

Research on Innovation and Development Strategy of TV Music Talent Show

Yu Feng

Music School Of Nan Jing Normal University, NanJing, JiangSu 210097,China

ABSTRACT: *In recent years, TV music talent show has become one of the forms of music program respected and loved by program producers and viewers. Compared with general music program, music talent show has made great innovation in the design of competition system. Auditions, pairwise PK, wheel battles, replacement singers, these innovations left a deep impression on the audience. The development strategy of TV music talent show should be considered comprehensively from the aspects of program competition system, singer selection, program music type orientation and so on.*

KEY WORDS. *TV music talent show; Innovation ,Strategy*

1. Introduction

Since the beginning of the 21 century, with the continuous development of the self-media, TV music has changed from a high threshold to one of the main ways of mass entertainment. And the TV Music talent show promoted by the public have been respected and loved by the public. Before the emergence of TV music talent show, most of the Music talent show in TV programs had the characteristics of entertainment and commerciality. The producers invited singers as guests, introduced singers' albums, promoted singers' music works, and some programs invited judges to evaluate singers' singing. There are also music talent shows select performers on the music stage, through the audition of vegetarian people through the selection of layers of selection. These music talent show do not pay attention to the music itself, and have the attribute of popularization and entertainment with singer as the main body and star-making as the purpose. Since the emergence of TV music talent show, the specialized platform for singers has begun to rise. The songwriters who have worked silently behind the scenes have come to the stage and become singers who can not only create words of a song, but also perform stage music. Compared with the entertaining mass music program, TV music talent show has made great innovation by the form and content of the program. On the road of promoting TV music, the TV music talent show has a great development prospect.

2. The development status of domestic TV music talent shows

In recent years, with the development of TV music culture and the improvement of audience music quality, TV Music talent show have been paid more and more attention by program producers. There are more than a dozen representative TV Music talent show, for example, "Sing my song" "There is hip-hop in China" "Chinese band" "I am a creator" "Here! It's originality" [1]and so on. TV music talent show have developed by leaps and bounds in quantity and quality. Moreover, these TV music talent show have been widely concerned by music lovers and ordinary TV viewers. From the TV program viewing rate and TV music program broadcast statistics on the network, the TV music program viewing rate is rising year by year, and the broadcast statistics are also based on 100 million. It can be seen that TV Music talent show have been recognized by the audience.

TV Music talent show can be divided into several types, for example, PK type and finalist. PK type is the main form, in these show, singers sing their original works. Judges or public review groups, viewers vote to determine the score and ranking of singers. This type of TV Music talent show such as "I am a creator" and so on. The shortlisted TV music program refers to the program inviting famous musicians as mentors or judges. If the singer sings the songs approved by the tutor or judge, he can be directly shortlisted in the safe area, or even join the TV album produced by the tutor or judge directly. This type of TV music program such as "Sing my song" and so on. From the content, the TV music program can be divided into single type and mixed type. Single TV music program is mainly a specific type or a single form of performance. It is specially produced for a certain type of music or a certain form of performance such as "There is hip-hop in China". This TV program is a special platform for hip-hop music and hip-hop music enthusiasts. And "Chinese band" is specially designed for this kind of performance form of the band. Mixed TV music program refers to the simultaneous emergence of different styles of singers and different types of music works, such as " Here! It's originality "and so on. This kind of TV music program has a large audience because of the wide range of music types.

Compared with other Music talent show, TV Music talent show have great innovation in competition system and program content. On the basis of highlighting the TV nature, skillfully arrange the program links and create a good program atmosphere. For example, "Sing my song" pays attention to the quality of TV words and songs, and each mentor is equipped with screen lyrics. And a push rod is set so that the tutor can drop the screen with the satisfied TV song. The singer who gets the mentor's push pole enters the mentor's TV album directly, and in the following events, the program group arranges the tutor to invite the music producer to recompile the TV songs, and has the help of the singing guests to play the TV songs together. " There is hip-hop in China " focuses on the creation of hip-hop music, and the singer must have a strong ability of writing words and songs and impromptu creation. The program invited famous domestic hip-hop musicians as judges to comment on each singer's singing, and most of the singers who won the support of the judges entered the next round. It can be seen that the TV music talent show has

broken through the mode of paying attention to contestants' voice and stage performance, and has entered the stage of specialization. The following are the representative music talent shows that have emerged in recent years:

Table.1 Statistical table of representative TV music talent program information

Program name	Producer	Premiere time
Sing my song	CCTV three sets, Canxing	2014
There is hip-hop in China	iQIYI	2017
Chinese band	Jiangsu TV and Yidian Culture	2017
I am a creator	iQIYI	2019
Here! It's originality	Tencent Music Entertainment Group, Youku Video, Canxing	2019

3. The innovative path of TV music talent show

3.1 Audition session

Audition session is one of the innovations of TV Music talent show. Audition refers to the audition of songs to be sung in the studio one by one before the singer officially sings, with each singer auditioning about four sentences or auditioning until before the chorus. The main purpose of this link is to leave suspense for the audience and increase the expectation of the singer's formal singing. At the same time, the program group will arrange the camera to target the singer waiting for the audition, and the singers waiting for the audition will evaluate the audition in order to explain to the audience the style, type, difficulty and so on of the audition from a professional point of view[2]. To sum up, the main purposes of the audition session are as follows: First, Audition for the singer. Audition is a necessary link before recording or singing. Through audition singers can understand the best type and model of microphone needed to sing this repertoire in this venue, and can also understand their own physical condition in a specific period of time, and the matters needing attention in singing the repertoire and so on. All of this needs to be felt by singers in auditions. Second, Let the singer know the repertoire of his opponent so that he can select his competitors next. Since the singer has to select his opponent for PK, after the audition session, one of the purposes of the audition session is to let the singer know each other about the singing repertoire and pave the way for the next part of the program. In addition, Leave suspense for the audience. From the point of view of the audience, the setting of the audition link leaves the audience with suspense. After hearing the song fragments of the singer audition, the audience will look forward to the whole track and look forward to the music structure of the whole track and the melodic lines of the chorus. Therefore, the audition is one of the biggest innovations of "I am a creator" program, warming up for the singer before

the formal singing, laying the ideological groundwork for the selection of competitive objects, and leaving suspense for the audience.

3.2 Pairwise competition system

In recent years, pairwise competitive competition system can not be regarded as an innovative act in TV Music talent show, but for TV Music talent show, the setting of pairwise competitive competition system is not only innovative, but also a means for program groups to make program topics. It is well known that pairwise competition often occurs in Music talent show, where each of the two singers sings a song or two complete a song together, and the judges or public judges vote to decide whether the singer is going or not. The prerequisite for the establishment of this pairwise competition system is that the songs sung by singers can be judged by judges, that is to say, although the styles and types of songs sung by singers are different, they can still be compared together. This phenomenon is very common in the singing music program, that is, the song sung by the singer has the original singing, while the judges and the audience are familiar with the original singing of the song, know the difficulty of the song, understand the singing style of the original song, and have a clear understanding of the advantages and disadvantages of the singer singing this song. However, as far as TV Music talent show are concerned, this kind of familiarity and understanding no longer exists, and it is difficult to judge songs that are completely strange, judges and viewers have no reference in their hearts. Therefore, TV Music talent show often show an awkward position that there is no comparability after pairwise competition. "I am a singer" in this situation, the pairwise competition system is adopted, that is to say, it creates a topic for the program. It also challenges the audience to judge the singer's singing.

3.3 Supplementary singer

The supplementary singer is one of the program links set up by the program group, that is, the singer votes live after the pairwise competition, those who get the low number of votes enter the waiting area, and finally rank the singers in the fixed area, and the last singer leaves the stage, and the next program will be joined by the supplementary singer, which is the process of making up the singer. In this process, from the elimination of singers from the stage to the addition of supplementary singers, the audience is full of suspense, the addition of new singers will bring novelty, but also break the ecological balance of the program. Because the supplementary singing program group did not disclose in advance, the audience did not know the style and type of the supplementary singer, and was full of expectations for it. For example, in "I am a singer", starters such as Mao not easy, Wang Sutaki, Gao Jin, Liang Bo, hot dogs and so on have their own characteristics, the audience is more familiar with its style, Mao is not easy to suffer, Wang Su Taki's freshness, Gao Jin's approachability, hot dog hip-hop, these singers have formed the ecological balance of the program on the stage. Sa Dingding as a

supplementary singer to join the program, its natural sounds, empty style for the program injected fresh blood, so that the audience refreshing.

4. The development strategy of TV music talent show

With the wide attention of the society to TV music, TV Music talent show are more and more popular with the audience. Nowadays, the TV Music talent show are innovative and professional in the form and content of the program, which meets the aesthetic needs of the audience in the pan-entertainment era. Therefore, TV Music talent show have broad development prospects in the future, and it needs to formulate more innovative and applied development strategies in the aspects of competition system setting, singer selection, program music type positioning and so on.

4.1 Competition system setting

In the setting of the competition system, in order to maximize the promotion of TV songs, for singers to build a platform to share TV music. For TV Music talent show, there are many options, such as the "Sing my song" push pole system, that is, judges or mentors think that the singer's repertoire meets the requirements, push the pole to show approval, and invite the singer to join his team. For example, the pairwise competition system adopted in "I am a creator" increases the tension and interest of the program through one-on-one PK, which makes the audience get sensory stimulation[3]. In addition, there are wheel fighting, team competition and so on. These competition systems not only enrich the stage performance form, but also meet the psychological needs of audience entertainment and aesthetics. However, the setting of these competition systems does not fundamentally solve the original purpose of singers participating in the program. As a TV music program, the original purpose of the singer in the program is not to promote and win, but to promote his own TV music works. If the program group can meet the psychological needs of the singer to the maximum extent from this point of view, the TV music program will be unanimously recognized by the singer and the audience. In the system setting, let the singer sing every TV work can get the greatest attention, this is the key to the problem. For example, TV Music talent show can invite record company music directors to appear on the program as judges or mentors. After singing their own TV works, singers have a direct opportunity to publish and distribute if they are selected by the music director of the record company. This way of promoting singer TV works will be recognized by singers, and viewers will also feel surprise and excitement.

4.2 Singer selection

In the choice of singers, grassroots singers and star creators compete with each other to establish the sensory impact of amateur and professional singers. Whether to choose a grassroots singer or a star singer is the key to the selection of TV Music talent show. Grassroots singers are singers who have never officially published TV music works or published TV music works but have not received extensive attention. Grassroots singers are characterized by no audience base and no fixed fans, but if their TV works are good enough, they will become a hit and attract widespread attention. In addition, grassroots singers have sad creative experience and life experience, the program group in the publicity has a great possibility. Star singers refer to singers who have an audience base, have fixed fans and are well known in the music world. These singers all have their own representative works, which can easily lead to star effect. The program group invites star singers to take part in the program in order to create momentum for the program and quickly attract the attention of the audience in a short period of time. As a TV music program, the audience mainly listens to the TV music work, not just to chase after the stars, so the drawback of inviting the star singer is that the audience is very familiar with the singer, there is not much expectation for the TV work, and the program lacks novelty. To sum up, TV Music talent show should take into account both the audience base and the innovation of the program in the choice of singers. They can choose singers who have a certain popularity on the Internet or other media, but have not yet attracted the attention of the whole country. This kind of singer not only has a certain audience base, but also makes the audience bright in front of them.

4.3 The orientation of the Music Type of the Program

In the choice of program music types, a variety of singing and style coexistence of the program form are build. Choosing singers of the same type of music or choosing different types of singers to form a mixed stage performance is the main problem to be considered in the program group. For example, "There is hip-hop in China" as a TV rap music program, its use is to choose the same music type of singer. These singers sing the same style of work. And this kind of TV music program is characterized by professionalism, oriented to the audience with fixed hobbies. As the audience group, mainly publicizing a certain type of music in the aspect of propaganda, and guiding the audience to pay attention to a particular type of music from the point of view of music culture and entertainment trend. The singers invited by mixed TV Music talent show have different styles, such as folk songs, rock and roll, hip-hop and so on. In the program publicity, it is not to promote some popular music types, but publicize the competition system of the main programs. It can be seen that these two types of TV Music talent show have their own unique publicity methods and audience groups[4]. With the diversified development trend of TV Music talent show and the aesthetic needs of viewers, TV Music talent show can choose more abundant music types and set different music types into folk music group, rock group, jazz group, punk group, soul music group,

hip-hop group and so on. In the same TV music program, setting up the different music type groups, and finally forming the rank of various music types. This kind of music type choice method meets all kinds of different needs of the audience. It is not only avoiding the lack of audience foundation formed by a single type, but also avoiding the awkward situation that different types of music are not comparable.

5. Conclusion

In recent years, The main reason that TV Music talent show have been favored by viewers is that the aesthetic needs of TV music. These TV Music talent show are very innovative in form and content. As a new type of music program, TV Music talent show has great development prospect in the future. The research on program competition system, singer selection, the orientation of program music type and so on are the way to develop TV music program.

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