

Analysis of Problems Existing in Chinese TV Entertainment Programs and the Countermeasures

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ABSTRACT

After more than 30 years of deposit and accumulation, Chinese TV entertainment programs have entered a relatively stable and mature development state, ushered in the golden period of entertainment program development, and been loved and recognized by the broad audiences. However, as far as the current situation is concerned, there are still many problems in Chinese entertainment programs. This article mainly analyzes the main problems existing in current entertainment programs in China, investigates the causes and proposes corresponding countermeasures.

Keywords: *entertainment programs, problems, causes, countermeasures*

I. INTRODUCTION

The germination period of Chinese TV entertainment programs began in the 1980s. During this period, the annual Spring Festival Gala became an iconic TV entertainment program. However, with the gradual improvement of people's living standards, the entertainment functions of TV have gradually emerged, and the creation of television programs has become more popular. For this reason, CCTV launched two variety show entertainment programs, "Super Variety Show" and "Zhengda Variety Show", in 1990. However, this kind of entertainment program is very passive. The host and the audience lack interaction. The audience can only passively appreciate the program which is basically in the mode of "I watch and you act".

The "Happy Camp" broadcasted by Hunan Satellite TV has caused a wave of "national pastime" in Chinese TV entertainment programs. Each satellite TV also launched "General mobilization of joy", "Super Winner" and other game-like entertainment programs. In this type of TV entertainment program, the form is basically "star + game + interaction"; the interaction with audience was strengthened, and audience can participate in the program to a certain extent by playing games. Later, in CCTV's "Happy Dictionary" and other puzzle quiz programs, "Audience + Game + Bonus" became a new program mode. Audiences were invited onto the stage to directly interact with the host and win certain bonuses or prizes through question answering and hurdles. It is exciting and competitive. Audiences

can also learn certain knowledge in the process of watching. Such program has an irreplaceable function of edutainment.

After entering the 21st century, with the development of economy and media technology, the popularization of the Internet and mobile phones, the audience's increasing demands for TV entertainment programs, Chinese TV entertainment programs have entered a period of "National Talent Show". For example, "Super Voice of Girls", "Star Boulevard", "My Type My Show" and other similar singing and dancing shows. Generally speaking, this kind of civilian talent reality show is very popular, and everyone has the opportunity to become a shocking "popular star". Its low threshold, zero distance between the audience and the stage and other characteristics firmly grasp the audience's "star dream" and also fits the audience's herd mentality.

II. PROBLEMS EXISTING IN CHINESE TV ENTERTAINMENT PROGRAMS

A. *Serious homogenization of entertainment programs and mutual imitation among various types of programs*

After the second period of "Super Voice of Girls" became popular all over China in 2005, major TV stations subsequently imitated each other and launched similar music talent shows, such as Jiangsu TV's "Absolute Singing". These talent shows not only have similar name, but also have similar format, voting method, host style, and even similar dramatic changes in the talent selecting part. When audiences turn on TV, the entertainment programs all the similar come into their eyes. There is not any freshness, directly causing

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audiences' aesthetic fatigue. It is worth mentioning that the imitating object of these programs, "Super Voice of Girls", was criticized by audiences after it was broadcasted in 2006. Although the "Super Voice of Girls" created by referring to the "American Idol" copied the overseas program model and became popular all over the country for a period, it failed to integrate with Chinese characteristics, did not innovate, and eventually had to be revised after it was suspended in 2007.

Since 2010, Chinese TV entertainment programs have held high the banner of blind dates and making friends, led by Hu'nan Satellite TV's "Take me out" and Jiangsu Satellite TV's "You Are the One", and a series of love and reality shows have sprung up like mushrooms after rain. The homogenization is still serious. No matter whether it is right or wrong, Chinese TV entertainment programs must get rid of homogeneity. This way of imitation or "cloning" will greatly limit the development of Chinese TV entertainment culture.

B. Vulgarized program content

The main function of entertainment program is to entertain the public, soothing and release pressure of modern people. However, there are also some TV entertainment programs that are extremely superficial and vulgar in content for seeking high audience ratings. They steal the spotlight just to satisfy the curiosity of audiences, or try the best to "force" the guests to talk about their private lives unwillingly or spread the culture of "ugly" by malignant sensationalization. For example, in the marriage and love show "You Are the One" created by Jiangsu Satellite TV, some low-quality female guests directly attacked the appearance and work background of male guests, took aggressive questioning methods to make the male guests enter an embarrassing state, or vigorously promoted the corrupt and kitsch ideas of money worship in the program, neglected the cultivation of healthy ideological values, and created the vulgar and ugly style in society. Entertainment programs must firmly grasp socialist values while pursuing audience ratings. They should never blindly cater to audiences and let vulgar "foolish" entertainment replace positive content.

C. Lack of "education" effect

As a carrier for spreading spiritual culture, the "education" function of TV entertainment programs is particularly prominent. When watching excellent entertainment programs, the audience can not only enjoy and relax the body and mind, but also be guided to the correct outlook of value. However, many entertainment programs failed to have an accurate positioning when planning and designing, which caused that the program didn't have deep intentions and clear themes. After providing the viewer with instant

pleasure, the viewer's mind gradually became numb and empty, and even be guided to wrong public opinion. For example, some popular talent shows ignore the correct guidance for young people, let the young people hold a mentality that they can become famous overnight, and thus misunderstand the so-called "success". Some young people even gave up their studies to participate in talent show, obtaining votes and ranks through improper channels just for pursuing their "dream". This will make the mentality of the youth audience more and more impetuous, and is detrimental to their physical and mental health development.

III. ANALYSIS OF THE CAUSE OF PROBLEMS EXISTING IN CHINESE TV ENTERTAINMENT PROGRAMS

The reason why TV entertainment programs have some problems may be because of the cultural atmospheres in the society and imperfect laws and regulations, in addition to the cause of the TV program production itself. Only by investigating the reasons and analyzing and discussing the causes can we find out the countermeasures to solve the problems of entertainment programs faster and more accurately.

A. Blindly pursuing audience ratings

Since the implementation of market economy in China, TV entertainment industry has developed rapidly, and entertainment economy has become a new growth point. Major TV stations have also seen the development advantages of entertainment programs, and tried their best to obtain huge economic benefits from such programs. But audience rating is just one of the relatively scientific and objective quantitative indexes used to evaluate TV programs. When the TV entertainment program meets the psychological needs of audiences and caters to the taste of audiences, the audience rating will increase. However at present, some entertainment programs are only blindly pursuing audience ratings, blindly catering to the interests of the audience, satisfying the audience's psychology of seeking novelties, and even adding vulgar bad taste to the program for the sake of attracting the eyes of people, ignoring the core socialist values that they should adhere, guiding audience to wrong public opinion. In the end, these entertainment programs, while reaping economic benefits, are also likely to cause disgust mentality in the audience and lay the groundwork for the loss of audience. Although vulgar program content can bring high audience rating in a short term, in the long run, blind catering will only make viewers feeling not fresh any longer.

B. Seeking quick success and instant benefits and lack of innovation

The production of entertainment programs has certain risks. In the pre-production process, a large amount of research and development funds are needed to support it. In order to save money and pursue short-term economic benefits, some TV stations become eager for quick success, and reluctant to invest funds in independent innovation research and development but select imitating other programs with low risk and low investment. Therefore, once a new and popular program appears in the current TV entertainment market, other TV stations will often swarm and directly "clone" a highly similar program. Although this way can greatly reduce the cost and risk of program production for TV stations, by analogy the entire TV entertainment industry will be in the stage of cloning and imitation, lacking its own originality and uniqueness, and viewers will be easily exposed to similar programs and feel fatigue towards the program. Hence, such program can be created in short time but have weak vitality.

C. Lack of copyright protection in law

If there is a lack of legal protection on the program's copyright, and no one is willing to spend money to buy excellent program templates, the audience will see some simply copied and poorly imitated programs, which will eventually lead to the dismal response to such programs in the market. Some of the current entertainment programs in China do not pay attention to the protection of copyright and do not respect the original creators. Taking advantage of the blank of the program copyright protection law, TV stations often directly broadcast the appearance and content of currently popular entertainment programs and broadcast them directly, which violates the intellectual property of the original creator and also blows the audience's enthusiasm for viewing. As a creative cultural activity, the production of entertainment programs needs to be protected by legal copyright, in order to promote continuous innovation in the whole industry.

D. Ideological impact by vulgar popular culture

Over thousands of years of deposits of agricultural civilization, China's traditional culture has formed a unique mass culture. Many entertainment programs in China are short in cycle and lack of connotation. One of the reasons is that they did not add local characteristics and did not incorporate the popular culture with Chinese characteristics in the process of introduction and imitation. As a result, many TV entertainment programs abandoned the essence of Chinese traditional culture, and even introduced some vulgar popular culture criticism into the current TV entertainment programs, which seriously reduced the cultural level of entertainment programs.

IV. COUNTERMEASURES FOR SOLVING THE CURRENT PROBLEMS IN CHINESE ENTERTAINMENT PROGRAMS

A. Establishing a comprehensive evaluation system for entertainment programs

Under the condition of evaluation on the basis of audience rating and obtaining high profit only by increasing audience rating, many entertainment programs only focus on the commerciality in the production process, ignoring the educational function of the program, and completely forgetting the structure, specification, healthy extent and innovation extent of entertainment program. Therefore, it is necessary to establish a comprehensive evaluation system for entertainment programs, take the program's structure, specification, healthy extent, innovation extent, etc. as the evaluation indexes, and make objective and fair evaluation on the content and performance form of the program on the basis of survey on audience and experts' opinions to make the program more scientific. For example, the "CBC Index Survey" launched by Canada, the "Appreciation Index Survey" launched by the Netherlands, and the "Interest Index Survey" launched by France can not only reflect the trend of entertainment programs, but also provide reference for the program group to understand their shortcomings and reform itself accordingly. Establishing a comprehensive evaluation system for entertainment programs has an important role in boosting the development of the entire TV entertainment industry.

B. Protecting the copyrights of the program by legislation

Copyright system is a basic system that promotes and guarantees knowledge innovation, and the possession and application of copyright is the main driving mechanism and incentive mechanism for promoting knowledge and technological innovation. For example, in recent years, there is a very popular music talent show in Netherlands, "The Voice". Its company has obtained a lot of economic benefits through the sale of copyrights. Zhejiang Satellite TV has even spent up to 3 million copyright purchase fees to introduce it to China. "Sing! China" quickly becomes popular in China because of its novel and fair competing style, making the show reaching a new peak of civilian talent show, which is precisely benefited from the protection of the copyright of the program. Therefore, China urgently needs to improve the relevant laws and regulations on the copyright of TV programs, strengthen the awareness of copyright registration, reduce disputes between programs, and also help to reduce the "cloning" phenomenon between current entertainment programs, and promote the innovation and development of TV entertainment programs.

C. Improving the cultural connotation of the program

TV entertainment programs have an important guiding effect on the ideological values of the audience. Therefore, the content of entertainment programs must adhere to the cultural character of TV programs, so as not to be superficial, not vulgar, but be cultural and tasteful, deep and connotative. The humanistic care of the program should be enhanced, so that the program can reach the hearts of audiences. For example, in the entertainment talk show "Day Day Up", entertainment is often linked with Chinese culture, including some Chinese moral etiquette, idioms, etc., which have been praised and loved by the audience. This way can not only help audience acquire the knowledge of traditional culture in the process of viewing it but also improve the knowledge and interest of the program. This educational entertainment program is not only popular, but also conducive to creating a good media culture atmosphere.

D. Encouraging innovation in programs

Innovation is an inexhaustible driving force for the development of entertainment industry. Only by making innovation from the old one can we win the favor of audience and maintain their freshness. Therefore, the producer should pay attention to the independent innovation of the program during the production process, appropriately add the localized features while introducing other programs, grasp the initiative to make innovation and transformation on the program based on Chinese audiences' viewing habit and requirements. At the same time, it is necessary to encourage newcomers to create new works, let more new works enter the market, and meet the different interests and tastes of audiences.

V. CONCLUSION

The rapid development of the Chinese entertainment industry is a joy for the audience at present, because the educational function and pleasing function of entertainment programs are particularly prominent in the process of communication. However, with the development of commercialization and the prevalence of consumerism, many entertainment programs blindly pursue audience rating and become singular and vulgar, which has a great negative impact on the audience and program's own development. Only by making different innovations and improving its cultural connotation can the production quality of the entire entertainment industry be improved and the enthusiasm of the audience be retained. All sectors of the society can also strengthen the supervision and management of the entertainment industry, and guide the green development of entertainment programs on the basis of laws and regulations and a scientific evaluation system. Only through the concerted efforts of all parties can

Chinese TV entertainment industry present a new trend and achieve a healthy and sustainable development.

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