

Research on The Social Impact of China's Reality Show

Wancen Zhao *

Liaoning Institute of Media, Shenyang, 110000, China

* Corresponding Author Email: wancenzhao@163.com

Abstract. In recent years, on the TV screen, the reality show has become a type of program that has attracted the attention of various star channels. In 2020, more than 445 reality shows will be broadcast on major TV and network platforms. According to the data in the first half of 2024, China's variety market is flourishing, with a total number of variety shows exceeding 300, an increase of 10 % year-on-year. This data further confirms the growth trend of the number of domestic reality shows, and indicates that this trend will continue in the next few years. The popularity of the reality show can be seen. This paper makes a brief analysis of the social impact of reality show, and provides some reference for the future development of reality show.

Keywords: TV Reality Show; Social Impact; Analysis.

1. Introduction

Since the reform and development, the social economy is growing, and people's material life needs are constantly being met. After solving the most basic problem of food and clothing, people's needs began to develop to the spiritual level, and constantly improve their requirements for the quality of life. The improvement of living standards has made television a necessity for almost every family. It can bring more wonderful cultural and entertainment life to people, and can see the world at home. Among the many colorful TV programs, reality shows are the most likely to cause public discussion compared with other programs, because it is significantly different from the traditional variety shows that people often watch. With the emergence of more and more reality shows, this kind of program has also attracted more people's attention and become its loyal fans.

2. The positive impact of reality show

2.1. The influence of workplace reality show

Today's workplace reality show, the theme is not only limited to some personal family problems, but also to the whole society. Such programs often can grasp the contradictions of society, reflect the pain points of today's social workplace, arouse the resonance of most people, so as to gain more attention and controversy. It is both entertaining and professional, which is the biggest difference between it and other music talent shows and emotional dating shows. A typical example is the 'exciting offer'. From the first season of 2019 to 2023, a total of five seasons were released, and the heat continued to rise. Taking 'exciting offer 2' as an example, an observation workplace reality show invited He Jiong, Sa Bening, Fan Chengcheng and so on as observation guests to comment and analyze the post-90s students who have just entered the workplace. Among them, the performance of Ding Hui in the program has aroused the resonance of many young people. They think that Ding Hui's struggle history is the epitome of the struggle of young people in contemporary society.

2.2. The influence of talk show competitive reality show

Among many reality shows, talk show competitive reality shows are paying more and more attention. It shows people a variety of communication skills and life fun by asking some stars or full-time talk show staff. Watching such programs greatly relaxes people, and the endless passages and stems in the program can also make people happy during the viewing process and attract a large number of

viewers. Busy workplace youth can get a sense of physical and mental relaxation from the program. The typical examples are 'talk show and his friends' "wonderful talk" and so on. The host and guests convey the current mainstream values through humorous language and body movements.

2.3. The influence of love observation reality show

With the continuous development of society, the public's thoughts and emotions have gradually changed. This change is more obvious in terms of emotions, especially in social networking such as dating and making friends. Therefore, many love observation reality shows have emerged. In China, it was originally broadcast on the TV platform. Love dating programs such as "If You Are the One" were deeply loved by the public. From the initial recording only in the studio, to the beginning of getting out of the studio and going deep into the daily life of the guests, the guests went from "on stage" to "off stage," which also made the audience feel more real, and responded to Goffman's drama theory. Today's 'heart signal' love reality shows such as 'semi-acquainted lovers' have gained extremely high heat on the network platform [1]. These shows put the more private thing of love in front of the public, and will also set up observation rooms. The guests in the observation room comment on the love behavior in the program. The audience summarizes and accumulates their own love concepts by watching the love of others, and then improves their social skills.

Taking 'the signal of the heart' as an example, the eight ordinary guests in the program and the observation group in the studio have lived a strange life. In such a group relationship, different points of view are given to the reality show of love observation. The first point is to reach a settlement. When watching reality TV shows, audiences often fail to understand some of the choices and practices of the participants because of differences in individual experience, temperament and other aspects. This conflict often makes the audience feel 'stifled' and not see well; the second scene of the observation variety show allows the participants to appear to explain certain practices, clarify certain behaviors, and give the audience an unusual experience while reaching an emotional understanding with the audience. The second focus is to take stars as samples and enter into universal social issues, such as love relationship, intergenerational relationship, husband-wife relationship, or the discussion of the survival status of young people such as living alone and empty nest. The star itself is more able to stimulate the audience's voyeurism, to them to reflect the social issues, but also more topical and typical.

2.4. The influence of life and leisure reality show

In recent years, the major reality shows in China are keen to buy the copyright of foreign reality shows for shooting, resulting in a lot of homogeneous programs. However, many programs have been localized according to China's national conditions and audience acceptance in the introduction, integrating new content and forms, from the previous simple entertainment content to various vertical fields, and the program has developed into a boutique. Life and leisure reality shows such as "planting land bar" "man doing housework" "yearning for life" "wife's romantic travel" came into being. These programs revolve around slow life and slow rhythm, and explore social issues such as survival and life through the lifestyle of the guests in the program. The key to the success of these programs lies in its diverse themes, not sticking to the hot topics of the stars themselves, paying more attention to social hot spots and making topics around social hot spots.

3. The negative impact of reality TV shows

3.1. Audiences' Cognitive Impairment

In his book "The Disappearing Region: The Influence of Electronic Media on Social Behavior," Merovitz puts forward the theory of media situation. Based on Goffman's drama theory, he also puts forward the concepts of front zone, middle zone and back zone. The star in the reality show creates an image for us in front of the screen, which is different from his real image, so the audience will often be attracted by the image he creates. When the star begins to appear in the so-called 'man-made

collapse', some fans say they can't buy it. In fact, the behavior and performance of the star in the 'front zone' are usually what he wants the audience to see, or the image that the audience wants to see, and sometimes the 'back zone' of the 'man-made collapse' is often the real self. Later, many scholars also called for stars, especially actors, to participate in reality shows as little as possible, otherwise it will reduce the audience's sense of belief, which will affect the actor's role shaping.

3.2. Lack of connotation and thinking value

In the audience group of reality TV shows, some people are not self-binding enough to control the time they spend on watching programs, which will consume a lot of time and entertainment spirit. Nowadays, few reality shows can resonate with people in deep thinking and cultural connotation, because most of the programs are born to increase ratings and heat, so as to obtain more benefits and commercial value. Many reality shows focus on hyping up the heat, unilaterally strengthening the entertainment, while ignoring the connotation and thinking value, resulting in the reality show has become a star show, the audience did not get the corresponding substantive harvest after watching, it is difficult to achieve the healthy development of the reality show.

4. Thinking about the reality show

4.1. Deeply excavate the connotation of reality show

The reality show has a long way to go. While gaining praise, it should also pay attention to the existence of current problems. Meeting the public's snooping desire is not the fundamental purpose of the reality show. In addition to the star effect brought by the fading star halo, how to find a new foothold for observation. Excavating 'strangeness' in familiar program themes, content innovation is the long-term way. From art to life, let observation not only stay on the surface of 'observation', but also explore the derivative topics in depth. A truly successful reality show not only has entertainment value, but also has cultural significance. In the face of various types of reality shows that emerge in an endless stream, the audience should remain rational and objective. They should not be addicted to the content of the show. They should understand that reality shows are still used for entertainment and relaxation in our lives. When watching, they can dig deep into their own ideas, so that reality shows can also become a helper for personal development. In the aspect of reality show production group, only by making high-quality reality shows can we win good reputation and discussion. Then we must increase the connotation of the program. Through the increase of the value of the program, we can provide some deeper things while entertaining. Mirrorize the problems of love anxiety, marriage anxiety and social difficulties in reality, so that the audience can establish emotional identity, acquire emotional knowledge, and complete the self-reconstruction of emotional values. This is also the value of the current reality show [2].

4.2. Strengthen program quality and originality

At present, reality shows often adhere to the principle of ratings supremacy, and do not attach importance to quality and innovation. At present, innovation has become the focus of common concern in various industries. Through innovation, it is often possible to improve the effect and better help the industry move forward. Reality shows are no exception. Improving the quality of programs and strengthening innovation can better enhance the value of programs, realize the dissemination of cultural connotations while entertaining, and better promote the inheritance and development of China's excellent traditional culture [3].

5. Conclusion

To sum up, the major TV production of original reality show, to improve the quality of domestic reality show, reduce the number of star reality show, to the lens more to ordinary people, increase the

reality show, more highlights the cultural connotation of reality show, carry forward the excellent traditional culture of the Chinese nation, spread positive energy, play its positive social impact.

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