

"Circle Breaking" and Integration of Variety Shows in the New Era -- A Case Study of "This Summer of Young"

Niu Yajie

Inner Mongolia Arts University, Inner Mongolia, China

Abstract: *With the continuous advancement of media technology, variety shows have appeared in the "circle" feature. In order to seek a better development path, variety shows must "break the circle" through innovation and integration. This article shows the necessity of "breaking the circle" by studying the meaning of "breaking the circle" and the characteristics of the audience's needs in variety shows. The road of innovation and integration.*

Keywords: *variety show; audience; breaking the circle; innovation; integration*

1. Introduction

In recent years, with the rapid development of Internet technology, the cultural identity of the audience of TV programs has gradually developed in a diversified direction, but at the same time, TV programs have shown a trend of circles. This paper mainly takes the "breaking circle" and integration of variety shows as the research object, analyzes and expounds the current status and significance of variety shows in China, and then puts forward the problems existing in the development of current variety shows, and analyzes the characteristics of the needs of the audience of variety shows. , taking the CCTV summer song "This summer of young" as an example of a variety show's successful "out of the circle", analyzes the innovation and integration of this variety show.

2. The Current Situation and Significance of "Breaking the Circle" of Variety Shows

With the continuous development of media technology, technological innovation has changed the face of mass media, and the media has the characteristics of "decentralization (narrow broadcast)", that is, it is aimed at specific masses rather than broad audiences. On the one hand, it seems that decentralization is conducive to the diversification of TV programs in form and content. For example, there are now literary programs, sports programs, service programs, etc., including a specific type of programs, which are divided into extremely detailed categories, such as news programs. It is subdivided into political news, financial news, military news, people's livelihood news and other types, which meet the needs of the audience to learn different aspects of knowledge; but on the other hand, the fragmentation has also led to "circularization", so In the fixed circle, more homogeneous content gradually appeared, such as the star outdoor competition reality show "Running Brothers" and "Extreme Challenge". Therefore, the current variety shows urgently need to "break the circle", thereby promoting the diversified development of the TV program industry.

The so-called "breaking the circle" of variety shows is to break through existing barriers and make variety shows more attractive and innovative. Variety shows are no longer simply amplifying the content of programs, but making corresponding changes to the needs and feelings of the audience. The diversification of existing variety shows in China has shown that people's pursuit of lifestyle and emotional resonance has become higher and higher, and the aesthetics have become more and more colorful and diversified. The content of the program is no longer a single entertainment. For example, CCTV, which is the mainstream media, launched an online variety show "Summer of the Central Young" last year and successfully went out of the circle. This is an attempt and exploration of the transformation of the network by CCTV anchors. Changes in such aspects as , communication paths, etc., have made many contemporary radio and television media in transition find a direction of thinking. This year, CCTV has launched a music variety show - the 2022 CCTV Summer Song Party "This Young Summer". This is another successful case of "out of the circle". The screen form is broadcast

live on online media, bringing the audience an immersive sense of the same scene, and at the same time unlocking a new form of music variety show.

3. Characteristics of audience demands of variety shows

3.1. Homogeneous content is serious, and audiences pursue high-quality content

The homogenization of variety shows refers to the use of the same mode and mechanism among various programs, and even the same content is used to produce and broadcast. The phenomenon of program revision processing. To investigate the reason, we have analyzed two points. The first is that Chinese domestic TV variety shows have been influenced by foreign cultures, which are prominently displayed in the images of Korean variety shows; the second is the status quo that domestic TV variety shows imitate each other.

3.1.1. The influence of foreign cultures

In today's society, with the development of economic globalization, there is a more diversified trend of culture. The Korean wave has impacted China's TV media market. After Korean dramas were introduced into China, they quickly swept the world. At the same time, with the continuous increase in the ratings of Korean dramas in China and the gradual increase in the popularity of overseas Chinese, a large number of variety shows have been received by South Korea and other countries. A parody production for national audiences as a way to attract more followers. For example, China's "Youth With You" and "Idol Trainee" and other idol-cultivation variety shows were influenced by the South Korean "produce" series; "Where Are We Going, Dad" is also a program introduced from South Korea's MBC. In addition, it is also influenced by European and American countries. China's "Happy Dictionary" is based on the British "Who Wants to Be a Millionaire?" and the American "Millionaire" program form was transformed into China's "I Am a Singer".

3.1.2. Domestic programs imitate each other

There are also mutual imitations among domestic TV programs in Chinese variety shows, which makes the current domestic TV programs present a phenomenon of more channels, less content, more types, and less connotations.^[1] In that year, after the popularity of "national brand" programs such as "China's Got Talent" to "The Voice of China", a series of imitated programs such as "China Good Song", "China Star Power" and "China Star Jump" appeared; After "Running Brothers" became a national variety show, a series of programs based on the show's name, such as "Burning Boys", also appeared. Too much mutual learning and imitation between different types of programs leads to a single form of TV programs and a lack of innovation. The fixed routines and models make the audience boring, so the audience generally seeks TV programs with higher quality content.

3.2. In an era of spiritual scarcity, audiences seek emotional resonance

With the development of life, people are already in a good state in terms of material life, but their spiritual life is relatively lacking. On the one hand, because people tend to choose the information they like to watch, the big data algorithm has grasped the audience's viewing needs, thereby immersing the audience in their own "information cocoon room"; on the other hand, because of the current The "pan-entertainment" phenomenon presented by the program makes people immersed in content that is not nutritious and corrodes people's minds and spirits. In this state, the audience tries to find a way to meet their higher-level spiritual needs.

3.2.1. With the development of Internet technology, the audience is immersed in the "information cocoon room"

Especially with the development of the Internet information age, the Internet has brought us fresh information, allowing the audience to have more options to choose topics that suit their preferences and are willing to accept, but at the same time, big data algorithms can easily help us filter out unfamiliar and disliked content, so that people only pay attention to the content they choose, or only pay attention to the information that makes them happy, and these groups with the same or similar interests gather together to form a new kind of group loneliness is created, which leads to the "narrowing" of the information received by the individual audience. Over time, people will be like silkworms, tying themselves in their own cocoons and immersing themselves in the information, there is a lack of opportunities to communicate with other ideas, and there is a phenomenon of being immersed in the

"information cocoon room" created by oneself.

3.2.2. "Pan-entertainment" prevails, and some audiences are immersed in hedonism

American scholar Neil Postman said in "Entertainment to Death": "All public discourse is increasingly appearing in the form of entertainment, and has become a cultural spirit. Our politics, religion, news, sports, education and business All willingly become vassals of entertainment, without complaint, even silently, and the result is that we will become a species of entertainment to death."^[2] The emergence of "pan-entertainment" is mainly due to the rapid development of economy and technology, and is influenced by the fast-paced lifestyle of modern society. It presents a kind of popular culture with kitsch and vulgar tendencies, which is satisfied by capturing people's curiosity. People's voyeurism and the pleasure of bodily senses. People tend to prefer content in this area, so big data algorithms will push content according to people's preferences, resulting in "people immersed in their own personalized entertainment "information cocoon room" for a long time to form a "spiritual cocoon room", not only Imprisoning the way of thinking, intensifying the differentiation of information, forming information segmentation, and in the interaction between the entertainment "information cocoon room" and "spiritual cocoon room", it has moved towards pan-entertainmentism,^[3] resulting in the loss of people's spiritual home.

4. "Breaking the Circle" and Fusion

4.1. Innovation

4.1.1. Form innovation

The first is the scene setting. The scene of the musical variety show "Summer of This Young" was set on a lawn, and a "lawn party" was held. It broke the traditional indoor stage and moved the show venue to the outdoor lawn. The setting of this scene seems random, but it can bring a sense of relaxation to the audience. At the beginning of the show, we can see a record store full of retro style, gramophones, tape CDs, and small color TVs can easily bring the audience into a specific situation. The lawn is a scene that can be seen everywhere in our life, and the audience can easily try it, so this scene has a high sense of identity for the audience, and at the same time, the objects on the scene also make the audience have a strong sense of resonance. In addition, the realistic youth theme in the show also matches the scene of the show, creating a casual feeling of sitting on the beach with friends and chatting freely. This is true whether it is the host, the guests, or the audience watching. They were all able to open their hearts under such a scene and have an in-depth communication and interaction with the program. The program met the audience's needs for watching relaxed and entertaining programs after stressful work and life, and obtained a higher-quality immersive experience.

The second is the vertical screen mode. In fact, among domestic TV programs, it is not the first time that vertical screen live broadcast of TV programs has appeared. For example, in 2017, Youku and mainstream media jointly launched the information product "Spicy News". In the same year, Tencent also launched a character interview program "Talking to Stranger", and this is the first time that the domestic online media adopts the vertical screen mode system. In 2018, iQIYI also officially launched the first vertical screen theater on the domestic long video platform - "Vertical Screen Control Theater". And in the Spring Festival Gala in 2022, CCTV also launched the mode of watching variety shows in vertical screen for the first time. Especially since 2022, online concerts have quickly appeared in the public eye. This new method is not only a way to meet the consumer demand of the audience, but also provides more possibilities for the development of digital music products. The program "Summer of this young" is a music vertical screen variety show with positive energy, youthfulness and youthful painting, which brings the audience an immersive look and feel and interactive experience, allowing the audience to enjoy more high-quality content. Compared with the horizontal screen live broadcast, the vertical screen live broadcast can help the audience to deeply interact with the program. Through the screen ratio of 9:16, the audience can watch the facial expressions, demeanor, movements, etc. An immersive feeling of being there. At the same time, it makes the audience feel that "I" is the center, which improves the audience's concentration. The audience no longer passively receives information like in the horizontal screen mode, but actively constructs the meaning of the received video content, increasing the immersive experience, and truly achieved what this variety show advertised - creating an online audio-visual feast of "immersion, same-sense, and interactivity".

4.1.2. Content innovation

"Some people are youthful, some people recall their youth, some people run hard, some people fall down and heal their injuries. Youth seems to be lost and gained at the same time, but anytime you look back, youth is the golden light in that place" before the show started. The interview has allowed us to get better in the journey of recalling our youth. This song will take "youth" as the theme, and use music of different eras as a tool to convey emotions and a bridge to communicate with the audience. At the beginning of the program, the theme of "youth" was introduced with Li Yuchun's song "If we are not crazy, we will be old", and then from the ballads "You at the same table" and "No hesitation" that were humming in the streets in the 1970s. " to the familiar "Broad Seas and Sky", "Story of Time", and "Lake Baikal", which were familiar to the post-80s generation, and from the inspirational and unsung love "Courage", "Orchid Pavilion Preface", and "Invisible Wings" in the 1990s to the post-00s generation. Favorite songs such as "The Lonely Brave" and "Clouds Become Rain", each song sings the color of youth in that era, and every audience of different ages integrates into it with the progress of the song, and the audience understands the different youth of the musicians of the era, and at the same time brings the audience into the memories of their youth.

As the host, Sa Beining has rich language expression and excellent control ability. He co-hosts a program full of relaxation with Mr. Li Jian. When Sa Beining and Mr. Li Jian talked about the Beyond band, there was a pause for a few seconds, and Sa Beining said: "Li Jian is now starting to guess the process by himself." A word very witty resolved Mr. Li Jian's embarrassment. After seeing the photos in the graduation album, Sa Beining and Zhu Guangquan looked for the photos together, and Sa Beining said after seeing Wang Ning's photos: "She is destined to interview old scientists over 80 years old." And the topic atmosphere based on the issue of Zhu Guangquan's real age also made everyone feel more relaxed. The live atmosphere with a strong sense of interaction and relaxation has well satisfied the audience's viewing needs and gained a relaxed and pleasant sense of satisfaction.

4.2. Fusion

4.2.1. Talent fusion

The program "Summer of this young" is produced and broadcasted by a combination of "CCTV hosting the Tiantuan + top singers and artists". First of all, CCTV's host Tiantuan has also appeared in a series of "Central Young" programs launched by CCTV before, and "Central Young IP" is deeply loved by the audience, which has also become the feature and advantage of CCTV in creating this series of programs. The guests invited by the show are also musicians who are familiar with all age groups from the 70s to the post-00s. Secondly, the hosts of this show are Sa Beining and singer Li Jianlai. The "host + singer" mode has also appeared before, but it has rarely appeared in such a relaxed variety show. Sa Beining and Li Jian cooperated with each other, and the relaxed and moderate host added a lot of highlights to the program. For example, when everyone said that Sa Beining's Cantonese pronunciation was not standard, Sa Beining joked: "Is the Cantonese pronunciation changed now?" Finally, in this program, it also pays attention to the transformation of the image of the CCTV host. The previous "Anchor Talks" and the CCTV host's vlog report form are all attempts to transform the host's media image. This program allows the audience to see that the host played the same role as the audience in addition to sitting on the other side of the anchor station, recalling their youth with the audience, going deep into the audience, and establishing an equal relationship with the audience in front of the screen to shorten the distance with the audience.

4.2.2. Value fusion

In "Entertainment to Death", Neil Postman reflected on the lack of value brought about by excessive entertainment, and pointed out that when all public discourses increasingly appear in the form of entertainment and develop into a cultural spirit, then the development of a country and a nation will be at stake. At present, commercial capital is tilted towards the top variety shows, celebrity artists have frequently violated morals and illegal acts, and the negative side of fan culture's "fan circle" has become increasingly prominent, etc. to promote the variety show market to re-position and lead the online variety show with mainstream value. The program develops healthily.^[4] The theme of the program "Summer of this young" is "youth". It uses music as a bridge to communicate with the audience in a way that is currently popular among young people. Music is both an art form and a value carrier. Carrying the strong will of countless people. At the same time, this program also uses the new media communication channel of "Music+" to enhance the audience's sense of cultural identity and sense of value, and it is more likely to tap the value of Generation Z. The show focuses on spiritual

heights while promoting mainstream values. President Xi Jinping has emphasized many times that the rejuvenation of a nation requires strong material strength as well as strong spiritual strength; it is the pursuit of improving the spiritual height, cultural connotation and artistic value of works. This program uses the music of old and new singers to let the audience and the guests recall their youth together so as to resonate emotionally and play a leading role in mainstream values. In the program, whether it is the interview segment before the program starts or the content of the conversation and exchange during the program, the host is conveying the correct outlook on life and values to the audience, thereby bringing a positive impact to the audience. For example, in the interview before the show, when the guests and the host answered "what is youth?", the words "passionate", "imagination", "brave", "regret" and "regret" appeared on the screen, but in fact these words not only appeared in the youth of the guests and hosts, it also appeared in the youth of every audience in front of the screen.

5. Conclusions

In the era of convergent media, the emergence of "circularization" of variety shows is inevitable. On the one hand, it shows the vigorous and diversified development of current TV programs. On the other hand, it is easy for the audience to immerse themselves in the "information cocoon room" created by themselves, and how the media can produce a program that has cultural connotations to make the audience think and benefit, and that attracts audiences in various forms is the most important. The program "Summer of this young" has been innovative in terms of form and content, and combined with the advantages of integration with today's media, through talent integration and value integration, CCTV's variety shows have been "out of the circle" again. The new attempt has set a successful example for other local media, which requires us to break the original inherent thinking mode, speed up the pace of media integration. At the same time, we must also pay attention to enhancing the modern and technological sense of the program, strengthen the integrated communication of large and small screens, maximize the value of the program, and better fulfill the responsibilities and missions of mainstream media.

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