

# The Causes and Response Strategies of the Weakness Appearance of Traditional Variety Show in the Network Era

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**Keywords:** network era; traditional variety show; weakness appearance; cause of weakness appearance; response strategy of weakness appearance

**Abstract:** With the development of Internet technology, network variety shows are no worse than traditional variety shows in subject matter, mode and innovation. The network variety shows are flourishing, while the traditional variety shows are weak. Under the network era, the traditional variety shows are weak. This paper first defines the concept and form of the traditional variety show, then analyzes the reasons for the weakness of the traditional variety show in the network era, and finally tries to explore the response strategy of the weak appearance of the traditional variety show in the network era.

## 1. Introduction

There is a decrease in the living pressure and the existence of the traditional variety show in the network era. Jia Wan (2015) pointed out that the traditional TV variety is subject to the impact of the network media. Yishu Zhang (2017) pointed out that the big data began to be widely used in all walks of life, and the network comprehensive art also took the downwind of big data. The application of large-scale data in the network variety shows that the well-known development of the network-wide variety shows up to now in 2016. Yan Wang (2016) pointed out that in the era of the Internet, the new media technology and the communication platform have brought great impact to the TV comprehensive show, and the traditional comprehensive art program needs to meet the audience's needs, enhance the content fusion, improve the spirit and the innovation, and continue the self-worth of the traditional comprehensive art program. Fangfang Li (2016) pointed out that the emergence of the Internet has caused unprecedented impact and challenge as the authoritative position of the main tool of mass communication – television, and the audience's attention to television has gradually turned to the network, especially as a young audience of the main consumer group is gradually losing, The audience rating and advertising revenue of the TV declined year by year, and the status of TV as a "living room center" was shaken. China's television needs a new concept of television, not only can save the declining development of the TV industry, inject new vitality into it, but also can integrate and absorb the characteristics of the new media, embody the innovation in the program, attract the audience's attention from the network media to the front of the television. Mr. Hu (2018) pointed out that in the network era; the traditional TV program is hit by the self-made program of the video website, the traditional variety shows the lack of competitiveness, the traditional comprehensive art program needs to be in the subject position, the character structure, and the story scene. There are many innovative attempts in the aspects of clip narration and so on. The existing literature studies the way, the way and the way of how to effectively improve the sense of existence of the traditional variety show by the impact of the Internet and how to effectively improve the sense of its existence. This paper mainly analyzes the causes and response strategies of the weakness of the traditional comprehensive art program in the network era, and the existing literature has a certain reference value to the research of this paper.

## 2. Traditional variety show

Traditional variety show is a kind of entertainment television program form mainly includes question and answer program, some tired program, optional program, marriage speed match

program, talk show, music program, art party, food and beverage program. Women's fashion programs, star confrontation programs, recruitment programs, outdoor sports programs, science and technology programs, etc. Foreign variety shows started relatively early, which has a far-reaching impact on the development of entertainment programs in both Hong Kong and mainland China. Europe, the United States or Japan were first transplanted into Hong Kong or Taiwan, and then used for reference by the mainland, and finally, the local imitations created a thriving situation. However, with the advent of the Internet era, the traditional variety shows have a declining sense of existence; its survival pressure is very great.

### **3. The causes of the weakness appearance of the traditional comprehensive art program in the network age**

In the network era, the weakness appearances of the traditional variety shows is mainly due to the attraction of the network variety shows, the homogenization of the contents of the traditional variety shows, the lack of innovation in the traditional variety shows, the poor experience of the traditional variety shows, and so on.

#### **3.1 The network's all-in-one programs attract attention**

With the popularization of 3G network and the further optimization of technology environment, new media, such as Internet and mobile media, are showing an explosive development trend. In 2017, the development of online variety shows in China reached the vantage point, and the number of new online variety shows reached 197, exceeding the number of TV variety shows. And in 2018, the four giants Youku, iqiyi, Tencent Video and mango TV entered the stage of fashion competition, and by creating weight IP to compete for market share, the production of network variety shows entered the stage of large cost, big production and big announcement. It effectively attracts the attention of the audience, thus reducing the attention of traditional TV variety shows.

#### **3.2 Homogenization of the content of the traditional variety show**

Homogenization, originally used in the field of economics, refers to the convergence of products in terms of performance, appearance, marketing means, and so on. Since then, it has been gradually derived into the cultural field, showing that under the background of economic and cultural globalization, people's way of life, value pursuit and other aspects of mutual influence, resulting in cultural integration, the trend of non-individuation and so on. The homogenization of the media field refers to the similarity in the content, style, style and other aspects of news products of the same kind of media facing the same market, and even the same hot online variety show fans with strong stickiness and high brand loyalty who have obtained the same market certification. Has formed the potential consumer group, its content and the derivative product realization has the market foundation, the network variety show has reached the blowout type development, the traditional television variety show program and the network variety show program homogenization more and more, Many traditional variety shows have similar packaging, similar task scenarios, and even similar scenes, which can easily lead to aesthetic fatigue of the audience.

#### **3.3 The innovation of the traditional comprehensive art program is not enough**

There is lack of innovation ability in domestic TV variety shows, lack of original degree of traditional variety shows, and lack of innovation ability. Traditional variety show should entertain the public. If it is integrated into the dissemination of value concept, it is easy to appear such problems as boring content, single form, stereotype, low power of communication and low influence, which are difficult to be recognized by the market. This kind of thought fetters the thought of the traditional variety show creators, makes its creation not open, lack of innovation and courage.

#### **3.4 Traditional variety shows have a poor sense of experience.**

VR video brings different experiences to the audience, although the traditional TV program

audience consumption concept escalates nervous, exciting competitive programs more and more, but the audience for the traditional variety shows has a poor sense of experience. Audience to this kind of "fast variety" produced fatigue, the traditional variety shows in the network era of the audience experience of the problem.

#### **4. Strategies to deal with the weakness appearances of traditional variety shows in the network era**

In view of the weak appearance of the traditional variety shows, it is necessary to enhance the content differentiation of the traditional variety shows, enhance the innovative power of the traditional variety shows, and pay attention to the experience sense of the traditional variety shows in the network era.

##### **4.1 To enhance the content differentiation of traditional variety show**

With the continuous development of economy and society and the improvement of the people's cultural level and aesthetic ability, they are eager to see more works of variety shows with profound ideological connotation and positive and healthy contents. This kind of times needs and the audience demand function in the traditional variety art field, strengthen the traditional variety show content difference, pay attention to the people's cultural demand, combine the historical value, the cultural value, the educational value, the ornamental value organically, combine the historical value, cultural value, educational value and ornamental value. Better fit the cognitive psychology, knowledge structure and spiritual needs of the modern audience, encourage variety shows to spread the mainstream value ideas in various forms, enhance the attraction of programs, and enhance the attention of traditional variety shows.

##### **4.2 To enhance the innovation of traditional variety show**

In order to attract more users' attention, the variety show that the spread of the mainstream value is in the real place, must strengthen its own Internet thinking, realize the cross-screen linkage, and form the habit of the users "Large screen viewing, small screen interaction", through the way of original and fresh expression, the innovation force of the traditional comprehensive art program is promoted, the traditional comprehensive art program is innovated, the depth of the connotation of the traditional comprehensive art program is also enhanced while the ornamental value is improved, and the new mode of the development of the traditional comprehensive art program is successfully opened, It not only pays attention to the content innovation of the traditional comprehensive art program, but also pays attention to the form innovation of the traditional comprehensive art program.

##### **4.3 To pay attention to the experience of traditional variety show**

Experience feeling is a pure and subjective feeling in the process of user's use of products or services. In accordance with the law of television transmission, the comprehensive art program, while adhering to the artistic innovation, pays attention to the two-way improvement of culture and interest, and goes out of its own differentiation and development path, deep-cut various subjects, and enhances the experience of the audience. High-quality content resources provide rich possibilities and more communication opportunities for brand advertisement marketing, while the precise combination of brand elements and video content can lead to a more valuable marketing experience, and pay more attention to the experience of traditional comprehensive art programs.

##### **4.4 To pay attention to the interaction of traditional variety show**

Interaction: the key to attracting the audience is also the fundamental of the program management and marketing. The use of a video website to watch a variety show features in common: close-up pictures, more interactions, and ads. Therefore, the traditional comprehensive art program can learn from the experience of the network comprehensive art program, enhance the interactivity of the traditional comprehensive art program, and be more aware of the core content of

the audience's more attention and enhance the interactivity of the picture. A multi-angle and three-dimensional multimedia communication mode is set up, and the cross-screen interaction is the key to maximize the value of the mainstream value to be expressed in the variety show. The traditional comprehensive art program should deal with the relationship between the large screen and other media, be good at using new media channels such as micro-mail, micro-blog, mobile terminal platform and other new media channels, enrich the self-propagation path, create a high-efficiency and high-impact full-media publicity matrix, and continuously deepen the interaction with the audience, Improve the sense of the audience, enhance the user's viscosity, and truly realize the goal of national sharing, universal interaction, all-media linkage, and the mainstream value concept of the whole society.

## 5. Conclusion

In a word, under the network age, the traditional TV variety shows are challenged and impacted greatly by the network variety arts. At the same time, the capital of the development of the traditional TV variety shows, the bad talent and the market environment, and the lack of effective income-generating market foundation. Traditional TV variety shows need to strengthen content planning, pay attention to content matching expression, meet the elastic content needs, adhere to the content as king, provide differentiated content, pay attention to form innovation, and make full use of the Internet platform. Enhance the innovation and interaction of traditional variety show, and improve the existence of traditional TV variety show.

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