

An Analysis of the Influence of Pan-Entertainment Trend of Social Development on Mass Media

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Abstract: With the development of society and people's increasing dependence on entertainment methods, mass media has gradually moved towards marketization. Influenced by various factors such as market driving, mass media pan-entertainment has gradually emerged and become increasingly popular and an irresistible trend. This trend is closely related to the era background and reasons for the emergence of mass media pan-entertainment. With its vivid image and great influence, mass media plays a vital role in contemporary society and people's daily lives. Based on available data, this study will comprehensively analyze the various manifestations of pan entertainment on new and traditional media, and explore the positive and negative multi-level interactive effects of mass media pan entertainment on humans, times, and social development. Research has found that in this internet age, some media have a tendency towards excessive entertainment and neglect humanistic sentiments. The negative impact of these media is worth pondering and reflecting on. Finally, the research summarizes and proposes development suggestions and directions to reduce the negative impact of mass media pan-entertainment and effectively play its positive role, hoping to provide an effective reference for relevant professional researchers and media industry workers.

Keywords: mass media, pan-entertainment, influence, development direction

1. Introduction

Mass media refers to the medium between professional communicators and the public in the process of information dissemination. Refers to machinery for copying and transmitting information, as well as dissemination organizations, groups, and their publications, as well as television and radio programs. "Pan entertainment", as opposed to "entertainment", refers to a cultural phenomenon that focuses on consumerism and hedonism, uses modern media (such as television, drama, Internet, and movies) as the primary carrier, and attempts to relax people's nervous nerves through theatrical and emotional performances in a shallow and empty manner, thereby achieving pleasure [1].

With the changes in social politics and economy, the concept of consumerism has begun to permeate the process of cultural creation and dissemination, and the authoritative position of the mainstream culture in society has been shaken. A mass culture characterized by popularity, entertainment, and consumption has become popular. However, since entering the consumer society, the media has gradually stepped into an era of centralized entertainment functions. The

centralization of this entertainment function is closely related to the background of a consumer society: in a consumer society, the public consumes not only material products but also culture becomes a consumer product. The public's desire for cultural consumption sometimes exceeds the desire for material consumption [2]. This cultural consumption presents an entertainment tendency based on individuals' internal desires, with eating, drinking, playing, fitness, and tourism as external manifestations. In this trend of cultural consumption, entertainment culture emerged as the times required, and the reason why the entertainment function of mass communication can be centralized is also to meet the needs of people in the consumer society for entertainment consumption.

In the era in which people live, scientific and technological information is highly developed, and various information dissemination channels facilitate communication between people and people's understanding of various social information. However, at present, every time people open a relevant website, some entertaining news and information always come into their eyes. Some variety shows pursue excessive entertainment and use offensive performances to capture the attention of the audience, but their content has no substantive educational and enlightening significance. In fact, most people prefer to use the media to learn about social and national news events, as well as life science knowledge. The phenomenon of pan-entertainment in contemporary media has some negative effects on society, and relevant departments need to rectify it to create a good cultural communication environment. So far, there are few studies on popularization and entertainment, especially in China, where most studies focus on the impact of adolescent education. This study will be based on the performance of pan-entertainment on new and old media, objectively analyze the positive and negative impacts of mass media pan entertainment on the development of society in the era, and finally propose thoughts and direction suggestions for the future development of mass media pan entertainment.

2. Manifestations of Mass Media Pan-Entertainment

With the development of society and people's increasing reliance on entertainment, mass media's extensive entertainment has become a trend. According to China business intelligence data, between 2017 and 2021, the market size of China's core entertainment core industries increased from 716.5 billion yuan to 916.6 billion yuan, with a compound growth rate of about 14% [3]. The data is reflected in both aspects. On the one hand, it is the traditional media, including newspapers, magazines, radio, and television; on the other hand, it is the new media with the Internet as the carrier. However, the pan-entertainment of media is different in the expression forms of traditional and new media.

2.1. The Pan-Entertainment Performance of Traditional Media

From the choice of media content, traditional media is one of the manifestations of mass media's extensive entertainment. For a long time, many people have believed that traditional media should "talk to themselves" and "entertain themselves" without any comment or guidance on news reports. However, with the change in the public opinion environment, this view can no longer adapt to the new situation. Nowadays, more and more traditional media have begun to change this practice, actively providing timely, accurate, and objective information and some interesting programs for the audience to relax [4]. In addition, the traditional media has also attracted readers through diversified ways, and began to try to display news content through video, pictures, text and other means. Among them, the most common form of expression is making news reports into documentaries, films, and television series. This approach can not only make the audience better understand news events, but also attract more attention. In addition, some traditional media also began to use the celebrity effect to publish articles or pictures related to current events for publicity.

These people usually use celebrity endorsement products or get free trial opportunities as marketing methods, often bringing considerable attention to the brand.

2.2. Pan-Entertainment Performance of New Media

Theoretically, the rise of online media has brought a revolutionary impact on people's life, work and even way of thinking. For example, in the past, traditional media such as newspapers and magazines were almost monopolized in the way of news gathering, publishing and reading. This makes the content production of the media virtually unrestricted, thus greatly compressing the audience. However, the network media has broken through the traditional media news collection and release mode, breaking the traditional media news reporting mode[5]. It makes news gathering, writing, publishing, reading and obtaining completely free from time and space constraints and dramatically broadens the channels of news sources. Moreover, it enriches the means of news publicity and makes the news more targeted, timely, and influential. Network media can also change the mode and method of news reporting to a large extent, thus producing broader social benefits.

The pan-entertainment performance of new media is mainly reflected in the following three aspects: firstly, new media news reports tend to "seek novelty" and stimulate. The second is to use its own advantages, such as superior resources and authoritative information, to conduct in-depth mining to attract readers' attention. The third characteristic is that the content is extensive, especially for some hot topics and emergencies. This phenomenon is undoubtedly a huge challenge for traditional media, and how to deal with it has become an urgent problem to solve. New media can be said to be "the transformation and innovation of communication means under the new situation". In a sense, this change will lead to fundamental changes in the Internet's content, form and application mode, thus bringing a series of profound impacts.

3. The Influence of Mass Media's Extensive Entertainment on the Social Development of the Times

3.1. Positive Aspects of the Society

The extensive entertainment of mass media satisfies the audience's desire for psychological needs on the spiritual level. With the development of society and the acceleration of people's pace of life, more and more people need to relax and experience pleasure in their daily life. Many traditional media are also actively exploring transformation and upgrading, providing a valuable attempt to adapt to the changing spiritual and cultural needs of people under the new situation.

Mass media and artists provide a platform to meet people's recreational needs [6]. For example, there are various online variety shows for people to participate in or watch. Key opinion leaders also set up blogs, microblogs, or other social networking sites so people can express their thoughts and feelings easily. In addition, through star talent shows and some TV dramas, the public can learn more about the entertainment industry or the field of news reporting. At the same time, the mass media has attracted many audiences through its rich content. People can find relevant information in the mass media, from common trivia in daily life to incomprehensible celebrity anecdotes. Moreover, the mass media also has a particular educational function. Many people not only get an entertainment experience when watching TV programs but also profoundly reflect on life.

Moreover, an-entertainment has a wide impact on society, which is conducive to promoting mass media participation in competition and improving competitiveness. Firstly, the mass media can survive only by continuously expanding its business scope and fields. To successfully operate a media industry, it must have corresponding core capabilities and resources. In this era of information explosion, people tend to pay more attention to and invest in what they are interested in. The media, with its large number of communication channels and audience, can meet the broad

interests of the public [7]. Secondly, the mass media's extensive entertainment also helps to build a good network culture ecosystem. It is a new media form and a new business model with strong market competitiveness. Therefore, mass media practitioners also need to pay attention to accumulating and updating knowledge to create a good development space for themselves. Because this is very important for China in the economic transition period. With the change of social demand and the adjustment of industrial structure, the future society will enter the "fast pace and high efficiency" stage. This requires mass media practitioners not only to master professional theoretical knowledge but also to flexibly use professional knowledge to meet the challenges of the times.

3.2. Negative Aspects

Nowadays, some media industries gradually lower the bottom line of news reporting and professional standards to maximize their interests. With relatively low media production and operating costs, they give up serious news reports and focus on producing various non-mainstream entertainment programs [8]. This not only imposes a burden on journalists but also has a negative impact on readers. In addition, although some entertainment programs are not vulgar, they often lack creativity and personality, making people feel monotonous and bored. In short, relying too much on entertainment content to attract audiences is a mistake. In news reports, there are often bad phenomena such as excessive hype and novelty hunting, which cause information overload and mislead the public to understanding the truth of the matter. Besides, with the rapid development of Internet technology, network language has become increasingly popular. Many vulgar and vulgar expressions not only affect people's judgment of the authenticity of the event but also inconvenience ordinary people's daily lives. At the same time, as an open platform, the network is relatively free in the information dissemination process, making lousy speech widely spread. All these phenomena prove that the mass media's extensive entertainment has led to the decline of the credibility of the media. And the status of mass media in the public's mind is also increasingly low.

With the popularity of the Internet, mobile communication technology and social media applications, people can obtain information in various ways. The extensive entertainment of mass media will make some media products more vulgar, making those programs that do not conform to traditional values more popular with the audience. At the same time, this has also led to some vulgar and low-taste TV programs occupying a large market share, while truly elegant art has been ignored or forgotten. In this case, the mass media has a "conformity mentality" for the audience. People like to see that the mass media is full of all kinds of vulgar, uninteresting and even violent content. At the same time, there are also some negative phenomena, such as online rumors and pornography fraud, which have led many people to doubt whether their behavior is correct, and thus negatively impact society. In addition, due to the lack of supervision, some vulgar programs and videos are widely circulated on the Internet, making the audience gradually lose their ability to distinguish [9]. This kind of value orientation often causes people's aesthetic value distortion, breaking the harmony between the aesthetic subject and itself, which may ultimately make the real-life difficult to achieve in reality, thus "entertaining to death".

4. The Future Development Direction of Mass Media Pan-Entertainment

With the development of society, more and more people have begun to pay attention to the impact of media on people's life and the spiritual world. The inevitable trend of pan-entertainment in the mass media makes the media constantly "entertain" the public to meet the audience's needs, resulting in a large number of false information flooding the public view. It misleads people's judgment of certain events or facts, causes emotions to fluctuate, and even causes social instability.

In view of this, humans should be alert to the negative impact of mass media's extensive entertainment and take effective measures to reduce the occurrence of this problem.

Firstly, the government should strengthen supervision and maintain order in the media market. Ensure that the media is fair and objective in the dissemination of factual content [10]. Secondly, government departments should strengthen publicity, together with media organizations, to publicize the media industry in a variety of ways, display high-quality content to the public, and guide the public to view the media pan-entertainment correctly. At the same time, the government should also formulate relevant policies to regulate the media industry, so as to avoid over-packaging itself in order to meet the market demand, leaving a negative impression on the audience. Finally, due to the lack of correct understanding of the media industry by media practitioners and managers, the phenomenon of mass media pan-entertainment is rampant. In this regard, the positive role of media practitioners should be given full play, reduce the negative impact and realize the healthy and orderly development of the media industry. Strengthen the management and training of media personnel. As mass media communicators, their quality level directly affects the quality of media. Only they have mastered rich professional knowledge and skills and contributed well to the media industry.

Furthermore, full play to the positive role of mass media in pan-entertainment should be given. The positive role of mass media pan-entertainment can be understood from two aspects: one is to promote social progress, and the other is to meet the needs of the audience. This study hopes that people can obtain more extensive and correct information through mass media under the influence of pan-entertainment. Hence the mass media should provide a platform for people to obtain information and exchange, so that people can participate in activities of their own interest in their spare time. If society wants to play the positive role of mass media's pan-entertainment effectively, it must realize the diversified development of mass media, which cannot be limited to a single channel [11]. For example, some game programs or non-mainstream cultural types can be added to TV programs; In terms of advertising, the publishers should also pay attention to integrating more fresh elements so that the audience can get a richer and more interesting experience. Only in this way can people have a strong interest in the mass media and achieve the goal of improving audience rating and attention.

5. Conclusions

In summary, this research has shown that mass media is the mainstream channel for information dissemination, and modern society and people's lives cannot be separated from mass media. Pan-entertainment is an irresistible trend in the development of mass media. The rise of new media has also enabled the rapid development of various "pan entertainment" cultural industries based on the rise of the Internet. During the research process, it was found that the pan-entertainment phenomenon of some media has seriously affected people's aesthetic and value choices, weakened the positive social functions of mass media, and is slowly eroding people's good culture and spiritual civilization. This means there are still many problems with the development and impact of mass media's pan-entertainment, which need to be summarized and targeted to solve. Therefore, the study indicates that the government and relevant media departments need to pay attention and take measures to reduce the excessive entertainment of the media. Additionally, how to appropriately integrate mainstream culture and leisure entertainment in the new situation is one of the issues the media community needs to discuss stability. Of course, there are still some bottlenecks and gaps that have not been mentioned in this study. For example, the summary of pan-entertainment performance is relatively general, and the measures proposed to play the positive role of mass media in pan-entertainment are not comprehensive enough. These are also where continuous analysis and reflection are needed in the future. Faced with mass media, people should use it to

obtain useful information rather than simply for entertainment. Mass media should also be able to accurately handle the relationship between social and economic benefits, media responsibility, and audience rather than merely reinforcing entertainment tendencies for traffic data. Only by keeping it in a balanced and stable state can we ensure the healthy and sustainable development of mass media's pan entertainment.

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