

A brief analysis of the reasons and significance of the successful development of slow variety show programs

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Abstract: *In recent years, there has been a boom in "slow variety shows" in China. With the progress and rapid development of society, people's life rhythm has become faster and faster, which has also aroused people's yearning and longing for a slow life. The rise of "slow variety show" programs has broken the original concept of program production, pursued a more original effect, and presented it in a relaxed and diverse form, bringing support to people's spiritual world, and gradually becoming a variety show mainstream in the show. The "Slow Variety Show" program is like a mirror in life, which relieves the public's anxiety about real life and makes life really slow down from the heart, reflecting its unique value proposition. This article will explain from three aspects: the introduction of the "slow variety show" program, the reasons for its successful development in China, its value and significance.*

Keywords: *Slow variety show; Success factors; Value and significance*

1. Introduction

For a fast-paced society, it seems that many things have created pressure and competition invisibly, and people need to find a balance with life, and "slow variety show" is a variety show form that is opposed to "fast variety show". Different from competitive variety shows, which are high-intensity, fast-paced, and pursue confrontation and challenge; slow variety shows allow guests to get close to life in a relaxed and soothing environment, presenting a natural and quiet living state for the audience. ^[1]

2. Overview of the "Slow Variety Show"

2.1. Definition of "Slow Variety Show"

In recent years, a variety show type called "slow variety show" has become unconventional and has gradually entered the public's field of vision. The "slow variety show" program method breaks the production method of the original variety show, and forms a strong contrast with "fast variety show". It abandons the characteristics of fast-paced variety shows, and seeks a slow way to create a peaceful mind for the public. The world, convey ideas that can reach people's hearts. The content of the "Slow Variety Show" program is in contrast to the "Fast Variety Show" program. It does not set the rapid development of the plot, nor does it deliberately pursue the density of the show's jokes. The audience can also calm down and slowly enjoy the energy conveyed by the program.

2.2. Characteristics of "Slow Variety Shows"

2.2.1. Idealized

The life of modern people seems to be surrounded by problems such as work, making money, and buying a house, and the "Slow Variety Show" shows everyone a more idealized living state, such as "Chinese Restaurant" and "Longing for Life". There is no competition between the guests, they just cook and chat together, and live a comfortable life, which is what busy people in real life yearn for. And the main purpose of these variety shows is to present the authenticity and fun of life to the public. The locations of the constituencies are all rural fields or places with beautiful natural scenery, showing the simple and most sincere life, creating a leisurely "Utopia". ". The "Slow Variety Show" program has created a leisure space for the tired public at a fast pace. The audience can also calm down and relax their minds when watching the program.

2.2.2. *Diversification*

The "Slow Variety Show" program is conceived with diversified themes, allowing the audience to expand on the cognitive level. Or jump out of the original life radius and re-understand the ideal life, from "slow down and live" in "Dear Inn" to "start alone, arrive in a group" in "Fifty Kilometers of Taohuawu", these themes The idea is to expand our understanding of life itself, allowing the public to reach the spiritual realm that has not yet been reached; or to understand more aspects of society, such as "Unforgettable Restaurant" and "Summer of the Eaves" let us pay attention to the elderly group needs and pain points, so that more people know how to help them, so that the elderly can be supported and depended on for the elderly.

2.2.3. *Human touch*

"Slow Variety Shows" are not only people's expectations for an ideal life, but also contain people's attitudes towards real life. In the "Slow Variety Show", the guests will sit together after tea and chat with each other and think about life. From the variety show, we can see some of the life attitudes of the guests, and hear them complain about their parents being short-lived, which reflects the more human side of the show. We also like to sit with friends after dinner and talk to each other, complaining about the troubles in life. The feelings between people are transmitted through communication. The guests show their real emotions and thoughts in the "Slow Variety Show". Although some audiences may not agree with some opinions, the experience of communication and sharing can comfort and reflect on the audience. . We can find similarities in some trivial matters, and we can also gain inspiration from experience sharing, which also allows people on and off the screen to break through space and time to produce an emotional exchange. Emotional communication is also the embodiment of human warmth, which also makes the "Slow Variety Show" full of human feelings.

3. Reasons for the successful development of "Slow Variety Shows" in China

In my country, "slow variety shows" are mainly divided into life, culture, and entertainment. They all have their own characteristics and different presentation forms, which also determine whether they can develop successfully and be liked by the public.

3.1. *"Slow Variety Shows" of Life*

Life-style "slow variety shows" are programs that are close to life and allow the mind to relax. While bringing a lot of joy to the public, it also brings thinking and inspiration to life, such as the value embodied by the following two life-style "slow variety" programs.

3.1.1. *Conform to the times and meet the needs of the public*

The "Hello Life" is the first slow variety show launched by China Central Radio and Television Station. By recording and sharing the life experience and feelings of the guests, it conveys a series of positive energy values to young people in the new era.^[2] The concept is: "One third of life is spent on living a good life." During the event, the guests will find the meaning of life in an environment close to nature, and share their unique life thinking and philosophy. The value of the program is to hope that each audience can find the shadow of their own life and discover the beauty in their own life through the guests' perception of life.

There are often philosophical words on the show, such as what a guest would say to his eighteen-year-old self: "You may be confused about what kind of me you want to be, and I also regret that I should have done more things in the first place. A better you. Don't be afraid, take every step you take, and one day you will understand your mission and responsibility." "Strive to break through the darkness before the dawn - sometimes, the most challenging thing is the one that makes you grow the most. Fast, the most successful thing. The uphill road is often the hardest to climb, and the hardest way to climb in life is also the uphill road. When you feel tired or painful, it means you are going uphill. "The endless golden sentences in the show may bring some inspiration to people who are facing pressure and setbacks. It also reflects that the show conforms to the times and meets the needs of the public.

3.1.2. *Close to life, easy to feel*

"Longing for Life" is an outdoor reality show with stars of different ages. From Miyun County on the outskirts of Beijing to the Hidden Peach Blossom Land "Longing for Life".

Every season of "Longing for Life" presents wonderful content to the audience. Through the program,

we can learn that a good life is achieved with the labor of everyone's hands and concerted efforts. The program allows the guests to return to life itself, Through easy chat, some of the most simple truths are conveyed to inspire everyone to think and examine. The essence of slow-paced variety shows is to stay close to life and not forget the original intention. Nowadays, many people are deeply in the noisy big cities, tired physically and mentally and yearn for a slow-paced life, returning to nature, looking for their own peach blossom garden, and giving the tired self a chance to breathe.

One of the guests on the show said something like this: Every time I stood there and watched, they would turn around like this through the narrow door, and I was thinking of everyone walking by with their backs. , walk past that corner, like you (fixed guests) will turn back and come back, but these guests may meet you once in your life, and you may see this last time. For example, if a guest does not have a job, maybe we will never meet again in this life, but just yesterday, we were cooking and cooking here, so you see I sometimes watch people come and go, I keep thinking about coming and going Go, what is the longing for life? Accepting and accepting is also a longing for life..." Through this guest's remarks, the voice of countless people in real life is expressed. In this life, some people have not had time to say goodbye. People may be the last. This may be the most valuable value presented by the "Slow Variety Show". Seeing the big from the small and thinking about life through the little things around us. Our life is precious, live well, love yourself well, and take good care of yourself. Cherish everyone around you and explore the meaning of your life.

3.2. Cultural "Slow Variety Shows"

The cultural "slow variety show" itself represents an attitude. Even if the cultural variety show is not a bright spring, it still ignites a light in everyone's heart. In the eyes of many people, variety shows must represent entertainment, sensory stimulation and enjoyment, and there are only a few variety shows that can really pay attention to people's spiritual world. Cultural variety shows are an exploration of the diversity of variety shows. As Guan Zhengwen, the director of "Seeing Words Like Faces" said, "The era of sensory stimulation will always pass, and people will always get tired of noisy programs, but the real exploration of inner emotions is eternal. Yes. The following two programs reflect the reasons why cultural "slow variety" programs can develop successfully.

3.2.1. Increase cultural confidence

"National Treasure" has ignited the strong enthusiasm of countless Chinese people for traditional culture, with documentary-style content and variety show presentation, starting from "national cultural relics" to create emerging cultural variety shows, "National Treasure" will use the camera to lead the audience. Entering the world of museums, you can clearly tell the meaning and stories behind each national cultural relic. This profound cultural heritage increases the cultural confidence of the Chinese people.

For example, a cultural relic "Chencang Stone Drum" on display. There are ten stone drums, each weighing about one ton, and they are all engraved with "stone drum text". Shiguwen records the history before and after Qin Shihuang's unification. It is the earliest stone-carved poetry in China and the ancestor of seal script. It is mentioned in the program that a stone drum has been used by the butcher as a whetstone. It can be clearly seen from the picture that the upper part of the stone drum has been shaved off, the middle is hollowed out to make rice, and the two broken edges are used by the butcher to sharpen the knife. More than half of the text on the stone drum has been worn away, and the original appearance has been severely damaged, leaving only the 4 lines of text in the second half. The stone drum is related to the history of China and the evolution of the Chinese language, and its value is immeasurable. If each of us can seriously understand and learn our own traditional culture, the tragedy of cultural relics turning into whetstones will not happen. If each of us can consciously protect and better promote the essence of traditional culture, the light of Chinese civilization can always illuminate our way forward. This show is also telling the public that they should go to museums more, so as to nourish their souls and feel the charm of our traditional culture in this fast-paced era.

3.2.2. Enrich spiritual life

"The Reader" is a key program launched by CCTV in 2017, and it has caused a cultural craze. After the program was broadcast, it attracted widespread attention and was generally recognized and loved by everyone. From a certain point of view, the reason why "The Reader" can successfully go out of the circle is inseparable from people's desire for cultural return. In this era of rapid change, people's learning is more about fast-food absorption, and "The Reader" has truly brought words back to people's hearts, so that reading is no longer a matter of swallowing dates, and literary works are no longer decorations. "The

Reader" integrates literature and emotion, presents a new TV program cultural landscape, improves the audience's reading literacy and cultural literacy, and enables the Chinese excellent traditional culture to be better inherited and developed, and is well received by the audience.^[3]

"The Reader" will first understand the reader's inner world, understand the reader's thoughts and feelings in the conversation, and also allow the audience to fully understand the reader's emotions and experience the reader's inner expression more deeply. Because everyone has their own unique cognition of words, it can graft their own emotions, and can also add their own understanding based on life experience. When a person's inner emotions are expressed through words, they will definitely have extraordinary meanings. When a person reads these words aloud, the second creation gives them new life, which may be the "power of words". And the real significance of this show is that in an era of fragmented information, people no longer have and do not want to spend so much time and energy to calm down, savor words, and think about life. The emergence of "The Reader" has given people an opportunity to slow down and appreciate the philosophy of the book.

3.3. Entertainment "Slow Variety Shows"

3.3.1. Transfer positive energy

As a "slow variety show", "Chinese Restaurant" promotes the "going out" of Chinese food culture. The five partners lost their star halo and returned to their true lives, infecting every diners and delivering positive energy to every audience.^[4] The significance of the program is not only to present a wonderful slow life picture for everyone, but it actually raises some questions worthy of thought, for example, how to get away from heavy work to enjoy the beauty of life? What exactly is true happiness? What is the measure of happiness? Provide the public with more life thinking. Therefore, "Chinese Restaurant" has proved by its own practice: in fact, a good-looking variety show can have both social significance and program watchability. The real evergreen variety show actually has various core elements such as positive energy, amateur groups, mainstream values, etc., and these can find consistent corresponding points in "Chinese Restaurant". More importantly, the program significance and social value of "Chinese Restaurant" is that it organically integrates the development trend of variety shows with the development and changes of the current Chinese society, showing the changes in Chinese people's attitudes and lifestyles.

3.3.2. No rules, easy

Today, with the continuous improvement of the production level of variety shows and the aesthetic level of the audience, the attempt of "Peach Blossomwood" may bring more confidence to the creation of entertainment programs. Whether it is to help young people get rid of "atomic life" through social guidance, or to convey the pioneer's new concept of community life, the program greatly extends the practical significance and humanistic care value of variety shows, allowing the audience to find a sense of belonging in it. In Chi Yuan's view, "I hope that by strengthening the sense of substitution in the show, it will bring more healing to the audience." The current variety shows should carry more warm things.

As a social experiment observation variety show, the social scene in "Peach Blossom 2" has a strong connection with the social scene in real life. In the "small society" composed of 15 guests in Taohuawu, each guest carries a "social sample" and "emotional projection". From the perspective of social relations, there are different roles such as elders, girlfriends, and brothers; from the perspective of circles, it covers sports, models, performing arts, talk shows, music, idols and other fields; From the perspective of character, strong, Lazy, Buddhist, egoistic, following the crowd, all kinds. This also invisibly added a lot of attention and thinking space to the show. "Let 15 people find a comfortable distance and rhythm with each other" is the effect the director hopes to achieve in this "experiment". From collective living in Chase, to choosing small partners to live together, and then forming three different "families", staged accommodation is a major means of stirring up changes in relationships. In the director's view, "group living can weaken each other's sense of boundaries and quickly shorten the distance between everyone. With the recording of the program, everyone will not only find their own rhythm of life in the group, but also find a comfortable social distance from others." The show also brings a special perspective to the modern social terrorism crowd, helping to overcome social terrorism.

4. The Value and Significance of "Slow Variety Shows"

Nowadays, we are so busy every day, like a bow full of strings. Every day's study and work urge us to hurry up, but gradually forget the true meaning of life. The popularity of "Slow Variety Shows"

precisely reflects the current living conditions of people. In this fast-developing society, it is easy to lose yourself and find a better direction. The appearance of these slow variety shows has a common theme: slow down and live. In this era, everyone is accustomed to moving fast, and we ignore the original scenery around us and gradually lose ourselves. There is no time to recall the beauty of the past and look forward to the beauty of the future. I am slowly swallowed by the pressure of life and inner anxiety. The appearance of the "Slow Variety Show" also makes up for the vacancy in everyone's heart, allowing everyone to consciously slow down and live. The era needs to stir fry, and it also needs to be simmered slowly. When you slow down, you can taste the true meaning of life and live the way you want.

5. Conclusion

The rapid development of society is accustomed to making everyone in a hurry and catch up with the pace of the times faster, so that "living in the distance" has become an oasis in the heart forever, which cannot be really approached. The emergence of the "Slow Variety Show" program has opened a door to the depths of the heart, providing a spiritual stop for busy people who are busy with life, and stop to think about the meaning of life. The slow-paced columns can always bring people an immersive experience, and complete the spiritual baptism in the deep emotional identity. The "Slow Variety Show" program has a kind of energy that returns to life itself, follows the heart, can resonate with the public and trigger thinking about real life. It is the responsibility of the media to give full play to the main spirit of the "slow variety show" program and produce more valuable programs.

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