

Analyze the success factors of CCTV's large-scale cultural and emotional program "Long Reader" from the perspective of audience

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[Abstract] The large-scale cultural and emotional program "Long Reader" was first broadcast on CCTV's integrated channel on February 18, 2017, and won many praises from the audience. Analyzing the audience's short comments on this program on the video website, you can understand the success factors of "Reader" from the audience's perspective, and provide relevant suggestions for the planning and production of similar programs in the future.

[Keywords] audience perspective; Dong Qing; success factors;

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On February 18, 2017, CCTV's large-scale cultural and emotional program "Long Reader" was broadcast on the prime stage of CCTV Comprehensive Channel, and it won unanimous praise from many viewers and received numerous praises. Currently, "Lang Reader" provides on-demand services of program videos on Tencent Video, iQiyi, and CCTV. Only Tencent Video's clicks per issue range from several million to tens of millions. As far as the first episode is concerned, the number of views has reached more than 70 million (data on March 20, 2017), and the number of comments has reached more than 4,000. With the continuous development of Web2.0 technology and the progress of big data technology, it has become possible and particularly important to obtain the viewing experience information of film and television audiences, so that we can better understand the preferences of current Chinese audiences and provide the same type of program production. Suggestions you can refer to.

The author captured the online comments of the first issue of Readers on Tencent Video Network from 9:00-10:00 on March 20th, 2017, and analyzed them from February 25th to 2017 by using the qualitative analysis tool QSR Nvivo. A total of more than 1,200 comments were made on March 20, 2005, which were coded and initially received the evaluation of Readers from a large audience. According to the frequency of audience comments, it can be seen that the success factors are as follows: The true feelings are revealed and touch the hearts of the people; the host Dong Qing has rich literary and cultural accumulation, and the host level is quite praised by the audience; the positioning of the program is accurate, and the readers are selected with great care; it is rare to spread positive energy and lead the correct values, which can wash the soul and dust. Variety show clear stream; promote the brilliant Chinese culture, arouse the audience's cultural confidence.

1. The true feelings are revealed, touching people's hearts

This is the most evaluation given to "Long Reader" by the audience. In today's fast-paced life, study, and work conditions, the fierce competition environment makes more and more people feel that it is extravagant to relax and wake up and pay attention to their inner behaviors. Her true feelings are concealed, and she has no time to take care of her true inner feelings. Over time, the intensely competitive external environment and the intense study work have gradually increased the lack of inner emotions. And every person who participated in the reading in "The Reader" has quite a wonderful story. These stories alone are enough to shock the audience. The excerpts they read aloud are so "appropriate", or they are classics that must be memorized in middle and elementary schools, or are masterpieces passed down by famous Chinese and foreign masters, or books by readers, or just a home letter by readers... With these words pouring out in the mouth of readers in a hurry, up or down, the emotions that the audience has just brewed in the conversation between the guest and the host Dong Qing have long been unable to control themselves, and in many cases they have already burst into tears unconsciously. Because at this moment, only tears are the way to ease the mood at that time.

With the increasing trend of entertainment in domestic variety shows, many programs use simple funny as a means of attracting audiences. The form of the program is extremely rich and active, but the content rarely touches people's hearts, so it cannot bring people deeply moved. However, "Reader" let the audience

experience the long-lost touch in most variety shows. It is also what I have experienced in my long-term work, study and life, but it is difficult to show it. As the readers' stories and texts all rushed out, the audience "Too much touched", "But I have been crying for a few days", "Too much touching", "Tears flowed", "To inspire a heart that I haven't had in a long time", "The common voice of all of us", "I really want to cry after watching it", "This show is so good, every story makes me cry", "The true feelings are revealed, shocking", "Very touching, very touching. It's worth watching!"...The audience found their spiritual and emotional belonging in the program, which touched the most sensitive string in the audience's heart, and thus gained the recognition of many audiences.

2. The host has a good reputation, is generous and cultivated

After the "Reader" program started, many netizens bluntly said that they came to the host Dong Qing. Therefore, the good reputation of Dong Qing as the host of the show has definitely created good conditions for "Reader" to be loved by the audience. Moreover, Dong Qing is not only the host of this show, but also the first TV show she produced as a producer, which in itself won the expectation of many viewers for "Reader".

As a well-known CCTV host, Dong Qing has been active in many large-scale CCTV programs over the past ten years and has become one of the variety show hosts that the majority of viewers particularly like. In particular, the second season of CCTV's large-scale cultural puzzle program "Chinese Poetry Conference", which just ended on February 7, 2017, allowed the majority of TV audiences to appreciate Dong Qing's solid literary quality, generous speech and behavior, and well-trained training. Dong Qing's hosting skills, especially the opening remarks of each conference, showed Dong Qing's extremely high language skills, which attracted countless fans for her. Dong Qing's sincere and emotional language internalized into her own blood, and her infectious expression from the heart [1] have brought countless enthusiastic audiences to it.

Dong Qing himself has a very solid cultural and literary accumulation, and led the program team members to select many very classic and very touching themes and recitations for this program, laying a solid cultural foundation for the success of the program and accumulating richness. Literary material. For example, Dong Qing chose the poem read by "The Couple in the Flower Valley" that moved countless people. If it were not for her usual accumulation and precipitation, it would be difficult to have so many inspirations. The clues can be seen from the comments of some netizens. "I like the program of Long Reader, I like Dong Qing, and her intellectual, elegant and atmospheric!" "I think Dong Qing's voice is very good, and the person is very beautiful. Her beauty is not about the outside, but the kind of from the inside out. Temperament, that kind of connotation, I really like her very much."

3. Accurate positioning of the content of the program, pay more attention to the text and pay more attention to the "person"

The "Reader" program team also spent a lot of effort to screen and consider when selecting the guests to read. "Don't choose the biggest coffee, only the most suitable person (read this)" [2]. It is not difficult to see from the audience's comments that some viewers regard the program as a text-reading program and compare it with Heilongjiang Satellite TV's "Seeing Words as Faces", believing that they have copied existing reading-aloud programs. But this statement was corrected by many netizens. This also shows the gradual improvement of domestic audiences' program appreciation level and cultural discrimination ability. The opening time of "Seeing Words Like Face" and "Long Reader" are very close, and both have created a boom in the viewing of cultural programs. But it is obvious that the main focus of "Seeing the Words as Faces" is the text and the historical background behind the words and the feelings of family and country; while the "Reader" focuses on "the person", that is, the guest who reads aloud, and the focus is on the reader My own personal experience, and the words read aloud are just the emotional sustenance of the guests. Readers read not only articles, but also their own lives. "One person, a paragraph", the guest makes the text more warm, more image, and more deeply rooted in the power, and the text also makes the guest's image more attractive, and also allows the guest's emotion to be sublimated and solidified. Therefore, the name of the program is "Reader" instead of "Reading".

Take the first episode of the program as an example. The theme was selected as "Meet". The invited guests include famous film and television and drama actor Pu Cunxin; "Doctor Without Borders" Jiang Li; Chairman of Legend Holdings, Founder and Honorary Chairman of Legend Group Liu Chuanzhi; "Flower Valley Couples" Zhou Xiaolin and Yin Jie; the 57th Miss World Beauty Pageant champion, the first Chinese Miss World Zhang Zilin; and 96-year-old translator Xu Yuanhong. The stories of each of these guests are enough to impress the audience. Among them, the highly respected translator Xu Yuanhong, who is especially widely praised by everyone, said, "Life is not how many days you live, but how many days you remember." Many viewers left many comments in the comments. Mentioned, the full of positive energy made the audience's hearts rise up with stirring power. Had it not been for Mr. Xu to use his words and deeds to compose his own song of life, then these words would not have so much weight. On the contrary, the poems recited by Mr. Xu's

disciples are rarely mentioned. The same goes for Zhou Xiaolin and Yin Jie, "Huahua Valley Couple". Before the two of them were invited by CCTV, it was estimated that very few people knew about it. It was the fact that the two of them made many people feel incredible in love each other for a lifetime, and amazed the audience. The poem that was recited has an extraordinarily touching power. Therefore, it is the reader's life experience that has moved the audience, and the text has become the sustenance of emotional sublimation again. The whole program focuses on the life experience of the person who reads aloud, and the words read aloud play a very good condensed memory. The moving life experience makes the text more effective in dissemination. Therefore, although some of the guests who read aloud did not master them well, or there were still big problems with their pronunciation, it did not affect the penetrating power of the text they recited. It is also the superb aspect of this cultural and emotional program. Therefore, some netizens commented that if you want to watch a TV program with reading skills, "Reader" is not for you.

4. Spread positive energy and lead correct values

In the current era of entertainment supremacy, television as a mass media has become the most important carrier of entertainment programs. As more and more various audition programs and star reality shows with serious entertainment tendencies are flooding all David's video channels, it is difficult for viewers to find their inner peace in the already noisy external world, and they are gradually lost in reality. In life. "Long Reader" is praised by many audiences as "the clear stream of variety shows", which can give people inner peace in the impetuous real life; in the work full of various negative influences, it can give people positive and selfless dedication. Positive energy; in the era of pan-entertainment and fast food culture, giving people the power of knowledge, leading people to a correct outlook on life, values, and the world. The audience does not need entertainment, but needs bottom-line entertainment and restrained entertainment. In order to attract the attention of viewers and the favor of advertisers, many TV programs have gone farther and farther on the road of entertainment, deviating more and more from mainstream values, ignoring the social responsibility that the media should bear.

"Reader" is like a ray of fresh breeze blowing slowly, giving many viewers a positive force. Just like the netizen said: "I don't know why I saw this show, and my tears are like surging rivers. The other programs are different. It has brought me a good three perspectives, gave me the right direction, gave me a deeper impression of reading, and gave me the true meaning of reading." "Reading is no longer fashionable in this, and entertainment is diverse. In this era, readers can put more people into a positive energy atmosphere." "In such an impetuous society, we need more to settle our hearts and lead us to experience the energy of life! Such a program requires a lot of energy. , We can feel the positive energy behind different people. After all, the society where too much dross has been absorbed is especially precious!"

5. Promote the brilliant Chinese culture and arouse the audience's cultural confidence

On July 1, 2016, on the occasion of the ninety-fifth anniversary of the founding of the party, General Secretary Xi Jinping proposed "cultural self-confidence", which was the fourth self-confidence raised after the self-confidence in the path of socialism with Chinese characteristics, the self-confidence in theory, and the self-confidence in the system. General Secretary Xi pointed out that "cultural self-confidence is more basic, broader and deeper self-confidence" [3]. Television media is a mass media with a wide audience. It should take the promotion of my country's splendid culture and the enhancement of the cultural self-confidence of the Chinese nation as its inescapable responsibility. my country's five thousand years of civilized history has created a vast and splendid culture. In today's era when fragmented reading is popular, holding up a book calmly, reading carefully or reading a paragraph of text, may have become a long-standing thing for most people, and reading has become a good habit that we are very lack of today. The culture accumulated in our country for thousands of years is slowly sleeping in the hearts of many people. "Long Reader" is like Hong Zhong, arousing the cultural resonance of many audiences. In today's increasingly diverse cultural environment, every audience feels the heavy cultural weight of our country. A large number of excellent fragments of Chinese literary classics were selected in the program, allowing the audience to truly feel the charming charm of Chinese culture, and enabling more people to build strong cultural confidence in their hearts.

As the netizen said in a message: "A thoughtful, connotative, and high-quality program. I hope that people will pay attention to this program, learn the essence of Chinese literature, and carry forward the Chinese culture. Chinese traditional culture is broad and profound, and its impact on us is lasting and lasting. Far-reaching." "Once a cultural behavior is widely spread, it becomes a cultural force, and it will affect a group of people, a generation, and may become a cultural symbol of an era or become the cultural mainstream of this era. This suggests One question is, what kind of cultural behavior will be widely spread? How can it be spread widely to affect people? That is to accurately pulse what kind of culture is needed in this era, and what kind of cultural nourishment people desire, that is simple and deliberate , Connotative, positive, can bring positive energy to people, and can even bring joy to most people."

"Long Reader" really brought a lot of touch, a lot of inspiration, and a lot of resonance to the TV audience. At present, we really need such a program to help ourselves re-examine our hearts. Analyzing the success factors of the show from the audience's perspective, it can be seen that programs that spread excellent culture, lead correct values, give people a positive energy, and touch the hearts of the audience are still loved and praised by everyone. In the messages of the audience, you can also see the improvement of the aesthetics of the domestic audience. I hope that the TV media will re-examine their responsibilities and create more programs that everyone loves.

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