

Analysis of the Impact of “Fandom Culture” on the Global Entertainment Industry.

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Abstract. Nowadays, in the era of highly developed Internet, a kind of fan circle culture has gradually emerged, which is spreading more and more widely, and will also bring more influence on the new entertainment industry. Fandom economy appears with the development of the idol industry. In view of the rise of fandom culture around the world, this paper analyzes its impact on the global entertainment industry. Fandom culture should have both positive and negative effects on the entertainment industry. On the one hand, these impacts can drive the development of the entire industry and promote the development of economy. On the other hand, it also brings some potential problems. What are the reasons behind these positive and negative effects? How should we view these influences? The main source of these influences is the inseparable and mutually influential relationship between fans and idols. The importance of idols to fans will gradually lead to extreme effects, and the necessity of fans to idols is the same. Once an extreme situation occurs, it will bring unimaginable consequences. Therefore, the relationship between fans and idols is not only related to the emotional value of both sides, but also to the entire entertainment industry.

Keywords: Fandom economy; Internet communication; Idol influence; Capital push; Fan group.

1. Introduction

Fan circle is the abbreviation of a group of fans. Specifically, the fans of a star form a group together, which is a fan circle. With the development of the Internet, fans gather online and offline to express their pursuit of idols through different ways. Fandom culture is a cultural form in which fans spontaneously promote and cheer for their idols. Fans will invest a lot of time and money to seek benefits for their idols. In recent years, fans have become more and more extreme and crazy. The influence of fandom culture is also growing, and many people have a certain understanding of this fandom have some curiosity about it. Idol is a part of the entertainment industry, so fandom culture has a certain impact on the global entertainment industry to a certain extent.

This study will discuss the impact of fandom culture on the global entertainment industry, whether the disadvantages outweigh the advantages, or the advantages outweigh the disadvantages, so as not to treat fandom culture rationally, and how to treat the entertainment industry rationally. This article will use three methods: review research, case analysis and comparative analysis to analyze the fandom culture. At the same time, this paper will first discuss the positive impact of fandom culture on the entertainment industry, then discuss the negative impact of fandom culture on the entertainment industry, and finally make a summary.

2. Fandom Culture

2.1. Definition and Characteristics of Fandom Culture

The particularity of fandom culture leads to the interaction of fandom culture. From the establishment of group consciousness to the construction of "imaginary community" in the interaction and communication of members. A series of ritualized interaction behaviors of fandom groups A new popular culture, fandom culture, is derived from it [1].

2.2. The Global of Fandom Culture

The development of fandom culture is partly due to the support of the Internet. Fans from all over the world are connected through the Internet, thus forming a larger fan circle on the Internet. Therefore, the Internet has also become an active base for fandom culture. Fans can get the latest information about idols from different countries through the Internet. At the same time, you can also learn about the itinerary of idols in different countries at different times.

3. The Formation and Influencing Factors of Fandom Culture

A large part of the reason for the formation of fandom culture comes from the excessive fanaticism of fans for idols. Fans are willing to spend more time, more energy to pursue their idols, more time to communicate with people with similar hobbies, and to promote their idols. They can't get any reward from it, but it satisfies their emotional value, so the formation of fandom culture is largely due to the love of fans. Influential factors in fandom culture can be divided into fans, idols, the Internet and capital. Fandom culture mostly develops around idols, while the Internet accelerates its spread. Fans are the main audience of fandom culture, and capital is behind it. The virtual interaction between stars and fans on the network media platform also gives fans. With psychological hints, fans are placed in the fantasy of "virtual" reality [2].

3.1. The Rise of The Social Media

In recent years, social media has been constantly developing. The development of the network has created the convenience of information dissemination and sharing. Fandom culture is also becoming more and more well-known, popular and developed. For example, Weibo, the social media that many people are using nowadays. Weibo is a large social media platform. Many idol stars have registered their accounts on Weibo. Most of them are active on Weibo, posting their daily life, selfies, and works from time to time. Fans can get information at the first time and cheer for their idols. Fans will also organize many offline activities on Weibo to facilitate collective support. Therefore, this platform has promoted the growth of fandom culture to a certain extent.

3.2. Fan Participation and Identity

Fans play a very important role in fandom culture. Fans can create fandom culture, can spread fandom culture, but also its audience. In fandom culture, fans can act as the main role to lead other fans to support their favorite idols. For example, fans can organize fan clubs. The fan club can support the idol's journey and work. The existence of the fan club also guides other fans who have just fallen in love with these idols, making the fan community organized. At the same time, their existence can prove whether their favorite idols have popularity and traffic. In fandom culture, whether an idol has commercial value or not, a large part of the reason comes from whether it has popularity and traffic, which is mostly based on the reaction of fans. For example, how many fans come to an idol's concert? In the fan club, fans can communicate with people who have the same interests and hobbies and get a lot of recognition from them. When fans pursue the image they love and get the recognition of others, they will get happiness, which is the emotional value they get from loving an idol. The reason why a large number of fans can keep loving an idol for a long time is that they can constantly get emotional value from loving the idol, so that they can keep in good condition in their real life.

3.3. The Business Model of The Entertainment Industry

In response to the growing fandom culture and the endless emergence of idols, the business model of the entertainment industry has also been updated. The new entertainment industry has learned how to use the appeal of idols to fans to expand its business planning. Everyone is familiar with the spokesperson of the brand. If a brand wants to make enough commercial profits, it needs to find a brand spokesperson to publicize. This kind of propaganda is different from the traditional propaganda marketing. The power of idols to fans is very attraction of idols is also very powerful. Consumer

psychology is elusive, it is difficult to attract consumers through language description, or the expression of pictures, to buy a commodity, but the guidance of idols is totally different. Many fans will buy a product for their will make positive comments on the product because their idols are the spokespersons of the product, regardless of the quality of the product. At the same time, the fan club will also organize a group of fans to make intensive consumption of the product. This is the commodity value that an idol can bring to the entertainment industry. It is also a business model commonly used in the entertainment industry.

4. The Role of Fan Circle Culture in Promoting The Global Entertainment Industry

Fandom culture has brought many positive effects to the entertainment industry. The emergence of fandom gives more power to fans. For the entertainment industry, fans are not only consumers, but also power holders in a sense. As the largest audience of the entertainment industry, fans will determine the development of the entertainment industry to a certain extent. As a commodity in the entertainment industry, idols will get more opportunities because of the pursuit and support of fans, so as to have a better development. At the same time, fans will unconditionally stand on the side of their idols, and they will fully support their idols, forming a kind of group polarization [3]. Fandom is an internally homogeneous group. With the support of fandom, fans can feel a strong sense of belonging and gradually enhance their love and pursuit of idols. The pan-entertainment industry has developed rapidly in China. From the point of view of scale, industrialization and integration of the exhibition, it has initially formed. It has become a pan-entertainment ecosystem with a certain [4]. The development of the entertainment industry also means that the entertainment industry will follow up the selection of idols more and more. The entertainment industry needs to choose suitable idols to gain benefits. And the reaction of fans, that is, consumers, can help the entertainment industry to select idols as soon as possible. The entertainment industry will try its best to select excellent idols according to the preferences of its audience, so as to make profits. To put it simply, the development of fandom culture has become a catalyst for the entertainment industry and the speed of idol selection. When star artists begin to become public figures and have a wide impact, and it also has the function of "enlightenment"[5]. Many fans in fandom culture will buy similar products endorsed by an idol because of their belief or love for him, so the entertainment industry can make profits from [6].

5. The Challenge and Controversy of Fandom Culture

5.1. Privacy and Disinformation Issues

Everything has its two sides. As fandom culture grows stronger and stronger, there are more and more challenges and controversies along with fandom fanaticism of fandom culture is beyond our imagination, so in the process of fandom culture, there will be many problems caused by fanaticism of fans. Fans' passion for their idols may have reached an unimaginable level. They will even follow their idols. Some fans even follow their idols all the way to their private residences. These behaviors are very crazy, and bring great trouble to the idol, so that the idol has no privacy life at fans are very resistant to such behavior, but due to the indoctrination of fandom culture, the enthusiasm of fans is getting higher and higher. At the same time, there are some young fans in the audience of many idols, most of whom have little experience and no strong consciousness. It is not a good thing for young fans to be exposed to the Internet too early. To engage in supporting their idols, many young fans willingly spend money online. However, due to their youth and sometimes limited judgment abilities, these young fans are vulnerable to online scams orchestrated by unscrupulous individuals. These malicious actors disseminate false information on the internet to manipulate and deceive these passionate young fans. The fervor and devotion exhibited by these young fans towards their idols can sometimes cloud their judgment and render them susceptible to fraud, especially when they lack a strong sense of caution and vigilance.

5.2. Health Effects on Fans

Is fandom culture not good for teenagers? Many negative effects have been avoided. Not only a waste of young people's time and essence. Force, fall into the information cocoon room to delay learning, and spend money to hit the list, for the supporting fans, it is difficult to extricate themselves from the quagmire, which affects the perfection and growth of correct [7]. Early exposure to the Internet and fandom culture will have a great impact on the mental health of young fans. Some fans who are too crazy on the Internet will make some very extreme remarks, which become a kind of guidance in the eyes of young fans. It will cause great psychological trauma to them and affect their mental development. At the same time, blindly following some idols will also affect their health. Some idols diet for a long time in order to keep fit. Its part of idols' job to control their diet to achieve good screen effect, but for ordinary people, as well as some young fans, long-term diet will lead to their stunted development and cause great harm to their bodies. Such physical injuries will accompany them for a lifetime. Therefore, the blind following of fans will also have a great negative impact.

5.3. Commercialization of Industry and Fan Boycott

Commercialization of the entertainment industry is an inexorable trajectory. This is primarily because the driving force behind the entertainment industry ultimately hinges on capital. Devoid of financial backing, idols would not garner the requisite exposure on a global scale. Consequently, the absence of this exposure would preclude the cultivation of fan bases and the emergence of fandom culture. Capital investment, in essence, seeks profitability and just rewards from the idol as a commodity. Thus, commercialization is an unavoidable trend bound to manifest within this industry. Nowadays, more and more idols are the spokespersons of commodities, as well as some live sales and other operations. The ultimate goal is to make profits for the brand. Fans are a pawn in the deal. But the reality is that fans are willing to become pawns for their idols, and they are willing to undertake such a deal. This is also a great feature of fandom culture, which is the willingness of most fans. So why is there a boycott? The theory of resistance was originally part of political theory. It first came from the resistance to the authority of the Catholic Church in the Protestant Reformation in Europe. This opened the "right to boycott" precedent. In fact, boycott is a kind of opposition tendency and attitude in a broad sense. Resistance actually refers to the strategy of the weak in daily life [8]. Fans have no room for resistance in front of capital. But some fans will be dissatisfied because of their concern for their idols and their consumer psychology. When many fans realize that this is happening, they will issue a boycott. The boycott of fans is mostly a kind of rights protection. It can be for the sake of their idols, or it can be to meet their needs as consumers. The boycott of one or two fans is not a threat, but if a large group of fans come out to boycott, then the capital must also make some boycott of one or two fans is not a threat, but if a large group of fans come out to boycott, then the capital must respond accordingly.

6. Suggestions on the Benign Development of Fandom Culture

First of all, the development of fandom culture is inseparable from the joint efforts of idols and fans. I think fans should have good social awareness and the ability to judge right and wrong before they pursue their idols. It should not be blindly guided and should not be casually controlled by some false information on the Internet. The love of idols can be understood by the public, but also can get a lot of emotional value and happiness from it. But this should not become a burden in your life, it should not let you have other bad emotions, and if once in the process of pursuing their favorite idols, there are such negative emotions, then should stop in time. As an idol, as a public figure, idols should be aware of how influential they are. Idols should regulate their words and deeds and set a positive example for their fans. At the same time, we should gradually guide our fans to become a perfect and excellent person, instead of indulging the crazy behavior of our fans.

Besides, for the entertainment industry, idols are a very important guide. But with the passage of time, the heat of an idol will eventually disappear, so the entertainment industry should seize the

existing opportunities for large-scale talent shows. At the same time, some talent shows can be launched to attract the attention of fans in advance. A variety show of idol cultivation It is characterized by accompanying the audience to grow up, watching the program, voting for the trainees, In the process of networking and interacting with the program, they all put their true feelings into it. At the same time, through the section the audience's attention and mood are natural with the warm music and gorgeous dancing beauty of the group. However, they are guided by the program and get a sense of participation on the spot [9]. For example, there was a very popular talent show in the Chinese market. Some male idols were selected in this talent show. These male idols are born through the votes of fans, that is, the audience. Because they are the choice of the audience, they have brought a lot of heat since their debut. This also provides a new batch of productivity for the entertainment industry. Therefore, the entertainment industry should seize this opportunity to carry out more talent shows to select new idols and new forces.

7. Conclusion

From this, the study shows that fandom culture has both advantages and disadvantages in its impact. The key lies in the particularity of this culture, which is expected to be extreme. For the Chinese idol system, the star-making industry borrowed from the Japanese and Korean entertainment circles over the years has indeed brought unlimited prosperity to the "star economy". Looking back at any time in history, the development of state-owned "idols" has never been as prosperous as it is [10]. Therefore, it is obvious that fandom culture brings greater benefits to the entertainment industry. The entertainment industry is not so much a cultural industry as a financial derivative industry. Most of the right to speak is in the hands of investors, that is, the so-called capital, what they pursue is not necessarily artistic creation, but absolutely interests. In this entertainment industry, the greatest value of an idol seems to be the benefits he can create, and the source of these benefits is partly the morbidity and extreme of fandom culture. Fan circles encourage fans to continue to consume, which achieves the original purpose of the entertainment industry. The persona installed by capital for idols will create risks to a certain extent. It will make it easy for fans to leave the fan base, but such risks can be exchanged for great benefits. It seems that the entertainment industry has served its purpose, but it just needs to take some risks. For ordinary people like us. Fandom culture is indeed a very new thing. At the same time, it is very widely circulated, so in this Internet age, we have to receive such information. I think we should maintain a rational attitude to look at such a culture. We have to accept its existence, but we can't get caught up in it. Fandom culture represents the cultural diversity of modern society and the development of the Internet from some angles, but it also has some drawbacks. But as long as we keep a good attitude, we will not be greatly affected.

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