

The Development Status and Future Trends of Talk Show Programs in China

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Abstract. Talk show has had a history of several thousand years of development, but is formally entered China in the 1990 s, from that moment on, the TV screen, there is a variety of talk show. The talk show interview class, class of news information, and entertainment. No matter what kind of talk show has been sought after and loved. This also for the development of China's talk show mat set a good foundation. Talk show content also along with the development of The Times from single to diversity, rapid development of the audience is there for all to see. To show as the research object, this paper consists of four parts. First analysis of the status of talk show is now in our country, and then introduce the different types of talk show for the analysis of the problems existing in the Chinese talk show in below make matting. Finally put forward by different role as a starting point on the future of talk show.

Keywords: Talk Show Host; Guest; Program Form.

1. Introduction

The English name of 'talk show' is called 'talk show', and Chinese is also translated using English homophones. The actual meaning of 'talk show' refers to a talk show. The meaning of 'talk' is to say 'directly and clearly. 'show' is a form, also known as 'show' as the saying goes. Talk show "is an art form of humorous and witty speech, showcasing one's own acting talent to the audience and making them like it.

2. The Rise, Domestic Development and Current Situation of "Talk Show" Programs

2.1 The Rise of "Talk Shows"

In 18th century England, the earliest "talk shows" originated there, where people were more enthusiastic about discussing hot topics in society. However, talk shows eventually developed well in the United States. Until the emergence of broadcasting later, people's interest in discussing hot topics in public shifted to discussing them on the radio, and broadcasting began to be sought after by people. After World War II, the ban on the production of television in the United States was lifted, and the television industry has rapidly developed. The number of households with television has been increasing day by day, and the production and broadcasting institutions of television have also rapidly developed and expanded with the popularity of television, and there has been strong and fierce competition in the industry. Various programs appeared on television, and due to the diversity of styles and types, the audience also had a huge response. They began to develop enthusiasm for television programs and gave up other forms of entertainment, making television an indispensable part of people's lives. The previous "talk shows" were in the form of radio, where one could only hear the voice but not see the person. However, television is different, as it combines sound, painting, audio, and video, better catering to the needs of the audience and creating a vivid and vivid image. In such fierce competition for television programs, a single radio talk show has gradually been replaced and adapted to television platforms. TV talk shows have transformed perfectly from radio talk shows.

2.2 The Development of Talk Show Programs in China

The rise of radio and television has provided favorable technical conditions for the development of talk show programs, and the enthusiastic pursuit of the audience has led to the prosperity and development of talk show programs. Talk shows have gradually become the flagship programs of radio and television, and their ratings have also increased time and time again. The television industry in China was born in the late 1950s. From then on until 1996, 300 million people in the country had

access to televisions. By 1999, China's television coverage rate had reached 91%. As of 2014, there were a total of 1310 television programs in China, and there were also 140 programs that required payment. In just a few decades, the Chinese television industry has achieved unprecedented development and has become the most influential medium of communication. With the rapid popularization of television, people's demands for television programs are also increasing. The single information model has begun to be abandoned by people, and people need an emotional communication television platform that can be confided in. Through such a platform, their voices can be heard. In this demand, people's public topic platform "talk shows" have emerged. This type of program not only allows us to hear about events happening in social life, but also allows us to express our own opinions and discuss our views on things. The host, guests, and audience are all disseminators and also the objects of dissemination. The mode of two-way communication is also a good way for people to pay attention to society. TV talk shows have successfully integrated people's lives with a people-oriented mindset, serving and meeting the needs of the public. As a celebrity once said, "The conversation between television and radio has become an authority that influences our thoughts and behavior

3. Problems in the Development of Chinese Talk Show Programs

The development of Chinese talk shows has mostly borrowed from foreign talk show programs, with each station imitating each other and lacking novelty. The host's hosting style is also not distinct, and the phenomenon of excessive entertainment and homogenization of programs is very serious. These issues all affect the good development of China's talk show programs.

3.1 The Host's Hosting Style is not Obvious

The performance of the host's unclear positioning includes: firstly, a lack of innovation. Hunan TV's "Nanke is Different" completely cloned Taiwan's "Kangxi Comes", and the hosting style was completely imitated, but ultimately ended in a dismal ending. The reason is that if we don't focus on innovation, it will make it difficult for the program to survive. A major characteristic of modern aesthetics is seeking novelty while reserving differences. Hosts should have unique innovative abilities and express their hosting style in order to make talk show programs have infinite vitality and appeal. Secondly, the host did not fully participate in the production and planning process of the program, resulting in a lack of understanding of the program. At the scene, there will be a feeling of disconnection and inability to handle it easily. Many foreign talk show programs are named after the host, and the host will fully participate in the planning of the program. Their familiarity with the program allows them to host the program with ease and create their own style. Thirdly, there is a lack of rich experience. Some talk show hosts lack comprehensive knowledge and social experience knowledge, which leads to the hosts being unable to easily present their own viewpoints. At the same time, it demonstrated insufficient on-site response capabilities.

3.2 Excessive Entertainment in Talk Shows

Nowadays, the excessive pursuit of entertainment in television has gradually affected the expression and creativity of Chinese television, and even in order to achieve higher ratings, television stations regard entertainment as their main focus. The reason is that when we introduced talk show programs from abroad, we did not pay attention to the quality of the programs, but simply pursued entertainment effects. Integrating entertainment elements into various programs has gradually become the pursuit of television media. This pursuit not only loses the public welfare characteristics of being a mass media, neglects the public's appreciation ability, and lowers the level of entertainment culture, but also becomes a difficult problem for China's entertainment talk show programs to balance charm and taste. Therefore, China's entertainment talk show programs must focus on connotation, combine entertainment elements and cultural taste, in order to produce high-quality entertainment TV programs, and enable the public with the same level of aesthetic appreciation to have higher cultural taste. Only then can there be better development.

4. The Future Trend of Chinese Talk Show Programs

Today, with the gradual maturity of Chinese talk show programs, there are few high-quality talk show programs. In order to have a place in the fierce competition for television programs, it is indeed necessary to further learn from foreign experiences. But more importantly, we need to create our own unique features, constantly expand our space, continuously improve the overall quality of the host, and more importantly, we need to improve the content and form of talk show programs, fully leverage our own characteristics, and keep up with the times.

4.1 Construction of Interactive Roles

There are many forms of talk show programs that can be planned at will. It can be the host alone, guests can participate in discussions, or the host and guests can interact with each other in the program. However, regardless of the format, the setting of the host, the selection of guests, and the cooperation of the on-site audience are the most important for the program. Good cooperation and communication are the production guidelines for talk shows. So in today's fiercely competitive environment, we should have higher requirements for how to effectively build these three roles.

4.2 Pursuing High-quality Program Content

Talk show programs should not only attract audiences externally. Pay more attention to the content of the program, as the topic selection will determine the innovation of the program. We should not only attract public attention to the program, but also have profound connotations. China is a great country with a civilization of five thousand years, and an inexhaustible amount of rich culture serves as a valuable resource. However, under the impact of the market economy, China is facing a situation where traditional virtues are gradually weakening. As the 2008 Olympics approached, Hunan TV launched a talk show called "Every Day Upward" to celebrate the traditional culture and virtues of the Chinese nation, in order to show the world China's civilization and virtues. This is the starting point of the program 'Day Up'. Why can an entertainment program be so popular? Everyone knows it, and everyone watches it. The essence of the program is that it has excavated deeper cultural elements, which has reached both the form of entertainment and a certain height. Let the audience also see that entertainment and culture can be integrated, and this combination is something that various talk shows should learn from. Utilizing traditional Chinese culture in programs to enhance people's ideological taste while also helping talk show programs break free from blind spots.

5. Summary

There is still a lot of room for development in China's talk show programs. While borrowing from popular foreign programs, we need to innovate again in order to maintain the vitality of the programs. Chinese talk shows must also find their own unique development path in order to sustain their survival. We need to constantly explore how to choose hosts, how to improve the quality of programs, and how to make Chinese talk shows go global. In the future, the competition for the development of television programs will inevitably become increasingly fierce, and we still need to continue to work hard.

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