

The similarities and differences between Chinese and American talk shows in guest invitation and audience role

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ABSTRACT. *With the development of China's television industry, China began to try to produce various talk shows with its own characteristics, and our own talk shows are growing rapidly. But there are still many differences between us and the originator, American talk shows. This article will analyze the main differences between Chinese and American talk shows from the perspectives of guest invitation and audience roles.*

KEYWORDS: *Talk show; Difference; Guest; Audience*

1. Introducing

The talk show was originated in the United States[1]. People would generally regard Tonight promoted by NBC in 1954 as the first talk show program. With more than 60 years of development, talk shows have become the main force in the American television industry, accounting for a considerable proportion of the share of broadcast programs[2]. Chinese talk shows start relatively late. It is only 20 years from the earliest "Eastern Broadcast Room" till now. The one which is regarded as a great representative of Chinese talk shows, the "To Tell the Truth" hosted by Bai Yansong, hasn't appeared till the middle of the 90's. Since then, various kinds of talk shows have grown rapidly in China.

With the development of China's television industry, China has begun to try to produce various kinds of talk programs with its own characteristics, from the first in-depth high-end Chinese TV talk show "Yang Lan's Interview Record" to the present "Behind the Headlines". From the programming of radio and television only to the emergence of a number of popular, excellent, self-made programs on the Internet, our own talk programs in China are growing rapidly. At the same time, it can be noticed that the talk shows have gradually become the mainstay of China's television industry. But we shouldn't be satisfied with the immediate achievements and stop here. Instead, we should find a better direction for development, seek common ground while reserving differences, strive for innovation in exchange and learning. This paper will analyze the main differences between Chinese and American talk shows from the angle of guest invitation and audience role.

2. The invitation of guests

The invitation of a guest on a talk show is a very important part of choosing a story that can be unearthed, a character that can be told, and a representative speech that can represent a group or class. The same is true for celebrities in both countries, such as singers, actors and other celebrity groups with a more fan base, that can both bring more viewers to the show and give celebrities an opportunity to expose themselves. This win-win cooperation mode is the main mode of program operation at present. Obviously, talk shows in China and the United States are still very different in the choice of guests. In the United States, the status of guests is very irregular. It can be President, can be a star, can be a worker, can also be delinquents. However, when they stand on the show, all the identity will not limit them, there will not be any preferential treatment because of the high social status of the guests, nor will there be any discrimination because of the low status, and the invited guests will be treated equally. And the special guests in these programs are mostly ordinary people, with their own detailed and vivid experience to add color to the program, and even the program will deliberately set up some "rival" to the contrary, let the two sides have on-the-spot debate or even dispute. These conflicts are seen as the soul of the show. American talk shows invite guests to be more "let go" in language and performance, even the more controversial people, audience enthusiasm is higher, which is related to the open and self-seeking social atmosphere of the United States. For example, on one "Comedy Center General Assembly", the controversial post-90s Canadian singer Justin Bieber, a young singer with a drink drive, drugs and a lot of bad records, was considered to be a "problem youth" in a way. However, they can have a pleasant exchange with the audience and guests on the program. But the Chinese program's guests are relatively single, mostly celebrities or experts, with a certain degree of authority and education. Although relatively single, it can let the audience from his words to get information, take nourishment. For example, my favorite "Let's talk about it" hosted by Sa Beining, I think the show is the best on a national talk show when it comes to guests' choices. The show, which has been on the air for 12 years, has invited countless excellent representatives from all walks of life to speak to the audience on a stage without podium or speech. There is a media evaluation of the "Let's talk about it": "No gimmicks and no skills show, the popularity depends on what, with the original sincere button your heart door." Indeed, in today's entertainment-to-death era, there are no gimmicks or hype, and in the middle of the night you really need to calm down and listen to the experiences of successful people. Till now, only this program could do it. There was one episode inviting Yi Zhongtian, a teacher who liked to tell history and became a famous scholar in the Lecture Room. In the program, students pointed out that Yi Zhongtian, a professional teacher, is now resident in the TV station. But the Yi teacher answered this question positively, saying that he was using all after-school time and retirement time to do his favorite things, and this cannot be said to be not engaged in business but can only be said to be "non-professional". At the same time, he said that his sense of existence doesn't originate from the gimmicks, instead, it is self-contained, inalienable, convincing everyone present, and indicates that "Old Gingers are Spicy". Although he is not superior in age and speed of speech, the logic of his words is

strong enough to convince us. We have to admit it that the authoritative guest's opinion will make us more convinced, and we will subconsciously accept such a view. At the same time, authoritative guests can also ensure the quality of the program. The shows we spend time on are high-quality ones instead of a way to kill time.

3. The audiences

The audience is an indispensable part of every program. Audience can be divided into two types. The first type is the general audience that we could only see through the media transmission, and another is those with direct participation into the show. Here, we will carry out analysis on the role of on-site audience in the talk show. There is a big difference in the audience's role in the programs of the two countries, and the participation of the two is very different. U. S. audiences are more directly involved in the show to express their views. They will speak more positively. They will raise the opinions directly, and will not be conservative because this is a talk show. Here, we will take the example of "Jeanne Jones Show", which is known as one of the "American Junk Talk Show" 's representative programs, which focuses on sensitive and stimulating topics and tries to choose ones that cause public conflict, when guests and hosts talk about strippers in a particular episode of the show. The audience's abuse of the guests even affected the program's normal conduct, so that recording artists had to interrupt the reception of the sound, the program also suspended. This isn't the only time the show is being influenced by the audience, but it's definitely a small number. Most viewers of the show play the role of topic participants, and the audience can express their views at any time in the conversation between the host and the guest. And then the camera will not be stingy. The host and guests will also temporarily stop dialogue to listen carefully, let the audience express themselves completely. So in American talk shows we often see people sitting in the audience talking, not guests sitting in the wrong place. The reality is that the audience in their own personal identity to explain their own ideas. Chinese viewers are much more restrained, playing a bystander role throughout the show. Due to the influence of traditional ideas, no matter how lively at home, people will show a dignified and generous image to the external world. They will not choose to directly express opinions to disturb the whole program, even if there are dissatisfaction, they will make the comment after they go back home. Of course, the interaction with the audience in the program arrangement is essential, so they will select some viewers to ask questions or communicate at some point in the program, such as the "Let's talk about it" mentioned above. The senior student of Zhejiang University who asked Yi Zhongtian was the audience representative chosen by the program group. He had the opportunity to ask questions directly to the guests. After all, such opportunities are rare. Only the selected representatives could participate in the program to a small extent. Most viewers are still left alone, and the show doesn't give too much time to communicate, asking questions that are brief and intended to lead to guests' comments, so Chinese viewers are less involved in the show.

4. Summarize

The United States is the forerunner of talk shows, and naturally there are a lot of lessons to be learned from. China, as a rising star, is looking step by step for the perfect combination of stand-alone talk shows and local features. Compared with the domestic TV programs at the time when the talk show just arise, we may see the growth of China. In a word, if the producers work hard, they should choose more distinguished guests, choose more populist guests when necessary, and let the audience participate more in the program, enhance the audience's sense of participation and substitution, and let the audience have their own sense of participation in the production of the program. As a result, there will be more enthusiasm for them to see the program.

Reference

- [1] Lane.D(1995).One World Two Minds Eastern and Western Outlooks in a Changing World . United States: OMF Internationa.
- [2] Larry.A.S,Richard.E.P,Lisa.A.S(1998). Communication between Cultures. Belmont, CA: Wadsworth Publishing Company.