

# An Analysis of the Development Path of Slow Variety from the Perspective of Availability—Taking CCTV Variety Show Hello, Life as an Example

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**Abstract:** “Hello, Life” as the head of the mainstream media launched the first slow variety, CCTV has become the traditional media “Out of the circle” the typical model. To a certain extent, variety shows belong to a carrier of the media, this article under the guidance of the availability theory of analysis as the basis, on the one hand, put forward the slow variety of the availability of the theory of three dimensions, on the other hand, it also analyzes the future development strategy of slow variety and seeks the way to meet the increasing spiritual and cultural needs of the audience.

**Keywords:** *slow variety; season 3 Hello Life; availability theory*

## 1. Introduction

With the rapid development of our society, Economy, science, technology and culture, the pace of People's life is also speeding up. Most people, especially young people, have no time to care about the beauty of life, inner anxiety is difficult to release. It was also precisely in this fast-disappearing era that slow variety emerged like a stream of clear water. In an hour or so, it comforted people's tired bodies and minds, and became a haven for the masses of audiences to soothe their souls. Slow variety began to replace fast variety in the market, occupy a mainstream position, such as the major satellite TV launched such as “Yearning for life”, “Dear inn”, “See words as if” and other slow variety. But under the situation that the market gradually saturates, this kind of program also appeared gradually good and bad program quality, the homogeneity phenomenon is serious and so on. In today's fast-fading era, slow variety is indeed in line with the development and needs of the times, but its further development and innovation also do exist many problems, in order to meet people's spiritual and cultural needs, the exploration of its development path urgently needs further study.

## 2. Background

### 2.1 CCTV's slow variety

“Hello, Life” is the first new youth life-sharing slow variety to be launched by mainstream media China Central Radio and television. It began broadcasting in December 2019, first on the Internet and then backstage, there are currently three seasons, with 12 episodes each. It is a kind of “Travel + life” variety, rooted in real feelings, to explore the true nature of life, so as to interpret the beauty of life, the transfer of positive energy of life. Over the past three seasons, the show from the original “Urban youth representatives” to the CCTV head office's “Hosting the Heaven Group” to the various cross-border diversified guests in the journey of life what they have seen and heard collided with the cognition of the Good Life of multi-dimensional thinking, say “Hello” to life. Between the three seasons, each season has its own theme, ranging from the youth of the second season, to the family of the first season, to the singing of the motherland of the first season, and poverty alleviation of the third season. Although the show did not do much publicity, but still with a unique innovation and high program quality, as well as in the fast-disappearing era under the CCTV “Out of the circle” initiative has received praise from all walks of life. Therefore, this slow variety program for the development of a certain reference, this article mainly “Hello, life,” the third quarter as an example for analysis and discussion.

## 2.2 The availability theory provides a new perspective for the study of slow variety

### 2.2.1 Source and development of media availability

The theory of media availability is a specialized development of the theory of availability. In 1978, the American psychologist James Gibbs defined the concept of “Availability” as the possibility of various potential actions of living beings (or agents) in the physical environment, and generally exists between the subjective interpretation of the subject and the objective material attributes. Communication scholars also further emphasize the availability from the perspective of relationship, focusing on individuals or groups, emphasizing the inter-subjectivity of its utility. The American communication scholar Andrew Richard Schlock proposed the concept of “Communication availability”, emphasizing the interaction at the micro level between social and behavioral subjects.<sup>[1]</sup> With the deepening of the application of the theory of availability in communication, the scholar Ronald Rice and others formally put forward the concept of “Media Availability”.<sup>[2]</sup> Chinese scholar Pan Zhongdang further divides media availability into three dimensions: production availability, social availability and mobile availability.<sup>[3]</sup> Chen Changfeng and others summed up the availability of high-quality IP as: identity orientation, role empathy and social relationship complement.<sup>[4]</sup> The author believes that the theory of availability can also establish a link between the fast-disappearing era and the practice of paying attention to the spiritual and cultural aspects, so that researchers can more directly investigate and analyze the reasons for the success of variety shows and explore the changes in response to the innovation of the times.

### 2.2.2 The availability of slow variety perspective

As a carrier of media environment, slow variety is difficult to accurately describe the three-dimensional slow variety in the fast-fading era created by the environment. Therefore, this article is intended to be revised to value availability, perceived availability, and delivery availability (see Table 1). The article will explain and analyze the rationality of the revision one by one with the third season of CCTV slow-motion variety “Hello, life”, and will use the revised media availability framework as a theoretical tool, to explore the development path of slow variety in the fast-fading era. In addition, since the availability generally exists between the subjective interpretation of the subject and the objective property of the material, this paper revises the concept of the three dimensions.

Table 1: The three dimensions of availability in slow variety programs

Before the revision	Production availability	Social Availability	Mobile availability
	Editable, reviewable, replicable, scalable, associative	May greet, may transmit the sentiment, may coordinate, may connect	Portable, accessible, locatable, compatible
After revision	Value Availability	Perceived availability	Transmitting availability
	Content Value, innovation value	Aesthetic perception, symbol perception, emotional perception	Technology transfer, thought transfer

## 3. Availability analysis in season 3 of Hello, life

### 3.1 Value Availability: content and innovation as the fulcrum, to provide value demonstration

Good content production value must be realized on the height of social concern. The third season of Hello, Life still inherits the value transmission mode of the first two seasons. Different from it, the third season takes poverty alleviation as a big theme and conducts value guidance under the selection of theme content. For example, CCTV Tiantuan incarnates a rural teacher at a primary school, renovates a house for a 70-year-old man who lost his son in Guizhou province, dives underwater to breed coral to protect the ocean, both produce meaningful content under one theme, rooted in the soil of people's real life through content and the “De-shucking” of the authentic life of the guests on the journey, vividly interprets the delicate and moving nature of life, a demonstration of the attitudes and values of the new generation. At the same time, innovation is also the key to the survival and development of variety shows. “Hello, Life” is an innovation of CCTV's head office in arts programs, it is also a “Spin out” for CCTV as a leading media outlet. Not only followed the previous two seasons in content and program setting to create a sense of immersion, but also made certain innovations in the selection of themes and guests, focusing on doing things with social significance. Therefore, I think that the program content and innovation as a fulcrum to promote the program in the audience value demonstration, which also

gives the slow variety program development value-based approach to explore.

### ***3.2 Perceived availability: provides aesthetic perception with symbolic and emotional fulcrum***

The aesthetic activity is a kind of life experience activity which takes the image world as the object, and it is also a kind of human spiritual and cultural life. "Hello, Life" is based on text symbol, sound symbol and image symbol, and takes affection, friendship, affection and kindness as emotion orientation, slow down in the fast-disappearing times to build a down-to-earth, cultural content of the image template, in the "Travel a thousand miles" to absorb the infinite power of aesthetic perception.

#### ***3.2.1 Borrow the symbol system, cause resonance***

Canadian literary critic Northrop Frye once pointed out that "Through resonance, a particular statement in a particular context acquires a universal meaning."<sup>[5]</sup> After the broadcast of "Hello, Life", it was called "Wallpaper variety", "Literary variety" and "Cure variety" by the vast majority of viewers, because each frame of the film is very enjoyable and eye-catching, its script and guests talked about the philosophy of life, and even its voice-over and soundtrack make people fall into thinking about life, and healing the troubles of life. Each frame of the picture is a scene in our daily life, and it is displayed through the carrier of slow variety show, which makes people sigh and awaken people's neglect of the perception of beauty in life. The variety show season consists of 12 episodes, and the design at the beginning of each episode not only has the shock of pictures and images, but also the temperature of sound and words, all of which are healing every viewer, the subtitles of each issue also resonate in a symbolic form. For example, the third season of the human world, houses, rice fields, springs, songs, etc., are ordinary expressions of daily life, natural as water brings the audience more than an hour of slow-paced audio-visual enjoyment. Perhaps at the beginning, most people will envy and envy the show's life, the beauty of the filter, but gradually from the impetuous moment calm down, began to think "What is life?". "Hello, life" brought the word symbol, people began to slow down, sort out life, and make the most of every moment. For example, "Life is fair, it is fair to everyone. If you think life owes you something, you owe it to yourself to do something, but you hang on to it." These prose-style narrative style not only expresses the author's true feelings, coupled with the warm and gentle voice of the host, spread with soothing and beautiful background music, brought depth and temperature resonance, cure the audience at the same time also cure the life, is to form a unique "Wallpaper variety", "Gold Sentence Encyclopedia" program features.

#### ***3.2.2 Help emotional resonance, deep into the hearts of people***

One of the features of variety shows is lightheartedness. Sa Beining and Nigmaiti are two hosts with distinct personalities and contrasts, they often playing and teasing each other. Sabenin's humor has aroused the lively atmosphere of the program. In the program, it also shows the friendship between the "Sunny" group and the "CCTV Boys." they bring the audience joy, but also let the audience see the friendship between the moving and true feelings in life. The third season was rehearsing the last wish concert, and when the song "Twilight" was sung, everyone took advantage of the setting sun to go to the beach and shout out the voice they wanted the most. This was an impromptu plan without any arrangement. It was something that other variety shows rarely dared to try. In the words, Ren Luyu to the sea to the deceased father said a simple "Dad, I have not used Henan dialect called your dad for many years"; "No matter how you grow up, Dad will always be your age," Sabine shouted to her two children. ... these sincere expressions of emotion, it hit the audience right in the heart, as many viewers in the bullet screen said, "They called out my heart," "I cried when I called out dad," and so on, these genuine emotions, expressed through the camera, resonate with the audience and strike a chord with the audience. Through the analysis of perceived availability in season 3 of Hello, life, it was not difficult to see that if a variety show was to succeed in capturing the hearts of the audience, it must be the key to treat each other with sincerity, and the emotional points of aesthetics and symbols to build the perception in the hearts of the audience.

### ***3.3 Delivery Availability: technology-based delivery of ideas***

Technology is the productive force, and technology influences the media. But the technology I said here mainly refers to the post-editing technology, which is also a variety show to get a good dissemination of the key results. When it comes to communications, we should be talking about communications technology, but Hello, life hasn't done much in the three seasons it's been in, and even the sponsorship advertising industry has been minimal, but it's still a huge success, it has received critical acclaim for its content, value and quality. A major editing feature of the program is that it is

mainly followed by the editing of documentaries, documentary-style settings can not only eliminate the star, singer, professional host body halo, but also close the distance between the guests and ordinary people, so that the audience empathize while better transmission of ideas. In addition to its unique documentary-style editing, the background music (BGM) is actually supported as a technology, such as the sharp contrast in the guest surf entertainment segment in Season 8, this part of the background music uses the “My future”, “Young Hearts” and “Love the way you lie” and other classic familiar music to switch back and forth, by using music to evoke the memories of that generation of young people, it also makes this part of the presentation more exciting, so that the presenters who usually work under high pressure at that moment make the audience seem to be unburdened, being the most ordinary happy person. It is a documentary narrative with brilliant post-technology, showing the ordinary characters, bearing a rich life perception and direct force to the heart, this has also become the most eye-catching “Scenery” in variety shows that provides the transmission of ideas.

#### 4. The development strategy of slow variety from the perspective of availability

The successful practice of CCTV slow-motion variety “Hello, life” embodies the logical innovation based on the framework of availability theory, although it has the irreplaceable resource advantage of CCTV host as a guest, however, at present, in the market where variety shows are homogenous, serious flow, lack of local characteristics, and rely on flow and advertising to “Cut leek”, variety shows can find a new way out from the perspective of availability, from CCTV's successful “Out of the circle” slow-motion variety “Hello, life” from the different dimensions of availability and enhance the availability of starting to better build the future development strategy.

First, take value as the cornerstone. Just as the so-called “Old books read a hundred times, familiar with the thinking of self-awareness”, although its program form is fixed, but its program content contains a profound value. Under the background of more and more emphasis on spiritual culture, variety shows should present the values of contemporary Chinese new youth in a panoramic way with true feelings, enhance their cognition and identification of mainstream values, explain the difficult truth in plain words, and explain it in a way that young people are willing to accept. As the mainstream media in China, television media bear the important responsibility of shaping the national image, demonstrating the mainstream value and constructing the ideology, especially for slow variety programs, they must not become pseudo-revelry under the camera, but should take the value as the foundation stone to bring the audience joy, and at the same time, they must be placed in the political environment and cultural context of our country, improve cultural originality while telling a good Chinese story, really achieve “Low cost, positive energy, deep value.”

Second, perception is key. Susan Langer, an esthetician of semiotics, believes that “Art is the creation of the symbolic form of human emotion”.<sup>[6]</sup> Emotional expression is also the key to variety shows influencing audiences. In a slow variety program, the perception should be put in the key position, and the setting of the program link, the setting of the scene, the setting of the content or the setting of the feedback should be attributed to the emotional expression, so that the audience can immerse themselves in it. Just like the theory of “Self-interaction” put forward by Blumer, the epitome of American symbolic interaction theory, if the audience is influenced by the perception provided by the program, they can internalize this influence to produce self-interaction in their hearts, then it is further externalized to the action. Making good use of the so-called symbol system and emotional resonance in the environment of fragmented information to bring the contemporary youth spiritual perception and comfort is the meaning of variety shows and the direction of development in the future. Therefore, slow variety programs should take perception as the key to the future development, stimulate people's feelings and aesthetic perception, meet people's high-quality spiritual and cultural needs, cultivate people's sentiment.

Third, transmission should be paid attention to. Nowadays, when it comes to media-related innovation and Development Strategies, communication channels and technology must come first, according to the analysis of the preceding article, the author finds that as long as there is thinking to adapt to the era of communication, a deep grasp of the audience's needs, combined with the actual exploration methods of the program, the internal value and perception will be transmitted to the audience, can also create a wonderful, distinctive, with positive energy and influence of high-quality variety. Just as cultural communication needs a way to adapt to the current discourse system and current communication thinking, so it can construct a way to adapt to the current transmission and achieve the effect of fission. Therefore, I think that slow variety programs can learn from the mainstream media communication technology and transmission ideas, such as media thinking, network

integration, first network background, VR technology to create an immersive atmosphere, etc. , from the“Fine”, from the“Fine” to form a benign, high-quality communication mechanism system, to build a sense of transmission ceremony.

## 5. Conclusion and reflection

In this paper, the medium availability theory is revised and applied to explore the development strategy of slow variety, which broadens the research field of the availability theory, from the perspective of availability, the current design logic can be better viewed and the corresponding development strategy can be constructed, it is found that the image construction of slow variety must take the value as the foundation, the perception as the key, and pay attention to the transmission, so as to seek the progress space and the way of development of slow variety. However, it should also be recognized that the perspective of availability theory is based on the dynamic development of various fields, and the analysis cases selected in this study are slow variety of mainstream media, although they do have some reference significance, but because it has some difficult to copy the resource advantages, so the revised theoretical guidance has some limitations, and the applicability and universality of the revised three-dimensional theory need to be discussed. The development path of slow variety programs requires us to optimize the way forward and development by combining the ever-changing macro environment with the latest changes and feedback in the market, in order to create a better spiritual life to meet the needs of the audience, to achieve a more sustained, innovative and profound development, to other types of cultural program construction inspiration.

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