

## **Problems and Reformation: A Study on the Localization of Reality TV Programs in China**

Xiaoli Yin

School of Communication Weinan Normal University  
Weinan, Shaanxi, 714099

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**Abstract.** For a large number of western reality TV programs introduced, triggered the reality TV show's viewing frenzy. The introduction and adaptation of reality TV abroad makes the development of this kind of program more and more abundant in our country, and the distance between the guests and the audience becomes smaller and less, thus gaining the recognition of the audience. Nowadays, the trend of localization of reality TV shows is becoming more and more obvious, and the article studies the localization and transformation of reality TV programs in China through the comparison of Chinese and foreign reality TV programs.

### **Introduction**

With the continuous improvement of social economy and science and technology level, the spiritual pursuit of the people is gradually changing, the audience for the nearly hundred years of history of the image program may have already produced aesthetic fatigue, so, in the new era of the environment, "reality TV" came into being. And China also introduced this form novel, clear intention of the television form brought in, and improved, so that its content of the performance of the way more tend to the level of national acceptance, so that with the foreign "reality show", has produced an essential difference. Compared with other forms of TV programs, reality TV has the advantages of tracking the reality of records, the sense of detail display, the interaction between the program and the audience, and reality TV shows are different from other types of TV programs production and operation.

### **The Development of Reality TV Program**

Reality TV This imported goods, in the continuous introduction and research of our country, finally took root in our country and gradually began to form their own brand, in the past few years, reality TV program in the cause of the viewing frenzy, because of its disorderly competition caused by the blind follow, but also caused a lot of questioning and criticism, Now we need to recognize the current situation of reality TV programs at home and abroad, so as to be able to recognize the current shortcomings and shortcomings of reality TV programs in China, to learn from each other, so as to occupy a place in the increasingly competitive international television program. [1]

#### **The Development of Reality TV Program in China.**

Strictly speaking, China's reality TV program is a new type of TV program, however, due to the characteristics of novel form, this type of program in recent years has shown a blowout type of development, derived such as: Field survival category, entertainment draft category, Marriage and love category, workplace category and education category, and its performance environment from the initial field to the indoor, studio and concert style of the giant stage. It can be described as colorful, so that the audience directly addicted.

As a TV show, ratings and the scope of transmission are the yardstick for evaluating their success. In other words, to create a good TV program, good communication conditions are essential, including publicity and broadcast channels. Nowadays, the network gradually seeps into people's daily life, the Internet has become an essential "daily lesson" for most people, the popular network TV in recent years is unstoppable, has the momentum to take the TV and generation. In terms of broadcast channels, the network and television terminals can be divided into the world. Therefore,

most TV show makers will basically use the TV + network dual channel broadcast mode, in order to expand the viewing range. In this context, China's reality TV program from the initial single terminal expanded to dual terminal or even multi-terminal broadcast. For example, the recent relatively hot "run Bar", this program is Zhejiang satellite from SBS, South Korea to buy a large outdoor sports reality TV program, its broadcast channel for Zhejiang TV to join the Echo network video dual channels synchronous broadcast, its impact is obvious to all.

#### **The Development of Reality TV Program Abroad.**

Western reality TV shows are like a needle of doping to rouse the flagging western television market, which first appeared from the Dutch Big Brother. It was followed by extensive transplant transmission in 18 countries, such as the United States, Australia, Germany and so on. Then came a variety of similar programs, such as "Survivor" in the United States, "Loft story in France", "tough guy in Germany" and so on. It all became the hottest show in the west at the time. While the West has created a miracle of viewing, it has brought high profits to the west. [2] after "Survivor" aired in 2000, he won the All-American viewing title in just two weeks. [3] In the 2004, however, the apprenticeship, produced by the United States, was broadcast and immediately swept through the streets of America. Quickly became one of the most popular reality TV shows in American history. Many American media television experts have praised the show as more close to life than "Survivor" and thus achieving greater success.

Hunan Satellite TV launched a large reality TV parent-Child program "Daddy Go where" quickly fire all over the country in 2013, the copyright and mode of this program are the full introduction of South Korea's MBC television program "Daddy! Where are we going?" On October 10, 2014, a particularly hot TV show on Zhejiang TV, running the brothers, was the "Running Man" of Korea's SBS TV station. [4] Both shows have been hugely successful to see that South Korea still has something we need to learn and draw on when it comes to TV shows. The core of the Korean reality TV star system is to determine the star's own unique personality positioning, and the core of reality TV is also to show the participants' personal charisma. In this respect, South Korea's star system and reality show has a perfect combination, thus creating a Korean characteristics of the star reality show. At this time, the audience on the mass civilian participation in the show's freshness has passed, ordinary people in front of the camera feeling is still more than a long time in front of the camera star. Although real people have the desire to express themselves but no star is entertaining. [5] Based on this positioning, China's introduction of "Daddy Go where" and "Run Bar" have adopted this star system, in the program to obtain the viewing craze at the same time, but also popular to participate in the production of real people, so that their image is fuller and more beloved.

#### **The Present Situation of Reality TV Program in China**

##### **Blind Replication, Homogenization of Serious.**

Because it is limited to the program mode of foreign reference, many programs go to the road of blind copying. Many of the reality TV shows currently broadcast in China are broadcast after higher-rated programs abroad. All original reality TV shows are basically zero. After Guangdong Television launched its first reality show, "The great challenge of Survival", in 2000, a series of field survival programs such as "Golden apple" "Canyon Survival Camp" appeared directly. After Hunan satellite TV's "Super Girl" burst Red, a series of "Dream China" "Leica my Type I show" and so on opened the curtain. After the broadcast of Oriental TV's "Dance Forest Conference", dance-based programs such as "Dancing Miracle" and "I want to Dance" were also frequently launched. Following Zhejiang satellite TV's "I Love to remember the lyrics", "Challenge microphone" and other programs came into being. After "We date", "Do Not Disturb" "who can one-" and other programs are first broadcast in the prime gear. A large number of programs in the form of similar content or even the same rush, reality TV shows rampant.

##### **The Introduction of no Threshold, Touching the Moral Bottom Line.**

The rules of the game were intact when the show "Survivor" was introduced. In order to survive the competition in China, the contestants can do whatever it takes to deceive each other and can have

intrigue, but this is quite different from China's ethics and morality. Guangdong satellite TV's "beautiful New Testament" was stopped shortly after it was aired, citing the tracking of female cosmetic surgery throughout, "bloody" "exposure" to the camera. Qilu TV's "Exchange Housewives", the real couple apart to regroup to experience different conjugal life, contrary to ethics. and the program without hiding the words "would rather sit in a BMW and cry, don't sit on a bike and laugh" ... Western foreign product has brought us a lot of fresh blood, while the values of entertainment to death have also been magnified, in order to entertain can not speak of social morality, ugly ugliness, prying into the privacy of others, put values behind the brain.

#### **The Reality of the Show is Questionable.**

The authenticity of some shows has been greatly diminished by the widespread spread of reality TV shows in full swing. Most reality TV shows are designed to give the grassroots class A stage to become a star, and many of the participants are involved in the show for overnight fame, change of fate and other factors. A lot of performance on the show has become an illusion. In many dating shows, the identities of many female guests have been questioned. Instead of coming for a blind date, they used the show as a stage to show themselves. In Job search programs, job seekers have made many efforts to get the recognition of the Chairman of the business, but after filling out the resume there is no message. [6] Lack of sense of responsibility in the media in order to show the effect of the program to reduce the reality of the show, reality TV completely turned into a show.

#### **Localization and Transformation of Reality TV Program in China**

The emergence of reality TV shows to China's television market has brought fresh blood, but also has become a lot of people after dinner topic. Although there has been a trend towards marketization, which has brought about a series of problems, the State has also taken relevant measures in this regard-the promulgation of the "limited entertainment order". The promulgation of the restriction order effectively reduces the vulgarity of the content of the reality TV program and curbs the social phenomenon of excessive entertainment, which is very necessary. But there is a need for multifaceted efforts to create a truly harmonious television market.

#### **Perform TV Functions to Meet a Wide Range of Needs.**

Television, as a household name of the media, carries a huge task. Television programs can not only spread information, but also develop social education, on the basis of which to provide entertainment functions. The entertainment function of TV is only the tip of the iceberg of TV function, not because of the high profit on unlimited to meet the entertainment needs of the audience, the production of a large number of entertainment programs and even to the vulgar vulgar direction of development. Television must balance all functions, play a good role in the direction of public opinion and the inheritance of social culture. As a reality TV show, to take the initiative to understand what the audience needs to want, with the mainstream ideas to match the audience to impress the audience, so as to obtain the recognition and recognition of the audience. Also to actively guide the needs of the audience, research and development of healthy upward features of reality TV programs.

#### **Innovate and Develop New Programs.**

In the years before the release of the "Limited entertainment order", the proliferation of dating and talent draft programs greatly limited the development of reality TV programs in China, such as science and education, moral programs did not get enough space for development. After the release of the limited entertainment order, the restriction on the form of program such as "insufficient content nutrition" and "non-mainstream cultural consciousness" prompted the TV program production team to start experimenting with the new direction of program production. News programs are also gradually referred to the road of entertainment, such as "big Incident", the program host through the network popular "spit" form of the current news for rational analysis and discussion, in the witty humor at the same time, but also the correct sense of social form to the audience. In addition, workplace programs are also seeking breakthroughs, breaking the inherent pattern, improving on the basis of the stability of their own program framework, allowing more people to participate in the competition for positions, so that viewers can experience the positive energy of

producers through the program in the process of viewing, in view of this intention, "juvenile evolution", "Scientific relativity" and other highly innovative programs have emerged.

### **Stay Away from Low Taste and Improve Program Quality.**

With the increasing level of knowledge of the audience, some of the programs that use gimmicks to attract attention just make the audience smile and forget, really can stay in the hearts of the audience or need to develop high-quality programs. For example, Shanghai satellite TV's "very play", the Chinese intangible cultural heritage and historical knowledge in a relaxed and humorous way to achieve the cultural heritage of television function. In recent years, the entertainment function of television has been magnified, reality TV publicity has always been real as a selling point, but the broadcast of the program is always with a large number of performance components, which fundamentally deviated from the original purpose of reality TV program. Our reality TV shows can't be improved while forgetting the fundamental of the show and undermining authenticity in order to create gimmicks.

### **Conclusions**

At present, although China's reality TV program on the surface of the overall show the prosperity of the flowers, but the limited entertainment issued by the overall control, coupled with the popularity of the introduction of copyright reality TV program In recent years, the entertainment effect and sensory stimulation effect infinitely expanded, more and more highlight the program's local cultural connotation of the lack of drawbacks. Although reality TV in the process of localization has appeared blind follow, serious quality, vulgarity and other serious phenomena, but can not deny that reality TV program has greatly enriched the richness and entertainment of China's programs. Reality TV still has a lot of room for development in our country. In the unremitting efforts of television workers will be in China's television history left a brilliant pen.

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