

# Analysis of the Guiding Role of Mainstream Value from “Let’s Go”\*

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**Abstract**—With the prosperity and development of China's economy, people's living standards have been increasing. When people's material needs have been satisfied, their spiritual needs will increase. The public likes to watch some variety shows that are both entertaining and enjoyable while enjoying their work. In this situation, many star reality shows have emerged. As the name implies, the star reality show is a star program that is based on the star's rallying power and is launched around stars. Such programs have a certain educational significance and public welfare nature. But also behind the emergence of star reality show also hides a big problem. This article takes the star reality show “Let’s Go” as an example to analyze the mainstream value orientation of star reality show.

**Keywords**—*Let's Go; star reality show; mainstream value orientation; role; analysis*

## I. INTRODUCTION

In recent years, the star reality show has been warmly welcomed by the majority of the audience, especially young audiences are very fond of such shows. At the same time, the broadcast of online videos has further deepened the influence of such star reality shows. The liveliness of star reality show has brought vitality to television, there have been many "phenomenon level" and "topic level" shows. However, behind the star reality show, it is not difficult to find that such shows lack certain cultural connotations and humanistic qualities, and their basic foundation is relatively weak. They are only funny for a single purpose, they have little value, and they are lack of positive cultural significance and educational significance. Therefore, how to make star reality show to maintain a certain degree of vitality liveliness but also give it rich cultural connotations, has become an urgent problem that China's television culture needs to solve. The appearance of the star reality show “Let’s Go” is a good demonstration for the star reality show. It effectively integrates the historical content of the humanities with entertainment and fun, so that viewers could learn the extensive and profound history and culture of China through watching the show. It can be said that this show has inherited China's culture, and has achieved local cultural reconstruction for China's history and culture. It is known as

the transformation and transcendence of the Chinese star reality show. This article analyzes the mainstream value guiding role from the star reality show “Let’s Go”.

## II. OVERVIEW

### A. The Basic Situation of "Let's Go"

“Let’s Go” is the first reality show based on history in China. This show is jointly invested by Sichuan Satellite TV, Beijing Shixi Media Culture Co., Ltd. and Ali Pictures, etc. It hired Mr. Zhang Guoli, China's famous actor with strength to serve as the general director of the show. So far, "Let's Go" has already broadcast two seasons. In the first season of “Let’s Go”, the hired stars were Zhang Hanyu, Song Xiaobao, Shen Teng, Huang Xiaolei, Hai Lu, Yu Xiaotong, Yang Xuwen, and Jin Shengzhu. Mr. Zhang Hanyu is the best actor for the Golden Horse Awards and the best actor for the Baihua Awards. He is very popular with audiences for his films such as “Assembly”, “The message” and “The Taking of Tiger Mountain”. Song Xiaobao and Shen Teng are the new stars in China's current comedy circle and their works are loved by the audience. Huang Xiaolei and Hai Lu have been popular by the “Chuang Guandong” and “New My Fair Princess”. Yu Xiaotong and Yang Xuwei are two “Fresh meat” which is very popular in the current entertainment circles so they have lots of fans. Jin Shengzhu is the only Korean star in this show, so he has received a lot of attention in this show, and also devoted a lot of laugh for this show. The first season of “Let’s Go” began on July 26, 2015, and was premiered on Sichuan Satellite TV. The broadcast time was 8:30pm on Sunday and it ended on November 1st, 2015. In the second season of “Let’s Go” Zhang Hanyu and Yang Xuwen quit the show and Zhang Weijian and Yang Qianhua has join the team. It began on June 19, 2016 and ended on September 4, 2016.

### B. The Background of "Let's Go"

"Let's Go" is China's first history-based experience reality show. This show from the perspective of time-travel, choose to use reality show to present China's 5,000 years of history and culture for the audience, adding the value of reality show. The reason why I use the reality show “Let’s Go” to discuss the mainstream value orientation of star reality shows is because this show both has entertainment and educational significance, and restores history to some extent. In the first season, through the design of several plots such as “The Primitive Society”, “The Southern Song Dynasty Academy” and “The Ming

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Dynasty Zheng Yimen", the Chinese historical culture was vividly displayed, allowing viewers to watch TV shows while having Learned a lot of historical knowledge and learn a lot of historical allusions, so it was deeply loved by the audience.

### C. *The Production of "Let's Go"*

Although the star reality show "Let's Go" is time-travel theme, it has very big difference from the drama and the drama form of time-travel. It adheres to the principles of respecting history and recreating history, does not arbitrarily compile history, pays more attention to facts, and has strong historical education and interest. General Director Zhang Guoli's serious and responsible attitude made this show more realistic and valuable. He carefully reviewed the settings of every plot, carefully examined every prop, and restored history to the greatest extent possible. At the same time, in order to ensure the high quality of the show, the "Let's Go" production group hired nearly 50 historical experts to escort the show and carefully checked the contents of the show. The stars hired are absolutely not allowed to have "playing big names" and "do not cooperate". They are all required to experience the true history. In particular, in the first season of "Let's Go", the stars were said to have suffered "abusive abuse". They were asked to walk barefoot, eat raw food, wear animal skins, and so on. However, in the process of the game development, the stars and the audience have truly learned more Chinese culture.

## III. ANALYSIS OF THE GUIDING ROLE OF MAINSTREAM VALUE IN "LET'S GO"

### A. *Educating Through Entertainment, Inheriting Traditional Culture*

The reason why we say "Let's Go" has certain value is because it integrates historical knowledge, education and entertainment all together. It not only brings laughter to the audience, but also allows the audience to understand more about the cultural and historical knowledge of China after laughter. In each episode, the stars will time-traveled to different dynasties, and then display the history and culture of China in a fresh and interesting way through games, competitions, and performances. Through a series of interesting and relatively readable and understandable games, the production group integrates the traditional culture of China into the show and allows the audience to feel the profound traditional culture of China after the laughter. It affects every Chinese and lets them consciously inherit and develop our traditional culture. For example, during the episode of the "The Southern Song Dynasty Academy", many difficult and funny game sessions were set up. The book-boys set out the six gifts for the scholars to enter the academy, it includes dried meat, celery, dried longan, lotus seeds, red dates, and red beans, thereby inducing the meaning of the six gifts. "Dried meat" stands for "Thanks for the teaching", celery stands for "Efficiency comes from diligence", "Dried Longan" stands for "Wisdom", "Lotus seed" stands for "Hard learning", and "Red dates" stands for "Early succeed in exam" and "Red beans" stands for "Realize your ambition". There are also hard work for study methods such as "Tie one's hair on the house beam and jab one's side with a needle to keep oneself awake to study" and "Eating ginger" that have been displayed in the

show in order let the stars and the audience learn the expression ways of Chinese traditional culture. In addition the historical experts are requested to be the special guests for the show to explain the traditional culture that has appeared in the show, so that it achieved both the entertainment and the knowledge and education.

The star reality show presented by China's television culture should be a show that gives the audience laughter and entertainment while giving them rich cultural connotations. Through this form of expression, "Let's Go" puts traditional culture on the screen, enhances the humanistic connotation of this star reality show, increases the level of cultural tastes in it, and makes the show more positive. While satisfying the spiritual and cultural needs of the social masses, the audiences were also guided to the mainstream value.

### B. *Restoration of True History, Focus on Details*

The biggest feature of the star reality show, "Let's Go", compared to other star reality shows is its authenticity. In order to restore the historical scene to the greatest extent, the production team hired more than 50 historical experts to serve as advisors. The show's plot and props used were carefully studied, carefully verified, so that to make sure the stars could experience the real history. Throughout the show, the time-traveler acted by the stars could not carry any modern objects. Then they spent three days to experience the customs and lifestyle of a certain dynasty in the historical episode they set, so that to genuinely presented a historically true story of the times to the audience. For example, in the second season, they experienced "chivalry spirit", before experiencing the chivalry spirit, the time-traveler first completed the experience of "hot-blood" and "integrity". In modern people's thinking, the understanding of integrity is often linked to business and transactional behavior. Therefore, "Let's Go" uses "integrity" as the background to set the plot, the history story was carried out in the Piaohao where the Chinese financial industry has emerged in the Qing Dynasty. In Chinese traditional view of thinking, "hot-blood" is often associated with warfare and exorcise the Tarp, so "Let's Go" sets the "hot-blood" episode in the environment to Qijiajun exorcise the Tarp and defend their homeland. Choose such two scenes about "hot-blood" and "integrity", the audience can easily understand it, but the plot of "chivalrous spirit" was set during the period of the Wei, Jin and Southern and Northern Dynasties, it was not set in the Song and Yuan Dynasties which is familiar to martial arts novel lovers, which makes the audience felt confused. But after watching the three episodes of "Let's Go", the audience will probably be able to understand the good intentions of the director team. The Wei, Jin and Southern and Northern Dynasties was one of the most turbulent times in the history of China, in this time of only 400 years, there have been 500 large-scale wars and it is difficult to count the number of small-scale wars. Therefore, in such an era, the people are in dire straits. It is precisely because of such an era that a chivalrous spirit of "All for the country and the people" is needed more and the plot is set in such an era, whether the stars or the audience could understand what is "chivalry spirit" more deeply.

Most of China's star reality shows are easy to fall into extremes and it is difficult to grasp the standards. Some star reality shows are too serious, lose entertainment, viewers do not buy it, so it has low ratings, and audience are unwilling to watch. However, some star reality shows are too entertaining and lack of humanistic backgrounds, so they seem to have a relatively low level. However, "Let's Go" this star reality show make the best coordination of the relationship between those two factors, focusing on the details, restore the true history scene, and also add entertainment elements in the show, so that the show is full of interesting and funny, the traditional knowledge of Chinese culture is conveyed in a funny expression, allowing the audience to learn traditional cultural knowledge intangibly.

### *C. The Extras Play Seriously and the Stars Set a Good Example*

In the star reality show of "Let's Go", there is also a great highlight that the extras' performances are very heart-rending and they are very devoted. We still use the plot of "chivalrous spirit" as an example, Zhang Weijian, Song Xiaobao, Shen Teng, and Yang Qianhua time-travelled to Wei, Jin and Southern and Northern Dynasties, where society was in turmoil and the people were destitute, we could put more hope on them and believe that they could trigger unexpected jokes, but couldn't imagine the way they practiced "chivalry spirit". Because after being divided into soldiers and migrants, the audience can see through the television that Song Xiaobao and Yu Xiaotong, who are in charge of strength training, sigh and complaint in the water lifting process, and Yu Xiaotong even said "quit playing". Huang Xiaolei and Yang Qianhua have also been playing "weakness", Zhang Weijian and Shen Teng who were taken away as slaves by the officers were doing nothing in the tea-picking plot. Zhang Weijian even sang folk songs without a bit of suffering, but as the extras' performers broke out, they continued to promote the plot, and then the stars also gradually set a good example. After finally experiencing the "chivalrous task", the stars also grew up in "Let's Go". After watching, the audience commented: "Shen Teng finally did not been weak, and did not always go backwards. Yu Xiaotong finally quit soft, and he no longer quit when he was in trouble. Hai Lu finally stop cry and no longer been pity". Through their empathy in the scene, the stars finally understood that in those days, there would certainly be a group of people who supported the country and the people, followed them with utmost pride and ingenuity, and saved the people from their miserable lives. This "chivalry spirit" is not only applicable to that era, in today's social peace, we still need "chivalry spirit".

## IV. CONCLUSION

The star reality show "Let's Go" is called as a high-quality star reality show, not only because it brings enjoyable physical and mental enjoyment to the audience, but also because it passes position energy to the audience through the show, thus triggering viewers' own thoughts to their lives. After watching the variety show "Let's Go", the audience felt "integrity", felt "hot-blood", felt "chivalry spirit", and more importantly felt the importance of "Honor the teacher and respect his teaching"

and "Hard study". This is exactly the value of the show "Let's Go".

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