

A Comparative Study of Pgc and Ugc Modes in Video Websites Based on Mirror Theory--Taking “Iqiyi” and “Tencent Video” as an Example

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ABSTRACT. *In recent years, the Internet industry has developed rapidly, and it has also highlighted its vitality in the video industry. At the same time, it will become the most important channel for video content communication. Among them, iQiyi and Tencent Video have become two prominent Chinese video websites, and their two video websites have very different points, namely PGC mode and UGC mode. This article will use Jacques Lacan's mirror theory as the theoretical basis to analyze the industrial impact and industrial orientation brought by PGC and UGC.*

KEYWORDS: *Mirror theory; Industrial status; Pgc; Ugc; Iqiyi; Tencent video*

1. Introduction

In recent years, the Internet industry has developed rapidly, and it has also highlighted its vitality in the video industry. At the same time, it will become the most important channel for video content dissemination beyond the TV industry. Among them, iQiyi and Tencent Video have become two prominent Chinese video websites, and their two video websites have very different points, namely PGC mode and UGC mode. The PGC mode refers to the professional production content mode and the expert production content mode, which is a professional team to produce video works. The UGC model refers to user-generated content, which is accompanied by the concept of Web 3.0, which promotes personalization as the main feature. Both modes have certain advantages and disadvantages.

This article will use Jacques Lacan's mirror theory as a theoretical basis to compare and analyze the industrial impact and industrial orientation brought by PGC and UGC.

2. The Characteristics and Differences between Pgc and Ugc

As mentioned above, PGC refers to professional production content, expert

production content, professional characteristics, professional production by professional film and television team, which has certain similarities with the production of traditional TV programs. High professional ability, ability to plan, innovation, execution, and production of the program is more powerful, so that the work has higher quality, regardless of the quality of the content, or the form of innovation and diversity. The transformation is even better. For example, iQiyi's self-made network variety show "Qi Yu said", "Xiao Songqi Tan" and iQiyi's homemade drama "The Best of Us" and "Exclusive Memory" have provided sufficient promotion for China's video industry. Add a touch of color to the video site. As far as the program "Xiao Songqi Tan" is concerned, it has become a representative of the network talk show. The main audience of the "Xiaosongqi Tan" program is middle-class intellectuals who are often active in the network. Most of them are junior college or college education, have a keen mind, have a certain historical and cultural heritage, have a critical reflection spirit, and have a strong knowledge culture. Interest in cultural consumption is strong. The professional and expert production mode of PGC enables it to form superior conditions in terms of culture. Internet talk show programs have made new breakthroughs in recent years, but there are also homogenization problems. The homogenization programs are flooded with relevant platforms, and the development of some programs will enter the platform period, which will inevitably affect the development of programs and hinder the platform. profit. The content is excellent, and the production of meticulous programs can win the attention of the audience and accumulate loyal users for the platform. The program "Xiao Song Qi Tan" covers China's five thousand years of civilization, as well as current and historical issues of the world's countries, and the program content is unique. At the same time of his narrative, Gao Xiaosong expresses his own unique opinions on various events and issues. Whether it is criticism or praise, Gao Xiaosong's comments can give the audience a new perspective, so that the audience has a new and further understanding of the incidents. . At the same time that the audience's aesthetic is satisfied, the audience of the program has also been retained.

However, PGC also has certain disadvantages while having certain advantages. Professional content production makes the audience not translated into the content of the manufacturer, and apparently has not become a user in the context of new media. This will create a passive acceptance situation in the audience. The timely participation in the interaction is limited to the comment area below the video, which limits the enthusiasm of the audience. In the new media and the media is popular today, it seems to be slightly open. Insufficient, and there are disadvantages such as high content production cost, complicated production methods, long production cycle, etc., which have enabled it to start in 2011. Although it has strong traffic and membership registration, there are still few profits and even negative profits. Happening.

UGC refers to the user production model, in short, the mode of video production that is created by the audience (user) and uploaded. UGC's video production mode exists in most of today's video websites, such as Tencent Video, Youku, etc. This production mode allows the audience (users) to shoot and create their own websites

and portals. Uploading, after a certain transcoding, review, you can post on the video website, other users can receive the user-uploaded content after searching. From the perspective of the market, such a production mode can largely achieve the effect of “going volume”, and the content in the video website can be greatly expanded in a short time.

Such a model can improve the user's enthusiasm compared with the PGC model. From Bakhtin's “carnival theory”, it is a kind of “anti-customer-oriented” change. The audience is not only simply accepting video content, but also textual feedback on the existing video content in the form of comments, becoming the creator of the content. This mode facilitates the enrichment of network resources, thereby expanding the audience's video reading, improving the role of the website and the amount of visits by the client, making it better to broaden the audience's promotion from vertical to horizontal. Establish a brand image, and further broaden the brand effect and establish brand functions to enhance industrial competitiveness. From the perspective of the audience, the traditional audience model has been changed, which has blurred the boundaries between the audience and the media workers. It has the ability to create content independently, and has been given the channels and power to self-distribute self-produced content. In the process of communication, it is no longer simply a fixed recipient, but also a combination of production creation, communication and acceptance. Thereby improving the interactivity and interactivity of modern media. This is also a huge difference with UGC, and its functional differences.

3. The Different Industry Orientation of Pgc and Ugc under the Analysis of Mirror Theory

The mirror theory was originally proposed by the French psychologist Jacques Lacan, which was originally proposed to explore a scientific theory in the fields of psychology and psychology. In recent years, Jacques Lacan's theory has been widely used in the fields of journalism, communication, art, and drama and film.

In the context of Jacques Lacan, the theory of mirroring refers to the fact that people can see the shadows of “subject” and “self” from the perspective of “others”. Lacan mentioned in the example that a child is not self-conscious when he was born. He can't “discover” himself in the process of looking at the shadow in the mirror. He can only feel the characters in the mirror. Moving with your own movement, this cup of Lacan called it the pre-mirror period. For communication studies in the media category, there are also problems in the pre-mirror period. For example, in the beginning of a new medium and a new way of producing content, people also have such a “pre-mirror period.” This kind of communication that cannot find the self can not form the resonance of the audience, and thus cannot be accepted by the audience. Such communication is often a failure. Let me talk back to the example of Lacan. When a child grows to 2-3 years old, he begins to have a sense of self. When facing the mirror, he can transition from a vague image to a “clear”, making it a kind of self. Preliminary cognition. In short, when the child is facing the mirror and can call the name “I”, he leaps from the “pre-mirror period” to the “mirror period”. Children can

be inspired by others, as well as the process of developing their brain structure, from the “pre-mirror period” to the “mirror period”. In the category of communication, most of them refer to adults with self-awareness. Therefore, the transition from the “pre-mirror period” to the “mirror period” mentioned in communication studies is special.

The media industry operation of professional production content mode has been used in the process of the rise of mass media in the last century. The image recognition of its audience is relatively mature, that is, the recognition of the audience role is relatively clear, that is, the above mentioned simple Passive recipients, in the early days of the development of traditional mass media, people began to accept media such as movies, television, newspapers. Such a media industry has cultivated people's awareness of the audience and formed an inherent identification of itself. In the early stage of the development of the network media industry, the traditional mass media positioning of the audience continued, which enabled the audience to accept this mode of communication in a short time and quickly, accepting the content of the network like “watching TV”. PGC's media industry model has developed to the present, although the addition of comments and barrage has enabled the audience to make their voices in the process of accepting video content, but their passive acceptance has never been achieved. Subversive changes.

Take the video media of “Iqiyi” as an example. It is praised by the model of homemade drama and homemade programming, and has launched its new media and fragmented communication mode for dissemination. It also gave a comment and a barrage. The opportunity for the audience to speak. But from the perspective of mirror theory, it is only a positive audience, and has changed with the previous audience concept. But in essence, the audience is still a bystander in the context of the media industry, depending on whether the audience can not be the producer of content and products, and the audience is still a passive recipient.

Therefore, it can be clearly seen from the above analysis that PGC has not changed the fundamental situation in the hands, only a certain degree of internal change to the audience. Such a change is a quantitative change of “audience participation”, not Changes in the roles of producers and consumers.

From the yearly statistics, it can be clearly seen that in the early years of the development of online media, PGC still dominates the market. People are more willing to accept the existing things in psychology, and often take a contact with new things. In addition, the new thing in UGC has just emerged, its quality and content reliability and usefulness are also relatively low, so the audience often does not accept it, so its temporary downturn, market instability Sexuality and industry have experienced serious losses, and input and output are relatively low, which is also within the scope of normal production. Moreover, the professional production mode often has a mature production mode, and there are great advantages in the development of the model and the experience.

The topic turned to UGC's mirror analysis. The mirror analysis here mainly refers to the change of the role of the audience, the changes in self-awareness and

obstacles. UGC is a user-generated content. First, the term “audience” is changed, and the name of the “audience” is changed to the name of the “user”. The change in the term has changed the audience's self-perception. The obstacle at this time is that the self-recognition inherent in the audience is the “audience”, that is, the fixed, simple, passive recipient, because the communication has been determined by the inherent attributes of the audience in the hundreds of years that have emerged. It means that the audience has formed a solid cognitive model in the process of self-recognition for many years. In the process of converting from “audience” to “user”, it is the change of this PGC into UGC.

In the early years of the launch of “UGC” by Tencent Video, there were serious deficiencies in the content of the video, both in terms of content and form. Of course, the degree of acceptance was quite unstable. To a large extent, people are reluctant to accept such lags, the vulgarity of content, and the crude deterioration of the form. After the video is uploaded, there is often a common problem of low click volume.

However, one problem that has to be overlooked is the cheapness of UGC, or the cheapness of the platform. The media only needs to build a platform, no need for a professional production team like PGC, so the cost can be much lower than the production cost of PGC. But if you only convert this low cost into profit, it will be counterproductive, so it can be said that UGC can invest the cost savings in the construction of the platform and the intelligent construction, so that it can become a mirror theory context. The transformation of self-consciousness as stated below. The “pre-mirror period” of the transformation of this self-conscious context was successfully transformed into the “mirror period” and the “post-mirror period”.

4. the Development Path of Video Websites under the Combination of Pgc and Ugc

In such an important period of media development, only the combination of PGC and UGC can promote the development and advancement of video websites.

First of all, on the aspect of the audience's self-awareness, the vast majority of our audience, especially the middle-aged and older people who lived in the classic tradition for a long time, have an inherent self-recognition from the heart. Attributes, such attributes are more difficult to convert, and what they like is the video content of the professional production mode. For example, traditional movies, TV series, TV programs, etc., on this basis, similar to these Iqiyi homemade programs, online dramas and other content as an opportunity, is an important new media and interactive understanding of the audience concept The path will also form a better, benign meaning of a content of communication. And this meaning can promote the transformation of self-cognition of this group of audiences.

Moreover, the video content created by the creative mode in this production mode is a kind of creative mode with high artistic value in recent years. Due to its professionalism, the financial aspect is compared with the UGC mode. Strong, so from the perspective of film and television art, PGC's production mode can promote the process of high-end film and television art.

However, with this benchmark of PGC, in terms of quality, UGC should be promoted to the direction of PGC. If the content and form development and promotion are improved, UGC has the capital to compete with PGC.

However, if we leave the quality of UGC's creation, UGC, the audience of online video communication industry model, can play a crucial role in the transformation of self-awareness, that is, user-mode cognition. In other words, the concept of a "user" should first be established in the mindset of the audience. Of course, this is not enough from the simple knowledge popularization and the teaching aspect. It may even have the opposite effect. Instead, it should be through a kind of friendly interaction between the website and the client, and the vocalization of the audience for the production of content. The nature is a qualitative change, which promotes the transition of the audience's "pre-mirror period" in UGC to the "mirror period".

So in summary, in terms of the operation of today's video websites and the development of the industry, PGC and UGC are indispensable and complementary. There is a big difference between the two, but the two are inseparable. Contact, the two have a serious opposition in terms of operating mode and user perception, as well as two different perceptions in the mirroring perspective. However, in terms of video production, video culture is a form of mutual recognition for the audience. Only PGC highlights the content and form quality of the video, while vigorously developing the UGC model and changing the mindset of the audience. The complementarity and mutual promotion of these two models ultimately lead to the coexistence of these two industry models in a video website, so that this video website can combine the advantages and strengths of PGC and UGC, so that an audience can be reached. A video website with high recognition, credibility and modern media vitality.

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