

# Deconstruction and Construction: Strategy of Spreading Talk Show

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**Abstract:** *Introduced from the West, talk show has gradually been localized in China, embodying its own innovative characteristics in many aspects. The ROCK&ROAST combines the talk show with the variety show of the new era, deconstructs the traditional talk show mode, and the competition system of “everyone can speak 5-minute talk show” is creatively proposed; Combining various new interactive platforms, The ROCK&ROAST competition lived up to the expectations of the audience, and the ROCK&ROAST and excellent players were invited to join it. After polishing, the writer Department launched ten special programs of the “STAND-UP COMEDY” with different themes including fire protection and the service industry, which let the audience notice the hardships behind many industries that they have not been noticed, and better convey the positive energy of the society. In this paper, analysis is carried out from the perspective of communication strategy, and how the emerging Chinese talk show can better attract audiences and transmit social positive energy will be discussed.*

**Keywords:** *Talk show; Celebrity effect; Deconstruction and construction; Social positive energy*

## 1. Introduction: origin and development of talk show

### 1.1. Review of development at home and abroad

The talk show originated from the “Western Talk Show” and was later transliterated into the “Chinese Talk Show”. With the acceleration of the industrialization process and the continuous development of capitalism in the West, the rapid development of the economy is under the road of industrialization from an intuitive perspective, which has become one of the main reasons for the development of talk show in the West. With the continuous development of the economy, on the one hand, people’s demand for information has been increased significantly; On the other hand, the social contradictions under the capitalist system have been constantly intensifying. Under the comprehensive effect, people need an open social place and social platform to discuss a topic and express their opinions and views.

In fact, when talk show was first introduced into China, it referred to China’s interview programs, which is very similar to the original talk show in the west, namely, to discuss a certain topic. Subsequently, it gradually developed into comments on social phenomena like the current political hot spots, highlighting personal thoughts and views on a certain matter.

### 1.2. Innovation and breakthrough of talk show from the postmodern perspective

With the continuous development of TV programs in the postmodern perspective and the improvement of interactivity, “Talk Show” has also developed from the first “Talk Show” introduced into China to the present one.

Currently, China’s talk show takes the *ROCK&ROAST* as the industry leader, and innovation is carried out on the basis of the original talk show, and the program concept of “everyone can speak well about 5-minute talk show” is proposed, and a well-known and highly praised phenomenon level variety show appeared. The dissatisfaction or other trifles in life can be easily presented in a mocking voice, and the audience can feel very relaxed by observing life from a subtle and interesting perspective, and there is no lack of humor and satire on social phenomena, which is more dynamic and more contemporary on the original basis.

## 2. Deconstruction: innovation and breakthrough of the inherent mode

The *ROCK&ROAST* is a competitive talk show produced by Tencent Video, Penguin Film and *Shanghai FUN FACTORY*. On the basis of introducing the traditional talk show mode, its elements I deconstructed and active innovation is carried out. Combining various characteristics of TV variety shows under the new media, and it has been widely praised. At present, the *ROCK&ROAST* has been successfully held for four seasons, every season is very popular, and more and more hot topics are aroused in each season, simultaneously, many jokes and expletives have become popular words on the Internet.

### 2.1. Distinct theme

From the *ROCK&ROAST* of the first season, this program was originally established to select talents for another program, *The Complain Conference*. However, with the continuous development of each season, the program *ROCK&ROAST* has been well known by more and more audiences. In fact, the program *ROCK&ROAST* deconstructs the traditional talk show, with each season having a distinct theme under the traditional talk show and it, and it is combined with modern elements. The selected themes, such as “I don’t carry this label” “People shouldn’t be too troublesome” “Do you really have friends” “Love for Beijing, Shanghai, Guangzhou, come or not” and “Kidnapping you in the name of love”, are all hot topics in the current social development process, and they are all a series of contradictions or social phenomena arising in the process of economic, social and cultural development in the new era.

Under the distinct theme, the talk show actors do not create jokes for the sake of creating jokes. Instead, they combine the distinct theme with deep contemplation, so that the audience can have deeper and wider thinking while laughing. For instance, Hulan, who is from a good educational background, joked about the life state and struggling mentality of many young people in a competition. “In the same crowded subway, people in the morning rush hour and the evening rush hour are different. In the morning rush hour, people will say don’t touch me, I’m going to turn the world over, while in the evening rush hour, I am completely beaten by the world. From their perspectives, we can see their despair of life and the desire for the end of the world.” Of course, there are also some jokes about some interesting things. The performance-style talk show of Doudou is widely favored, he mimed the scene of many girls circling around in situ when they follow the navigation map because they can’t find the original position, joking that “Girls have given their lives to this ‘guide dog’. Even if there is a wall in front of them, girls will look at the navigation and think of bumping into each other”. The real and funny scene caused the whole audience to laugh.

### 2.2. Flexible competition system enhances the suspense

Changing from the original group talk and dialogue discussion to the form of competition has become a great innovation of the talk show. On this basis, the competition system in the next few seasons has become more flexible. At the beginning, the purpose rule of the season is PK competition. First of all, three laughter leaders vote, if all three lights are on, they will be promoted directly. If there is one or two lights on, the PK mode will be started. Other players who do not participate in the competition can raise the challenge. If the number of lights is the same, the audience will vote directly to decide who will be promoted. However, at the end of the second season of the program, when there was only one place left, Li Dan changed the rules of the program temporarily, suddenly changing it to wheel racing, so that all remaining players took turns to perform on the stage, which gave more opportunities for the contestants on the stage to express themselves, and simultaneously let the audience to enjoy more talk shows.

Producer and Judge Li Dan, as the maker of the competition rules, sometimes agrees with the audience’s shouting at the most intense moment of the competition, adding a promotion quota or adding a resurrection card beyond exception. Some people believe that this form is almost unprecedented, which is not conducive to the fairness and justice of the competition. However, from more feedback, it can be concluded that the flexible change of the competition system has enhanced the sense of suspense in the program, and also responded positively to the audience and increased the experience of the program by increasing the audience’s right to address in the program. According to the author, as a variety show, the topic reading and sense of experience of the whole program are strengthened through the flexible change of the competition system. Most actors who break the rules and get promoted are expected by the public, which simultaneously makes up for the psychological

regret of the audience. We have the opportunity to see the excellent performance of excellent talk show actors in the next stage, rather than regret to quit because of the competition system.

Simultaneously, such flexibility is also reflected in actors. In the competition of the *ROCK&ROAST* in the fourth season, actors Wang Mian and Yanyi Yanyue temporarily announced that they would withdraw from the competition because they felt that the combination of three was unfair to other players at the most intense stage of the competition, which brought a new round of topics and heat. In the final stage of the finals, three people participated on the same stage and presented to the audience a wonderful warm-up scene. For the first time, Wang Mian's music talk show was combined with Yan Yi's two person talk show. The performance of three people on the same stage added many highlights to the opening of the finals.

### ***2.3. Audience's participation in voting, synchronous online and offline interaction***

The *ROCK&ROAST* was presided over by Zhang Shaogang, with Li Dan and Chi Zi as team leaders, gradually, it has developed into a new model in which there is no host in the program and only the leading laughter. Li Dan, the producer of the program, played the vital role of connecting the whole program, which perfectly combined the comments of the leading laughers with the next stage of the show. Sometimes Li Dan even sits on the judge's bench, which changed the previous standardized form of the host's performance and created a more talk show style hosting mode. The role of Li Dan, as a cross show of the program, is not only reflected in the promotion of the process, but also in the addition of some "existing links" according to the on-the-spot reactions of the talk show actors, leading laughers and audience<sup>[1]</sup>. The program flow is connected in the form of talk show. Actors are talking about the talk show and the host connects the program through the talk show, making the whole program process more immersive.

## **3. Construction: break through under the homogenization trend and make personal IP vivid**

After the successful broadcast of the *ROCK&ROAST*, there were objective problems including serious homogeneity and urgent need for innovation in the content of the program. Faced with various difficulties and creative pressures, the program set up a comedy writing department after the competition, and invited Pang Bo, Yang Li, Xu Zhisheng, He Guangzhi and other actors who stood out in the *ROCK&ROAST* to join them, creating scripts and carrying out the new program. After the competition, the original competition is actively constructed. Through the experience of many post in our daily life to make the second creation, formed the special program "*STAND-UP COMEDY*". The talk show is localized and a variety feast of talk show programs with unique "innovation" and "uniqueness" is created. There are innovations and progress in every season, this progress is made through reflection and summary, presenting new Chinese style talk shows to the audience, and breaking the old saying that "The first season is the classic".

### ***3.1. Create traffic effect by inviting celebrities***

The *STAND-UP COMEDY* changed the leading laughers in the competition of *ROCK&ROAST* into special guests in each program. The special guests have a high degree of consistency with the program theme. For instance, the theme of the first season is "true hero", which simulates a series of scenes including hijacking, rescue and fire-fighting. The performance is not only limited to the stage, but also the interactive experience of the audience. Furthermore, not only Jackie Chan and Yang Ji were invited as flying guests, but also workers from traffic police, special police and firefighters were invited to tell us about heroes' work, so that the audience could see the lovely side behind their bravery. Moreover, there are also topics including medical treatment, marriage and love, service industry, film and television, etc.

### ***3.2. Experience life and satisfy the psychology of the audience***

The *STAND-UP COMEDY* is constructed on the basis of *ROCK&ROAST*. What is presented to the audience is not only the final feature film on each stage, but also the whole process of the stand-alone creation of talk show actors. The program presentation of behind the scenes work is very perfect, mainly consisting of two aspects: First, the creation process of the script, including the election of the "director" of the writing department, the determination of the theme name, etc., which shows the audience the creation process of the homophonic stem, as well as other contents in the joke.

The highlight of the behind the scenes work presentation can integrate the talk show to experiencing life and finding jokes in life, so that the audience can see that the talk show actors will also be in a hurry in the experience of takeout, barber, etc., making the audience feel that every profession is sacred, and there is its own difficult side behind, which deserves our respect and understanding.

Meanwhile, *Shanghai FUN FACTORY* attaches great importance to the satisfaction degree of the audience, taking the satisfaction of each issue as an important basis for the “director” and members of the screenwriting department. The audience at the scene scored the performance of the screenwriter department after watching, and finally gaining a high satisfaction degree. The WeChat public “*FUN FACTORY*” also added many channels for interaction with online audiences, forming a mimicry environment full of interaction and a sense of intimacy.

#### 4. Advertising and marketing of talk show series

Every variety show is closely related the sponsorship and support of advertisers; however, simple and frequent advertising placement may result in the dissatisfaction of the audience. The program *STAND-UP COMEDY* integrates advertisements into the jokes of the talk show which greatly enhances the readability of advertisements and reduces the possibility of viewers skipping advertisements and only watching programs; On the other hand, the combination of “Fuel consuming joke” and the homophonic joke in the talk show reduces the audience’s aversion to the advertisement implantation, making the content of the advertisement more recognizable and more memorable<sup>[2]</sup>.

#### 5. Significance to other variety shows

##### 5.1. Impact and challenge

Currently, variety shows including talent shows and challenges emerge in endlessly, however, they are also faced with many challenges: first of all, the trend of Pan entertainment under variety shows. Stars who stand out in variety shows are often disturbed by the “Entertainment Circle” culture, and the bottom line of stars is constantly challenged to meet the audience’s desire of observing others’ privacy, some even tracking stars all day and photographing their private life, or carrying out malicious editing, confusing black and white and gossiping. Secondly, it may make some topics maliciously. Variety shows should be based on the crowd and enrich people’s leisure life while transmitting social positive energy. However, due to the increasingly fierce competition in the variety show market, many variety shows even attract attention with vulgar program settings when shooting, only to seek the economic effect brought by the traffic effect. Thirdly, the content is lack of depth and the homogenization effect is obvious. The abnormal concept of ratings first and traffic first will result in the lack of depth of broadcast content and obvious homogenization effect. Audience does not think deeply while entertaining, which may result in the “shallow reading” effect of the whole people. Fourthly, it may have the impact of classical works. The trend of “entertainment carnival” will have a certain impact on classic works, and even on the mainstream values.

##### 5.2. Countermeasures and suggestions

The variety shows should actively learn experience from *The ROCK&ROAST* to improve the quality of the programs while giving play to the entertainment of the variety shows, so as to play the role of propaganda and guidance to the mainstream values. The only way to realize the long-term sustainable development of the program is to adhere to the principle of “quality is the king”, attract audiences on the basis of high-quality content, thus increasing the following of the program broadcasting. The *ROCK&ROAST* and *STAND-UP COMEDY* have been deconstructed and constructed on the basis of the original talk show mode, which has truly realized the perfect transformation from “extremely popular” to “long term popular”, which is of great reference significance for other variety shows.

First and foremost, focus on the theme of each issue and reflect the accuracy. There must be a distinct theme in each season of the variety show, which can not only make the variety show have more characteristics and highlights, but also maintain the audience’s goodwill and improve their loyalty. Secondly, variety shows should have in-depth topics and be easily presented so as to create a variety show suitable for all ages. Most of people’s variety shows are to relax their body and mind and relieve the pressure of work and study. Simultaneously, special guests in the variety show generally cover the

vast majority of the age groups. The variety show, which is happy for the whole family and suitable for all ages, is beneficial for the audience to have “information feedback” to the elderly groups in a relaxed and warm family atmosphere and reduce the “digital gap” under the intergenerational difference. Finally, variety shows should adhere to cultural self-confidence, try to use new forms of communication, carry forward the mainstream values, and create a new variety show loved by all people.

## References

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