The community communication of the mainstreamed TV Series

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Abstract. The thematic teleplay is an important part of carrying forward the mainstream social values and constructing the socialist core value system. In the era of new media, thematic TV dramas should learn to spread with the help of community power. First of all, thematic TV dramas can eliminate the distance between audiences and thematic TV dramas by means of short video platforms and opinion leaders to expand their influence. Secondly, participatory creation and extended discussion can activate the community, expand the content and deepen the theme of TV drama communication thought. The mainstreamed TV Series show the essential characteristics and essential laws of life, but also strongly advocate the spirit of The Times and national quality, promote mainstream social values.In 2021 is the 100th anniversary of the founding of the communist party of China, the tribute of the 100th anniversary of the founding of the communist party of China major revolutionary historical theme TV series "s awakening" the thought, the grand narrative, full of life fun, characters, details metaphor infectious audiences in spirit and culture with unique technique of visual feast, representative. In the era of communization, new forms of communication appear, with changes in audiences, communication methods, communication technologies, communication environments and situations. The communication of thematic TV dramas can no longer rely solely on its own strength and traditional communication methods. This paper takes The Age of Awakening as an example to study community communication to provide new viewing paths for audiences, expand the scope of communication and deepen the communication effect

Keywords: social, media, mainstreamedTVSeries, communitycommunication.

1. The transmission value of the mainstreamed TV Series

In the transformation of social structure, consumerism culture is unprecedentedly high, and the entertainment property of culture is infinitely magnified. While enjoying the stimulating fast food culture, the audience has been subtly influenced by aesthetic orientation and value concept. General Secretary Xi Jinping pointed out that "literature and art are projects casting souls, and artists are engineers of souls. Good literary works... Can enlighten the mind, warm the heart, edify life, can sweep away the wind of decadence and malaise." As a work reflecting socialist core values and mainstream ideology, the transmission value of the TV series is mainly to guide the society and promote the construction process of socialist civilization in China by reflecting the great spirit of the great era and spreading mainstream values. First, great times need great works to reflect the spirit of The Times. 2021 is the centennial anniversary of the founding of the Communist Party of China. The Awakening Years presents the ideological awakening of revolutionary martyrs in the way of historical reproduction, vividly shows the difficult search of Chinese advanced elements one hundred years ago, and reappears the patriotic spirit of Chinese people in the face of the Beiyang government, the imperial powers, and the feudal system. As a special type and label in the field of Chinese film and television, theme has been constantly "turning" with the changes of social and cultural context such as social structure, economic basis, cultural policy and media technology in the development process of more than 30 years, presenting different characteristics in different historical periods. It can be said that the theme film and television works are a "mirror" of China's social changes in the spiritual and cultural field, reflecting the great spirit while allowing the audience to understand and learn the history of the Party again, cultivating and strengthening contemporary youth's cultural confidence, system confidence, road confidence, theoretical confidence. Second, publicizing mainstream values and strengthening the influence of mainstream ideology. The mission of melodic television is to spread mainstream values, as Anthony Mies put it: "Film and television have also become an effective tool

for the expression of national cultural policies and national ideals that affect millions of people [[Britain] Anthony D. Smith. Nationality and Nationalism in the Age of Globalization [M]. Gong Weibin, Liang Jingyu, trans. Beijing: Central Compilation and Publishing House, 2002:112. ." The transmission of the main theme TV series to the mainstream values not only satisfies the audience's pleasure in the audio-visual sense, but also strengthens the influence of the mainstream ideology. The theme TV series relies on the grand historical background of the country, especially when the country is in profound transformation and crisis, the ups and downs of the fate of the country and individuals in historical events, bringing the audience an experience as if they were in it.

2. Community communication to expand the spread of the theme of the TV series

Social groups become the center of communication and the generation and dissemination of information and meaning is also carried out in this period.

The primary feature of social media based on mobile Internet technology is integration, which integrates different media such as text, pictures, audio and video into one device. As a representative of media convergence under social communication, social media mainly expands the spread scope of thematic TV dramas from the following two aspects.

2.1. Interactivity eliminates the distance between the audience and the main theme of the TV series

The number of short video users in China was 873 million as of December 2020, according to the China Internet Network Information Center. As a kind of social media, short video is popular among people, and its life-oriented cultural background and cultural genes give short video new vitality. As a special theme to spread the mainstream ideology, it is easy to put propaganda in the first place and ignore the artistic quality and communication effect of films and TV plays. The way of communication is often superior, resulting in the estrangement between the theme TV plays and the audience. After the short video platform reduces the technical difficulty of the video, the video content begins to return to life. The expression of short video in life makes the idea and value of the main melody of the TV drama take root, and the details and characters in the drama come to life. "S awakening in the clothing of the republic of China, the" new youth "magazine this saved in history, but in the short video netizens to wear clothing of the republic of China, using the words" new youth "as the theme of the following, canvas bags, notebooks, connect the typical props with life scenes, to walk into the daily life of the audience. The expression of folk short videos in life is often fragmented, with various themes and self-centered processing. It provides another channel for the audience to get close to the main theme of the TV series. The wonderful plots of the TV series are presented in fragments, role playing under various life themes, and the user dubs the main lines based on the content of the TV series, all of which make the distance between the main theme TV series and the audience closer. The life-oriented expression of social media eliminates the communication distance between the audience and the main theme TV series.

2.2. Polymerization fission to expand the influence of the theme of the TV drama

In the era of social media, a large number of network opinion leaders whose power of discourse gradually becomes obvious have emerged. They win users' attention and trust by virtue of credibility, attractiveness, professional knowledge and other characteristics. They have certain influence and social status in social media, wide social scope and strong interaction, good communication skills, and influence users' cognitive attitude and consumption. In weibo and short video platform of a large number of mainly recommended TV has millions of fans of video blogger, as opinion leaders to recommend TV content is given priority to, they stand in the third-party perspective in the form of interpretation of the interpretation of the content of the TV series will point out the advantages and disadvantages, and then suggest watching TV for the user. The video blogger "Muyu Shuixin" has

made a special topic of "The Awakening Era", a highly popular historical drama of the Republic of China, with titles such as "The Eve of May 4th", "Weak country has no diplomacy" and "Suddenly looking back, Blood will not cool" for 12 episodes. The bullet screen and comments on the video reveal the seriousness of Internet users to pay tribute to their ancestors, review history and young people's attitude towards the main theme of the TV series. After "s awakening" broadcast "heart" wooden fish water through interviews with the creator, play to the plot of the play, lines, character design, let the audience to receive and understand the TV series in the spirit of faith, and understand the drama creation behind the director and actors to the mainstream values, historical plot, the character of the spirit of persistence and pay, In comments and subtitles, viewers said they would watch "Age of Awakening" twice after watching the video. Under the influence of social media, network opinion leaders are no longer just an intermediary or filtering link in the formation process of mass communication effect, but tend to become independent information source from information intermediary. The audience's following and trust of opinion leaders in the face of redundant and complex information makes opinion leaders more and more influential. Gaining the power of opinion leaders naturally expands the influence of thematic DRAMAS.

3. Community communication deepens the effect of communication

The interactive and participatory functions of social media make it particularly social, communicating, forming communities, cooperating and sharing. Social media users enrich and extend the communication content of thematic TV dramas in the community, and further deepen the communication effect of thematic TV dramas.

3.1 Participatory creation to enrich the main theme of TV drama communication content

In June 2016, in order to activate the development potential of Weibo itself and look for opportunities from the existing ecology, Sina Weibo separated the public channel from the content of interest circle, and launched a hyperconversation community with both weibo topic and interest circle functions.Micro-blog super talk is a form of virtual community and a gathering place of hot topics on the Internet. TV series super talk will be formed when the TV series is broadcast, with the continuous broadcast of the TV series and the feedback of the audience, the activity of the community is increasing. During the broadcast process of The Age of Awakening, the weibo super message about The Age of Awakening has been kept highly active. Fans have their own preferences for TV dramas, from the characters, plot, lines, scenes, props, articles, etc., fans create on the basis of their preferences. The collection of classic lines in the drama, the processing of character pictures and the production of emojis compiled by fans have all appeared on weibo's hot search list, triggering discussion among netizens. Fans' participatory creation has become the core content of Super Talk on Weibo. After watching the TV series, audiences can find like-minded companions in Super Talk, and fans can freely express their love for and discuss the TV series in a specific social environment. For the theme TV series, drama message of spirit, knowledge, and the mainstream values did not as the TV play an end stop, by fans in community about the TV series in the second creation and the interactive discussion, the spirit of the theme TV series the past again to comb, to be discussed, to be extended, to be remembered. After the broadcast of Awakening Age, weibo super chat did not disband or suspend updates. Fans reproduce the finished TV series as texts. In the process of text reproduction, people provide inspiration and inspiration to each other, explore the production of new meanings with old texts as resources, and construct a discourse space with multiple meanings flowing.

3.2 Extend the discussion to deepen the theme of TV drama communication thought

Douban Group is a user sharing community under Douban. According to developer Yang Bo, douban's main role is to be "a gathering place for people interested in the same topic". The operation object is for all users, and its communication mechanism also has certain uniqueness. There are many Douban groups, the number of people in the group varies, and the content of the group is clearly

classified. Users can find douban groups suitable for themselves according to the content they are interested in. It is common and representative to form a group with the name of a TV drama in Douban group. Before a TV series is broadcast, a unique space for the TV series will be set up on Douban, which includes ratings, short comments, drama comments and groups. In douban group, in addition to free group discussion, netizens will also form different columns based on the characteristics of the TV series in the group to deepen the communication thought of the main theme of the TV series. The Douban group of The Awakening Era has five columns of "historical background", "Film and television art", "Derivative discussion", "Feelings and opinions" and "Ask if you don't understand". Netizens based on the characteristics of different columns in the group in-depth discussion, through the exploration of the life of historical figures, the study of historical works, so that the netizens to the history reflected by the TV series to understand more comprehensive, more detailed, more specific; Through discussion, debate, the net friend thought collision between each other, dispel doubts, deepen the understanding of history, to the historical figures, the spirit of cognition. The extended discussion on Douban group adds a lot of details, history and knowledge that the audience can't get in the TV series. The group took the content of the TV series as the core to spread the spiritual core of the play, so that the main theme of the TV series to spread the idea more in-depth.

Thematic Teleplays rely on community communication power in communication, and the communication scope and effect will inevitably increase with the expansion of community power and influence scope. For the theme TV series, the publicity means of community communication can help the theme to be seen by more people, so that the communication effect can be maximized as much as possible, but the "packaging" of the theme TV series cannot be empty. In the final analysis, the main theme TV series or rely on its own content to win, only let the content become popular with the masses of the content, the main theme TV series to achieve its mission.

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