Research on the Communication Path of Domestic High-quality Variety Shows

-- Taking "Sound into The Heart" to Drive the Development of Chinese Musicals as An Example

Ying Jiang[1, a]

[1]Liaoning Communication University (LNCU), Shenyang, 110000 Liaoning, China

[a]15071969@qq.com

Abstract. As a gathering place for popularity and traffic in today's society, variety shows play an important role in cultural communication. This article takes the Magnolia Award-winning domestic high-quality variety show "Sound into the Heart" as the research object. Based on the media dependence theory, it discusses from the three dimensions of communication content, communication method, and communication effect, and analyzes the path for variety shows to drive the development of the cultural industry. Analyze variety show content, production strategies, and commercial marketing, and seek new ways to spread niche culture and art.

Keywords: Cultural communication, communication strategy, Chinese musical, sound in people's hearts, media dependence theory.

1. Introduction

"Voice into the Heart" was broadcast on November 2, 2018. It is an original new form of vocal singing program launched by Hunan Satellite TV. It focuses on new interpretations of classic arias from musicals and operas, and is composed of 36 young people from prestigious schools. Musical actors and opera singers participated, and the program showcased a total of 110 songs, including 46 professional bel canto songs and 33 musical theater songs. After the variety show "Sound into the Heart" was broadcast, attention was extremely high. Weibo Chaohua still ranked first among variety shows a few months after the show was broadcast. At the same time, it also triggered an audience craze for Chinese musicals. , the offline tour in 2019 created a theater box office miracle. Musicals, also known as musicals, usually refer to a new artistic expression that originated in the United Kingdom at the end of the 19th century and developed from Broadway in New York. It integrates and recreates three different elements: drama, music, and dance. form. The musical uses music, dance and performance as the main means, and combines stage art, lighting and sound, multimedia vision, etc. to jointly demonstrate the unique artistic charm of the drama. According to the "2021 China Musical Guide", there were a total of 2,655 performances in the Chinese musical performance market in 2019, a year-on-year increase of 5.4%. The number of viewers reached 2.13 million, a year-on-year increase of 29.5%, and box office revenue exceeded 600 million yuan, a year-on-year increase of 37.1%. The sudden epidemic in 2020 caused the closure of most performances. However, since the end of the epidemic, the performing arts industry has gradually recovered from the epidemic, and China's musical theater industry is still growing and has become the new favorite of theaters. "Sound into the Heart" has accelerated the performance industry's exploration of the "variety show + performing arts" ecology, and this exploration has also brought great confidence to the prosperity of the offline performance market. With the emergence of a large amount of online content, young audiences are paying more and more attention to musicals. In the musical industry, young and highly active audiences generally show high education, high stickiness and high purchasing power. Statistics show that their average annual consumption of musicals exceeds one thousand yuan. At this point, domestic high-quality variety shows have become a new means of spreading niche culture.

Media dependence theory, the full name of media system dependence theory, was proposed by American communication scientists Paul Rockich and Develer in 1976 in the article "Introduction to Mass Communication". This theory believes that there are interactive dependencies among the three

systems of "audience-media-society". As an information system, media has an impact on individuals, organizations and other social systems through information dissemination. The reason for dependence is that people have the purpose of "understanding", "orientation", and "entertainment". They rely on the information provided by the media to meet their needs and achieve their goals, and the degree of this dependence depends on the media's content to the audience. Information resources provided. Based on media dependence theory, the more an individual relies on the use of media to satisfy needs, the more important the role the media plays in the person's life, and the greater the influence of the media on the individual. As variety shows increasingly become an important medium for young people to receive information, the importance of high-quality variety shows to cultural dissemination is also becoming increasingly prominent.

2. Innovative Promotion Methods and Production Strategies for Cultural Communication

2.1. Niche cultural communication needs promotion methods and production strategies that are in line with popular culture

Take the way "Sound into the Heart" promotes the musical industry as an example. In the current era of the popularity of online media , the musical industry had been based on live performances in theaters before the broadcast of "Sound in the Heart". However, in the face of TV series and movies that are generally accepted by the public and can be watched at home, it has lost its competitiveness, and it is difficult for non-professionals to People go to theaters to enjoy musicals and love musicals. The vast majority of people in the society can't even distinguish between musicals and operas. They think the threshold for musical appreciation is high and they dare not try it. The production of "Into the Heart" directly hit the pain points of the public's stereotype of musicals, with the theme "I am a light chaser who stands outside the pursuit of light. They say that if you are not popular enough, you are not qualified. They say that elegance hibernates you." "Don't even think about waking up." is the opening line, which not only caters to the public's stereotype of musicals, but also adds an idealistic color, raising the level of variety shows to fighting for dreams and fighting for high culture to become popular. Based on the theory of media dependence, the production of "Sound into the Heart" is positioned to meet the spiritual needs of young people in today's society and arouse the audience's interest. At the same time, the producers also discovered that 2018 was the initial stage of China’s idol industry. Many talent shows became popular and talent show culture became a trend at that time. Therefore, “Sound into the Heart” also learned from its competition system and responded to people’s lack of talent in talent show culture. The voice of highly educated and well-educated idols brought together 36 highly educated young people from prestigious art schools to compete in talent shows, which are generally divided into chiefs and substitutes. The program is produced in a popular format, and the audience also The program became more accepted and its audience expanded. Production strategies that cater to the social and psychological needs of the audience are the subjective reasons why the public forms irrational media dependence. American sociologist Elihu Katz proposed the "uses and gratifications" theory in "Personal Use of Mass Communication". He regards audience members as individuals with specific needs, and believes that they all actively use "media" based on certain specific needs and are "satisfied" in this way, which also restricts the communication process of the media. The so-called popularity means to meet the needs of the public more, and the communication and production strategies based on the current popularity will make it easier for niche culture to enter the public's field of vision and become known and loved by the public.

2.2. In-depth understanding of the spiritual needs of the audience. new media era

In terms of program promotion, "Sound into the Heart" adopts a model of both TV media promotion and online promotion, which not only takes advantage of the authority and influence of traditional media, but also takes advantage of the convenience and interaction of new media. sex.

This multi-channel publicity method makes the program spread wider and its influence more far-reaching. In the new media era, the "use and gratification" theory has been enhanced. Compared with traditional information needs, entertainment needs, social relationship needs, and spiritual and psychological needs, people also have needs for information release; self-expression, value realization, and personalization. needs to be met, needs to engage and interact, and so on. The production and promotion of "Sound into the Heart" took advantage of this feature, releasing many backstage highlights during the broadcast, and at the same time allowing contestants to post on Weibo, make comments, and interact closely with fans. First, it satisfies the audience's "voyeuristic psychology" by making the originally private rehearsals, voice practice, interactions between contestants and other activities public, reducing the sense of distance from the audience, and at the same time reducing the audience's perception of the musical, which is far away from themselves. The sense of cultural distance can better spread the musical culture. Second, "Sound into the Heart" also meets the audience's expectations for a beautiful society and a utopian idealistic society. This is because the program not only focuses on musical performance, but also on the emotional expression and life story of the contestants. Through reality shows and other forms, the audience can have a deeper understanding of the efforts and dedication behind the contestants, as well as their love and dedication to the music career. This kind of emotional resonance and humanistic care makes the cultural connotation of the musical more deeply rooted in the hearts of the people. During the production and promotion, the contestants' love for their profession, musicals and operas and the mutual help between the contestants were deliberately exaggerated. At the same time, it also expresses the players' concerns about the reality and prospects of the industry, arouses the audience's empathy and idealistic needs, and satisfies the realization of the value of friendship. Third, use the emotional energy between groups to spread culture. The program not only carries out interactive promotion online through social platforms such as Weibo and WeChat, but also conducts face-to-face communication and interaction with the audience through offline theater performances, fan meetings and other activities. This online and offline interactive method not only enhances the audience's sense of participation and belonging, but also enhances the cultural communication effect of the musical. Sociologist Randall Collins proposed the interactive ritual chain theory in 2004, arguing that humans generate emotional energy through a series of interactive rituals, thereby strengthening group cohesion and individual social identity. The interaction ritual chain theory emphasizes that social interaction is not only the exchange of information and resources, but also the exchange process of emotions and energy. By participating in interactive rituals, individuals can experience collective emotions and enhance personal emotional energy. This energy circulates and amplifies within the group, allowing individuals to find a sense of belonging and identity in the group, which is the core of social life. Through this frequent interactive ritual, individuals can continuously accumulate and enhance emotional energy, thereby participating more actively and effectively in various activities in society. During the promotion, the group cohesion of fans is enhanced through frequent interactions, and the emotional experience is shared with the group during the interaction. At the same time, because the interests and needs of the audience are the same, it increases their sense of participation and satisfaction, bringing higher emotional energy. It also brings a highly sticky audience to the musical theater industry.

3. High-quality Content Output

3.1. Content priority

Even if you have marketing methods and promotion methods that fit the trend and audience psychology niche culture cannot be truly disseminated and promoted without a good work output. Take "Sound into the Heart" as an example. On the one hand, "Sound into the Heart" integrates elegant music elements such as bel canto and musicals. Through the form of vocal competition and musical competition, the cultural connotation of the musical is intuitively presented to the audience. This innovative program format breaks the boundaries of traditional singing programs and brings

elegant art closer to the public; on the other hand, it carries out a large number of screenings and excellent adaptations in song selection, and presents it to the audience in the innovative form of duets , such as re-singing and adapting classic parts from the familiar musicals "Phantom of the Opera" and "Rent" to enrich their content and allow the audience to feel the charm without knowing the entire musical. The understanding of the plot of the musical is based on the understanding of the contestants and the analysis of the judges. This cultural communication method is closer to the way the audience in modern entertainment society receives information, and has become a successful case that can be used for reference. At the same time, it combines modern music styles with the interpretation of classics. The combination of bel canto singing and pop styles can be seen at any time in the program, as well as the reinterpretation of classic opera and musical excerpts, breaking the barriers between high art and popular culture. These classic works have been modernized and interpreted, which not only retains the essence of the original works, but also gives them a new sense of the times and artistic charm. This innovative approach allows the audience to appreciate the vitality and diversity of modern music while enjoying elegant music. Not only does traditional culture need innovative inheritance, but the dissemination of emerging niche cultures also needs innovation and contemporary relevance. Innovation strategies for intangible cultural heritage under new media platforms

3.2. Improve participation

High-quality content output can stimulate the audience's enthusiasm for participation and guide them to transform from passive recipients to active communicators. Through social media, online discussions and other channels, audiences can share their feelings and insights, forming a secondary communication effect. This activation of audience participation not only expands the scope of cultural communication, but also enhances the depth and breadth of cultural communication. High-quality content output is reflected in variety shows as an organic combination of originality, depth, artistry and resonance. Originality requires the program to be innovative in terms of subject matter, form, expression, etc. to avoid homogeneous competition; depth emphasizes that the content needs to touch the cultural core and tap into deep cultural values; artistry requires exquisite production and superb performances. and other means to enhance the viewing value of the program; resonance requires that the program can touch the emotions of the audience and arouse widespread social resonance. By constructing cultural identity, building cross-cultural communication bridges, and activating audience participation and other mechanisms, high-quality content output can subtly promote cultural exchange and dissemination.

4. Conclusion

Judging from the actual effect, "Sound into the Heart" not only brought a large number of outstanding talents to the musical industry, but also stimulated the vitality of the musical market. The outstanding contestants in the program have become a new force in the field of musicals, and their professionalism and performance talents have been widely recognized. At the same time, the program has also promoted the development and expansion of the musical market, and promoted the integration of the musical industry and other cultural industries. Linkage and cross-border cooperation. These practical results fully prove the important role of "Sound into the Heart" in promoting the development of Chinese musicals. From a communication perspective, "Sound into the Heart" makes full use of the advantages of new media platforms and achieves in-depth interaction and emotional resonance with the audience through diversified communication methods such as social media interaction and audience voting. In production and promotion, we combine current popular culture to attract audiences, produce high-quality works in content production, and make musical theater culture deeply rooted in the hearts of the people. This successful case also provides a new path for the spread of other cultures today.

With the continuous advancement of media technology and the increasing diversity of audience needs, the role of variety shows in cultural communication will become more prominent. We look

forward to more high-quality variety shows emerging to inject new vitality and impetus into cultural communication. At the same time, it also calls on variety show producers to deeply explore cultural connotations, innovate program formats, improve production levels, and jointly promote the prosperity and development of cultural undertakings.

References

[1] Li Yanxia. Research on innovative communication of cultural variety shows [J]. News Enthusiasts, 2024, (08): 88-90.

[2] Xie Qingguo, Wei Junquan. Text with emotion: Empathy communication mechanism of cultural variety shows [J]. Modern Communication (Journal of Communication University of China), 2024, 46(02): 86-92+100.DOI: 10.19997/ j.cnki.xdcb.2024.02.007.

[3] Shen Mengmeng. Analysis on the dissemination and reception of cultural TV variety shows from the perspective of media integration [J]. Contemporary Television, 2023, (10): 72- 76.

[4] Tang Difei, Shen Wan, Lu Weiyan. Application of the law of attraction in TV variety shows - Taking Hunan Satellite TV's "Sound into the Heart" as an example Example [J]. Media, 2019, (16): 59-61.

[5] Yan Min, Wang Donglian. Analysis of the innovation path of music variety shows - Taking "Sound into the Heart" as an example [J]. Publication Wide Angle, 2019, (04): 77-79.

[6] Chen Miao, Wang Haicheng. Domestic Bel Canto from the perspective of audience cognition Analysis of reality show-like programs - taking "Sound into the Heart" as an example [J]. Contemporary Television, 2019, (08): 17-19+60.

[7] Fan Chunyan, Duan Kaiwen. Building a cultural channel between "elegance" and "vulgarity" - Analysis of the communication narrative strategy of Hunan Satellite TV's "Sound into the Heart" musical [J]. Drama Literature, 2019, (04): 133- 138.

[8] Guo Xiaozhen. Research on media dependence of audiences on social short video platforms [J]. Media, 2019, (01): 54-57.

[9] Zhang Hui. Problems and Boundaries: Thoughts on Uses and Gratifications Theory [J]. Contemporary Communication, 2019, (06): 47-50.

[10] Journal "Young Journalists", 2021 Issue 009

[11] Journal "Television Technology", Issue 004, 2021

[12] Journal "Audio-Visual", Issue 007, 2019

[13] Economic papers, specifically from the E-book Alliance website