

Formation and Remolding: The Narrative Research of Chinese Workplace Observation Reality Show

-- Cited the Thrilling Offer3

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Abstract

In recent years, with the rapid development of China's economy, the pace of Chinese people's life has been accelerating, and the excitement has been gradually replaced by anxiety. The theme of domestic reality shows has continuously adapted to the needs of the audience and society, from fast variety to slow variety, from entertainment to in-depth observation. Workplace observation reality shows not only help young people learn the correct workplace values, but also guide the public to recognize the real industry image, which has the role of reshaping the industry image. This paper takes the exciting offer 3 as an example, through the research of the narrative elements such as the scene, perspective, plot content and post production, analyzes the significance of the reality show of workplace observation to reshape the industry image.

Keywords

Workplace Observation Reality Show; Industry Image; Reshape; Narrative Research; Exciting Offer3.

1. Introduction

The development trend of reality TV programs in China is to continuously adapt to the growing spiritual and cultural needs of the audience and constantly realize the localization development of the programs. In 2019, the first domestic career observation reality show "exciting offer" was broadcast on Tencent video, focusing on the lawyer industry, combining the interns' new career experience with social hot discussions, so that the audience can grow in thinking. At the same time, the real environment and character stories in the workplace observation reality show also let the audience re understand an industry, breaking the previous inherent cognition. "Exciting offer3" captures the focus of the public in the epidemic era and turns its attention from the lawyer industry to the doctor industry. Through such narrative methods as going deep into the hospital scene, obtaining real cases, continuously recording the doctor's daily life and multi-directional observation mode, it provides an effective basis for the audience to fully understand the doctor industry, which is of great significance to reshaping the industry image. Therefore, based on the image narrative theory, this paper analyzes the significance of the reality show of workplace observation on the reshaping of the industry image.

2. Reasons for the Formation of the Industry's Inherent Image

(1) Film and television drama: lack of humanization

Film and television plays mostly promote the development of the plot by creating distinct characters. In non industry plays, industry identity often highlights the professional ability of the characters as the background of the characters. The figures in various industries appear

with the problem and leave with the solution of the problem. Their images are identical. In industry dramas, the works often express the characters' emotions in a rigid and single way with dramatic character relationships, ignoring the complex and changeable human nature in the characters' personalities. For example, in the obstetrics and Gynecology of love, the professional quality of doctors is lost for the development of the character's emotional line. The complex character relationship is far from reality and does not reflect the real medical industry.

(2) Media integration: amplification of negative emotions

In the era of media integration, the popularity of new media empowers the audience, and "freedom of speech" allows some audiences to find outlets to vent their negative emotions in the network. Jing Ming, Cai Wenling. From panoramic and open surveillance to nationwide network onlooking: motivation and characteristics [J] Contemporary communication, 2019, (2): 36-39]] for example, in the glucose binge incident, Zheng Tao, a doctor who had been working for 8 hours for two consecutive operations, replenished water with glucose after the operation. After this video was put on the short video platform, he received comments such as "did you pay for it?". The false information "money is on the patient's head" was seen by more audiences through one person's reply, which led to the infinite amplification of the public's negative emotions in the process of information dissemination.

(3) Historical stories: idealized expectations

The spread of biographies of historical figures makes the people have idealized expectations for the industry, and they have insufficient understanding of the professional level of various industries in real life. For example, in the medical industry, the people's expectation of doctors is that they can come back from the dead like the famous doctor Bian Que and return to life like the miracle doctor Hua Tuo. They lack the understanding of medical uncertainty and the fact that medical level is subject to realistic conditions.

(4) Real life: limited contact time

In real life, the people have few opportunities to contact people in other industries, and the time is short, so their understanding of them is limited. Take contacting doctors as an example. There are many patients in the hospital. From registration, outpatient service, payment, drug collection to treatment, the communication time between patients and each doctor in the hospital is very short. And because of the particularity of the industry, the image of doctors wearing masks gives the people an inherent impression of indifference.

Whether it is the plot in the film and television drama or the news transmitted by the media; Whether it is a historical story or a real life; Therefore, the development of a harmonious society needs to reshape the inherent industry image in the hearts of the public, so as to promote the public's comprehensive understanding of the industry.

3. The Positive Significance of the Program in Reshaping the Industry Image

(1) Deeply understand the current situation of the industry

By recording the real group images of the industry and displaying the human growth process, the reality show of workplace observation enables the audience to understand the work content and lifestyle of the industry more comprehensively, thus reducing misunderstanding and improving understanding. After the exciting offer3 was broadcast, the content related to the program triggered extensive discussion on social media platforms such as Weibo. The simultaneous tasks of doctors in many aspects and the work intensity of "continuous rotation" during duty make the audience more considerate of doctors' fatigue. The complete presentation of the doctor's diagnosis and treatment process in the program also improves the audience's cooperation in the medical treatment process.

(2) Establish correct professional values

Career values refer to the specific embodiment of life goals and attitudes in career choices, which affect the career choices and career ideals of young people. With the development of social economy and cultural diversity, the professional values of the young generation have appeared such problems as individualism, utilitarianism and hedonism. Lin Xiaoling. Exploration of career values education and guidance path for college students in the new era [J]. Science and education guide, 2020, (33): 176-178. in addition to family education and college education, the publicity of TV programs on the exemplary deeds of various industries has also created a positive public opinion environment for guiding young people to establish correct industrial values. The exhibition of the professional spirit of TCM practitioners in the exciting offer³ provides spiritual guidance for medical teenagers. At the same time, the social demand for general practitioners also attracts more young people to join in.

(3) Coordinating role of social relations

The career observation reality show shows the stories of the industry and its service groups, which helps to adjust the mentality of both parties and thus coordinate social relations. Taking the doctor-patient relationship as an example, the trust crisis is the key factor leading to the tension between doctors and patients. The reality show of workplace observation adopts a third-party perspective and uses real treatment cases to enhance mutual trust between doctors and patients. Doctors' medical knowledge reserve, ability to solve clinical problems, communication skills with patients and other professional abilities and humanistic care throughout the treatment are conducive to establishing a positive image of the doctor industry as a whole. In the program, the patient's tolerance and encouragement for the first clinical practice of medical students and the recognition of medical achievements have also enhanced the confidence and professional identity of medical personnel. Doctors and patients are highly dependent on cooperative relations, and mutual trust is vital to the development of medical science.

The reshaping of the industry image of the workplace observation reality show plays an important role in the public's in-depth understanding of the current situation of the industry, the young people's establishment of correct professional values and the coordination of social relations. The innovative use of narrative methods is a specific way for the program to re shape the industry image.

4. The Narrative Method of Reshaping the Reality TV Industry of Workplace Observation

(1) Scene setting: pull in observation distance

1. Real environment enhances the sense of presence

The workplace observation reality show takes the real working environment of the industry as the first scene and narrates the characters' work and life. With the real environment as the background, the audience can more intuitively see the operation process of the industry and feel the working atmosphere. The real emergencies and the dialogue of the characters can enhance the audience's sense of presence and resonate with the characters. The scene feeling created by the scene of the Chinese medicine hospital in the exciting offer³ plays a vital role in bringing the audience's emotions.

In the emergency department internship, a 30-year-old glioblastoma patient was in poor condition after admission. When the patient is sent in, the doctors push the bed and run along the hospital corridor; In the conversation area, the patient's husband sobbed; Outside the rescue room, family members formed a circle to make choices; In the rescue room, Liu Chang repeated "your family is outside" in the ear of the convulsed patient. The shock brought by the

real hospital environment made the audience and the doctors have a resonance, lamenting for the young life and their own powerlessness. The real environment draws the distance between the audience and the hospital. The sense of presence helps the audience understand the emotional and psychological pressure borne by the doctor industry and feel the doctor's insignificance in front of the disease.

2. Establish intimacy in private space

Private space is a personal space that belongs to everyone and is not known by anyone. The internship diaries that interns take pictures of themselves every night are their private space. The private space can awaken the emotions, appeals and worries of the characters at the subconscious level, so that they can get the spiritual experience of facing themselves directly. The intern's monologue in the private space reveals his inner world to the audience and establishes a sense of intimacy with the audience.

In the exciting offer³, medical students reflect on their own problems in private space, share the harvest of their hard work, and tell about their medical ideals. Feng Chen, who has been steadily outputting, suffered frequent blows after entering the emergency department. In his private space, he said to the screen that he was afraid of making mistakes and dared not face clinical failures. The audience listened to Feng Chen's expression of his deep fear, gained a sense of trust, and established a sense of intimacy with him. The private space draws the psychological distance between the audience and the medical students. The establishment of intimacy makes the audience more willing to listen to their feelings, accompany their growth, and deepen their understanding of the industry through the path of doctors before becoming doctors.

3. Observation room to improve the sense of participation

The observation room is the second scene of the workplace observation reality show. The observation guests representing different social groups and professional fields discuss and analyze the events at the first scene. Lazarsfeld believes that the dissemination of information is carried out according to the model of "media opinion leader audience". "Opinion leader" refers to a person who is active in the interpersonal communication network, often provides information, opinions, suggestions and exerts personal influence on others. Guo Qingguang. Communication course [M] Beijing: China Renmin University Press, 2011:166-167 in the observation room, the guests, as opinion leaders, pass the details observed to the audience with their own knowledge and experience, so that the audience can understand the first scene from the omniscient perspective of "overlooking", join the discussion, and enhance the sense of participation.

The setting of the observation room in the exciting offer³ creates a discussion space for the audience, and the information provided by the refueling group enhances the audience's sense of reasoning and participation. When the story behind the stern director Lu Xiao emerged, the observation room analyzed the tenderness of the iron man. The courage of the first batch to sign up to support the Wuhan epidemic, the gentleness of buying baby bears for little girls, and the fashion of collecting sneakers. The refueling group displayed these characteristics one by one, so that the audience could understand director Lu Xiao more comprehensively and participate in the discussion and analysis of director Lu Xiao's image. The observation room draws the emotional distance between the audience and the doctor, establishes an emotional link, makes the audience and the doctor resonate, and has a more sense of participation in observation.

Through the real environment, private space and observation room, the scene setting of the workplace observation reality show strengthens the audience's sense of presence, intimacy and participation, and draws the audience into the distance of observing the industry. It is the

premise for the audience to establish a sense of identity with the industry characters, industry stories and industry spirit.

(2) Create rich images from diverse perspectives

1. Professional perspective: break the conventional impression

The reality show of workplace observation takes interns as the narrative subject. The interns have different backgrounds and personalities. Because they are new to the workplace, their process of adapting to the industry can better reflect the characteristics of the industry.

There is no shortcut to the growth from medical students to doctors. The program shows the hardships of the medical profession from the perspective of "novices" of medical students. Liu Chang, with zero clinical experience, was unable to answer the questions raised by the teaching doctor in the early stage. Even if he kept up all night, he still fell behind in the periodic assessment and gradually collapsed. When medical students have not adapted to the pace of work, various tasks come one after another. Zhang Qia ignored the patient's emotions in his busy life and was criticized by the teaching doctor. After joining the duty work, the medical students were even more haggard. The picture of Li Shuo gradually collapsing on the chair caused laughter; Wang Weihang's poor performance on the operating table after 31 hours of work was regrettable; Feng Chen's appearance of not forgetting to hold the emergency phone in his hand while lying on the table is heartbreaking. This is the beginning of medical students, but it is the normal of doctors. Personal emotions, heavy work and physical limitations. The program shows the work pressure of the entire medical industry and the mortal body of doctors through medical students, breaking the audience's impression that doctors are steel.

2. Provide multidimensional thinking from the perspective of the masses

Among the guests in the observation room of the workplace observation reality show, those who do not belong to the observed industry represent the perspective of the masses. They can speak for the audience, raise the doubts of the layman, and guide the audience to think about the industry issues.

Each member of the refueling group represents a different perspective of observation. With the broadcast of the program content, various perspectives collide in the discussion of the members of the refueling group, and the audience also knows the significance of the program in the discussion. After studying in the catheter room, Dr. Lin Yan talked with the medical students about the harsh requirements of the medical profession on women's physiology and psychology. The members of the fueling group also talked about the social role and the absolute plight of women in turn. Finally, they further proposed that society should understand women and create an environment for women without entanglement. The discussion on this topic led the audience to pay attention to the difficulties faced by the medical industry and give their views and thoughts from multiple perspectives.

(3) The content of the plot shows the vivid individual

1. Professional skills and thinking

Professional skills and thinking are the main aspects of interns' display in workplace observation reality shows. Unlike in daily life, the contact with various industries is only for solving specific problems, the program's professional display of interns is more systematic and comprehensive, and the way is more flexible.

In the exciting offer³, medical students have undergone several major examinations such as outpatient service, surgery, case report, emergency treatment and propaganda, which also include reporting, debate, group warfare, free clinic and other activities. The professional questions of the teaching doctors at any time and place are a test of the knowledge reserve and clinical thinking of medical students. In the systematic examination, the medical students showed their divergent thinking, logical organization, induction and summary ability, pressure resistance ability and humanistic care.

2. Living conditions

Life display is the display of the interns' daily life in the workplace observation reality show. It separates the characters from the industry, increases the similarity between the audience and the characters, and narrows the distance between the audience and the characters.

In the exciting offer 3, medical students' discussions on topics such as weight loss and love are full of life. Liu Chang grasps the salad chips with one hand, and self consolation is healthy; Single men and women discuss love at the dating Bureau; Medical students of different ages grasp the medical education system and time, which shows that medical students are living in life.

The setting of the plot content expands the audience's observation range, and the work and life together show the living individuals. The audience's understanding of the individual promotes the improvement of the audience's understanding of the industry.

(4) Post production enhances emotional experience

1. Clip rhythm to create emotional outburst point

The clip rhythm is the rhythm formed by the processing of the film rhythm and the lens length by the clip means. The combination of speed and speed, ups and downs, and the sense of rhythm can bring emotional outbursts and enrich psychological changes on the basis of the smooth cognition of the audience. Zhang Qing. Analysis of the relationship between clip rhythm and audience psychology [J]. Communication research, 2019, (3): 58.

The story between Zhang Qia and the 23-year-old girl who went to the hospital alone in the exciting offer3 created the emotional outburst point of the audience through the control of the clip rhythm. The program recounts the story from the beginning of Zhang Qia's operation. It tells the story of his meeting with 22 patients and stimulates the curiosity of the audience. In the process of Zhang Qia's transformation from calm and rational to caring for the patient's emotions, the program repeatedly expressed the loneliness, worry and fear of girls through the lens. After Zhang Qia gradually changed, there was no scene missed by the patient. The program established a "passing by" in different time and space through editing, allowing the audience to follow the editing to feel the progressive emotions, reach one emotional outburst after another, and obtain rich emotional experience.

2. The flower words play a leading role

The role of flower characters in the workplace observation reality shows is mainly reflected in information introduction and emotional expression. The information introduction includes the introduction of the background, the explanation of professional terms and the emphasis on the content of the picture. The emotional expression includes the inner description of the characters and the rendering of the atmosphere. The content of flower words can effectively promote the audience to understand the picture and maintain the emotional communication between the audience and the characters. Sima Zhuoxin. The communication form and value of "Hua Zi" from the perspective of semiotics -- Taking happy camp as an example [J]. Media Forum, 2021, (9): 115-116.

The information introduction words in the exciting offer3 can help the audience correctly understand the plot and guide the audience to experience the emotion. When Wang Rui collapsed, director Yan Sheng directly pointed out her rhythm problem. If she did not adjust her mind, it would lead to a crash. The words "strict requirements and warm guidance" guide the audience to stand in the director's position and understand the director's good and hard work. The emotional expression words in the program allow the audience to experience their emotions more directly. When the medical students felt the powerlessness of emergency treatment, director Lu Xiao taught them that doctors should have a sense of sacredness and that a strong heart is not numb. The flower character "believe in Nightingale's light and promise to Hippocrates" is the spirit passed down from generation to generation by doctors, guiding the audience to experience director Lu Xiao's sincere expectations for the younger generation.

Post production helps the audience enter various identities and roles to experience rich emotional changes. In the career observation reality show, the post production allows the audience to really stand inside the industry to think about problems and change the inherent.

5. Conclusion

For a long time, the public has formed an inherent impression on all walks of life due to the lack of humanized character images in film and television plays, the amplified negative emotions in the era of media integration, the celebrity stories circulating in history and the short-term contact with other industries in reality. Workplace observation reality shows focus on social reality issues, and through innovative use of narrative methods, reshape the industry image in terms of scene, perspective, plot content and post production. Deepen the public's understanding of the changing industries, establish correct professional values for young people, and coordinate the healthy development of social relations. "Exciting offer3" shows the hardships of the doctor industry in the epidemic era, strengthens the public's understanding of doctors, improves the young generation's identification with the doctor profession, and is also of positive significance to the improvement of doctor-patient relations. Observation variety shows should not stop at empathy, but should let the audience see a wider world.

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