

Analysis on the Influence of Talent Variety Show on Teenagers' Values

-- Take the Anomie of Marketing Means of Youth with You 3 as an Example

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Abstract

Talent variety shows are deeply loved by teenagers and affect the values of contemporary teenagers. This paper will take the program mode and marketing means of "Youth with you 3" as the research object, analyze the value orientation of talent show variety shows, explore the impact of the program on teenagers' values, standardize its communication and marketing means, and guide teenagers to establish correct values.

Keywords

Talent Variety Show; Teenagers; Values; Marketing means.

1. Introduction

1.1. The program Mode of Youth with You 3

In recent years, talent show variety shows stand out among many online variety shows. This year's popular talent show is the third season of Youth with You produced by iqiyi. The program takes "idol cultivation" as the program orientation, and a total of 119 trainees are convened. As a "youth producer", viewers vote for their favorite trainees, "vote" is also known as "help value". The program team sets tasks to assess the trainees, and the nine trainees with the highest vote can get the opportunity to make a debut. Iqiyi ordinary users can vote for one contestant every day; VIP users can vote twice a day; If you want to get more help opportunities, you can buy milk products and scan the QR code in the bottle cap to exchange help opportunities.

1.2. The Marketing Model of Such Talent Variety Shows Like The Third Season of Youth with You

1.2.1. Star Effect Drainage Marketing

The program is drained by the traffic brought by star tutors Li Yuchun, Lisa, Li Ronghao and pan Weibo.

1.2.2. Hot Search Drainage Marketing of Microblog and Other New Media Platforms

In the early stage of the program, a pilot film was launched for preheating. After broadcasting, each program will carry out microblog topic marketing with wide coverage and targeted publicity.

1.2.3. Voting Mechanism to Guide Fans' Consumption Marketing

As the only factor determining the trainee's stay, the help value gives the audience greater rights, improves the audience's participation and improves the stickiness between the audience and the program.

1.3. The Consequences of Over-marketing in the Third Season of Youth with You

Based on the "love protecting" psychology of some fans, the duel between artists has gradually evolved into a duel between fan groups. Capital continues to induce fans to consume in order to obtain higher returns. In May 2021, the "milk pouring event" of the third season of Youth with You was exposed. Some fans bought a lot of drinks in order to get help. The milk with the lid removed could not be drunk within the shelf life and was poured out. After the incident, Beijing Radio and Television Bureau interviewed the relevant person in charge of iqiya and ordered to suspend the program recording. The program announced the cancellation of the finals on May 9, 2021.

2. Analysis on the Program Mode of Talent Variety Show and the Values of Marketing Means in the Communication Process

With the increasing popularity of talent show variety shows, their influence is increasing day by day. Every audience is imperceptibly influenced by the values conveyed by the program.

2.1. Carry Forward the Spirit of the Times and Encourage Young People to Fight and Challenge

In recent years, many talent shows are trying to convey the positive energy of the era of "No struggle, No youth". The third season of Youth with You takes "Fight with the world with your own way" as the slogan to lay the tone of youth inspirational program. The "C-position competition" of the trainees shows the spirit of daring to challenge.

2.2. Establish Team Consciousness

The public stage of the program is jointly completed by the team, and the team members must unite as one in order to win.

2.3. Over Marketing and Consumer Fans

"In the Internet age, entertainment consumption has doubled the pleasure brought by consumption. As an entertainment consumption with strong social interaction, 'fan economy' is reflected in the marketing links of more and more brands. "[1] All brokerage companies do whatever it takes to make artists get high heat. At the same time, the program group releases activities to guide fans' consumption and form an industrial chain composed of "fans, idols and program groups". In the process of pursuing high returns, capital gradually deviates from the original intention of the program, which makes fans have reckless consumption behavior. The behavior of "pouring milk" seriously violates the core values of social attention in China, and the vulgar and extravagant behavior contributes to the bad atmosphere of "entertainment first".

3. Audience's views on the Purpose of the Third Season of Youth with You

Q: Is the artist's strength more important or the voting ability of his fans more important?	
Choices	Proportion
Artist's strength	26.98%
Voting Ability of fans	7.94%
Both	57.14%
Neither	7.94%

Q: What is your attitude towards the decision of the Beijing Municipal Administration of radio and television to order iqiyi to suspend the Program?	
Choices	Proportion
Strongly support	9.52%
Support	19.05%
Neutral	58.73%
Not support	7.94%
Strongly not support	4.76%

Q: What is your attitude towards the similar fund-raising behavior in the program?	
Choices	Proportion
Reasonable	11.11%
Unreasonable but still support	30.16%
Unreasonable and not support	58.73%

This paper collects 63 people's views on the third season of Youth with You through a questionnaire survey, of which 84.13% of teenagers and 80.96% are willing to watch talent shows, indicating that talent shows are loved by most teenagers. Most people believe that the number of votes should not be used to decide whether interns should stay or go. More than half of the people believe that the fund-raising behavior is unreasonable and there are shady scenes. At the same time, there are more supporters than opponents of the program off the shelf. It shows that there are some problems in the planning of the program, which does not achieve fairness and justice, and is inconsistent with the values expected to be conveyed by the program.

4. The Influence of Talent Variety Show on Teenagers' values

"Values are the core of culture. As one of the popular forms of social mass culture, namely producer values, talent show shows and disseminates values, which has a great impact on the psychology and behavior of the public 'Talent show' is not only the self-entertainment of capital, but also has extensive social participation." [2] As a hot public event, talent variety shows have a great impact on teenagers.

4.1. The Positive Values of Talent Variety Shows Bring Positive Guidance to Teenagers

4.1.1. Guide Teenagers to Set Life Goals

Every contestant in the talent show has a clear goal and direction. This guides teenagers to think about their own values, so as to establish their life goals.

4.1.2. Carry Forward the Power of Idols and Encourage Teenagers to Pursue Their Dreams Bravely

Each contestant in the program has a clear goal and keeps working hard at the same time. To a certain extent, the establishment of this image gives correct guidance to teenagers and encourages them to refuse difficulties and pursue their dreams bravely.

4.2. The Negative Impact of The Negative Values of Talent Variety Shows on Teenagers

4.2.1. It Has Triggered the Impetuous Mentality of Teenagers Eager to "Become Famous in One Fell Swoop".

At present, talent shows only one-sided convey the popularity and wealth after becoming famous, but dilute the efforts needed to become famous. Star making programs encourage some

teenagers to be eager for quick success and instant benefit and opportunistic, which will lead to their profitable life values.

4.2.2. The Prevalence of "Fund-Raising" Behavior Has Caused Teenagers to Form A Wrong Consumption View

"Milk pouring incident" is an adverse phenomenon caused by fund-raising behavior. Some teenagers lack rational thinking ability and are easy to be misled, thus forming a wrong consumption view.

4.2.3. Lack of Sense of Social Responsibility and Do Everything Possible to Achieve The Goal

The "milk pouring incident" is fundamentally caused by the capital's desire for high interests. As the title merchant of the program, Mengniu did not consider whether it was appropriate to print the QR code in the bottle. The program group also did not consider whether the existence of help value will lead to adverse social phenomena. Imagine that if the merchant prints the QR code that can be converted into boost value on the bottle body to complete the boost without opening the drink, or the program team does not select according to the boost value, can the "milk pouring event" be avoided?

"Pouring milk incident" is an act of unscrupulous means to achieve the goal. Teenagers are vulnerable to its influence, resulting in wrong value orientation.

5. Conclusion and Thinking

To some extent, the root cause of the anomie of marketing means in the third season of Youth with You is that the capital side is not aware of its own social responsibility.

6. Rectification Suggestions on Talent Variety Shows

At present, talent show variety shows are mixed. In order to resist the dissemination of information contrary to the socialist core values, urge major network platforms to earnestly fulfill their social responsibilities and disseminate correct values to teenagers, we should create a positive network environment for teenagers.

First of all, government departments should strengthen the supervision and management of major network platforms, and relevant departments should restrict the dissemination of vulgar programs. For "fund-raising" and other behaviors, relevant departments should provide clear standards and boundaries for major network platforms to rectify.

Secondly, major network platforms should actively assume the responsibility of education orientation, examine their own problems and correct them, so as to create higher quality works in line with the background of the times.

Finally, colleges and universities should shoulder the responsibility of education, cultivate teenagers' dialectical thinking, make them consciously resist bad temptation in the face of wrong guidance, and block the formation of wrong values from the root. At the same time, colleges and universities should vigorously carry forward the socialist core values, make teenagers clear their social mission as "pillars of society", and guide teenagers to realize their own values in a correct way.

References

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