

Analysis of the Development of the Chinese Network Variety Show under the New Media Environment

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Abstract: With the development of new media, the frequency of people using computers and mobile phones has greatly increased, and network variety shows were born at this time. Its continuous development and growth have attracted the attention of many people. This thesis uses literature research, example analysis and data collation to study the current situation and future development of China's online variety shows in the current new media era. This paper finds that Chinese network variety shows show the characteristics of diversification and comprehensiveness, but they also have many disadvantages under rapid development, such as Chinese online variety shows are too homogeneous and like to imitate and copy other countries' variety shows.

Keywords: network variety show, new media, status quo, existing problems

1. Introduction

Chinese web variety is the platform on which a large proportion of variety shows now choose to broadcast on the internet, and at this stage there is little research on Chinese web variety and no good advice on the development of web variety. This thesis therefore analyses the current new media context, lists the excellent variety shows at this stage, and compares the current Chinese online variety shows with traditional variety shows, illustrating the current development of Chinese online variety shows and proposing detailed solutions to their current problems. It is hoped that Chinese online variety shows can make variety shows with Chinese characteristics that people will enjoy in their subsequent development. This paper can provide a reference for how Chinese variety shows develop under the background of new media, and provide a good data reference for relevant researchers who study Chinese variety shows in the future.

2. New Media and Its Background

New media refers to the information media based on digital technology and network as the foundation, that is, popular refers to the environment where anything can be a media [1]. New media is a new form of digital media, it uses advanced information technology and network, with the help of network, wireless communication network, satellite, including personal computers, mobile, and digital TV end users, bring consumers colorful information and entertainment products, thus changed the development mode of the traditional Chinese media.

Due to the development of technology in the late 20th century, new media emerged at the historic moment. Based on the basis of digital technology, it can greatly expand the scope of information, improve the transmission rate and diversify the ways, forming a strong contrast with conventional media [2]. Some scholars believe that "new media" is a popular term, and the rigorous expression is "digital interactive new media". Technically, "new media" is digital; "new media" is highly interactive." Digital" and "interactivity" are the fundamental characteristics of new media. The communication process of new media is non-linear, and information sending and receiving can be synchronized or asynchronously [3]. New media enables people to use electronic devices frequently. They use the Internet to communicate and use the Internet to understand the news of the world. In this fast-paced new media era, variety shows are not satisfied with only appearing on TV.

3. Analysis of the Current Situation of Network Variety Shows

In 2014, China just began to produce online self-control TV programs, known as the first year of online self-control TV programs. In 2015, iQIYI clearly proposed the concept of "pure network variety show", which made the total number of self-planned variety shows on the whole network increase sharply, exceeding 26, and the cumulative number of broadcasts has accumulated more than 6 billion, including the famous "Please, Refrigerator" and "I Go to School". Internet variety show characteristics of fragmentation is increasingly favored by the masses of youth groups, and in 2016 six major Internet TV channels: Mango TV, iQIYI, Tencent video, Youku, Letv, and Sohu company total Internet variety show number has exceeded six hundred and eighteen, and "Who's the Murderer", "Mars intelligence", business variety show enterprise also entered the "rapid development period". Nowadays, the number of online variety shows is not only increasing, but also their types are becoming more and more abundant.

In the era of new media, digital technology is actively used in the creation and communication of film and television, as well as the successful marketing of film and television, and the healthy viewing of the audience [4]. Under the feedback of the audience, the style of network variety shows has evolved from relying on various malicious clips to gradually developing into real shots. "New Era of Rap" is a song program launched by Bilibili. It brings together rappers from all over the world in China. After rigorous evaluation and performance, it finally selects the "generation expression" that represents the new generation of voices. When the audience thought that so many rappers must have a lot of disputes in a place, director Yan Min's reverse operation-- without malicious editing, their most real life state without reservation. No fancy montage clips, and no messy script, this is more of a tribute to the rap "real". Such editing became the highlight of the show, and they also attracted a large number of audience with their own talents and interesting daily life.

4. Differences between Network Variety Shows and Traditional Variety Shows

Network programs, for the network audience, as long as the production is not very rough, through the broadcast platform audit can be broadcast on the network. Most of them are more extensive, with fewer review restrictions and diverse broadcast platforms [5]. Traditional festivals are aimed at TV audiences, and the content and levels of TV programs represent the region and the country. Usually the audit will be more strict, generally only two or three satellite TV broadcasts.

If "scale" is just a superficial phenomenon, without an in-depth discussion of the TV variety dare not say, joke, then the network variety can not develop to the present. The real difference is in the way viewers think, and they watch TV at fixed time periods, not all at once. In the case of linear live broadcast, the program needs to have a consistent story plot and logic, but the network program is more flexible, the audience can watch many times at any point in time, so the content of the

program is more colorful. Chen Wei, senior vice president of iQIYI, explained online variety shows like this.

5. Analysis of the Existing Problems of Network Variety Shows

With the rapid development of network technology, we-media platforms provide more possibilities for TV variety shows, which has brought a huge impact on traditional TV variety shows, making the competition between them become more and more fierce, and their share is gradually reduced. With the development of online homemade variety shows, they have made a lot of innovations in both the content and the expression form. However, it can not be ignored that the existence of vulgar, boring, vulgar and other problems in these programs, has caused people's wide attention. Only by solving these problems can network variety shows develop steadily.

In terms of China, there are a lot of network variety copy outside network variety, take the trump card for trump card as an example, although each period gathered many star higher-ups, its core game link often appears the same situation with Korean Variety shows, let these links lost interesting innovation. The narrative innovation of network variety shows is a dialectical process, which should not only learn from the experience of predecessors, but also pursue its own innovation, so as to achieve higher social benefits and artistic value [6]. Therefore, the narrative innovation of network variety shows should be based on the code of conduct of advocating virtue, and strive to realize the real artistic creation. We should give full play to the creativity of the team and create unique network variety shows so that they can show their style in narrative expression, which will bring more innovation and vitality to the network variety show market [7]. Therefore, China urgently needs a group of intelligent young people to make their own variety games and make more interesting programs.

6. Suggestions for the Future Development of Network Variety Shows

6.1. The Core of the Survival and Development of Programs: Innovation

Innovation is a process of deconstruction and reconstruction with a theme as the core, and network variety shows are no exception, but they can learn from some successful program modes and forms, and on this basis, innovation can create a new form of variety shows. "Who's the Murderer" is a creative variety show introduced by Mango TV in mainland China, but it integrates entertainment and funny elements into the original program to meet the needs of Chinese audiences. Mango TV also combines the "brain-burning" reasoning show with variety shows, and solicits the audience for film scripts, enhancing the audience's sense of participation in TV shows.

6.2. Emphasis on Audience Experience

The success of The Big Detective Star is largely due to its innovation, which captures the attention of a broad audience with a unique perspective. In order to get more fans to actively participate in TV shows, Detective Star also proposed the "actor-independent perspective", which allows fans to judge the plot before the TV show starts, thus improving the sense of participation of fans. The flow of "The first season of Our Good Singing" has increased greatly, thanks to the program team digging into the sympathy of the audience and successfully retaining a large number of tears. However, the excessive publicity and hype of "story" and "story" lead to affect the influence of variety shows, so honesty is more important than sensationalism in the creation of Internet variety shows. Some programs can be said to be all-inclusive, what content can be involved, they can actually do all the topics naturally, completely will not let the audience have any abrupt and awkward feelings, such as "Kangsi Coming" [8]. However, variety entertainment shows in

mainland China just lack this point, and do not find so many perspectives and breakthroughs for the audience. It seems that every program will give people a sense of rules and regulations. Once a slight breakthrough will make the audience feel uncomfortable and unnatural.

6.3. Attach Importance to Mutual Cooperation with Traditional Media

In the era of new media, we should further improve the attention to the development of film and television art industry, effectively understand the aesthetic transformation of film and television art in the era of new media, and then explore a more scientific and reasonable development path for film and television art, so as to promote the sustainable and healthy development of film and television art industry [9]. With the progress of science and technology, Internet media has become the main source of the audience market, but Chinese traditional media still has a certain credibility. As time develops, the links between the media become more and more close, and no one can replace the other party [10]. With the advent of the era of information fusion media, traditional media and network media should learn from, borrow and develop from each other to meet the growing cultural needs of a wide audience. The success of the program "Who's the Murderer" cannot be separated from the strong support of Mango TV, which cannot be ignored.

7. Conclusion

With the rapid development of Internet cultural variety programs, China's Internet homemade cultural variety programs are also constantly developing and growing. Compared with traditional variety shows, these programs are more mature, and the narrative is more close to daily life and the needs of the audience. They emphasize innovative ways to express the life phenomenon and society that netizens are widely concerned about, which has triggered extensive discussion. However, the current narrative quality of online variety shows is uneven, which needs to be further discussed. There are some outstanding problems in Chinese online variety shows, such as excessive emphasis on entertainment and ignoring social significance and cultural connotation; excessive pursuit of publicity and neglect of propriety; excessive plagiarism and neglect of originality. To solve these problems, Internet variety shows should turn to innovation and cooperation to create unique stories and attract more audiences. This paper does not give a comparison between Chinese web variety shows and Korean web variety shows, and it does not give much in the way of achievable solutions for the shortcomings of Chinese web variety shows at this stage. Future research can conduct a comprehensive analysis from the above aspects.

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