

Exploring the Innovation Ideas of Talk Programs in the All-Media Era

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Abstract: *In the all-media era, talk shows are transitioning from traditional platforms to new media, integrating modern communication methods to create a 'new type' of talk show that better fits contemporary digital networks. As the boundaries between old and new media blur, understanding how to effectively incorporate 'new momentum' into talk shows is crucial for enhancing their visibility and influence. To achieve this, clarifying the innovative approaches in developing talk shows is crucial. This paper, therefore, analyzes the characteristics, formats, and the necessity of innovation in talk shows within the all-media era, aiming to explore and provide fresh ideas and strategies for their innovation.*

Keywords: *Talk shows; Programming; Innovative ideas*

1. Introduction

In the all-media era, as various forms of media converge and technologies advance rapidly, talk programs are also evolving. Since the introduction of talk shows to China in the 1990s—beginning with the launch of China's first TV interview program, 'Oriental Live Room,' in Shanghai in 1993, followed by the creation of China's first online interactive talk show, 'Very Still Distance,' by Li Jing in 2005—talk shows have continued to innovate across a variety of platforms and perspectives. This paper will explore and examine the innovative concepts behind talk shows.

2. Classification and Characteristics of Talk Shows

A talk show is a program that focuses on social hotspots and critical issues. It gathers information through conversation and delivers the content directly to viewers. Talk shows can be categorized by content into news and information, interpersonal relationships, variety and entertainment, and topical subjects. They can also be classified by format: chat talk, interview talk, debate talk, and synthesis talk. Additionally, an audience's presence or absence influences the conversation style. When the audience is present, the interaction is more dynamic. When the audience is not present, effective communication through the camera becomes essential.

Talk shows are known for their timeliness, relevance, and engagement. They quickly capture the latest societal developments or focus on core topics to present live discussions. Viewers can access a significant amount of valuable information in a short time. However, talk shows evolve with the rapid development of new media and continuous technological innovations. They are embracing the all-media era with improved quality. Traditional long-form talk shows are gradually transitioning into medium-length videos. 'Character talk short videos' have also emerged to meet the audience's demand for more information in less time. This trend has made the entertainment aspect of talk shows more prominent.

3. The Necessity of Innovation in Talk Programs

The all-media era is characterized by an 'information explosion.' In today's market, audience attention is increasingly fragmented. Many people struggle to focus on programs that last for dozens of minutes. Instead, they prefer to use fragmented time to obtain more effective and comprehensive information. Who can truly capture the audience's attention? Various talk shows have emerged in response, but do they deliver quality content and satisfactory results? With multiple communication

methods and different marketing strategies, who can communicate more effectively? Comprehensive talk programs now face many challenges, making it clear that innovation in talk shows is necessary.

3.1. The Inevitable Result of Conforming to the Development of the Market

Nowadays, talk shows in the industry market face two main problems. The first is the issue of 'fragmented' information dissemination. Many people now rely on 'fragmented' information as their primary way of sharing and receiving content in daily life. This type of information spreads rapidly, similar to how folding a piece of paper 20 times can theoretically reach the height of the sun^[1]. Fragmented information, with its brief and concise nature, has proven to generate high traffic and a strong impact. However, because talk shows typically have 'in-depth themes' and 'rich content,' most remain in long video formats, whether on traditional TV or other media platforms. This approach conflicts with the most influential and widely spread communication methods in the current market. The second problem is the increasing competition among talk shows due to continuous advancements in production techniques, the richness and diversity of themes, and the variety of formats. With more talk shows entering the public's view, how will the audience choose among them?

Considering these two challenges, program innovation has become an inevitable response to market demands. Only through 'innovation' can these issues be addressed. By innovating, talk shows can tackle the problem of 'fragmentation' by editing each episode's 'highlights' and core points into videos ranging from a few seconds to two minutes, which can then be shared on short video platforms. This strategy has even led to the creation of 'short video talk shows,' aiming to capture the audience's attention quickly, clearly convey program highlights, and draw viewers to watch the full episodes. Of course, in a competitive environment, programs must also innovate to gain new momentum and develop new opportunities.

3.2. A Sure Way to Improve Program Quality

In the all-media era, talk shows face many problems and challenges. However, they are also entering a broader arena with better development opportunities. The arrival of this era has radically changed information dissemination. Integrating traditional and emerging media has extended talk shows beyond TV screens to online platforms and social media. This multi-channel approach provides a broader stage for talk shows and attracts more diverse audiences.

In this context, if talk shows want to develop and improve, they must focus on 'innovation.' Only through innovation can talk shows 'stand firm' in the fiercely competitive market and become the audience's 'Plan A' among many choices.

An excellent talk show must align with current trends, keep pace with the times, and meet the audience's evolving aesthetic needs. Therefore, the creative team must continuously innovate by considering the various factors influencing the program, from pre-planning and on-site recording to post-production and communication strategy. This ensures that the show remains highly competitive.

As talk shows continue developing, the creative team will also identify and address shortcomings. The 'creative' approach allows them to correct these issues promptly, minimizing their negative impact.

Thus, 'innovation' is essential for improving the quality of talk shows. Through innovation, talk shows can leave a lasting impression on viewers and stand out among many programs, becoming their 'best choice.'"

3.3. Mandatory Requirements for Enhancing the Effectiveness of Communication

Domestic talk shows are widespread, and their production teams vary greatly. Some have hundreds of professionals, while others are small 'grassroots teams' with just a few people. With the convenience and growth of the Internet, almost anyone can produce a talk show once the theme is set. However, capturing significant attention across various media and achieving effective dissemination quickly takes time and effort.

Innovation is vital for increasing a program's impact and media communication effectiveness. By infusing new vitality through innovation, talk shows can maintain strong development momentum, attract audience attention, and ultimately achieve the desired communication effect^[2], improving communication efficiency.

4. Innovative Ideas for Current Talk Programs

For all types of talk shows today, 'innovation' is essential for strengthening a program's influence and reach. To uncover the program's 'innovative ideas,' the creative team must have a clear vision of innovation from start to finish. This includes the pre-planning stage, on-site recording, post-production editing, and marketing strategy. Each step of the process should solidify the innovative approach.

4.1. Pre-Planning: Choosing the Right Program and Innovating Formats

Talk shows involve recording hosts as they talk, communicate, and ask questions of guests. The core of a talk show lies in the content of these 'talks.' What the hosts and guests discuss is what truly engages viewers. Key questions include: What are they talking about? Why? What is the outcome? How does it connect with the audience?

Pre-program planning is crucial for talk shows and can determine the program's success or failure. Just as an athlete warms up before a game to activate their body, improve concentration, and reduce injury risk, pre-program planning serves as a 'pre-game warm-up' for a talk show. Quality planning helps the creative team accurately set the program's tone, enhance its style, and highlight the theme and guests through practical content expression. This enables the team to uncover more information quickly, leading to more efficient communication.

Program planning involves several vital tasks: finding the right topic, integrating pre-interview materials, determining the program's format, designing interview questions, and preparing recording questions.

In the pre-planning stage, the first step is to select the right topic, which is the core and soul of the program. This task poses a significant challenge for the creative teams of talk shows today. To make the program stand out, it is essential to understand the 'audience's psychology.' Consider what the audience wants to see and identify their needs. The goal is to find a theme that resonates with and engages the audience.

Before finalizing the topic, the program should research to understand audience preferences and market trends. It is important to respect industry rules and avoid planning based solely on assumptions. For instance, blind adherence to trends can be avoided without innovation^[3]. Programs should be close to real life and provide fresh content.

For example, 'Only Visible for Three Days' is a celebrity social experiment talk show based on the trend of 'only visible for three days' in social media circles, capturing the audience's curiosity. 'Talking to Strangers' focuses on the emotions and experiences of ordinary people, exploring universal values and emotional orientations through individual stories.

Next, determine the program format. While the topic captures viewers, the format acts as an 'olive branch' to their curiosity and influences their initial impression of the show. Traditional, single-format talk shows no longer meet audience expectations for variety and engagement. Therefore, innovation in program format is crucial.

Some programs, like 'Please! Refrigerator' and 'Please! Closet' combines multiple formats. These shows start with objects and lead to conversations between hosts and guests, offering a more engaging experience than traditional interviews. This approach aligns with new media's demands for precise audience targeting and diverse content, making the program more appealing^[4].

4.2. Live Recording: Innovating Moderator Expressions and Expanding Conversation Space

In the live recording stage of talk shows, innovating the moderator's expression and expanding the conversation space is essential. The 'talk' aspect is central to the program and essential to the moderator's role. A moderator must possess strong professional skills, adaptability, and keen insight. Beyond these, they need to focus on innovative expression, questioning, and guiding techniques.

The host should have unique expression skills, using a 'personalized' way to convey information and attract the audience's attention. They should ask interesting and thought-provoking questions to inspire guests and guide their responses, creating resonance with the audience. Additionally, the host must be adept at managing conversations, handling emergencies flexibly, and maintaining the rhythm of the discussion.

Many talk shows now feature relaxed, informal conversations with guests, sometimes even recording outdoors or without a live audience. To effectively convey the content through the camera, it is crucial to 'advance the conversation space.' This involves both program and host innovation. Program planners should design engaging interactive segments to appeal to different audiences. The host should then integrate these segments into the conversation in a 'grounded' manner. This approach enhances audience participation, fosters a sense of belonging, and provides viewers with an immersive experience.

4.3. Post-production: Integrating Editing with Innovative Production Techniques.

In the all-media era, editing is increasingly important in talk show post-production. Much of the crucial information and emotional resonance is conveyed through 'watching' rather than 'listening.' The editorial director must have a keen eye for detail and discovery^[5]. Editing staff need high technical skills and artistic literacy. They must keep pace with market demands and innovate editing techniques to match the diverse types of talk shows.

First, editing should focus on constructing the program's conversational logic. Talk shows often revolve around specific themes. Since talk shows usually focus on particular themes, editing should maintain a logical flow, such as 'cause and effect' or 'story review,' to ensure viewers can easily follow the program's content. By arranging segments rationally and adding transitions, a compelling storyline is created. This allows viewers to enjoy the visual presentation while deeply engaging with the issues explored.

Second, editing should aim for both visual and auditory enjoyment. In the all-media era, editing technology is continually evolving. Visually, editors can use techniques like hard cuts, fades, and zoom transitions to make segment transitions smooth and natural. Special effects, like subtitles and graphics, can enhance understanding and add interest. Auditory aspects involve selecting sound effects and background music that complement the program's content. Carefully chosen and arranged music can enhance emotional resonance and viewer engagement.

Finally, editing should be open to experimenting with new technologies and techniques. Advances in technology, such as virtual and augmented reality, offer new possibilities for talk show editing. Editors should explore these innovations to add fresh elements and unique characteristics to their programs. Additionally, incorporating editing techniques from other fields, such as movies and advertisements, can enhance the overall quality of talk shows.

Production methods for talk shows must continually innovate to meet the demands of the all-media era. For instance, combining virtual technology with reality can be effective. Using VR and AR technologies, you can create realistic virtual scenes or augmented reality effects. This approach not only opens up new recording environments but also immerses the audience in the program's discussion, making them feel captivated and engrossed. Additionally, integrating interactive elements like polls, comments, and pop-ups can enhance audience engagement. These features boost the viewers' sense of participation and increase their connection to the program.

4.4. Strategic Marketing: Building a Brand IP

After completing the production of the talk show, the team should leverage network communication to maximize its impact. They should focus on 'preheating' the program before its official broadcast by developing a targeted marketing strategy and striving to create strong program branding and a personalized IP.

First, it's crucial for the marketing team to accurately position the program by defining its core values and target audience. This involves conducting thorough market research and data analysis to gain a deep understanding of the characteristics and needs of the target audience. Creating content and communication strategies that align with their preferences can significantly boost audience participation and loyalty, enhancing the program's communication effect^[6]. Next, the team should leverage the communication advantages of the all-media era by distributing the program content across TV, the Internet, and social media. They should use social media, short video platforms, and other new media to engage young audiences. Additionally, they can collaborate with brands to organize online and offline preview activities or launch co-branded products to expand the program's influence. Partnering with celebrities can also help enhance the program's impact and popularity by utilizing the 'star effect.'

Second, the entire marketing process for a talk show is a crucial opportunity to highlight the show's branded IP. In the current market environment, having a distinctive 'business card' is a significant asset for attracting viewers. Creating a unique and recognizable brand image helps viewers quickly identify and remember the program, among many others. The team should enhance the program's brand recognition by consistently delivering high-quality content, developing a distinct brand image and style, and fostering interaction and connection with the audience. Once the 'brand effect' is established, it will support the program's position in a competitive market and enable sustainable development. It remains essential to build an emotional connection with the audience, deliver positive energy, and inspire emotional resonance.

5. Conclusions

To sum up, in the all-media era, audiences are no longer content with passively receiving information. They seek interactive participation and the opportunity to express their views. With a crowded market of diverse talk shows, innovation has become essential to creating programs that resonate with audiences and achieve efficient dissemination in a short period. By analyzing contemporary talk shows and their need for innovation, we can explore innovative ideas in depth. This involves examining all aspects of program production, from refining program selection and format innovation to enhancing host expression and conversation space. It also includes advancing editing and production techniques and developing effective marketing strategies and brand IP. These innovations aim to improve the quality and influence of talk shows, address the diverse needs of the audience, and ensure sustainable development, offering new ideas and methods for talk show production.

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