

# **Analysis on Sense of Object Necessary for Flight Attendants in the Passenger Cabin Broadcasting Process**

Jie Hu

Civil Aviation Flight University of China, Guanghan 618307, China

**Keywords:** passenger cabin broadcasting; flight attendant; sense of object

**Abstract.** Art is sourced from real life but higher than life. It is also the same for art language. In the passenger cabin broadcasting process, art language is used to express emotions. As external image of an airline company, flight attendant service is an important operation philosophy of aviation enterprises. However, passenger cabin broadcasting is served as one of important standards for judgment of passenger cabin service quality. The sense of object is stated in this paper. Besides, an analysis is made onto the significance of flight attendants' mastering the sense of object in the passenger cabin broadcasting process. At the same time, the author also states relevant methods for flight attendants to obtain the sense of object in the passenger cabin broadcasting process, and proposes relevant countermeasures for further improvement to quality and competence of flight attendants in this process.

## **Introduction**

In the airlines operation process, passenger cabin broadcasting is of great importance for both service and safety management of passenger cabin. The sense of object during passenger cabin broadcasting means that the broadcaster in the cabin should imagine as if passengers are sitting in front of him/ her as much as possible. In the preparation process, the broadcaster should imagine passengers. Thus, the broadcaster can feel the sense of presence and reactions of passengers in the broadcasting process, and realize subtle emotions, desires and moods of all passengers, so as to deploy the broadcaster's emotions, and let such emotions to be in the state of motion all the time.

## **I. Description on Sense of Object**

In the passenger cabin broadcasting process, art language is used to express certain emotions. To be plain, the sense of object is utterance. We will speak every day. That is to say, we are expressing our emotions every day. In daily life, people's words are of a strong sense of object. Due to the existence of specific persons and objects of talking, daily words can be controlled in approximate speed, so as to let others to clearly understand the meaning of these words. When we speak the next sentence, we can notice, observe and feel reactions made by the speaker. Learning and training of the sense of object must be based on speaking in daily life. However, speaking in daily life is of great randomness. Therefore, learning of the sense of object should be based on daily speaking, converting daily words into popular language and art language. If broadcasters only pay attention to character reading and neglect emotion while reading materials, each character in such materials is pronounced, but it lacks real feelings. As a result, passenger cabin broadcasting will be dull and ordinary, lacking fluctuations and changes; or it seems like talking to the broadcaster himself/herself due to too fast speed. Broadcasting in such way will make passengers to feel boring. Thus, it can be seen the sense of object in passenger cabin broadcasting refers to in circumstance that flight attendants should imagine passengers in the mind as much as possible during broadcasting even if there is no passenger in front. In the preparation process, flight attendants should imagine passengers, so as to feel the presence and reactions of passengers in the broadcasting process, realize emotions, moods and requirements of all passengers, and thus deploy the broadcaster's emotions.

## **II. Significance of Flight Attendants' Mastering the Sense of Object in the Passenger Cabin Broadcasting Process**

Passenger cabin broadcasters are mainly engaged in broadcasting service and safety management. In the flight process, there may be various issues about time, service item, safety facilities and others. All issues above should be notified to each passenger. Proper realization of all these issues can meet the requirements of passenger cabin service and safety management. At the same time, passenger cabin broadcasting is of very strong timeliness and guidance quality due to its openness. Generally, flight attendants broadcast in front of a microphone, without any passenger in front. Broadcasters can not see objects of service in front of them. Due to this special working environment, barriers take place for communication between flight attendants and passengers. Can feelings of objects of service be neglected as passengers can not be seen? The answer is no absolutely. According to the author, this issue can be properly solved by learning of the sense of object. The sense of object doesn't emerge out of the void. Instead, it is based on science. Stanislavski, a famous art scholar in the former Soviet Union, ever said that "without an object, the speaker and audiences can not be convinced of practical necessity of those words". Although these words are used to describe the relationship between actors and audiences in drama, this viewpoint is also applicable to the relationship between passengers and passenger cabin broadcasters. The objects of all words spoken by flight attendants are passengers in the passenger cabin broadcasting process. Therefore, passengers must be made to understand those words. That is also served as fundamental basis in the concept of object. When it is interpreted as action or thinking in the Modern Chinese Dictionary, "object" can be used as target person or thing. However, all actions or reflections of flight attendants in the broadcasting process are targeted at target persons, i.e. all passengers in the passenger cabin. Therefore, broadcasters should imagine passengers in the mind during broadcasting.

The sense of object is one of means used by broadcasters to make thoughts and feelings in the state of motion. Attention should be paid to communication with audiences at any time. In case that there is no audience, relevant audiences should be imagined. On that account, the sense of object belongs to a sort of association and imagination, and it is certainly concrete. Only concrete object can give full play to the positive role of passenger cabin broadcasting. Therefore, flight attendants should imagine all contents of broadcasting as well as passengers in the most need for relevant information from broadcasters, namely the group of passengers with the most important needs to listen to broadcasting. After listening, what reactions passengers will make? Through mastering of passengers' reactions, flight attendants can know how to further deploy their thoughts and feelings. The contents of broadcasting can be properly arranged as long as emotions are controlled in a better way.

## **III. Approaches for Flight Attendants to Acquire the Sense of Object in the Passenger Cabin Broadcasting Process**

To master the sense of object, we should not forget at any time that passenger cabin broadcasting is used to serve passengers first. The secondary purpose of passenger cabin broadcasting is to perform safety management of passenger cabin in a better way. Some passengers will carefully listen to broadcasting at every time. Passengers are quite caring about or even anxious to understand most contents of broadcasting. Just because of this, we should pay more attention to communication for information in various types, letting passengers to be willing to accept such information. Once we fail to know much about such information or think for the sake of passengers or broadcast in a clear, accurate and complete way, it is naturally difficult for passengers to understand, or they are even reluctant to listen to the broadcasting carefully. Therefore, broadcasters should feel the real presence of passengers no matter in preparation for broadcasting materials or in the process of broadcasting, so as to think for the sake of passengers at any time. We feel that passengers are carefully listening to and even thinking about the broadcasting. With continuous development of the broadcasting contents and the development of broadcasters' thoughts and feelings, interaction of

thoughts and emotions will be made. Thus, flight attendants can feel happiness, enjoyment and other emotions of passengers. In return, these reactions will arouse stronger broadcasting desires of broadcasters, so as to motivate more sincere and saturated emotions. Therefore, the sense of object naturally becomes stronger. Thus, it feels as if intangible tacit understanding of mutual motivation and encouragement and emotional communication are realized with passengers. During daily practices, flight attendants can imagine the objects of expression, or imagine as talking to friends or family members. Speaking can not be continued unless passengers understand each sentence. We can feel in daily life. Once we are speaking, we will feel the sense of object everywhere.

For passenger cabin broadcasters, the main purpose of imagination of concrete objects is to find the sense of object in a better way. In the cabin broadcasting process, attention should be paid to the presence of passengers at any time, for instance, passengers' reactions while listening to such contents. It is necessary for passenger cabin broadcasters to really adapt to practical needs of passenger cabin broadcasting and then strive for accuracy and reality in daily business. Some specific matters in the broadcasting materials should be deeply understood. In ordinary life, we also need to make continuous expansion to the field of daily life and go deep into daily life, so as to contact more persons and things and communicate with more people. Through continuous learning and accumulation in daily life, the knowledge quantity will become larger and larger. Naturally, we can understand more people, and thus understand more specific needs of these people. Thus, the expression will be more accurate. Imagination of objects on this basis can comply with both the content and the form of broadcasting materials in a better way for the purpose of better realization of broadcasting.

#### **IV. Countermeasures for Further Improvement to Flight Attendants' Quality and Competence in the Passenger Cabin Broadcasting Process**

The first one is quality improvement. As one of the most precious treasures of a person, experience mainly includes practical experience and theoretical experience. The former mainly refers to knowledge accumulated in daily life. If broadcasters accumulate more experiences in daily life, their experiences will be richer. Then, they will have stronger comprehensive ability, feeling ability and language competence. The latter mainly refers to cultural deposits of broadcasters. Cultural deposits are mainly based on passenger cabin broadcasting. Once broadcasters are unfamiliar with broadcasting materials or even know nothing for some sentences or terms in the broadcasting materials, it is taking nonsense for accurate expression to such materials. Thus, it is apparent that passenger cabin broadcasting is actually reflected as internal cultural means. Generation, understanding and expression competence of passenger cabin broadcasting language are based on basic quality. Thus, it is necessary for broadcasters to positively overcome excessively boring pattern of voice, letting verbal language to have greater changes and better expressive force and infection, and thus realize the unification between amiable emotions and voice pattern. Rhythm can be said as the last link of training for broadcasting creation. If keynote is regarded as overall emotional coloring and component of a piece of manuscript, then rhythm can be said as appearance of emotional coloring and component as well as performance of passenger cabin broadcasters in the broadcasting process. Proper application of rhythm skills can master link-up of mood and relevant skills in a better way, so as to express various emotions in broadcasting materials in a more complete and more accurate way.

The second one is competence improvement. To improve broadcasting competence of flight attendants, emphasis should be laid on enhancement of their culture and learning of expression skills. Thus, it is necessary to intensify self-culture, and master relevant expression skills through daily learning and continuous accumulation. Broadcasting expression mainly includes internal skills and external skills. The former mainly includes the sense of object, reappearance of scene and implied words. In the passenger cabin broadcasting process, broadcasters should have a sound understanding of specific contents and emotions in broadcasting materials, and master specific application of implied emotions in broadcasting. The sense of object can positively motivate real feelings of flight attendants in the broadcasting process, so as to set up positive and correct attitudes

and emotions, and help broadcasters to broadcast materials to passengers in clearer way and perfectly express such emotions to all passengers in the cabin. In case of concrete contents (such as packing up small table and using oxygen mask) in broadcasting materials, broadcasters should apply the method of scene reconstruction based on visual feelings, letting passenger cabin broadcasting to be more vivid and concrete. In case of logic contents in broadcasting materials, broadcasters should apply internal language based on logic feelings, letting passenger cabin broadcasting to be more vivid and concrete. External skills include cease, stress, mood and rhythm, so as to master relevant skills for cease and stress and express broadcasting materials in a more vivid accurate way.

The third one is improvement to overall situation. After mastering certain broadcasting skills, flight attendants should have deep learning and master practices. Thus, it requires continuous learning and improvement to the sense of object. In the learning process, flight attendants should work hard, and master correct methods, so as to be skillful. In daily life, flight attendants should cultivate spoken language competence as much as possible through reading loud, speech, speaking, tongue twister and other means, so as to accumulate more knowledge. As a result, a new improvement is made to practice competence, and the concept of overall situation is established. All broadcastings made by passenger cabin broadcasters belong to creative labor, which are saved as products of authors after deep understanding of passenger cabin service, management and safety. Passenger cabin broadcasting is of strong guidance quality and a wide range of influence. Theoretically, broadcasting words are correct and scientific. Or, it is probable for misleading, thus resulting in uncountable consequence.

## **V. Conclusion**

To sum up, standard, specification and appropriateness of languages used in the broadcasting process are important skills for flight attendants in passenger cabin service. Broadcasting languages of flight attendants are served as one of important standards for evaluation of passenger cabin service quality. At the same time, such languages are also served as one of significant means for popularization of civil aviation knowledge. Flight attendants must learn about how to properly master the sense of object in the passenger cabin broadcasting process. In this process, considerable theoretical and practical trainings are required. This process should not be realized in a short period. Moreover, scientific trainings should be performed, so as to improve broadcasting skills step by step and thus improve comprehensive quality of flight attendants.

## **References**

- [1] Liao Zhengfei and Kong Qingtang, A Course for Passenger Cabin Service Training [M], National Defence Industry Press, 2009;
- [2] Zhao Ying, A Course for Flight Attendant Service of Civil Aviation [M], China Renmin University Press, 2010;
- [3]Yan Li, How to Master the Sense of Object in Broadcasting Creation [J], Public Art, 2012 (5);
- [4] Zhou Juemin, Approaches for Mastering of the Sense of Object in Broadcasting [J], Broadcast Television, 2012 (1);
- [5]Yu Jinhong, With Passengers in Heart: the Sense of Object in Broadcasting and Hosting [J], Broadcasting Realm, 2013 (4)