

Analysis on the Innovation and Development of Tv Slow Variety

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Abstract: With the development of society, people become very nervous because of the fast-paced lifestyle. Watching variety shows has become an important way for people to release pressure. In the past, variety shows were mainly based on fast-paced competitive games. The lack of innovation in the content of the programs and the visual fatigue of the audience caused by watching them for a long time inevitably provided an opportunity for the formation of slow variety Arts in China. Slow variety shows ease the tense life of fast-paced urban people with warm stories and healing style, and meet people's emotional needs for "slow" life. The popularity of slow variety shows in China means that variety shows have developed from "fast" to "slow", from "good-looking" to "tasty". However, there are many shortcomings in the blowout development of slow variety in China. This paper will discuss the reasons for the hot broadcasting of slow variety in China. Based on the current social and cultural background, the future innovation and development of slow variety shows are analyzed.

1. Introduction

Slow Variety Show eases urban people's stressful lives with warm stories and healing styles. For the rushing metropolis, everyone yearns for a quiet rural villa. After the hit of Hunan TV's "Back to field season" in 2017, Slow Variety quickly spread to various TV stations in China, such as Dragon TV's "Youth Hostele", Zhejiang TV's "Dream House", "Happiness Trio", and Jiangsu TV's e"Three Yards", etc. All use the theme of "homestay", "travel" and "nature" to show the idyllic characteristics of the slow variety show "Return to Nature, Return to Park and Return to Nature". However, the prevalence of slow variety shows also brought serious market homogeneity and vulgar content. Over time, it will inevitably cause viewers' visual fatigue. How to make slow variety shows "a hundred flowers bloom and a hundred schools of thought contend" in the TV field requires our further research and analysis.

This article analyzes and compares the current problems of slow variety shows through case studies and comparative studies. It was found that slow variety shows the lack of stamina in content mining and model innovation as people's cultural needs continue to increase. Therefore, how to dig deep into the content of the program and innovate the model is the key to the success of the slow variety show.

2. Exploration of the Theme of Persisting in Innovation and in Line with National Strategy

Innovation is the lifeblood of the long-term development of TV programs. Since China proposed the strategic deployment of the "New Silk Road Economic Belt" and "21st Century Maritime Silk Culture" in 2013, the "Belt and Road" has become a win-win road for common prosperity and strengthened all-round exchanges. Road to peaceful friendship. In an important speech of the party's 95th anniversary celebration, Xi Jinping pointed out that "cultural self-confidence is a more basic, broader and deeper self-confidence. Although China has a strong cultural foundation and strong cultural development momentum, it is undeniable that the performance of China's cultural soft

power does not match the strength of its material hard power. If you want to improve the national culture and the soft power of our culture, you must spread our excellent culture. For example, the “The Chinese Restaurant” of Hunan TV focuses on the spread of Chinese food culture. The golden signboard, in the first phase of the program, vividly combined the theme positioning of this program with the national strategy. Make the audience realize that this is not only an entertainment program, but also an excellent opportunity for China's food culture to enhance economic value. It is a media show that can maximize the practice of cultural output and dissemination.^[1]

Since the reform and opening up, the contradiction between the people's increasing needs for a better life and unbalanced and inadequate development has been most prominent in the countryside. China is still in and will be in the primary stage of socialism for a long time. To build a well-off society in an all-round way and build a strong socialist modern country, the most arduous and onerous task lies in the countryside. The show, “Back to field season”, follows the national “village revitalization” strategy and responds to the new “three rural” policies. Through the halo effect of the star of the show, let more people pay attention to the issues of “agriculture, rural areas, farmers”. The main theme of the program is to vigorously promote the development of rural tourism and adjust the structure of the rural economy and industry. The program uses the game links of planting, animal husbandry, hand weaving, sightseeing agriculture, agricultural and sideline products processing, catering, accommodation, entertainment and other related activities to revitalize the sleeping resources and actively promote them. “Tourism + farmers” and other operating modes, investment and cultural tourism development, inject new vitality into the development of rural tourism.^[2]

These programs have received good response from the audience. Therefore, the functions of the programs are not only sensory entertainment, but also from the perspective of the country, to establish the overall concept of seeking happiness for the people and development for the country. Such a program would be more resonating.

3. Get Rid of the Audience's Peeping Psychology and Build the Elegant Culture of Tv

For slow variety shows, television workers, in order to pursue high ratings, seize the audience's peeping psychology of celebrities, use surveillance cameras to record for a long time during the filming of the show, and capture some of the stars' unconscious performance in the absence of staff, No doubt satisfied the audience's peeping psychology of the celebrity's private life, making the program more exciting. Although this approach can increase the short-term stickiness of the audience, it is somewhat biased towards the slow variety show “Return to the Past, Return to the Park and Return to the True”. With the progress of society, people's appreciation level and aesthetic level are also constantly improved. TV workers get rid of the viewer's peeping desire. How to build the elegant culture of TV is the top priority?

The construction of elegant television culture can not only improve the cultural quality of the national audience, but also contribute to the improvement of the quality of radio and television transmission, including the credibility, depth, fidelity and information content of unit time.

First, the government has given great support to get rid of the restrictions on ratings. In order to meet the needs of an increasingly large audience and obtain funding to maintain operations, TV producers have to adopt popular methods to actively cater to the low-level tastes of the audience. Even programs such as “Reading Time”, “TV Poem Prose” and “Lecture Room”, which were previously educated by elegant cultural positioning, have been well received by the audience. However, due to the small audience and low ratings, it was difficult to maintain the operation of the program and eventually disappeared into people's vision. Therefore, for the construction of elegant cultural programs, the government's support policies are needed to spread our excellent traditional culture farther and wider.

Secondly, the intellectual elites need to participate in the program, so that they can enjoy both taste and taste. As a mass communication tool, television inevitably assumes the mission of spreading popular culture. How to make the program elegant requires the participation of the intellectual elite. For example, CCTV's “Readers”, The program is positioned in an elegant culture.

Some ordinary people in the society tell about their extraordinary deeds. The program expresses the inner emotions of guests through the form of language conversation, and conveys a reflective life philosophy to the audience. moving. This kind of slow variety not only makes the audience entertain and teach, but also plays an important role in the core values of the whole society. It spreads China's excellent elegant culture, transmits positive energy, and promotes the core values of socialism. It is also the TV as a tool for mass communication duty of.

4. Change the Hard Placement of Advertisements and Improve the Artistic Effect of the Show

Implantable advertising, also known as implantable marketing, refers to the needs of certain customers who are willing to spend money for their products or brands, and strategically integrates the services or goods they want to promote into movies or TV shows. Through the scene reproduction or repeated emphasis, the audience is left with an impression of the product and brand, and then achieves the marketing purpose.^[3] Advertising is an important part of TV programs. The two are mutually reinforcing and promoted together. Program producers should grasp their position, and should not excessively pursue economic benefits, causing program advertisements to overflow. The hard implantation of advertisements in the program not only reduces the viewing effect of the audience, but also greatly reduces the effect of the program's dissemination, which easily causes viewers to have resistance to the program. How to make the advertisements be implanted just right without letting the viewers feel uncomfortable is a problem that TV workers need to solve urgently.

First, anthropomorphic communication of advertising images. The slow variety show mainly advocates the “slow” rhythm in order to return to nature and give the audience a relaxed mentality. The slow variety show uses a fresh and refined style of painting and an active atmosphere to symbolize and embody this icy commodity through anthropomorphic techniques. Tailored by the characteristics of the product, the product is more vividly displayed in front of the audience. Anthropomorphic communication eases the alertness of consumers when they contact the brand, provides higher freedom of perception, reduces consumers' psychological resistance to the brand, and ultimately leads to an increase in brand attitude. This effect is regulated by the consumer-oriented regulation model.^[4] For example, in Yuchang Peng and Zheng Xu when collecting honey in “Back to field season”, the bees are full of “a sense of crisis”. Post-production combined with the current plot, starting from the “anthropomorphic perspective”, giving the bees a verbal dialogue and enlarging the laughter Not only makes the advertising information interesting and natively displayed in front of the audience, but also makes the show a finishing touch.

Second, the dramatic imagery of advertising images. The so-called dramatic is “initiating intuitive actions in hypothetical situations; such situations can produce suspense and cause conflict; suspense attracts and induces viewers, allowing them to gain insight into character personality and relationship through causal actions the essence. “^[5] And “consciously design and sell various storylines that occur in people's lives-until they shape a more dramatic reality than real life-it is one of the foundations for the popularity to shape the operation of the industry. “^[6] The drama of the advertising image is based on the real life, cleverly using the superimposed reality of virtual life and real life to bring the advertising information the strategic, tactical, and inductive features are deliberately displayed to consumers, so as to achieve the purpose of effective information dissemination. This dramatic advertising creation model is widely used in traditional advertising, but it is only displayed on the screen as an independent individual. How to integrate the plot in the advertisement into the slow variety show and turn the advertising information into a promotion program. The production of dramatic conflicts must be a highlight of the show. With the continuous improvement of people's cultural level and aesthetic needs, it is also a key point for advertising to seek breakthroughs in slow variety shows.

5. Conclusion

Slow variety shows the way of recording and observing, combined with the correct guidance of rational values, so that people can get entertainment and improve their knowledge at the same time.

TV workers should make continuous innovations based on Chinese local culture to spread Chinese voices and tell Chinese stories, which is the key to the success of current slow variety shows.

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