

A Brief Analysis of the Innovative Strategy of Relationship Reality Show in the Era of Integration Media

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Abstract: *In recent years, with the progress of society and the rapid development of information and communication technology, the types and contents of relationship reality shows are becoming more and more diverse in the era of integration media. As a new form, the shows explore the emotional needs and social status quo of contemporary young people in the mode of "emotion + reason". With the rapid development of domestic relationship reality shows, they are widely popular among the audience and also receive high attention on TV and short video websites. This paper takes "I Like You Too" as an example to analyze and discuss the innovative strategies of relationship reality shows in the era of integration media.*

Keywords: *financial media era; Love reality show; Innovation strategy*

1. Introduction

In the current era of integration media where everything is interconnected, many high-quality relationship reality shows have emerged, especially those represented by relationship reality shows, which have won wide attention and high praise from the audience. Behind the popularity of such programs is the development and reform of their innovative strategies. The single large group young men and women lack of awareness of new way of the opposite sex and relationships learning platform, "I Like You Too" meets the current communicative needs of young men and women, and also arouses their emotional resonance. The audience can be the TV guests under interaction, analyzing a special play experience.

2. The Innovation Basis of Relationship Reality Show

2.1. The Social Environment of Love Reality Shows

The "potential audience" of the love reality show is for recreation and entertainment, and the purpose of the show is to meet the entertainment needs of the audience. But it also has educational function and social service while meeting the entertainment needs of the audience. Love reality shows not only make the audience happy, but also create issues of direct social pain points. By integrated media in the new era, they can arouse wide attention, trigger deeper thinking and guide the correct value of love.

China's single population reached 246 million in 2018, accounting for 17 percent of the total population, according to the China Statistical Yearbook 2019. According to the 2018 Singles Survey Report released by Zhenai.com, the heaviest singles are in first-tier cities, with the number of single people in four cities -- Beijing, Shanghai, Guangzhou and Shenzhen -- far exceeding other cities.

2.2. The Characteristics of Love Reality Shows

The emotion observation reality show is different from the traditional emotion reality show, which adopts the mode of presenting both the first scene and the second scene.. The first scene shows the emotional communication process of normal male and female guests, and the second scene shows the star guests' emotional trend analysis of the films of normal male and female guests. Reality show refers to a show that presents the real performance of guests under the requirements of the game rules and framework of the program group. Emotion observation reality shows have their own game rules and

mechanisms, centering on the discussion topics set by each program, which arouses hot discussion among viewers.^[1]

Love reality shows convey more real emotions. The authenticity of the show is that on the premise of the real performance of male and female guests, through post-editing and production of the program team, the emotional trend of the love reality show will be more ups and downs, so as to arouse the enthusiasm of the audience to follow the show. In essence, love reality shows give audiences more emotional resonance by reprocessing existing materials. On the basis of "truth", "show" shows the celebrity guests' correct view of love, and lets the audience know that in fact, stars and ordinary people have similar values. Love reality shows are social and can reflect the love concept of most young men and women.^[2] In the discussion between the host and the observed guests, the discussion of "Like You, Me Too" reflects their answers to the current emotional and social hot issues, which easily arouse the resonance of the audience. .

2.3. The Development Status of Love Reality Shows

There is no accurate definition of love reality show in the academic circle, but it has an important position in the world, and has won the attention and love of the audience all over the world. In China, the popularity of love reality shows has continued to increase since 2019, among which love reality shows represented by "Like You and Me Too", "Heart Signal" and "Daughters in Love" have achieved good ratings.

This kind of program generally adopts the combination of reality show and studio observation. The live reality show shows the process of male and female guests living in a small room to understand each other's feelings, which is the core content of the first live expression. The star observers in the studio reason about the emotional direction of the male and female guests.

Some scholars once defined the observation reality show as "a variety show showing the life of ordinary people in the form of a reality show". The emotion observation reality show is to restore the real friendship process of male and female guests through documentary shooting techniques. It adopts the dual space form of love record outside the shed and observation and reasoning inside the shed, showing the love view and values of young men and women at present, and leading the right value of love view of contemporary young people.

The emotion observation reality show originates from the "Two-storey Apartment" of Fuji TV in Japan, which is the prototype of the early love observation reality show. The show features six men and women who don't know each other, and their daily interactions as they move into an apartment, as well as their cohabitation, are captured on camera. At the same time, the events of the first scene are discussed in the observation room, which serves as the second scene.^[3] But at the beginning of the broadcast, only one host appears in the second live, only in the beginning of the previous episode. In the follow-up program, star guests were added to the observation room of the second scene, and people observed and discussed the relationship between male and female guests while watching the first scene program.

3. Innovative Path of Love Reality Show

3.1. Reform and Innovation of Program Content

Since its inception, the show has aroused discussion on various new media platforms. Popular guests and celebrities have been searched on Weibo, even reaching 23 hot searches in one season. Compared with Zhejiang TV's "It's Good to Meet You" and Tencent Video's "Heartbeat Signal", iQiyi's "Like You and I Too", a homogeneous work, makes bold innovation in content and enjoys high ratings. Based on the original narrative mode of "emotional social interaction + observation and reasoning" in China, "Like You and Me Too" emphasizes the experience of watching TV drama, but also positions the program in the youth's social love and sweet, closely following the current situation of urban single man and single woman, and arouses the resonance of the majority of young men and women.

"Like You, Me Too" focuses on the love and friendship of young people in first-tier cities, focusing on Beijing, one of the cities with the highest single rate. The program takes love as the entry point, and the strangers' male and female guests carry out a cardiac experience in a short time. The program will also generate a lot of discussion topics during the broadcast, close to the current audience attention hot spots, "love is important in the order of appearance", "love two people quarrel how to coax each other",

"what to do when one likes someone else"..... Observing the opinions of the guests, the audience can also learn very practical love skills when watching the male and female guests in love, and help more people to achieve a happy love as soon as possible.

3.2. Diversification of Program Forms

In order to achieve the viewing effect of TV series, the overall programming and the theme of each episode also reflect the style of the series. In addition to the analysis of the emotional trend of the ordinary guests, the observation process emphasized the extension of the discussion of the topic to convey multiple values. "Like You and Me Too" has a total of 12 single episodes of themes and extended small topics, can be in-depth interpretation of how the show reinforces the social concept in the relationship observation.

The second season of "Like You, Me Too" has made it clear that the show has a more human touch. Scenes and characters are full of life, male and female students living from nine to five, two o'clock, Xiong Xiaoyu's neighbors wearing clothes, sweet potatoes, snacks and other down-to-earth food, so that the audience will feel more real while watching. Like your cottage 9 men and women act close to life emotional embodiment all let the audience deeply resonate. They show the courage to "meet love, love bravely", and even the courage to let go in the face of emotional injury, which all highlight the seriousness and calm of young people towards love.^[4] The summary of the topic of the program, as well as the core advantage of fitting young people's psychology, has greatly attracted the attention of the audience.

In the second season, the program also set new rules. "Sun dating" can be 1V2, and female guests can not refuse to initiate "Moon dating". It said goodbye to the single rule, showed a variety of program forms, and gave girls more opportunities to pursue love bravely.

3.3. Accuracy of Program Communication Strategy

The audience's sense of participation is also the key to the success of emotional observation variety. The six male and female guests come from different professions, including Wall Street financial anchors, national first-class athletes, "high-end" professions that people love more, as well as professions close to life, such as bankers, architects, and graphic models. Such collocation is exactly in line with the current communication strategy of this kind of program, that is, close to the distance with the audience. And the audience can associate with each other when watching, with a certain sense of substitution. At the same time, some common scenes in life are also set up, such as the place where male and female guests date, the studio, the restaurant, and the trampoline officer. These are the social places where young men and women often go, and they have a certain degree of familiarity when watching them.

In the third period, we chose the way of "guessing people by listening to songs" to enhance the interaction between male and female guests. The program itself revolves around the topics of love and marriage for male and female guests, which is in line with the current high-frequency hot words and has caused certain discussions in Xiaohongshu and Weibo.

3.4. The Ingenuity of the Host

The second season of "Like you and I too" invited Zhang Shaogang and others as emotional observers, which took Zhang Shaogang as the main line "host" identity to bring the audience into the like you cabin. Zhang Shaogang is not only the host, but also a professor and doctoral supervisor of Communication University of China, who has a certain research on emotion observation. The show invited celebrity guests with different styles as relationship observers to lead the audience to explore more new perspectives in the observation of love. In the observation room, they made a rational analysis of the emotional trend of male and female guests in the communication and gave tips on love, which also made the atmosphere of the second scene more lively.

Zhang Shaogang also put forward some opinions in the show, such as "young people now love themselves more than the generation before them, and they think and worry more, but sometimes bravery is also an expression", which is very clever to point out the theme of the second season of "Brave Love". The second season of "Like You and Me Too" starts from the perspective of women, encouraging women to overcome their own obstacles, seek love bravely, and meet a better self while obtaining a happy love.

4. Innovative Features of Love Reality Show

4.1. The Topic is Highly Social

Let's take the second season "Like You and Me Too" as an example. The theme of the second season is "brave love", so as to call on women to courageously pursue love, find their favorite partner and explore women's awakening in love. As the drama unfolds in the cabin, the detectives also become emotional mentors from time to time, and have in-depth discussions on many topics. Teacher Zhang Shaogang gave the perfect answer, "Girls should be independent, boys should be self-conscious." In the discussion of "your future partner's career", love detectives are based on their own occupation and concerns, put forward the corresponding requirements, for today's urban men and women to choose a partner is also highly instructive. Hot topics derived from the show, such as "Bread or love" and "Women at work don't deserve love," also sparked strong discussions online, with the show's hot topics dominating online lists.

4.2. Unique Production Method

On the production of the program, the audience can, on the one hand, grasp first-hand information through the first scene to infer the emotional changes of male and female guests, and on the other hand, analyze the emotional trend of the characters in the first scene through the interpretation and reasoning of star guests in the studio. Different from the previous reality shows, it uses designed segments and games as well as post-editing to present dramatic effects. "Observation" programs pay more attention to "documentary". Authenticity is a major feature of observation programs, which can bring audiences a sense of experience and participation. The audience enjoys the program with a certain logical thinking, no longer just a laugh.

4.3. Strong Empathy

"I Like You Too" has a strong sense of audience participation. In the second season "I Like You Too", Han Meng, an introverted female guest, is passive in love and on the social edge of loving your cottage. With the passage of time, Han Meng finally initiated sun dating and bravely revealed her heart. At the farewell party, she said that she should not be too passive in her feelings. Some feelings of the female guests also caused a lot of resonance of the audience. In addition, there are capable of doing Congya after a date emotional frustration, she is not the usual strong side, but fragile sad side, also let many viewers distressed, place oneself among them. In the end, Cong Ya faced up to the result and walked away gracefully, setting a good example for those who have suffered emotional damage in front of the screen.^[5]

5. Conclusions

Under the current new media technology, love reality shows are launched in the mode of combining the first live studio with the second live studio, which is an innovation. This mode allows the audience to comprehensively observe the emotional trend of male and female guests, broaden the basic expression space for observation with the current hot topics, meet the audience's emotional needs and curiosity psychology, and establish a bond of emotional resonance with the audience. Love and social communication is a widespread concern of this generation, and a large number of young men and women are facing the dilemma of being single. The appearance of programs like "I Like You Too" allows audiences to have a platform to discuss and communicate their emotional problems, and also enhances the topic of the program, which is an innovation in the mode of love reality shows. The innovation of "I Like You Too" in many aspects also provides reference for domestic love reality shows, and at the same time brings correct love view and values to the audience.

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