

Analysis of the Advantages of Korean Variety Shows and Its Enlightenment to Chinese Variety Shows

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Abstract

In recent years, with the improvement of national living standards and cultural levels, people's demand for variety and entertainment programs is also increasing. Korean variety shows, TV dramas, movies, songs, etc., especially Korean variety shows are very popular in China, and they have also brought influence on the Chinese variety show market. Since 2013, China has introduced and borrowed a large number of Korean variety shows, and its novel program production methods and content expressions have won the love and support of many domestic audiences. In this work, "Running Man", "Three Meals a Day", "Dad, Where Are We Going?" " as the main research object, based on the perspective of the audience, analyze the reasons why Korean variety shows are favored by audiences through four aspects: program type, arrangement of variety show hosts and guests, post-editing and cultural communication, and then compare Chinese and Korean variety shows from two aspects, and objectively discuss the introduction of Based on the advantages of reference and the disadvantages of domestic variety shows, we will seek improvement strategies for Chinese variety shows from the perspective of innovation and variety show production. South Korean TV variety shows can become a model for Chinese TV variety shows to learn from, and they can be improved through comparison, thus providing a reference for the development of Chinese variety shows. According to the current research, domestic research on Korean entertainment programs is relatively shallow, and there is still a lot of room for improvement in breadth and depth.

Keywords

Chinese and Korean variety shows; Comparison; Innovation.

1. Introduction

In 2013, Hunan Satellite TV introduced "Where Are We Going, Dad" from South Korea's MBC TV station, focusing on its unique observation angle and recording the artist's real parent-child life. The eyes are very fresh, so once the show was broadcast, it caused a wave of enthusiasm. At the same time, it also marked the successful opening of the Korean variety show model in mainland China. In 2014, while stabilizing the reputation of the program "The Voice of China", Zhejiang Satellite TV referred to Hunan Satellite TV's ideas and introduced South Korea's SBS ace program "Running Man". Many mainland TV program experts asserted that the type of "Running Man" Variety shows cannot be completely transplanted to mainland China. However, "Running Brother" adopted the model of a Korean team stationed in it, completely using Korean filming, screenwriting, and editing systems to be introduced to mainland China, and it was slowly delivered to the Chinese team after several episodes were filmed under the premise of full control of South Korea's SBS. The popularity of "Running Brother" has broken the "prejudice" of those experts, and it also means the complete victory of the Korean variety show

model in mainland China. The reason why the Korean variety show model can be so successful in China must have many advantages.

2. Advantages of Korean Variety Shows

2.1. Diversity of Variety Show Types

There are various types of Korean variety shows, including life experience, music competition, marriage speed dating and other themes. Not only are there many types of programs, but the quality of the programs presented is very high. The positioning of the program is clear, catering to the taste and orientation of the audience. Na Young-seok, a famous Korean variety show producer, once revealed that during a work dinner, someone said that he wanted to quit his job and go to the countryside to make pancakes. Luo Yingshi felt that not only the staff had such an idea, so he started a new slow variety show "Three Meals at Three Hours". In the current social environment where life pressure is high, people hope to play with good friends and escape the pressure of urban life. Luo Yingshi projected people's yearning for a better life in variety shows, vividly showing it. These reflect that the creation of Korean variety shows comes from life, and the audience can pay more attention to and think about the real problems in society after watching them.

2.2. Arrangement of program personnel

In variety shows, the host and program guests are indispensable. Most Korean hosts have strong professional skills, high professionalism, and their own unique style. They can grasp the general trend of the program at the recording site, guide the program guests to make jokes, and increase the fun of the program. In "Running Man", the host team is composed of seven popular artists with a wide age span, different personalities, and different specialties. Such a host team with a large age span can attract more audiences of different age groups. A lot of effort has also been made in the selection of program guests, relying on the "star effect" and inviting popular stars to shoot, ensuring a certain ratings.

2.3. Cultural dissemination

Speaking of South Korea, people can think of many things, such as Korean dramas, Korean pop music, food, famous scenic spots, etc. These are all embodied in "Running Man". The show will invite the protagonists of popular Korean dramas, or The trending pop music group will choose famous scenic spots and various food markets for shooting in the location selection. The scenery is presented to the audience through the lens, so that the audience can learn more about Korean daily life, clothing, etc[1].

2.4. The fun of post-editing

If you want to make a good variety show, you need to work harder on editing later. In order to present the hidden jokes in the program, the key points that the program group wants to highlight, and certain concepts that the director wants to convey to the audience, special effect subtitles have become a good way of expression. In Korean variety shows, subtitles with special effects are a very common editing method, that is, highlighting a certain key point in an appropriate picture and adding special effects to the subtitles can not only increase the fun, but also enrich the picture effect. According to the difference of each program, the special effects presented are also different. For example, in "Dad, where are we going?" In ", in order to cater to the innocent and innocent image of the children, the subtitles with special effects will become simple and cute. Interesting sound effects can also add points to the program. When children do some cute behaviors or unexpected things happen, appropriate sound effects and special subtitles can make the program more interesting and make the audience feel immersive a feeling of[2].

3. Comparison of Chinese and Korean Variety Shows

3.1. Impact on domestic variety shows

3.1.1. The program is novel and its quality has been improved

Compared with other countries, the development of domestic variety shows started slightly later, so the presentation of variety shows in the same period will be slightly inferior to that of South Korea. After purchasing the copyright of Korean variety shows, we actively learn from the production model of the Korean team. For example, Zhejiang Satellite TV's "Running Man", when the program first started filming, a Korean team was stationed in it, and the production was completely in accordance with the Korean "running man" model. The overall quality of the program is very high, and it has attracted a lot of attention and gained many fans as soon as it aired. The Chinese team also added a lot of their own ideas to the post-production of the program. For example, in the selection of shooting locations, most of them are historical places of interest, and they will also add games closely related to history and culture in the shooting content, showing the folk customs of various places. The content of the program has been increased.

3.2. Disadvantages of domestic variety shows

3.2.1. Homogenization is serious

The phenomenon of homogenization has become a common topic in domestic reality shows. In October 2011, the State Administration of Radio, Film and Television issued the "Opinions on Further Strengthening the Program Management of TV Star Comprehensive Channels", requiring all satellite TVs to adjust reality shows. But until now, the phenomenon of homogenization still exists. As long as a satellite TV program has a high ratings, other satellite TV stations will launch similar variety shows, causing audience fatigue. Later, in order to reduce the time for program testing, more satellite TVs chose to introduce overseas variety shows, but there are still relatively many domestic satellite TVs without copyright awareness, and copying and plagiarism abound. For example, "The Voice of China" launched by Zhejiang Satellite TV in 2012 imported the copyright of the original Dutch program, but Dragon TV and Hunan Satellite TV followed suit and launched programs with almost the same type and format. This kind of behavior leads to waste of resources, and the similarity of various programs shortens the life cycle of the programs. No matter from any point of view, it is not a good behavior.

3.2.2. Too many advertisements are implanted, and the implantation method is blunt

Product placement is to place the product in a variety show. The audience can see the product intuitively from the program, or present the product and the plot together to the audience, so that the audience can deepen their understanding of the product and the product brand in a subtle way. . However, if the advertisement placement is too frequent and the method is too blunt, it will be counterproductive and cause a bad viewing experience for the audience. For example, the sponsors of the fourth season of Hunan Satellite TV's "Longing for Life" include 14 brands including Deluxe, Xiaomi, Xiaodu, Qimao Novel, JD.com, and Homework Help Live Class. The program innovatively printed the names of all the sponsors on a piece of A4 paper and pasted them behind the guests, and the font of the brand with more sponsors was bigger and easier to see[3]. More or less, the physical products of the sponsors will be placed, which will affect the perception and easily distract the audience. Not only this program, but most domestic variety shows have this "common problem". How to optimize the placement of advertisements while ensuring the normal operation of the program is the direction that program producers should focus on.

4. Enlightenment to Chinese Variety Shows

4.1. Bold innovation

My country's variety shows have gradually entered the right track from imitation, introduction, and current innovation. However, most variety shows in our country are empty in content and lack cultural connotation, which is undoubtedly a waste of resources. Therefore, in order to prevent the occurrence of this situation, we should boldly innovate and enhance the ability of independent innovation. Focusing innovation on the new mode and new content of the program requires the program producers to have more new ideas, use more novel shooting methods, and seek diversified development paths for the program. Improve the connotation of the program and think about the value and significance of variety shows to society.

4.2. Starting from the audience

When many people think of variety shows, they think that they are programs that young people like to watch. To break down stereotypes, diversification can be added to the programming process to attract viewers of different age groups to watch the program. You can also start from another angle to meet the differentiated needs of the audience, and launch different types of variety shows for the public to choose from[4].

5. Conclusion

To sum up, Korean variety shows have a relatively mature production model in terms of theme, program mode, and post-editing, and have achieved good results both at home and abroad. The introduction of Korean variety shows has enabled Chinese variety shows to have richer experience, and has also enabled Chinese variety shows to achieve high ratings and high profits. In the increasingly fierce competition of variety shows, Chinese variety shows should learn from each other's strengths rather than stagnate. It is necessary to actively cultivate excellent production teams, focus on content innovation, and continuously improve innovation capabilities on the basis of introduction.

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