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DIVERSIFYING VARIETY PROGRAMMING: SHAPING CULTURAL DIALOGUE

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Abstract: In the era of fusion media, traditional media is undergoing disintegration, prompting variety shows to adapt to the evolving landscape. Concurrently, the emergence of new media platforms like TikTok, RED, and Kwai has drawn a massive and engaged audience. These platforms offer real-time interaction, spatial-temporal information dissemination, captivating content, and data-driven insights into audience interests. To thrive in this dynamic digital landscape, integrated media must diversify its offerings. Adapting technologically and innovating creatively are essential for success in a highly competitive digital media environment. This study explores the imperative of diversity and innovation in the integrated media sphere, addressing the need to break through technological barriers and elevate content creation to stand out in the digital media landscape.

Keywords: fusion media, traditional media, variety shows, new media platforms, content creation.

Introduction

The advent of the era of fusion media has accelerated the disintegration and decline of traditional media. In order to comply with the trend of the times, variety shows have an urgent need to make corresponding adjustments and changes. Secondly, the successive launches and explosion of new media platforms such as Tik Tok, RED, and Kwai have attracted a large audience. The latter can not only realize the information dissemination across time and space, the immediacy of real-time interaction, and the fun of the content, but also, through the number of clicks and big data, accurately capture the interests of the audience, so that people cannot stop and are called "on the head". This also necessitates that diversity be displayed in the field of integrated media, in order to stand out in the numerous digital media platforms, not only to achieve the technical means of breaking through the wall, but also to make some "hard work" in the creative approach and content creation.

1. Looking at the popular domestic variety shows in 2022, it is not difficult to find the following outstanding features

2.1. Novelty of subject matter and variety of genres

Cultural programs continue to make efforts to help carry forward the outstanding traditional Chinese culture; music and dance variety shows go hand in hand, full steam ahead; marriage and love variety shows followed by not being willing to show weakness, "slow variety," to stand out, become the "fashionable favorite" of the variety arts track.

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2.2. Large audience

Variety programs no longer take the audience of a particular field as a fixed target of communication because of the universality and fun of their program content, both young and old, making them easy to accept by viewers of all ages.

2.3. The creative process is full of tricks

As far as cultural programs are concerned, "Poetry and Painting China" adopts a new style of poetry and painting, where poetry is no longer an obscure, hard, and cold symbol, and through the reproduction of paintings and drawings, the soul of the poem and the poet's emotion jump out onto the paper and come to life. At the same time, the program also incorporates a variety of artistic expression: song, dance, drama, opera, etc., sent in the voice, poetry, and painting. Not only did the program create a powerful audio-visual feast, leaving the audience wanting more and more, but it also potentially allowed the audience to view classical poetry with a new vision and appreciate the charm of poetry.

2.4. Technological tools to keep up with the times

For example, "Vowel Adventure", a virtual reality game reality show produced by iQIYI, uses technology as the driving force for innovation, supplemented by the technological concept of "metauniverse". Reality and the virtual world are fused, and the viewing experience is excellent, so that the audience can also realize a full range of immersive interaction online without leaving home.

3. Popular variety shows that have climbed in popularity in recent years

3.1. Cultural variety shows keep the right and innovate, highlighting the beauty and charm of China's outstanding traditional culture

In recent years, cultural variety shows have actively responded to the requirements of the times, highlighting the characteristics of the times, carefully speculating on the forms of communication and program content that are pleasing to the public and easy to accept, digging into the value and connotation of traditional culture both vertically and horizontally, meeting and leading the public's cultural needs and aesthetic orientation, and consciously taking on the important task of cultural dissemination. Established on the foundation of the original invention of the freedom to innovate, cultural diversity arts truly achieve a sense of "catching up with the times" by fusing a wide range of artistic mediums and integrating a multitude of cutting-edge digital technologies. As a result, a series of unique classics such as "China in the Canon", "National Treasure", "New, the Forbidden City", "Dancing for the Millennium", "Wonderful Ink of China", "Poetry and Painting of China", "Chinese Poetry Conference", "Chinese Geographical Names Conference," and so on have emerged. With traditional culture as the kernel, these programs use canonical books, treasured cultural relics, the history and culture of the Forbidden City, the art of dance, calligraphy, poetry, and geography as the carriers and present the 5,000 years of accumulated history and culture of China in a deep, multi-dimensional, and all-round way. The majestic beauty of the mountains and rivers, the sublime spirit of the characters, and the magnificent soul of the nation are like a magnificent scroll slowly unfolding through the millennium. Cultural variety shows grew in popularity as a result of the emergence and popularity of these programs, and the variety show flourished.

Furthermore, the artistic expression method reflects the diversity of cultures; pay attention to the way in which contemporary aesthetic qualities are combined with an active exploration of various art categories and an organic integration of the expression method to meet the diverse aesthetic needs of the audience and fully release the

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charm of traditional culture; additionally, through the use of modern technology and trendy elements, a space for aesthetic dialogue between ancient and modern art is created, traditional culture's attractiveness and infectiousness are enhanced, and heavy historical and cultural themes are modernized and expressed in a youthful manner. ^[1] Relying on the texts of canonical books, China in Canonical Books sifts out outstanding traditional cultural works that are worthy of reference and propagation and creates IP masterpieces that are famous at home and abroad and have been passed down as classics. The drama and film presentation throughout the program organically connects the storylines in the canon, like page after page of gorgeous poetry, making it a page-turner that you can't get enough of and a memorable experience. At the same time, the program also set up "historical space" and "real space," two major stage divisions, combined with the ring screen projection, real-time tracking, AR, and other stage technology, so that the audience seems to be in the historical flood and ancient and modern scholars and scholars look at each other in space. Bilibili and Henan TV collaborated to create the "Dance Millennium," abandoning the previous "competition + promotion" showmanship mode and introducing a new approach to the art of dance dramatization, storytelling, dancers knitted brows and smiles, dancing between, with the body language of the classical Chinese flavor of the silent narrative; the comprehensive use of 3D, 5G, and AR technologies creates a wonderful experience of "dance in the drama, dance in the drama."

3.2. Workplace Observation Variety Show: Enhancing Workplace Identity, Highlighting Humanistic Care and Workplace Emotions

As the scale of college graduates continues to go up, the double pressure due to the epidemic superimposed on the employment situation is becoming increasingly severe; at the same time, the Internet era of digital economic development continues to give rise to the emergence of new industries. For the current generation of young people, it can be said that the opportunities and challenges exist side by side. In recent years, workplace variety shows based on reality, a change in the norm from focusing on practicality and skills of the 1.0 era, layer by layer progressive to the workplace real reproduction, strengthening the sense of professional identity and self-worth confirmation of the 2.0 and 3.0 eras.

The traditional media era of hot job market variety shows "Career to Career" and "Not Yours" aims to establish a healthy and positive outlook on job hunting as the main tone, through the fierce competition of the interview session, to give employment guidance and the future direction of employment. The shortcoming is that in the 1.0 era of workplace variety shows, the elite perspective is too thick, job seekers are in a passive position to be selected and scrutinized, subjective initiative has been greatly weakened, and the audience is isolated outside the program field. The sense of participation and the topic of great discounts now seem to be a little thin and hard. To maintain the workplace's cutting-edge topic sensitivity, "reality TV + observation" of a new model, a stronger sense of narrative, audience participation in more depth, and emotional resonance at more of the same frequency in all kinds of variety shows in a distinctive, sharp way are all used in the 2.0, 3.0 era of workplace observation variety shows. The successive productions of "A Heartwarming Offer", "Anchor for All Girls", "We at the Beginning of the Career World", "Shiny You," and "Me and My Broker" not only radiate the traditional industries such as doctors, lawyers, forensic pathologists, and corporate employees but also cover emerging career groups such as anchors and brokers, with a wealth of occupationally referable samples; Secondly, through the lens language expression of studio documentary images, the detailed work content of interns in different fields and industries, the blows and frustrations of real-life dilemmas, and the sudden bottlenecks in personal capabilities

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are truly restored, so that the audience in front of the screen can empathize with the situation, produce spiritual resonance, and gather a sense of vocational identity in the whole society. It is worth mentioning that the program's guests' companionable observation of the growth of newcomers in the workplace provides a kind of guidance and interpretation that is difficult to have in the workplace, which to a certain extent makes up for the audience's emotional deficit. The common cultural cognition constructed by workplace observation variety shows helps viewers quickly "integrate" into the program's context and generate understanding and recognition, which becomes an important trigger for viewers to continue to follow the program, and the output of these communication effects also enhances the program's emotional depth and value thickness. ^[2] The humanistic concern and emotional color of workplace observation variety shows have alleviated and dispelled the anxiety and fear of fresh graduates and young people who are about to enter the workplace to a certain extent. While stress is inevitable, warm moments are everywhere.

3.3. "Slow Variety" Abandons Traditional Variety Scripting, Returns to True Life

If "picking chrysanthemums under the east hedge, leisurely seeing the south mountain" is Tao Yuanming's ideal state of life, then detaining the water and inviting the moon, knocking on the tile to listen to the rain, and the sound of the aftermath around the beams of the painting are modern people's temporary escape from the hustle and bustle of the world, "the peach blossom garden". In recent years, the realism style of life variety shows has been prevalent, actively developing the mass line, insisting on coming from the masses, thinking about what the masses think, and launching "slow variety shows" to heal the fatigue and pressure brought by urban life.

In sharp contrast to previous life variety shows, "slow variety" broke free from the shackles of traditional variety scripted, reality show "show" components were significantly reduced, and "people" and "real" were pushed to the main position. The "real" is pushed to the main position. The development of the story and the emotional flow of the characters are not carefully planned; let the natural growth, the less intentional "sense of existence", and the real life of the same lineage achieve seamless integration. Wanderlust is based on the principle of "no rules, no purpose, no task", with no sudden dramatic conflicts and no aesthetically exhausting, task-heavy gameplay. The guests of the program, in a state of extreme relaxation, embarked on a journey, as you wish, wantonly dashing, so that the audience in front of the screen could not help but envy: "Life is not only in front of you; there are also poems and faraway places". Not coincidentally, CCTV's heartfelt "Hello Life" lays out its storyline in plain, detailed strokes. The guests of the program shed their hosts, stars, and other auras, felt the local customs in the countryside and mountains, and appreciated life in long talks, "the earth's smoke and fire, the most appeasement of the hearts of mortals", to give the audience philosophical enlightenment. At the same time, the implantation of traditional culture and the rendering of the spirit of "recluse" also make the "slow variety show" realize the fantastic linkage between the sense of historical gravity and the modern new wave of ideas. For example, the "slow variety" program "Dear Inn" chose Lugu Lake as the filming location. The beautiful Lugu Lake, the blue water and sky, the beautiful scenery of the lake, and the mountains are breathtaking. The inn is located on a small island; you need to take a boat in and out. Such a special geographic location creates a "paradise-like ideal situation, to a certain extent, to meet the "slow life" of people's imagination. ^[3] The narrative theme of "The Desired Life" is to return to the countryside and self-reliance, allowing viewers to experience a "paradise life" away from the city. The six seasons of the program were filmed all over China, leading viewers to appreciate the rural culture of different regions. ^[4] The emergence of "slow variety art" has pressed the pause button for the fast-

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paced society, and the return to simplicity of planting beans in the southern mountains and hoeing with the moon, and the aesthetics of "once upon a time, the carriage was very slow, the letters were far away, and a lifetime was only enough to love one person" reflect the desire of contemporary young people to return to the nature and the true vision of life. The beauty of "Once upon a time, the carriage was very slow, the letters were very far away, and there was only enough love for one person in one's life" reflects the desire of contemporary young people to return to nature and the true life.

4. The Impact of Variety Program Diversity on Cultural Communication

4.1. Cultural enrichment and promotion of multicultural integration

Variety shows give traditional culture contemporary features, dig deep into the value orientation and aesthetic spirit in line with contemporary popular culture and aesthetics, and all kinds of cultural genres and art forms of different schools and styles compete on the same stage in a brilliant manner, staging one cultural feast after another. Traditional culture is new with the transformation of the diversity of variety shows and will never cease to exist. Various types of culture have formed a fusion situation in which you have me and I have you, enriching the cultural connotation and promoting the fusion of multiple cultures.

4.2. Updating of technical means to improve the efficiency of cultural dissemination

AR, XR, CG, naked-eye 3D, holograms, and other high-tech means of the introduction of variety shows also have cinema blockbuster-level special effects and visual effects; the audience does not have to go to the cinema, but they also experience a visual, audible, and sensory dream space in the variety show, provoking the audience to want to find out what they desire. At the same time, variety shows use the short video platform with a huge audience base for publicity and promotion, which broadens the channels of cultural dissemination and improves the efficiency of cultural dissemination.

4.3. Reinventing audience awareness to promote effective cultural transmission

Variety shows adhere to the people-centered creative orientation, breaking the audience's stereotypes and inherent bias towards niche cultures through ideological flow, boutique texture, and mainstream expression, and smoothing the path of cultural dissemination. At the same time, the program combines the discussion of hot social topics to arouse the public's concern and reflection on the reality of society, realizing the output and guidance of positive values, and showing the positive attitude of life.

5. Conclusions

Looking at the history of the development of variety shows in recent years, it has gradually achieved a leap in diversity, abundance, and popularization in the course of prudent advancement, righteousness, and innovation. Variety shows rely on the transformation and upgrading of traditional culture; all kinds of cultural trends are integrated through the variety show stage interpretation of their own vitality and sense of the times. The two complement each other, forming a virtuous circle. The future development and creation of variety shows should adhere to the people-centered approach, taking into account living, civilian, and philosophical thinking on the basis of fun, not only with cultural thickness and artistic height but also with the temperature of the times. Even if the wheel of history never stops, variety shows can endure and shine through the long years.

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