

Analysis of the Avenue to Success of the Sound

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ABSTRACT. *The success factors of a variety show are numerous. Is the format new and original? Can the audience's senses be fully mobilized? Is the content rich in humanistic connotation and conveys positive values? These factors will have a huge impact on the final effect of a variety show. As a dark horse among various variety shows in 2018, "The Sound" has repeatedly occupied the top searched list, with a high score of 8.7 on Douban, dominating various social platforms. As China's first variety reality show that takes sound as its competitive content, "The Sound" in its environment has received flowers and applause, attracted numerous fans and become one of the few "phenomenal" variety shows in recent years. In this article, the author will analyze and demonstrate the success of the program "The Sound" from many aspects.*

Keywords: *The Sound; variety show; innovate; original IP*

1. Introduction

In recent years, variety shows emerge in an endless stream, showing the development trend of 'blowout'. Many satellite televisions and network platforms have cudgeled their brains to please audience and launch various themes competitively. Among them, there is no lack of variety shows that create a lot of topics in order to win the audience's attention. They ignored the real core that content should be the 'king' of variety shows, and turned their attention to the most popular online celebrity with a huge fan base, which led to the vulgarization and homogenization of a large number of variety shows. While the appreciation of audience is weak, the market for variety shows tends to be saturated. On January 6, 2018, a variety show with a new theme emerge in the public's view. Launched by Hunan Satellite TV, The first pure domestic variety show for conveying the charm of voice, The Sound, entered Hunan Channel and Mango TV, winning the praise from total network[1]. The variety show, which had a high grade of 8.7 on douban during long time, also received unprecedented exposure. Topics related to 'The Sound' frequently hit the top searches on Weibo, with 2.6 billion views and 2.21 million netizens participating in the discussion. There is no doubt that The Sound has become a "phenomenal" homegrown reality television in 2018. Why this

program can hit all over the Internet, getting a flood of praise? In this paper, the author will analyze the reasons for the great success of The Sound from the perspectives of content, planning and spread.

2. The content of The Sound: novel theme, leading variety shows to a new direction

2.1 the environment of variety shows that are in chaos and tend to be saturated

Looking back on the development of reality television in China, it is not difficult to find that the development momentum is rapid although the programs did not start early. From the early 'Happy Camp' and 'You Are the One', to the later 'the Voice of China' and 'Extreme Challenge', then to the newly rising "China Has Hip-hop" and "Idol Trainee", sudden numerous shows form the big world of variety show where all 'flowers' bloom and each has its own fragrance. Many problems can be seen in the general environment of variety shows in recent years. In order to improve audience rating and obtain higher advertising income, all major platforms scramble for the 'little fresh meat (it means handsome young boy)' that drives traffic. The high cost of hiring star guests has become the main expense of producing a program, while the program structure, theme content, post-production, etc. which should be invested with a lot of money and much attention are treated carelessly. In recent years, the disadvantage of variety shows included, the old themes, duplicating forms, and the highly cloned program of the same old shows. Under the environment of variety shows, which seem to be colorful but similar to each other, aesthetic fatigue have appeared on audience[2].

2.2 New pure original IP 'getting through the close siege' in the environment of variety shows

'Bring in' foreign programs is the most important creative method of Chinese variety shows. Although many programs will be optimized and transformed, as the saying goes 'when in Rome, do as the Romans', but still cannot escape the denunciation of the majority of netizens, 'only duplicates, not original productions'. In a not optimistic environment of variety show, Hunan TV, known as the 'big brother of variety show', is committed to creating pure original IP of Chinese localization while introducing foreign themes. Xu qing, a famous producer of Hunan Satellite TV and her team who has produced famous IP such as X-change and Grade One, are the producer of The Sound. In April, a year before the program starting to broadcast, the idea of making such kind of program had already occurred to xu qing. At the end of April 2017, a dubbing performance from the 'Shuxiang China' touched many audiences, and many performing artists dubbed the romance of Romance of Three Kingdoms on the spot, which was highly recognized by the audience. The dubbing clip also touched Xu Qing in front of the TV. The themes of Variety show, such as music competition, dance competition, physical or intellectual competition has been everywhere. Is it possible to create a variety show of voice competition?

Finally, the idea was formed finally in December of that year, and was released to the public at the beginning of 2018. During the eight months, xu jing led the team to think, polish and demonstrate repeatedly, and finally determined the three program links of dubbing classic films, dubbing challenging and mouthful actor's lines and creating great show with voice. The selection of dubbing works was also deliberated repeatedly, striving for the dual effect of professionalism and entertainment. For the theme that has never been involved, The Sound took sound as the entry point and became the first one in the domestic variety environment. The show, which has been repeatedly polished with the spirit of craftsmanship but is not well regarded by others, has become a big show after its official broadcast, changing the stereotyped impression on variety shows from the audiences. "Non-local production" is no longer pointed out as the biggest weakness of programs. While The Sound has won many praises from all walks of life, it has also become a model of original high-quality IP in the current environment of variety shows.

2.3 From 'the minority' to 'the broad masses of the people', vertical variety shows have become brilliant

In recent years, the Two dimensions culture has come into people's view with high frequency. The emerging art forms of audiobooks and radio plays, as sub-cultures, have spawned a variety of popular content products, such as Himalayan FM, Litchi FM and Cloud Music. In the special environment of China with huge population base, the "voice" field, which seems to be minority culture, has also incubated the relevant fan group of a certain scale that cannot be underestimated. This situation provides a good condition for vertical variety shows with concrete and accurate positioning. The popularity of variety shows with small audiences, such as The rap of China and Jike Electronic " ", has opened another window to China's variety market, breaking the shackles of the program theme and innovating, which makes the minority culture shine and be loved by the public. As Xu Qing said: "putting our heart and soul to one way, will see hope." The program The Sound is originally aimed at the group who love sound. While the high-quality content continues to refresh, it also completes the role transformation from 'minority' to 'mass'. We can say that The Sound getting through the close seige set up a new milestone in the vertical variety shows, and even let the variety market of China have great power to explore the minority variety. The vast and unexploited 'land' of variety is looking forward to be found by someone with ability.

3. Planning of The Sound: 'fine' production and 'display' of technology

3.1 Selecting guests with actual power and returning to the content itself

For performance workers, excellent professional quality is the most important requirement for them to base on the entertainment circle. The 'sound' ranks the first among the four basic skills of actors 'sound, stage, physique and performance', which reflects that sound is the core standard to test whether an actor is qualified or

not. And be in at the entertainment circle where online celebrity with a huge fan base are very popular, many actors gradually lose their ambition on profession. Impetuous and noisy environment give birth to 'Mr. Number', 'Miss Koutu(It means actresses without actual performance skill' and other disappointing existence, the voice from audience for the actors with actual power actors sounded again. Strive to "original tribute with sound" program "sound in its territory" is to capture the audience this inner appeal, invited a number of powerful actors and voice actors to join in.

The veteran actor, Zhao Linxin, with strong strength in a multinational language dubbing is praised. Hanxue, acting eight roles in Inside Out, amazed people, and known as "walking hormone". Zhu Yawen switch freely in many roles of Drawing Sword and Trouble Charlotte, and finally won the crown of the program in the first quarter. "Real power" guests tell stories with voice charm, and infect the audience with professional quality. While the audience's psychology is greatly satisfied, the program also returns to the source of content. "To educate people with aesthetics, to be born with beauty," said Cai Yuanpei, a famous educator. While TV programs are spreading ideology to the masses, social responsibility comes into being. Facing the audience who is no longer satisfied with the superficial performance, the actors' deep artistic accomplishment and strong personal quality mutually should support each other, which can stand the test of the public and the market.

3.2 Reforming the original model and presenting a new perspective

The watching value of a programmer is up to not only theme, content, guests but also the programmer model and mechanism. With the property of variety and entertainment, The Sound has put in time and emerge sound in its structure. Xu Qing and her team set up three segments for the programmer, 'classic sound', 'magic sound' and 'great play based on sound'. Each segment is like Shuraba based on sound where guests compete against each other while audiences enjoy and immerse themselves. In addition, the evaluation mechanism and suspense setting of the programmer are also different from previous programs. The Sound abandoned the judging mechanism of 'setting star as mentor' in previous variety shows, and handed the initiative to the viewers. Based on the principle of 'audience are the people actors rely on for a livingt', the 'favorite voice' was selected by the audience at the scene of the show. For large amount of audience watching the program in front of the screen, the program production team used all their ingenuity. In the programmer, the audience and new members have no idea who the contestants are. As the new members guess the jokes from the guests, the program's interest and entertainment are achieved together. While the audience in front of the screen occupies the "god's perspective" to watch the whole program, which brings a greatly enhanced sense of experience. The Sound fully meets the psychological needs of people from every perspective, which can be said to be comprehensive[3].

3.3 Fantastic high-tech adding new highlights to the program

The high-tech support in the program is also a highlight of the program. In order to continue the suspense setting of the program and enhance the visual experience of the program, the production team applied 'Cloud thermal imagery' to the program. With the support of science and technology, the big screen can only capture the body shape and shape of the contestants, as well as and the eager guesses of the new members, pushing the suspense of the program "to a higher level". The setting of the interference caused by the isolation of real identity allows the audience to immerse themselves in the "world of sound" and listen to the sound essence delivered by the guests more purely. The "spotlight" is only focused on the sound, presenting the most solemn sense of ceremony in the "name of sound".

4. The spread of The Sound, multiple channels boosting programme flow

4.1 Efficient use of new media

With the rapid development of emerging media, the use of new media to enhance exposure has long been a mature means of communication for variety shows. The efficient use of new media is also the key to its success for The Sound. In addition to Mango TV, The Sound is also broadcasted simultaneously on iQIYI, a video web with the most paying users in China. It has cooperated with many APP merchants such as Kuaishou and Himalaya FM to expand the audience scope of the program to a greater extent.

In addition, the wonderful tidbits and classic clips of the programmer also attract the continuous attention of the public on weibo and other major new media platforms. Netizens not only enjoy talking about the wonderful interpretation of the program, but also pay close attention to the topics such as guest status and dubbing industry outside the program. Related topics about The Sound have repeatedly occupied the hot search list on Weibo, creating a high intensity topic heat with nationwide participation. The discussion and spread of netizens in various media also boost the flow of the program invisibly. In the process of efficient use of new media, The Sound strengthens the connection between the audience and the communicator, at the same time, the influence of the program continues to extend and expand, and finally drives the its carnival of national topic.

4.2 'Two-way binding' between stars and programmers

The exposition of social relations, the theory of social exchange states that people often evaluate their relationships through input and feedback. If the connection is strong and positive, it is positive relationship. In the program The Sound, star guests and the program have established a positive correlation. Due to the particularity of the profession, star guests have the ability to drive traffic topics. So how to accurately use traffic and deliver the correct values of the programmer is particularly important. Observation about the hot search keywords of The Sound, it is not hard to find, whether 'baby' about Zhu Yawen or Hanxue playing eight roles,

star guest identity has an irreplaceable role. Besides ‘eating the melon (it means saying gossip) on the Internet, it is also essential to project the focus to the programmer itself. After *The Sound* became popular on the Internet, more stars paid attention to the show and actively joined in. While bringing more exposure to the program, high-quality program content and professional quality display also play a positive role in shaping their own image. Celebrity guests and the show promote each other and establish a positive, benign and healthy relationship. Therefore, as long as packaging and publicizing correctly, the entry of stars is indispensable booster for the programmer to occupy top audience rating.

5. conclusion

In today's environment where variety shows seem to grow rapidly but gradually become saturated, and the public are tired of variety shows, *The Sound* jumps into the public's vision with a full and high-quality attitude, and finally achieves the success of being popular on internet that media people are most looking forward to, which is “exploding popularity online”. Of course no one is perfect, and so are variety shows. There are still some problems that need to be improved, but the excavation of new direction, high-level production and guidance of correct values make us highly affirm the high-quality cultural symbols conveyed by it. Here, the author made above analysis on the success of the programmer, *The Sound*. Due to my limited time and level, this article may not be complete and thorough, but I still hope that through view analysis from multiple Angles for the programmer, some contribute will be brought to the market. At the same time the author also look forward to China's media producers will not be influenced by the mass with gradually increasing need for medias, adhere to originality in the multifarious and noisy environment y, and grounded aesthetic genes in variety shows.

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