

Research on the Development of TV Variety Shows in China from the Perspective of Integrated Media

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Abstract:

The development of television variety shows lies in achieving resource flexibility, content integration, promotion integration, and benefit integration. Under the influence of new media and self media, China's television variety shows have shown a phenomenon of diversified types, diversified communication channels, and increased audience participation. At the same time, TV variety shows are also facing increasing competition pressure, difficulty in innovation, and serious talent loss. Various TV variety shows are integrated with self media, including content cooperation, channel integration, and marketing cooperation. At the same time, under the premise of AI development, AI technology should be effectively utilized to improve production efficiency and create personalized program experiences.

Keywords:

Integrated Media, Media Convergence, TV Variety Shows, New Media

1. Introduction

With the rapid development of information technology, media convergence continues to evolve. In this context, China's television variety shows, as an important carrier of mass entertainment, are facing unprecedented opportunities and challenges.

In recent years, the country has attached great importance to the development of media integration. The introduction of the Guiding Opinions on Promoting the Integration and Development of Traditional and Emerging Media, as well as a series of policy measures to encourage media innovation and promote the development of cultural industries, have provided policy support and direction guidance for the development of television variety shows in the integrated media environment. How to fully utilize policy advantages, innovate production strategies for TV variety shows, and achieve sustainable development has become an important issue facing relevant practitioners. [1]

2. New Era, New Problems, New Thinking

In recent years, although variety shows on various local television stations have been exploring various possibilities for media integration, they also face many problems. The first issue is the lack of innovation. Taking some outdoor competitive variety shows as an example, many programs can attract a large audience with innovative competitive modes, relaxed and humorous performance styles, and celebrity guest lineups when they first air. However, with the continuous broadcast of the program, many game segments and guest designs have gradually fallen into “routines” and lack innovation. The audience is beginning to experience aesthetic fatigue, and the ratings have significantly declined. Many local stations are unable to produce programs after just one episode. This reflects the lack of innovation in variety shows, making it difficult to continuously introduce novel content to meet the ever-changing needs of audiences.

Secondly, there is an increase in various competitive pressures. With the rise of new media, online variety shows have sprung up like mushrooms after rain. Online variety shows have advantages such as low production costs, novel themes, and strong interactivity, which have created enormous competitive pressure on television variety shows. For example, the variety show “Strange Stories” produced by iQiyi has attracted a large number of young viewers with its unique debate format and sharp social topics. However, due to long production cycles and strict reviews, television variety shows are relatively conservative in their subject matter selection and program format, making it difficult to compete with online variety shows.

Once again, the development of new media and self media has provided more opportunities and choices for television variety show production talents, leading to a serious loss of talent in television variety show production. Some excellent directors, screenwriters, and producers have jumped to online variety show production companies or self media platforms, which has had a certain impact on the strength of television variety show production teams. Especially some producers who once achieved success in the field of television variety shows have now turned to the production of online variety shows, bringing new creativity and vitality to online variety shows.

Fourthly, with the development of society and the improvement of audience aesthetic level, the demand for TV variety shows has also changed. Audiences are no longer satisfied with simple entertainment and leisure, but hope to see more programs that are profound, meaningful, and thought-provoking. Taking “The Reader” as an example, the program focuses on cultural emotions and conveys warmth and strength through guests’ readings and sharing, receiving widespread praise from the audience. This indicates that TV variety shows need to pay more attention to the quality and value of their content, in order to meet the spiritual needs of the audience. In addition, in order to obtain commercial benefits, many TV variety shows have the problem of excessive advertising placement. This not only affects the viewing experience of the audience, but also lowers the quality of the program. For example, in some variety shows, the placement of advertisements is too rigid and even affects the coherence of the program content. Viewers are often disturbed by frequently appearing advertisements while watching programs, leading to aversion towards the programs.

3. The “Four Integration” Attributes of Integrated Media

Integrated media is a new media concept that emerged in the context of rapid development of information technology. It fully utilizes media carriers to comprehensively integrate traditional media such as radio, television, newspapers with emerging online media, social media, etc., achieving “resource flexibility, content integration, publicity integration, and interest integration”.

Firstly, from the perspective of resource flexibility, integrated media has broken down the resource barriers between different media. For example, traditional television media have professional production teams, sophisticated equipment, and abundant broadcasting channel resources; Online media, on the other hand, has vast user data, flexible interactive platforms, and fast dissemination speed. Through the integration of integrated media, these resources can circulate and share with each other, providing richer materials and broader communication channels for the production of TV variety shows.

Secondly, from the perspective of content integration, integrated media promotes the integration of different media content forms. TV variety shows are no longer limited to traditional linear broadcasting modes, and can be combined with online live streaming, short videos, and other forms to enrich the presentation of program content. For example, while "Sisters Who Make Waves" was broadcasted on television, it was also live streamed and interacted through online platforms, producing short video behind the scenes to spread on social media, attracting audiences of different age groups and media usage habits.

Thirdly, from the perspective of promoting mutual integration, attention should be paid to the collaborative cooperation of different media in publicity and promotion. The combination of the authority and credibility of traditional media with the social dissemination power of new media can expand the influence of programs. For example, programs such as "Yearning for Life" not only carry out advance publicity on TV stations, but also launch topic discussions on We Media platforms such as Tiktok to attract audiences to participate in interaction and improve the popularity and topic popularity of programs.

Fourthly, the integration of interests is one of the important indicators for the development of integrated media in today's era. By integrating the business models of different media, achieve a win-win situation for all parties. TV variety shows can generate revenue through various means such as advertising placement, paid membership, and peripheral product development, while also bringing traffic and commercial value to cooperative new media platforms.

The development of television variety shows in China is closely related to the four attributes mentioned above. By accommodating resources and integrating various media resources, we provide a foundation for the development of the program; By integrating content, innovating program content and format, and meeting the aesthetic needs of the audience; By promoting mutual integration, strengthening program promotion and interaction, and enhancing program visibility and influence; Through the integration of interests, achieve the sharing and cooperation of interests among different entities.

4. New Measures for Television Variety Program Production

4.1. Innovative communication channels

TV variety show producers should actively integrate various media platforms such as television stations, online video platforms, and social media to achieve multi-channel dissemination of program content. For example, while broadcasting programs on television, the programs can be simultaneously uploaded to online video platforms to expand their reach. Social media can be used for program promotion and interaction, enhancing the program's visibility and influence. To better meet the mobile needs of audiences, TV variety show producers can create exclusive mobile clients. Through mobile clients, audiences can watch programs, participate in interactions, and obtain program information anytime and anywhere, increasing user stickiness and loyalty.

4.2. Strengthen content innovation

Digging into local cultural resources, China has abundant local cultural resources, and TV variety shows can delve into these resources to create program content with Chinese characteristics. For example, traditional cultural elements such as poetry, opera, martial arts, etc. can be integrated into the program to showcase the charm of Chinese culture. It is possible to produce variety shows with regional characteristics as the theme, promoting the dissemination and development of local culture.

TV variety shows should focus on social hot topics and guide viewers to think and discuss through program content. Variety shows with themes of environmental protection, public welfare, education, etc. can be produced to convey positive energy and enhance social responsibility.

In the era of integrated media, audiences have increasingly high demands for program formats. TV variety shows should constantly innovate their program formats to meet the aesthetic needs of the audience. For example, new technologies such as virtual reality and augmented reality can be used to create immersive program experiences. Live streaming, short videos, and other forms can be used to increase the timeliness and interactivity of the program.

4.3. Strengthen audience interaction

TV variety show producers should establish interactive platforms to provide audiences with more interactive channels. For example, interactive sections can be set up on the program's official website and social media, allowing viewers to post comments, vote, participate in topic discussions, etc; You can use live streaming platforms to broadcast programs and interact with viewers in real-time.

In addition to online interaction, TV variety show producers can also carry out offline activities to enhance the audience's sense of participation and belonging. For example, events such as fan meetings and themed exhibitions can be held to allow viewers to have close contact with program guests and deepen their understanding and love for the program.

4.4. Meet aesthetic needs

In the era of integrated media, audiences have increasingly high demands for image quality. TV variety shows should pay attention to image quality, using high-definition

cameras, drones and other equipment to capture exquisite images, and can also use special effects, animation and other technologies to enhance the visual effect of the program.

The host and guests are important components of television variety shows, and their image and performance directly affect the viewing experience of the program. TV variety shows should create personalized host and guest lineups, selecting hosts and guests with affinity, humor, and professional qualities to enhance the attractiveness of the program.

The atmosphere of a program is one of the important factors that affect the audience's aesthetic experience. TV variety shows should create a good atmosphere by using stage design, lighting and sound effects to create different atmospheres such as warmth, romance, tension, and excitement, so that viewers can resonate and emotionally resonate while watching the program.

4.5. Guide aesthetic concepts

As an important carrier of mass entertainment, television variety shows should shoulder the responsibility of spreading correct values. In the program content, emphasis should be placed on conveying positive, healthy, and civilized values, guiding the audience to establish a correct outlook on life, the world, and values. To cultivate the audience's aesthetic ability, television variety shows can cultivate the audience's aesthetic ability through program content and form. For example, art works, cultural heritage, etc. can be introduced in the program to enhance the audience's artistic appreciation level; Experts and scholars can be invited to provide comments and interpretations to help the audience understand the connotation and value of the program content.

In the era of integrated media, aesthetic concepts are showing a trend of diversification. TV variety shows should respect the aesthetic needs of different audiences and promote the diversified development of aesthetics. We can produce variety shows of different types and styles to meet the aesthetic preferences of different audiences, and encourage innovative and personalized program creation, promoting the continuous updating and development of aesthetic concepts.

5. Integrated Media and Artificial Intelligence

The development and application of artificial intelligence technology can play an important role in various aspects of television variety show production in China in the era of integrated media.

Firstly, in terms of program editing, artificial intelligence can automatically recognize exciting clips and perform quick editing. In terms of subtitle production, artificial intelligence can achieve speech recognition and automatic subtitle generation, greatly saving labor and time costs. In addition, the application of artificial intelligence technology can provide data analysis and decision support in program planning, topic selection, and other aspects, helping producers better grasp audience needs and market trends;

Secondly, artificial intelligence technology can provide personalized program recommendations and viewing experiences for viewers based on their interests, viewing history, and other data. By using intelligent recommendation algorithms to recommend variety shows that meet the interests of the audience, or utilizing

technologies such as virtual reality and augmented reality to create an immersive viewing experience for the audience. This personalized program experience can improve audience satisfaction and stickiness, promoting the sustainable development of variety shows;

Once again, the development of artificial intelligence technology can also provide new ideas and methods for innovation in variety shows. For example, using artificial intelligence hosts, virtual guests, and other forms to add freshness and technology to the program; Alternatively, by combining artificial intelligence technology, interactive and entertaining program segments can be launched to enhance audience engagement and experience. In addition, artificial intelligence can provide inspiration and support in program content creation, helping producers create more creative and in-depth program content.

6. Conclusions

In summary, China's television variety shows are entering a new era. On the one hand, innovative communication channels have achieved cross platform dissemination, integrated multiple media platform resources, and created exclusive mobile clients, enabling programs to break through the limitations of traditional TV linear broadcasting, meet the needs of audiences to watch anytime and anywhere, and greatly expand the scope of dissemination. On the other hand, measures such as strengthening content innovation to improve program quality, exploring local cultural resources, paying attention to social hot issues, and innovating program formats can make programs more targeted, effective, and attractive. At the same time, strengthening audience interaction and increasing participation, establishing interactive platforms and conducting offline activities, have transformed the audience from passive recipients to active participants, providing valuable feedback information for the program and helping it continuously improve and perfect.

From the perspective of public aesthetics, integrated media plays an important role in promoting television variety shows to meet the aesthetic needs of audiences and guide their aesthetic concepts. Firstly, by emphasizing the quality of the visuals, creating a personalized lineup of hosts and guests, and creating a good atmosphere for the program, the viewing experience of the program has been enhanced, meeting the growing aesthetic needs of the audience. Secondly, spreading correct values, cultivating the aesthetic ability of the audience, and promoting the diversified development of aesthetics can help guide the audience to establish correct aesthetic concepts, improve their aesthetic level, and promote the healthy development of social culture.

In short, China's television variety shows should fully integrate the four attributes of integrated media: "resource flexibility, content integration, promotion integration, and benefit integration", actively apply integrated media technology and thinking, and continuously innovate development strategies. In terms of resource flexibility, integrate various media resources to achieve complementary advantages; In terms of content integration, combining different types of content and innovating program formats; In terms of promoting mutual integration, strengthen the promotion interaction and cooperation between different media; In terms of shared interests, achieve benefit sharing and cooperation among different entities. Only in this way can China's television variety shows stand out in the fierce market competition, achieve sustainable development, provide a higher quality, richer, and more diverse

entertainment experience for the vast audience, and also make positive contributions to promoting the prosperity and development of China's cultural industry.

In the future, with the continuous advancement and application of integrated media technology and artificial intelligence technology, television variety shows will also enter a new era. We should continue to pay attention to industry trends, constantly explore and innovate to adapt to the development of the times and changes in audience needs, and jointly create a better future for China's television variety shows.

Conflicts of Interest

The author declares that there is no conflict of interest regarding the publication of this article.

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