以全心电视购物频道为例

#### Research strategies and skills to convince the TV home shopping channel presenter

#### ---- Case study of QuanXin TV home shopping channel

宋菲菲

指导教师姓名: 朱健强 副教授

专业名称: 新闻与传播

论文提交日期: 2015年4月

论文答辩日期: 2015年5月

学位授予日期: 2015年 月

答辩委员会主席: \_\_\_\_\_

评 阅 人: \_\_\_\_\_

2015年4月

# 厦门大学学位论文原创性声明

本人呈交的学位论文是本人在导师指导下，独立完成的研究成果。本人在论文写作中参考其他个人或集体已经发表的研究成果，均在文中以适当方式明确标明，并符合法律规范和《厦门大学研究生学术活动规范（试行）》。

另外，该学位论文为（）课题（组）的研究成果，获得（）课题（组）经费或实验室的资助，在（）实验室完成。（请在以上括号内填写课题或课题组负责人或实验室名称，未有此项声明内容的，可以不作特别声明。）

声明人（签名）：

年 月 日

# 厦门大学学位论文著作权使用声明

本人同意厦门大学根据《中华人民共和国学位条例暂行实施办法》等规定保留和使用此学位论文，并向主管部门或其指定机构送交学位论文（包括纸质版和电子版），允许学位论文进入厦门大学图书馆及其数据库被查阅、借阅。本人同意厦门大学将学位论文加入全国博士、硕士学位论文共建单位数据库进行检索，将学位论文的标题和摘要汇编出版，采用影印、缩印或者其它方式合理复制学位论文。

本学位论文属于：

1. 经厦门大学保密委员会审查核定的保密学位论文，  
于 年 月 日解密，解密后适用上述授权。
2. 不保密，适用上述授权。

（请在以上相应括号内打“√”或填上相应内容。保密学位论文应是已经厦门大学保密委员会审定过的学位论文，未经厦门大学保密委员会审定的学位论文均为公开学位论文。此声明栏不填写的，默认为公开学位论文，均适用上述授权。）

声明人（签名）：

年 月 日

## 内容摘要

伴随着人们的消费习惯的不断转变，传统世界的购物模式发生改变，“足不出户”的消费方式渐渐深入人心。尤其是电视购物的发展，很早就在国外就已经流行。而在中国，电视购物的发展时间不长，但却发展很快。从最开始打开各大卫视频道就能看到的各种电视购物广告片，主持人以撕心裂肺，夸大其词的方法来吸引着观众。再到近几年来，如雨后春笋般起来的各大家庭电视购物频道，全天24小时的播出，没有任何广告时间，全频道以节目连续的呈现，而主持人也以更加平实、生活化的方式在介绍产品。

家庭电视购物模式越来越受欢迎，但是在发展的过程中，总会有一些彷徨期、瓶颈期，在家庭电视购物这种以主持人介绍产品为主来达成订购的节目形式下，主持人的逻辑思维跟话术呈现显得尤为重要。本文就是在这样一个背景下，通过霍夫兰的说服理论，以全心电视购物频道中主持人为主要研究对象，通过对全心电视购物频道主持人节目中的表现，包括外在形象、节目话术、肢体语言及节目互动几大方面，细致分析，研究家庭电视购物节目中不同类型主持人如何能够在节目中发挥作用，例如发挥主持人的语言方法的特色，如何掌控节目节奏，如何临场应变，如何主攻商品卖点等等，来打动观众达成订购，并且让观众从接受到爱上电视购物的节目形式，家庭电视购物主持人也可以有自己的个人魅力及粉丝群。

关键词：主持人；说服理论；话术技巧；家庭电视购物频道

## ABSTRACT

Along with changing people's consumption habits, the traditional world of shopping patterns changed, "homes" of consumption gradually popular. In particular, the development of TV shopping, long has been popular in foreign countries. In China, the development of TV shopping is not long, but it has developed rapidly. Open the major TV channels will be able to see a variety of TV shopping commercials from the very beginning, the host with the Heartbreakers, exaggerated way to attract viewers. And then the last few years, have sprung up in major home television shopping channel, broadcast 24 hours a day, without any advertising time, all channels to show continuous presentation, but also to a more normal host, daily life way in the introduction of products.

Home television shopping patterns are becoming more popular, But in the process of development, there will always be some hesitation period, the bottleneck in the home TV shopping this to the moderator introduced products to reach under the program in the form of order, the moderator, then surgery presented with logical thinking is very important. This article is in such a context, by Hovland persuasion theory to host dedicated TV shopping channel as the main research object, through television shopping channel dedicated host program performance, including the external image program then surgery, body language and several interactive programs, the detailed analysis of the family infomercial host how different types can play a role in the program, such as play host language features methods, how to control the rhythm of the program, how to spot strain, and how the main selling point of goods, etc., to impress the audience reached ordered and received from the audience fall in love with the TV shopping program form, home shopping television presenter also can have their own personal charm and fan base.

Keywords: Moderator; convince theory; then surgery techniques; TV home shopping channel

## 目 录

<b>第一章 绪论</b> .....	<b>1</b>
一、家庭电视购物的发展历史.....	1
二、国内家庭电视购物频道的发展概况.....	2
(一) 国内家庭电视购物频道概况.....	2
(二) 全心家庭电视购物频道概况.....	2
三、家庭电视购物主持人的研究现状与问题.....	3
(一) 家庭电视购物节目的研究现状与问题.....	3
(二) 家庭电视购物主持人的研究现状与问题.....	3
<b>第二章 文献综述</b> .....	<b>6</b>
一、说服的理论、策略与技巧.....	6
(一) 说服理论概述.....	6
1. 传播主体与说服效果.....	6
2. 说服技巧与说服效果.....	7
(二) 说服的策略与技巧.....	9
二、营销中的说服策略与技巧.....	10
(一) 理性诉求的策略与技巧.....	10
1. 自我评判法.....	10
2. 经验说服法.....	10
3. 事实说服法.....	10
(二) 感性诉求的策略与技巧.....	10
三、电视节目主持人角色的研究.....	11
(一) 电视节目主持人在节目中起调节作用.....	11
1. 主持人把握整个节目进度.....	11
2. 电视节目主持人掌控整个节目的质量.....	12
(二) 电视节目主持人角色变化.....	12

1、体验的角色.....	13
2、提炼的角色.....	13
(三) 家庭电视购物主持人角色的研究.....	13
1、家庭电视购物主持人的角色.....	13
2、家庭电视购物主持人存在的问题与改进方法.....	14
<b>第三章 研究思路与方法 .....</b>	<b>16</b>
一、研究的目的是与问题.....	16
(一) 研究的目的.....	16
(二) 研究的问题.....	16
1、全心电视购物频道的节目类型与特点.....	17
2、全心电视购物频道主持人的角色与分工.....	18
3、全心电视购物频道主持人的节目呈现.....	18
二、研究的思路与方法.....	18
<b>第四章 全心电视购物频道节目类型 .....</b>	<b>19</b>
一、全心电视电视购物节目分类的依据与策略.....	19
二、全心电视电视购物频道的主要节目类型.....	19
(一) 厨房、家居、家饰类节目.....	19
(二) 家用电器类节目.....	19
(三) 食品饮料类节目.....	19
(四) 服饰、内衣、鞋包类节目.....	19
(五) 运动、户外、健康类节目.....	19
(六) 珠宝、钟表、收藏类节目.....	20
(七) 3C 数码类节目.....	20
(八) 化妆护理类节目.....	20
三、全心电视购物频道节目的主要特点.....	20
(一) 相对稳定的节目模式.....	20
(二) 变幻多样的节目形式.....	21
<b>第五章 全心购物频道主持人的角色与专业分工 .....</b>	<b>22</b>

一、不同购物节目中主持人的作用与角色.....	22
二、主持人与相关部门的关系与管理.....	22
(一) 与 MD 的关系与管理.....	23
1、MD 做什么? .....	23
2、SH 需要从 MD 那得到什么? .....	23
(二) 与 PD 的关系与管理.....	23
1、PD 是谁? .....	23
2、PD 的职责.....	23
3、SH 要配合 PD 的哪些工作? .....	24
(三) 与直播团队的关系.....	24
三、直播节目中主持人的任务与职责.....	24
(一) 节目话术.....	24
(二) 资料配合+实验部分.....	24
(三) 肢体语言.....	25
(四) 临场反应.....	25
<b>第六章 全心电视购物频道主持人的节目呈现研究.....</b>	<b>26</b>
一、邻家朋友型：厨房、家居、家饰类和家用电器类节目.....	26
案例一：国色天香直火陶瓷养生锅 1+2 特惠组.....	27
(一) 全心电视购物频道主持人的外在形象.....	40
1、节目中的服装.....	40
2、节目中的发型及妆容.....	40
(二) 全心电视购物频道主持人的节目话术研究.....	40
1、节目字卡后对应的 OS 语调、语气及内容.....	40
2、直播现场出镜时的话术.....	40
3、直播现场给静物或者台面画面时配合的话术.....	41
4、进情景小片或者静物展示小片时的话术.....	41
(三) 全心电视购物频道主持人的肢体语言研究.....	41
1、产品组合介绍时的肢体语言.....	41
2、做实验或者产品演示时的肢体语言.....	41



3、主持人全身或者半身镜头下的肢体语言.....	41
(四) 全心电视购物频道主持人的节目互动.....	42
1、主持人介绍当下.....	42
2、在一段小片加背景音乐过后.....	42
3、电话线爆线.....	42
4、没有任何进线.....	42
二、健康专家型：运动、户外、健康和食品饮料类节目.....	42
案例二：呼伦贝尔羊蝎子家庭量贩装.....	43
(一) 全心电视购物频道主持人的外在形象.....	58
1、节目中的服装.....	58
2、节目中的发型及妆容.....	58
(二) 全心电视购物频道主持人的节目话术研究.....	58
1、节目字卡对应的 OS 语调、语气及内容.....	58
2、直播现场出镜时的话术.....	58
3、直播现场给台面画面时配合的话术.....	59
4、进情景小片或者静物展示小片时的话术.....	59
(三) 全心电视购物频道主持人的肢体语言研究.....	59
1、产品组合介绍时的肢体语言.....	59
2、做实验或者产品演示时的肢体语言.....	59
3、主持人全身或者半身镜头下的肢体语言.....	59
(四) 全心电视购物频道主持人的节目互动.....	60
1、主持人介绍当下.....	60
2、在一段小片加背景音乐过后.....	60
3、电话线爆线.....	60
4、没有任何进线.....	60
三、高端权威型：珠宝、钟表、收藏类或 3C 数码类节目.....	60
案例三：西北黄金马到成功 500G 银条.....	61
(一) 全心电视购物频道主持人的外在形象.....	68
1、节目中的服装.....	68
2、节目中的发型及妆容.....	68

(二) 全心电视购物频道主持人的节目话术研究.....	68
1、节目字卡对应的 OS 语调、语气及内容 .....	68
2、直播现场出镜时的话术.....	68
3、直播现场给静物或者台面画面时配合的话术.....	68
4、进情景小片或者静物展示小片时的话术.....	69
(三) 全心电视购物频道主持人的肢体语言研究.....	69
1、产品组合介绍时的肢体语言.....	69
2、做实验或者产品演示时的肢体语言.....	69
3、主持人全身或者半身镜头下的肢体语言.....	69
(四) 全心电视购物频道主持人的节目互动.....	69
1、主持人介绍当下.....	69
2、在一段小片加背景音乐过后.....	70
3、电话线爆线.....	70
4、没有任何进线.....	70
四、美丽达人型：服饰、内衣、鞋包类节目主持人或化妆护理类节目.....	70
案例四：韩后明星乳清蛋白精装组 9 周年限量版.....	71
(一) 全心电视购物频道主持人的外在形象.....	82
1、节目中的服装.....	82
2、节目中的发型及妆容.....	82
(二) 全心电视购物频道主持人的节目话术研究.....	82
1、节目字卡对应的 OS 语调、语气及内容 .....	82
2、直播现场出镜时的话术.....	82
3、直播现场给静物或者台面画面时配合的话术.....	83
4、进情景小片或者静物展示小片时的话术.....	83
(三) 全心电视购物频道主持人的肢体语言研究.....	83
1、产品组合介绍时的肢体语言.....	83
2、做实验或者产品演示时的肢体语言.....	83
3、主持人全身或者半身镜头下的肢体语言.....	83
(四) 家庭电视购物频道主持人的节目互动.....	83
1、主持人介绍当下.....	83

2、在一段小片加背景音乐过后.....	84
3、电话线爆线.....	84
4、没有任何进线.....	84
<b>第七章 总结与思考 .....</b>	<b>85</b>
<b>一、全心电视购物节目的类型与主持人.....</b>	<b>85</b>
(一)主持人在全心电视购物节目中的作用与特点.....	85
1、灵魂人物.....	85
2、双重角色.....	85
(二)主持人在全心家庭购物节目中的呈现形态与特点.....	85
1、主持人在购物节目中给客户带来价值.....	85
2、主持人可以通过各种外在的手段进一步吸引客户购买.....	86
3、主持人利用自身的技巧达到销售.....	86
<b>二、家庭电视购物频道主持人说服策略与技巧的应用.....</b>	<b>86</b>
(一)理性说服.....	87
1、现身说法.....	87
2、摆数据.....	87
3、讲事例.....	87
(二)感性说服.....	88
1、画面及形象.....	88
2、语势、语态.....	88
<b>三、提升电视购物频道主持人专业素养的建议.....</b>	<b>88</b>
(一)做观众的一个交流者.....	88
(二)做观众和电视购物频道的沟通者.....	89
(三)主持人要做观众的感染者.....	89
(四)主持人要做正面信息的传递者.....	90
<b>参考文献.....</b>	<b>91</b>
<b>致 谢 .....</b>	<b>94</b>

## CONTEST

<b>PartI Chapter .....</b>	<b>1</b>
<b>I The family history of the development of TV shopping.....</b>	<b>1</b>
<b>II Development survey of family TV shopping channels.....</b>	<b>2</b>
(I) Overview of family TV shopping channel.....	2
(II) Overview of QuanXin family TV shopping channel.....	2
<b>III The home TV shopping host of research status and significance .....</b>	<b>3</b>
(I) Family Research Status and Problems of infomercials.....	3
(II) Research Status and home television shopping host of issues .....	3
<b>PartII Literature Review.....</b>	<b>6</b>
<b>I The theory of persuasion, strategies and techniques.....</b>	<b>6</b>
(I) Convince theoretical study.....	6
1. Spread the body and convince effect .....	6
2. Persuasion and persuasion effect .....	7
(II) Persuasion Strategies and Skills .....	9
<b>II Strategies and skills to convince Marketing Research .....</b>	<b>10</b>
(I) Strategies and Skills rational appeal .....	10
1. Self-evaluation method .....	10
2. Experience convince France .....	10
3. The fact persuade France .....	10
(II) Strategies and Skills emotional appeal .....	10
<b>III The television presenter role research .....</b>	<b>11</b>
(I) Study the role of conventional television presenter .....	11
1, The television presenter regulatory role in the program .....	11
2, Host grasp the entire program schedule.....	12
(II), The television presenter changing roles .....	12
1, Experience.....	13
2, Refining.....	13
(III) Home shopping television presenter role of research .....	13

1, Home shopping television presenter role.....	13
2, TV shopping host family problems and improved methods .....	14
<b>Part III Research ideas and methods.....</b>	<b>16</b>
<b>I The purpose and research questions.....</b>	<b>16</b>
(I) The purpose of the research .....	16
(II) The questions of the research .....	16
1, The program type and characteristics of QuanXin TV shopping channel .....	17
2, QuanXin TV shopping channel presenter roles and division.....	18
3, QuanXin TV shopping channel presenter of the program presented.....	18
<b>II The ideas and research methods.....</b>	<b>18</b>
<b>Part IV Types of programs QuanXin TV shopping channels.....</b>	<b>19</b>
<b>I QuanXin infomercials basis for classification.....</b>	<b>19</b>
<b>II The main types of programs QuanXin TV shopping channels.....</b>	<b>19</b>
(1) The kitchen, home, furniture type of program .....	19
(2) The household appliances program .....	19
(3) The food and beverage program.....	19
(4) Clothing, underwear, shoes, bags program .....	19
(5) Motion, outdoor, healthy type of program .....	19
(6) Jewellery, watches, collectibles type of program .....	20
(7) 3C digital class program.....	20
(8) Cosmetic Care class program.....	20
<b>III The main features of dedicated TV shopping channel program.....</b>	<b>20</b>
(I) Relative stability program mode .....	20
(II) Changing and diverse program formats.....	21
<b>Part IV QuanXin shopping channel presenter and specialization</b>	<b>22</b>
<b>I Different shopping program in the role and the role of moderator.....</b>	<b>22</b>
<b>II In collaboration with relevant departments moderator.....</b>	<b>22</b>
(I) The relationship between the MD .....	23
1, What to do? .....	23
2, SH what needs to get it from the MD? .....	23

(II) The relationship between the PD .....	23
1. Who is PD? 39 .....	23
2, PD duties 39 .....	23
3, SH PD's going to work with what? .....	24
(III) The relationship between broadcast team .....	24
<b>III The live show presenter roles and responsibilities .....</b>	<b>24</b>
(I) Then surgery .....	24
(II) The experimental data with the section .....	24
(III) Body language.....	25
(IV) Spot reaction .....	25
<b>PartVI QuanXin TV shopping channel presenter presenting research program.....</b>	<b>26</b>
<b>IA friend next door type: kitchen, home, furniture and household appliances class program.....</b>	<b>26</b>
<b>Case I: Aromatic direct fire ceramics Slow Cooker 1 + 2 Gift Set .....</b>	<b>27</b>
(I) QuanXin TV shopping channel presenter external image .....	40
1, The program of clothing .....	40
2, Show the hair and makeup.....	40
(II) The program and the state of expression .....	40
1, QuanXin TV shopping channel presenter of the program, then surgery and after the word card program corresponding OS intonation, tone and content .....	40
2, Then surgery broadcast live appearance when.....	40
3, Live on the scene to the screen with a still life or table, then surgery .....	41
4, Into small pieces, or still life scene showing small films, then surgery.....	41
(III) QuanXin TV shopping channel presenter's body language .....	41
1. Introduction portfolio when body language.....	41
2, Or product demonstration experiment when body language .....	41
3, The host body or bust under the lens .....	41
(IV) Dedicated TV shopping channel host interactive programs.....	42
1, The moderator introduced the moment.....	42
2, In the period after the small pieces add background music .....	42
3, Telephone line burst line .....	42

4, There is no line.....	42
<b>II.The health expert: sports, outdoors, health classes, and food and beverage program.....</b>	<b>42</b>
<b>Case II: Hulunbeir Yang Xiezai family discount dress.....</b>	<b>43</b>
(I) QuanXin TV shopping channel presenter external image .....	58
1, The program of clothing .....	58
2, Show the hair and makeup.....	58
(II) The program and the state of expression .....	58
1, QuanXin TV shopping channel presenter of the program, then surgery and after the word card program corresponding OS intonation, tone and content .....	58
2, Then surgery broadcast live appearance when.....	58
3, Live on the scene to the screen with a still life or table, then surgery .....	59
4, Into small pieces, or still life scene showing small films, then surgery.....	59
(III) QuanXin TV shopping channel presenter's body language.....	59
1. Introduction portfolio when body language.....	59
2, Or product demonstration experiment when body language .....	59
3, The host body or bust under the lens .....	59
(IV) QuanXin TV shopping channel host interactive programs .....	60
1, The moderator introduced the moment.....	60
2, In the period after the small pieces add background music .....	60
3, Telephone line burst line .....	60
4, There is no line.....	60
<b>III The high authority of the type: jewelry, watches, collectibles category or 3C digital class program.....</b>	<b>60</b>
<b>Case 3: Northwest Madaochenggong 500g gold bullion.....</b>	<b>61</b>
(I) QuanXin TV shopping channel presenter external image .....	68
1, The program of clothing .....	68
2, Show the hair and makeup.....	68
(II) The program and the state of expression .....	68
1, QuanXin TV shopping channel presenter of the program, then surgery and after the word card program corresponding OS intonation, tone and content .....	68
2, Then surgery broadcast live appearance when.....	68

3, Live on the scene to the screen with a still life or table, then surgery .....	68
4, Into small pieces, or still life scene showing small films, then surgery.....	69
(III) QuanXin TV shopping channel presenter's body language.....	69
1. Introduction portfolio when body language.....	69
2, Or product demonstration experiment when body language .....	69
3, The host body or bust under the lens .....	69
(IV) QuanXin TV shopping channel host interactive programs .....	69
1, The moderator introduced the momen .....	69
2, In the period after the small pieces add background music .....	70
3, Telephone line burst line .....	70
4, There is no line.....	70
<b>IV. Melitta people type: clothing, underwear, shoes, bags or cosmetic treatments</b>	
<b>presenters class program.....</b>	<b>70</b>
<b>Case Four: 9 anniversary Hanhoo Star Group Limited Edition hardcover whey</b>	
<b>protein .....</b>	<b>71</b>
(I) QuanXin TV shopping channel presenter external image .....	82
1, The program of clothing .....	82
2, Show the hair and makeup.....	82
(II) The program and the state of expression .....	82
1, QuanXin TV shopping channel presenter of the program, then surgery and after the	
word card program corresponding OS intonation, tone and content .....	82
2, Then surgery broadcast live appearance when.....	82
3, Live on the scene to the screen with a still life or table, then surgery .....	83
4, Into small pieces, or still life scene showing small films, then surgery.....	83
(III) QuanXin TV shopping channel presenter's body language.....	83
1. Introduction portfolio when body language.....	83
2, Or product demonstration experiment when body language .....	83
3, The host body or bust under the lens .....	83
(IV) QuanXin TV shopping channel host interactive programs .....	83
1, The moderator introduced the moment.....	83
2, In the period after the small pieces add background music .....	84
3, Telephone line burst line .....	84



Degree papers are in the "[Xiamen University Electronic Theses and Dissertations Database](#)". Full texts are available in the following ways:

1. If your library is a CALIS member libraries, please log on <http://etd.calis.edu.cn/> and submit requests online, or consult the interlibrary loan department in your library.
2. For users of non-CALIS member libraries, please mail to [etd@xmu.edu.cn](mailto:etd@xmu.edu.cn) for delivery details.

廈門大學博碩士論文摘要庫