

Talking about the Development and Innovation of Interview Programs under the Background of Integrated Media

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Abstract: *With the development of radio and television, TV talk programs, as a type of TV programs, have been loved by many viewers. However, with the advent of the era of integrated media, TV interview programs are constantly adapting to new developments and actively innovating, so as to achieve integrated development with the media. However, in the context of media integration, the development and innovation of interview programs still needs further exploration and research. This article explores the development and innovation of interview programs under the background of convergent media and puts forward some opinions to aim to provide some references for the development of TV programs.*

Keywords: *Convergence media; talk shows; development and innovation*

1. Introduction

In the context of the rapid development of science and technology, the Internet has brought human society into a new era. Of course, the development of the times has also promoted the development of information dissemination, and the channels for people to obtain various types of information are becoming more and more diverse. This means that the TV industry must continue to innovate in order to develop better. As one of the TV programs, interview programs are also affected by the media fusion environment. How to innovate is an important problem that needs to be solved at present.[1]

2. An overview of the talk show talk show

A talk show is a form of contact a talk in which the host and guests (such as celebrities, successful people, celebrities in the social industry, etc.) start a conversation. Usually, with the cooperation of the host, guests, and sometimes the field audience, impromptu conversations are carried out on the topic at the studio, and the effect of the program will be different depending on the content of the conversation. With the development of the Internet, talk shows have merged with various media to form a variety of program types[1].

Features of the interview program:

It is targeted and effective: talk shows often focus on guests and start with a certain topic. The host is responsible for asking questions to the guests, or focusing on the current hot topics to discuss and communicate with.

It is infectious and has various expressions: through the on-site communication between the host and the guests and the interaction with the audience, the atmosphere of the scene is driven, and a good atmosphere is reflected, so as to achieve the effect of the program, and background sounds can also be added to mobilize the scene personnel. Emotional resonance.

Its pictures and texts are helpful for providing background and materials: interview programs often add pictures or texts related to the guests, so as to strengthen the audience's impression and better to understand the stories of the guests.

It has a strong sense of presence: whether it is recorded by an audience at the scene or broadcast on TV after the recording, interview programs always give everyone a sense of presence. thirst for knowledge, thereby entering into a situation.

3. The development trend of talk shows

At present, hosts appearing smaller. Because the recording of TV programs based on stars has become a trend of current program development, [1] and many audiences like to watch such star programs, so the use of star hosts in interview programs can also increase the ratings of the programs. And while watching talk shows, you can also have a deeper understanding of the stars, which is exactly what the audience expects and yearns for, and talk shows saw this phenomenon and made related types of programs, thereby effectively improving the ratings of TV programs. For example, "A Date with Luyu" is a talk show, and Luyu is a public figure. Acting as a host as a star not only increases the viewing rate of the show, but also arouses the goodwill of the audience. At present, the type of talk shows is still the traditional form of interviews. They are all hosted by the host, and then invite guests to tell their own stories in the show. It may be very attractive to the audience, but with the continuous enrichment of TV programs, the types of programs are also increasing, and people's requirements for entertainment programs are also constantly improving, so the competitiveness of interview programs is just in a disadvantaged position, traditional interview programs will produce visual fatigue for the audience, which is not conducive to the current development trend. Therefore, in order to ensure the continued competitiveness of talk shows, it is necessary to innovate in the original form of expression to reflect the diversified charm of talk shows. For example, "Three Walks" has innovated the traditional production mode. Before, it was a mode where one host faces one guest, but now it has become a mode where one host faces multiple guests, making the content diversified. Of course, in addition to being diversified in form, interview programs can also increase the viewing value of the programs in other ways, which is also a new change for future development.[2]

4. Development and innovation of talk shows under the background of convergent media

4.1. Understand and master Convergence Media and innovate on this basis

Convergence media integrates many current media, and has also become a strategy and a necessary way for media development. In the process of its formation and development, the Internet and electronic technology have played a very important role. Especially in the current development of interview programs, it is necessary to have a new understanding of new media. Only by constantly understanding and contacting new things can we extract the characteristics of new things, because of the integration of media in terms of expression and communication channels, etc. A lot of innovations can be produced, and it can meet the needs of the audience. Therefore, in the process of developing TV talk shows, you can learn from and quote the new content contained in the media, so that TV talk shows can be loved and by the audience support.[3]

4.2. Change the way of expression of the program and enhance the influence of the program

For TV interview programs, the content is the key, and the output of the content needs to be expressed. The quality of the expression can greatly affect the broadcast effect of the program. Compared with the current program development, traditional TV talk shows are more old-fashioned in terms of expression. This kind of expression may be easier for people to accept when it is first applied, but with the development of media integration, People's horizons are wider, and information dissemination is becoming more and more diversified, especially when they come into contact with some other new things, they will be affected by it, and this impact will be an impact on traditional expressions, so , the program needs to combine the new expression methods contained in the fusion media to make the program expression more free and personalized, so as to attract the attention of the audience. For example, in the program "Three Walks", the host Dou Wentao used humorous expressions to make the guests have a good conversation in a relaxed and pleasant atmosphere during the process of hosting the program, making the expressions more diversified. And this way of free expression is exactly suitable for the current form of program expression. The host's hosting characteristics are combined with the language information contained in the fusion media, so that the program can be innovative in the way of expression, attracting or resonating with the audience. while enhancing the influence of the program.

4.3. Change the operating mode

TV interview programs have a complete process in the process of development. During the

interview process of the host and guests, the program recording is probably completed according to the process, and whether it is traditional media or fusion media, this kind of program is carried out according to the process. The pattern has become "entrenched". However, with the advent of the fusion media era, the operation mode of the program should also change accordingly. If the program is in a single mode for a long time during the operation process, it will easily cause visual fatigue to the audience, and the audience will not be able to see the highlights and new ideas. The broadcast effect of the show will also decline. Therefore, program creators need to innovate the operation mode to meet the needs of the audience and meet the specific requirements of the program in the current media convergence environment.[3] For example, the relatively old talk show "A Date with Luyu" has been revised as "One Day Trip to Luyu". The show changed from a studio interview to a live-action follow-up. The host can follow the guests to experience a day's work and life itinerary, and integrate the conversation into daily interactions. The program mainly records the real life status of the guests, which means that the characters are more vivid. And this new program production process is also more suitable for the communication method of fusion media. Not only that, some programs have also launched social platforms such as program-related official accounts. This change in operating mode not only increases the distance between the media and the audience, but also further enhances the popularity of programs with the help of official accounts or other social platforms. The process of the program running process has been greatly improved. For example, "Only Three Days Visible" not only realizes the free interview mode of the talk space, the program is novel, but also establishes a platform public account to better enhance the dissemination and influence of the program.

4.4. Broaden the channels of communication and enhance the influence of the program

In the convergent media environment, during the development of TV talk programs, it is necessary to meet the needs of the broad audience and expand and innovate the communication channels. However, the communication channels also need to keep up with the trend of the times, combine the current hot spots, and focus on the needs of users. so that the audience can obtain the relevant information about the program in a simple and convenient way. At present, WeChat and Weibo have become "half of the country" in the era of integrated media. If only TV talk shows are broadcast on TV, they will not be able to meet the needs of current audiences for such programs, and TV is broadcasting such programs. It will also be constrained by a fixed time period, which is not a good way for audiences of different occupations to watch such programs. Therefore, such programs can be played and watched through new media such as WeChat and Weibo through the Internet as a medium. own brand image, which not only realizes the freedom of viewing, but also is conducive to high program influence. For example, in recent years, the popular talk shows "Only Three Days Visible" and "Thirteen Invitations" have their own Weibo and WeChat platforms. This not only realizes real-time online and offline communication, and establishes good interaction with fans and audiences, but also maintains the brand image of the program and consolidates and attracts more fans and audiences.[3]

4.5. Break the closed space and realize the freedom of space

In traditional talk shows, the studio of the program group is generally a closed space, and this closed and single scene often makes the interview more formal, which will make the audience feel a sense of distance from the host and guests. Furthermore, the interviews between the host and the guests in the studio will lack the presentation of real life and work status of the guests. For the audience, what they want to see is more real guests, and a simple interview may seem that the show does not have much to watch. The interviewees are also limited to the individual guests. If there is a lack of richness, the portrayal of the characters will not be specific enough, and the three-dimensionality and comprehensiveness of the characters will not be well reflected. Interviews with relatives, friends, work partners and other people of the guests can make the image of the guests more three-dimensional and full. What the audience sees is not only the guest himself, but also his more possibilities. For example, "Thirteen Invitation" makes the talk show feel like a "reality show" through the conversion of different scenes. The host Xu Zhiyuan chose to visit each other in a place familiar to the guests. This place may be a place for the guests to study, grow, work and live, or it may be a place of special significance for the guests. In these places, some guests may be working or resting, and their happiness, sadness, anxiety and other emotions in the process can be more realistically shown to the audience through the camera, this relatively real state, to strengthen the three-dimensional sense of the characters of the interview guests. It makes the "person" of the guest more vivid, and at the same time, it can also enhance the sense of distance between the audience and the host and the guest. Even the audience can see their own shadows on the guests. In the process of getting along with them, the host will introduce

themes at the right time and place to have a dialogue with the guests. For example,[4] when interviewing Mr. Zhang Yadong, the interview location was placed in Mr. Zhang Yadong's studio and where he lives. While interviewing with Xu Zhiyuan, he also showed the audience Zhang Yadong's daily life and his thoughts on the music of the times. Let the audience better understand the "musician" Zhang Yadong. At the same time, it also allows the guests to unload their defenses in their familiar environment and better integrate into the conversation.

4.6. Innovate the content of the program and adopt narrow audience communication

In the era of integrated media, people have more choices in programs. At the same time, people have their own criteria for judging the quality and content of programs, and audiences have higher and higher requirements for program production. For example, "Thirteen Invitation" is a popular interview program in recent years. Among them, its audience is mostly concentrated on highly educated people aged 20-35. This data reflects the characteristics of the audience of the program. Most of the audience are people with a certain knowledge reserve. Indeed, compared with some similar types of programs, "Thirteen Invitation" places more emphasis on the program. In terms of content improvement, it provides spiritual enrichment for some audiences who like to think and explore humanistic values and meanings. After watching the show, audiences can think about the content of the interview and come to their own opinion. For example, in the extra part of the sixth season, Xu Zhiyuan talked to Liu Qing, a professor of philosophy, and used profound and specific academic discourse to express the confusion of contemporary young people. Think and feel. Innovation is an important driving force for cultural variety shows to continue to attract audiences. And "Thirteen Invitation" puts the core of the program in the cultural field, spreads it to a narrow audience, and attracts a fixed audience of fans. This program form is another way for cultural programs to survive.[4]

5. Conclusions

As one of the types of programs currently loved by audiences, talk shows have their own characteristics in content and interview mode, which is one of the reasons why audiences pay more and more attention to talk shows. The advent of the times has not only brought a huge impact on traditional radio and television, but also a challenge to TV talk shows. At the same time, media professionals should also see the opportunities brought by media integration to TV talk shows. There is still a lot of room for innovation and development of talk shows. Therefore, in the context of media integration, if talk shows want to develop, they'll need to actively compete and innovate constantly to achieve another major breakthrough in the TV industry.

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