

Analysis of Narrative Characteristics of Slow Variety Show -- Take Hello Life as an Example

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Abstract: *Slow variety show is a popular variety type in recent years, which caters to the psychological needs of young people under fast pace and high pressure environment, showing a booming trend. Hello Life is the first slow variety show launched by CCTV. Its program theme, program rhythm, scene atmosphere and discourse style reflect a peaceful and soothing narrative style. With the gradual maturity of this type of variety show, the invited guests have a wider audience, the program content is more in line with mainstream values, and the theme is closer to people's life. The program has been widely praised for its three seasons, which provides reference and thinking for the development direction of slow variety show.*

Keywords: *Hello Life; Slow variety; Narrative features*

1. Introduction

In today's rapidly changing times, "slowing down" seems to be a difficult thing to do. Even relaxation in urban life implies anxiety, and the rapid development of slow entertainment provides a way for people under great pressure in contemporary society to relax. The media environment has provided favorable conditions for the development of slow variety show. The improvement of shooting technology and the improvement of scene selection have all brought good conditions for the development of slow variety show. Slow variety shows have increasingly wide audience and wide market, which has gradually become a new development trend of variety shows.

2. Definition and development status of slow variety show

2.1. Definition

With the change of times and the development of economy, the pace of people's life has become faster, and the busy life has increased the psychological pressure of most people. The disposable time has become less, and it is difficult to experience "poetry and distance" personally. Most people choose variety shows to relax their body and mind, relax and entertain themselves. The media extends the audience's senses and presents the life scenes thousands of miles away to the audience through the screen. However, variety shows are numerous and complex, and the audience has become immune to the monotonous variety show process of "flow first", and they are more looking forward to novel variety forms.

Compared with fast variety shows, slow variety shows have a slower overall pace, no intense and compact links, and no content that tightly captures the audience's excitement. Instead, slow variety shows a smooth narrative style as the core, simplified rules, and natural truth as the overall tone. Most of the slow variety shows take the experience of life as the theme, and attach more importance to the real experience of guests and audiences.

Hello Life, CCTV's first "slow variety" program, has been widely praised since its first season. The slow pace, contrary to the living pace of modern people, caters to people's relaxation needs under the fast pace. "Hello Life" is characterized by a slow pace, strong sense of life and relaxed atmosphere. It pays more attention to the inner feelings of the audience and gives people a relaxed atmosphere of "staying at peace with the world". It does not pay much attention to the dissemination of hot information about practical matters or the implantation of hot topics. Focusing on the sense of experience, it leads the audience and guests to experience the relaxed outdoor life and group labor together, so as to make the audience feel personally involved and create an "Xanadu" outside the city.^[1]

2.2. Development status

With cultural exchange and integration, foreign variety modes have influenced the development of China's variety shows, such as "Run" and "Extreme Challenge" and other entertainment competitive variety shows, which have tight rhythm, compact content and distinct themes. Set entertainment, interactive in a body, a strong sense of suspense, let the audience immersed in. However, the immersive experience brought by such competitive entertainment programs is the surface experience of multiple senses interwoven without in-depth excavation of emotion and program connotation. After the popularity of this kind of shows, many homogenized shows appeared, resulting in sameness. The reform of variety shows has become a necessary link to promote their own development.

Slow variety shows with the concept of "experiencing life" have appeared against the background of fast-paced modern life. Broadcast in 2017, "the yearning for life", created a new upsurge of domestic slow variety ratings, show with "a few people, three meals, the four seasons" as main content, replaced the competitive shows fascinating aspect of design, in slow motion records guests fields, life daily life, such as friends party fun, subtly convey the right values, Its creation of a carefree, spontaneous life style loved by the audience. The immersive experience brought to the audience by slow variety shows is no longer a simple satisfaction in the senses, but a deeper spiritual aspect, which helps the audience complete the journey of spiritual salvation under high pressure life.^[2]

Since then, slow variety shows have been in line with the psychological expectations of the majority of audiences. Major TV channels have launched a series of slow variety shows, such as Dear Inn, which shows the daily life of celebrity couples in the background of opening an inn by the Lugu Lake. From the perspective of caring for patients with Alzheimer's disease, "Forget Restaurant" stars and guests jointly build a warm restaurant, starting a journey of watch and care.

In 2019, a new youth cultural public welfare tour was jointly produced by CCTV Variety Channel and CCTV.com and launched by the Central Committee of the Communist Youth League.

3. The narrative characteristics of Hello Life

3.1. Distinct program theme

Hello Life is defined as a "new youth culture public welfare travel variety show", and its audience is mainly young people who have entered the workplace and bear social pressure. The program shows the life experience of the guests through the camera, arouses the audience's thinking about life, and plays a role in driving the audience to live actively and bravely face difficulties. In addition, as the main theme program, Hello Life assumes the responsibility of transmitting excellent traditional culture and mainstream values.

The theme of each episode of the program briefly summarizes the content of each episode of the program, so as to realize the "narrowcast" communication and make it more targeted to different audience groups. Each of the three seasons has its own keynote. The first season focuses on the great rivers and mountains of the motherland, the second season focuses on youth and growth, and the third season focuses on poverty alleviation. These themes are more resonant and responsive to the reality of the audience's experience. Under the big theme of each season, each program has a different theme, which is carried out around the big theme of the season, and the structure is compact and convenient for content development. For example, in the first season, "Xiamen, Here We Come! With Xiamen as the living background, it shows the daily life of several guests, such as tasting food and viewing scenery. At the same time, it also shows the scenery of Xiamen in the camera. The second season of "I Thought Everyone Wanted to be 18 again" tells the story of several guests back to college, feel their 18-year-old state of mind, miss youth to lead to cherish the present. The third season of "Prequel" tells the guest class for mountain students, in line with the season's theme. The theme setting of the program is closely combined with the psychological expectations of the audience to achieve the balance between the experience of guests in front of the camera and the real life of the audience behind the camera.

3.2. The slow pace of the program

The narrative of Hello Life has the characteristics of prose style. Prose is a kind of literary writing technique, which is natural and smooth, and the way of expressing feelings is flexible. Under the background of clear theme of each issue, Hello Life is composed of different life scenes and segments,

including the presentation of the general environment of life and the description of specific details of life. The pace of the program slows down, but it is relaxed.

Each program begins with a monologue by Negmaiti, which introduces the topic of the program and is presented on the screen in handwritten letters. In this monologue, Xiao Ni's voice is low and slow and accompanied by beautiful pure music. At the beginning of the program, the audience is immersed in a relaxed atmosphere. The main content of the program does not follow a tight script, but there is also a basic process, under which guests freely play, discuss with each other and finally decide the direction of the program. In the second season of the program "A Team Building", at the beginning of the program, Xiao Ni and Sa Beining get out of the RV and chat casually. The camera cuts to the next scene until the guests get together and ride bicycles to the camping destination. The overall pace is not urgent and slow, which is a rare gathering experience of old friends.

The overall program brings audiences a slow pace of audio-visual experience, combines narration and lyricism, and uses life-like scenes to drive anxious and busy people in the fast-paced era to slow down.

3.3. Comfortable scene atmosphere

"Hello life" on the presentation, choose daily life scenes and grounding gas elements, guest's life is in such everyday scenarios, not nervous specific link, no script, although is star, but together they cooking, games, mountain climbing, picking, singing, his organization small concert and interact with the local residents, These life scenes are likely to be experienced by ordinary people in real life at any time, but they are also the most likely to be ignored. The show finds happiness from small things in life and reminds the audience to pay attention to every detail in life.

As traditional culture plays an increasingly important role in contemporary life, there are more and more cultural programs. "Hello Life" also follows this direction to discover the charm of traditional Chinese culture, the beautiful rivers and mountains of the motherland, and simple local customs and people. The permanent guests of the program, such as Nigmaiti and Sa Beining, led different flying guests to go to the beautiful rivers and mountains of the motherland to feel the influence of local culture and scenery. In the second season of A Telescope, Nigamati and Sa Beining lead their guests to the beautiful prairie, chatting with the local people, baking naan bread, singing and dancing around the campfire, and feeling the beauty of life. The life of the celebrity guests under the camera is close to their daily life, which gives people a sense of closeness and belonging. The lens to the prairie scenery gives people a wide and free feeling. The life of the guests and the landscape of the grassland contribute to the relaxed and comfortable atmosphere and emotional tone of the show.

The relaxed and natural scene atmosphere in Hello Life can reach to everyone's heart, thus gaining high recognition from the audience, thus forming the cohesion between the audience and the program.

3.4. Homely discourse patterns

The questions the guests talk about are family love, friendship, love and work that they might encounter in real life. Ms. Negmaiti and Ms. Kang, for example, talk emotionally and movingly about their pets. Li Sisi's message to his family, facing the mountain, also resonates. In the show, several hosts talk about the stories behind their jobs, as well as their families and emotions, providing a channel for the audience to get to know them. It also shows the unknown side and more delicate inner feelings of the famous hosts. The relaxed and natural scene atmosphere in Hello Life can reach to everyone's heart, thus gaining high recognition from the audience, thus forming the cohesion between the audience and the program.

"Homely sense" is the most relaxing conversation atmosphere for the audience and guests. A relaxed and pleasant atmosphere can drive guests to talk about the theme of the program, closely follow the content of the program, and bring more immersive viewing experience for the audience. "Homely sense" seems to be the unique advantage of slow variety shows, and Hello Life shows it vividly. The atmosphere created by most slow variety shows is similar to this, forming the inevitable style of slow variety shows

4. "Hello Life" narrative success reasons

4.1. Correct values inspire positive energy in the wider society

Any program should be guided by the core values, the main task of transmitting positive energy to the society, the audience should be actively guided, and play an example and demonstration role. From the perspective of values transmission, Hello Life conveys the values of loving life and finding a better life from small things. It does not preach or forcibly indoctrinate, but intersperses life philosophy and core socialist values in every detail of life.

From the perspective of the audience, the camera can reach far beyond the reach of the audience, presenting a gentle and soothing audio-visual feast to the audience, and meeting their psychological expectations. The program "Golden sentences" appeared frequently, revealing the life philosophy from the details. For example, the theme of the second season of "Human precious is ordinary" focuses on ordinary things and life details. At the beginning, Xiao Ni's narrator says, "All these everyday things that are easy to come by are now so precious." Revealing life philosophy, but also play a role in helping people to put down anxiety, feel life, transfer social positive energy.

4.2. Rich emotions trigger public resonance

With the rapid development of The Times, people's spirit has been greatly satisfied, but also under great pressure. Many young people feel confused and anxious about life. The slow variety show's slow pace and non-offensive content can relieve young people's anxiety and depression. They can find emotional sustenance in the program, release psychological pressure and increase the courage to face difficulties in life. As a slow variety show with social concern, Hello Life focuses on young people. From the perspective of young people, it focuses on solving the psychological and emotional problems of young people, focusing on a variety of common emotional problems such as parent-child, friendship and love.

The program itself carries a lot of emotions. Under different themes of each episode, guests will discuss different topics. Presided over in the party building at a time, for example, people sit together, talking, touching story when it comes to work, is each office worker may encounter problems, can cause the audience resonance, anxiety, and discusses how to balance work and life, is to show the audience than is perfect again as the mouth, but like ordinary people, learn to coexist with anxiety, Young people who remain positive in the face of life pressure. The show also has emotional care. When Kang and Negmaiti talk about their pets, they are very warm, which makes the guests very moved, and also inspires the audience's emotional resonance in this aspect. The program emphasizes narration, lyricism and the promotion of emotional content. With the audience's delicate emotions as the entry point, it arouses the audience's resonance and broadens the audience of the program.

4.3. The selection of guests is in line with the slow pace of variety show development

Nowadays, slow variety shows are flourishing in various forms. Hello Life stands out because of the slow and natural pace of the program, and because the guests it invites are highly compatible with the program. Negmaiti and Sa Beining, two very amiable CCTV hosts, are the resident guests. They have rich language, great influence and strong field control ability, which are the key factors to promote the orderly progress of the program. The choice of flying guests is no longer "only traffic theory", but more consideration is given to the compatibility with the program while considering the attraction of guests. For example, the concert pleased Li sisi and other CCTV programs. It also invited Xilinna High, Xiao Jingteng and other professional singers. The choice of guests will not let the audience have a violation, but deepen the attributes of slow variety.^[3]

5. Conclusions

Today, with the rapid development of The Times, slow-paced variety shows are like a clear stream, contrary to the development rhythm of The Times but in line with the desires of the audience. "Hello Life" adheres to the program production concept of "Say hello to life", encouraging the public to discover the beauty of the details in life and passing on positive values. The success of the program lies in truly starting from the audience's point of view, finding the beauty of life in the plain, deeply rooted in the hearts of the people.

The program integrates current hot topics and Chinese elements. Guided by socialist core values, the program builds diversified expression ways to enhance the cultural identity of the audience. "Hello Life" focuses on creating a slow variety show combining humanistic care and media popularity, which stands out among similar programs and shows the vigorous development vitality of slow variety shows.

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