

The Vertical Operation Strategy of Variety Shows under New Media Communication

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Abstract: With the rapid growth of variety shows in recent years, various types of variety shows are in fierce competition. Young users gather under the background of Generation Z, and explore the vertical variety shows operation strategy through media integration and multi-angle communication through new media communication Bi li bi li for positions such as operating systems, through the variety shows the cultural value of transmission, provide new public domain propagation environment for variety shows, from content innovation, create culture mainstream variety show, the output quality of work, the cultural entertainment in order to meet user needs, the new media operation strategy is discussed under vertical segmentation analysis.

1. Introduction

At present, with the emergence of new media, Micro-blog station douban bi li bi li and so on the emergence of transmission form, marked the new media has gradually integrated into the variety shows the spread of diverse form, requirements to obtain the content of the variety show in ascension, new media, play out vast amounts of energy in the whole operation strategy Discuss the vertical operation logic and operation countermeasures of variety shows in the context of new media communication. In the era of integrated media, how to accurately position and better create greater value of the show is a hot topic discussed in the operation of variety shows at present.

2. The Vertical Operation Characteristics of Variety Shows under the New Media Communication

Although the current domestic variety show rising number in related operations research, vertical type variety, but the current still belongs to a relatively new field, thus to vertical type variety shows as the research object, study of operation strategy under the new media, to complement the blank of current theory, providing a new perspective for the development of variety show Starting with the characteristics of vertical operation of variety shows under new media communication, the paper analyzes the communication elements of variety shows in innovation and promotion under new media communication.

3. The Communication Field of Variety Shows Keeps Expanding

Under the new media communication, the number of Internet users is increasing, and the breadth and depth of variety show communication is expanding. Regardless of time and space, they can watch programs on the spot at any time to understand the program information. Operating under the new media space building with 5 g era of Internet, social media and multimedia tools as the main elements, in the highly interactive new media platform, to share the user view of variety shows and real-time feedback, greatly to expand the field of program transmission operation has laid a solid foundation for the construction of variety show.

3.1 The Communication Mode of Variety Shows is Constantly Updated

New media communication, with its strong interactivity, convenient communication and wide radiation range, can attract a large number of users to participate in a short period of time, making

the dissemination of variety shows more convenient, and the dissemination mode is constantly updated and developed. Micro-blog, wechat, Douyin, douban, and Video account have gradually become the favorites of communication. The program content communication is efficient and fast, and real-time interaction with users in a more intuitive and easy to accept mode can achieve the purpose of program operation and communication. Variety shows under the new media also show the trend of public opinion. Guided by operation, they influence the trend of public opinion and guide users to develop correct values with the content of variety shows.

3.2 Variety Show Communication Content Fragmentation Development

Variety show delivering content through the short video form, such as Micro-blog, WeChat, trill rapid development platform, set off topic, with the characteristic of the “short, flat, fast”, secondary spread in social media, new media, the user acceptance of variety shows the development of fragmentation, the content structure of short and exquisite, suitable for Micro-blog, trill, the little red book in areas such as setting communication topic, With its unique rules of artistic language, it can increase users' reading and memory psychology, promote the content communication of variety shows by dynamic communication, and achieve the purpose of program operation.

4. The Vertical Operation Logic of Variety Shows under the New Media Communication

4.1 Integration and Upgrading of n Generation and Derivative Programs

Kind of variety show, the current reasoning variety heat rising sharply, vertical segmentation, from the “big star detective, independent derivatives are derived from the” big chamber of escape “programs” detective school in the fourth quarter, the chamber of secrets big escape great god edition rushed out of the encirclement, through narrative way, immersive experience of show to the audience, industry integration, realize all-round linkage. Break the existing thinking mode, update the creative thinking, strengthen the ability of independent innovation, innovation practice in essence.

The guests of the two programs are the same, the program type is the same, the broadcast time is the same, through high IQ, high eq, suspense exploration to attract the audience's interest. In the form of microblog operation, real-time information interaction can be realized, new news can be accepted and released anytime and anywhere, and information can be spread through real-time hot search and specific topics.

Mango TV has gained recognition from the market capital from the content dimension through the model of self-produced variety shows + full-platform promotion and introduction of SATELLITE TV resources. Under the new media operation model, the comprehensive N generation and derivative programs are integrated and upgraded to maintain the popularity of the program. Take advantage of mango TV platform to create value. With the mode of high education and high IQ, the show shows the superhuman wisdom, and leads the audience to start the game journey with logical thinking through competition and decryption. Each program has a fixed theme, such as “Top Secret Hospital” patriotic theme “compound no plan to stay in spring, beyond the worry”, “I wish my beloved youth, born in youth, die in youth” the idea is very profound.

In the new media dissemination to attract users with “human design”. “Detective school show success mold high IQ, high level of appearance, young strong sense of quality people, attracted a large number of cohesive user, under the members only can watch broadcast form, still has become one of the derivatives of the more successful programs, programs with cargo capacity significantly, and become” happy camp “, “day day up”, only a mango “all year round.

4.2 Focus on Aesthetic Purport with Upward Value Guidance

In the summer vacation, the blockbuster program “The Brother who Cut through The Thorns” was launched, contrary to the traditional competitive performance program focusing on the positioning of competition, but focused on shaping the group image of men, shaping the process of male search, self-recovery and self-awakening. The core of the show has changed to “I want to

wake up” instead of “I want to break through.” The show focuses on activating the guest's teenage state and convincing them that “he can and will fight again.”

In the selection of contestants, there are more than 30 brothers including singers, dancers, actors, musicians, etc., aged from 60 to 90; In the stage setting, the steel frame structure and the bridle path are widely used, and the secondary stage of the derrick device and the main stage composed of several groups of lifting platform are designed. In the part of reality show, the production team designed different games, and through the games, to show the different aspects of contestants -- personal imagination, care for different people, and their own life experience; In post production, rather than deliberately creating conflict or focusing on age and experience, the production team amplifies funny scenes in which the “brothers” get along.

4.3 Vertical Segmentation and Precise Positioning to Improve User Engagement

Through vertical segmentation, users' preferences are grasped, content creation and value guidance are carried out for programs, and connections with audiences are emphasized. Interaction and stickiness between users and programs are increased through microblog operation. Improve the frequency of interaction, reply to users' messages, understand the audience's interest points through chaohua, douban, comments on the site, danmaku, etc., and timely adjust the program, so as to increase the audience rating of the program and increase the topic and popularity.

Obtain the audience's feedback on the program on Weibo, douban and the website in a timely manner, feedback the positive and negative news to the program team, adjust the program content in real time to meet the needs of the audience. Realize real-time interaction with audience through new media communication, build multi-distance media communication matrix, and shape the image of variety shows.

5. Countermeasures for Vertical Operation of Variety Shows under New Media Communication

5.1 Take Users as the Starting Point in Application Mode

In terms of content operation and program promotion, we should raise standards and not go pan-entertainment. We should take the era + culture + value, integrate development with main melody, and lead mainstream values by means of new media communication. First of all, it is reflected in the idea motif. For example, “Brother who Breaks through Obstacles”, a variety show of “30+ male artist talent show”, became popular after the popularity of “Sister who braves the wind and waves”, “Brother” became popular as soon as it was launched and frequently hit the hot search. Including stage competition, reality show, shared living, interview performance, on-site viewing comments, outdoor game competition, etc., rich content, diverse scenes. In terms of content innovation and value guidance, they have caused a lot of discussions on Micro-blog, douban and the website. The rules of each program are different, so as to keep the popularity of the program and the freshness of users. With users as the starting point, every program will be broadcast and the operation will make program feedback report according to the audience feedback, timely adjust the program situation, dig into the content and form that users like, and meet the needs of the audience under feasibility.

There is meaning behind the casting of the elder brothers, which brings the audience back to their youth for a second. Each topic can directly catch the user's eye, causing a lot of discussion, the performance form is full of creativity, with high-quality content to bring the audience a better experience of variety. With precise positioning and vertical segmentation, users create their favorite programs with multiple modes of traffic + content + interaction.

5.2 Highlight the Highlights of the Program with Explosive Topics

Compared with traditional operation mode, new media operation is more convenient for users to spread again and achieve the purpose of triggering topic points. Planning during the outbreak of “good friends, please listen to the” program, through the interactive sound for the whole process of

the melancholy of the people, show guests to accept from different audiences about intergenerational relationship, marriage, career dreams of emotions questions from multiple dimensions, and give them by voice accompanies with advice, and every audience in front of the screen can be a variety of life from these stories, Find your shadow and the answer in your heart.

Program operation on the project plan in the second quarter, the first analyse the program in the first quarter of the original audience most looking forward to link, the audience most looking forward to the guest, activity plan and derivative shows, for the second quarter shows the content of the overall layout planning, member derivative program planning, customized special, member interaction mechanics and advice to the second quarter. By preheating the program, creating topic points for the broadcast of the feature film, and by isolating people at home during the epidemic, accurately positioning users to launch the radio program, stimulating the audience's empathy experience with narrative, obtaining the identity of the program and highlighting the highlights of the program.

5.3 The Program Form is Suitable for Young People to Show Mango Guidance

In the context of integrated media, Mango TV's variety shows tend to be younger. No matter the flagship shows Happy Camp, Day Day Up, or the popular star Detective, Escape Room and Listen to My Friends, all of them are mainly targeted at young people. In the new media communication environment, in order to grasp the future trend, the program must bring forth the new, attract a large proportion of young users in the fast-paced life, and guide the mainstream values, which is the problem that the current variety shows need to think about. Young people's demand as the inner driving force, fit young people show form, mango, demonstrates the unique guide force, from the depth and thickness of the content, struck a chord with the audience, the program showed the young vitality, enhance the value of transmission benefit from the new media point of view, implementation of yourself as a mainstream media's social responsibility and bear.

6. Conclusion:

New media communication has greatly changed the operation mode of variety shows, and the transformation of science and technology has brought about earth-shaking changes in communication strategies. New media, has a large amount of information, open, how far is the yuan, personalized features, for each big platform variety show, is a kind of eye enough to attract users, and facilitate the spread of popular way, through the variety shows vertical class operation strategy under the new media, logic, countermeasure analysis shows that the characteristics of a variety show should make full use of the advantage of new media, To improve the operation and communication effect of variety shows to meet the popular and personalized needs of users, the operation strategy will also be interpreted and innovated with the continuous development of new media technology.

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