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Research on the Spread of "National Treasure" from the Perspective of Internet Subculture

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Abstract: *In the era of new media, various cultural thoughts have emerged in a staggered manner, and the sudden emergence of online subcultures has made the Internet cultural ecology more magnificent. This article takes "National Treasure" as an example, and looks at the innovative development of traditional cultural variety from the perspective of the network subculture factor in the communication chain, with a view to opening up new paths and providing new ideas for the inheritance of traditional culture. "National Treasure" relies on the subculture position, builds a bridge between young audiences and ancient cultural relics, expands the imagination space of cultural variety shows in the form of program form, publicity path, feedback interaction, etc., and provides the future direction of TV variety shows.*

Key words: *Network subculture; "National Treasure"; 5W model*

Introduction

In 2017, it was called the first year of China's "cultural variety". According to David, video sites have arranged card positions in cultural variety shows. From poems and songs to letterhead notes, they have deconstructed traditional culture in an all-round way and set off "culture "Variety of variety". There are a number of high-quality programs such as "Chinese Poetry Conference", "Lang Reader", "Seeing Words and Faces" and the audience has raised the threshold of expectations for such programs. The large-scale cultural expo launched by CCTV in December 2017 The show "National Treasure" officially landed on the TV screen. The show was led by the Palace Museum. The nine major museums in China collaborated for the first time. Each issue featured a collection of three collections in a museum. Each collection was paired with a star guardian to interpret and tell about it. The story of "Previous Life and Modern Life" was finally selected by the audience to vote for one of the collections to participate in the "National Treasure" special exhibition in the Forbidden City. However, after the program was broadcast, the response was mediocre, according to the data of China Wide Vision Sophie Media Research (CSM) The ratings of the variety show fluctuated around 0.5%, while CCTV's other high-quality cultural programs all broke 1%.

The "National Treasure", which is not outstanding in TV ratings, has taken a different approach. With the help of the sub-culture of the Internet, it took the fast lane of Station B when the program started, firmly occupying the public's vision and letting museums and cultural relics enter. People's daily issues. As of November 2019, the first season of "National Treasure" was broadcasted on station B with 21.428 million times, the number of barrage exceeded 1.2 million, and the score was as high as 9.9. The second season

of "National Treasure" is still playing steadily and continuing. The first season has a good reputation, the broadcast volume has exceeded the 25 million mark, and it once became a "phenomenal" variety show, and its unexpected popularity at station B has hit the spark of elite culture and niche circles, and has also become a research network. Excellent sample of cultural communication.

The Network Subculture Temperament Highlighted by "National Treasure"

With the rapid development of the Internet, people have achieved tribalization on a larger scale. A series of variety shows with young netizens as the main audience came into being. They are very distinctive in the style of packaging, content construction, promotion and distribution of programs. Internet characteristics. It can be said that there is an inextricable relationship between online subcultures and variety shows. "National Treasure" was born on CCTV as a file, detonated at station B, and then attracted widespread attention on social platforms such as Weibo and Douban. The variety of word-of-mouth fermentation is bound to contain extremely rich network subculture connotations.

The connotation and rise of network subculture

Subculture is an emerging culture derived from "mother culture (mainstream culture), which is also a niche culture. Most of the subcultures will appear in the face of the thoughts, attitudes, habits, beliefs and lifestyles of things. A value and conviction relative to mainstream culture, it is also another special value and behavior that accompanies mainstream culture." Even though the current mainstream culture of the Internet is still dominant, it has absolute Discourse power, but as the latest coordinate of the subculture of the Internet, the Internet subculture is taking the fast track of the Internet to continue to devour the Internet ideological territory, with its unique style characteristics and aesthetic value in the process of coping with the mainstream culture of the Internet. Zhong also highlights the strong vitality, seizes his own living space, has become increasingly fierce, and gradually has the penetration and influence that can resist the courtesy of the mainstream Internet culture.

"National Treasure": symbiosis with Internet subculture

The niche culture created by the netizens in the virtual space converges into a network subculture, which is guided by personal interests to conduct a gentle confrontation with the mainstream culture. The process of network subculture evolution runs through "deconstruction" and "stripping". Disruptive and critical. "National Treasure" created a light-weight theater story to analyze the historical background of cultural relics, replacing the quaint ancient text with words that fit the young audience. The museum walked down the altar in fun and contrast and consciously accepted the infiltration and subculture of the network subculture In light of this, Station B has undoubtedly become the only carrier for the same type of program to break through and enter the context of the online generation.

Relying on the unique technical advantages of the network platform, "National Treasure" uses cross-screen and barrage elements to enhance the interactivity and influence of the program. The immersive viewing experience is beneficial to increase the audience's involvement. When the development of the network subculture is inserted The wings of technology can better take into account the audience's emotional

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experience and entertainment needs. From the beginning of its birth, "National Treasure" has catered to the preferences of young audiences with a natural sense of network. From the program setting to the guest lineup, it has shown the entertainment spirit in multiple dimensions, and it has constantly refreshed the popularity of online subcultures.

Analysis of the Characteristics of the Subculture Spread of "National Treasure" Under the 5W Model

The explosive variety "National Treasure" shows the subcultural characteristics in both the ingenious program form and the content presentation, so this article will combine the classic communication theory "5w model" from the communicator, the content and the channel , The object of communication, and the effect of communication on the analysis of the style and logic of "National Treasure" highlighted in the network subculture in communication.

Communicator: wide spread of multiple subjects

A. Behind-the-scenes communicator: a professional and creative team

As the gatekeeper of content output, the creative team of the program is closely connected with their professionalism. "National Treasure" is backed by the two cultural positions of CCTV and the Forbidden City, and integrates the nation's top cultural and cultural resources. It was polished by producer and director Yu Lei for two years. Yu Lei has participated in the production of many programs and feature films such as "Spring Festival Gala", "Very 6 + 1", "Opening the Door", has experienced the iteration of the TV program, has rich experience in the industry, and has a good understanding of the quality of the program. There are strict requirements. In order to vividly and realistically interpret the story of this life, the creative team must carry out several serious rehearsals, even if it is just a very ordinary shot, it must strive for lifelike. In addition, the members of "National Treasure" are mostly post-95 young people, and they have an inherent advantage in empathy, so they can more sensitively capture the preferences of the youth group and output value in an infinitely close way. Hit the emotional pain points of the target audience and build a communication bridge between the program and the young audience. Especially in the interpretation of "Stories of Past Life", it often uses crossing elements + network language, which caters to the psychology of seeking differences among online subcultural audiences, creating their collective carnival. The program's subversive gameplay and innovative interaction have gained a lot of praise, to a certain extent, it has greatly released the energy of the network subculture and shaped the spectacle of niche culture.

B. Behind-the-scenes communicator: special guests help out

"National Treasure" is not only renovated in form, but also ingenuity in the setting of guests. The national treasures with different temperaments are highly related to the guests, such as Jiahu Gudi and the singer Cai Guoqing, who can always collide. A different kind of sparks deepens the temperament of the museum. In the first season of the show, a total of 27 star national treasure guards were invited, from the hundred-faced film emperor Liang Jiahui, the popular power boy Wang Kai, to the top traffic Yixi Qianxi, with different fan groups, cut into different circles, and target consumers Together, it can eventually promote the further growth

of users and the extension of the program life cycle.

When it comes to the sub-cultural style of the show, the second-dimension module bears the brunt. Before the interpretation of the "Previous Life Story", the stage background will display the anime image, and the ancient style soundtrack in the online games such as Fairy Sword and Heroes, Jian Wang Third Class will be played, catering to a large number of young The preferences of ACG enthusiasts, as well as the large number of special secondary effects implanted in Duan Yihong 's legendary story of "Yue Wang Gou Jian Jian", combined with the flamboyant lines such as "If you ca n't, then you must correct the princes", is enough to break the "dimension". "The Wall" makes the seemingly tiny subculture glow with dazzling light.

Dissemination of content: the expression of jokes in traditional culture

A. Content: dissolve the authoritative expression paradigm

Inheriting the blood of Chinese culture and enhancing national cultural self-confidence are the original intentions of the production of "National Treasure", and letting this idea truly reach the young audience is the proper meaning of the purpose of achieving the purpose of communication. The preaching mode of traditional cultural programs has become unsuitable for the context of communication. In order to get rid of the dullness of museums and national treasures, the program has created a precedent for "record variety". On the basis of insisting on culture as the core, it adopts the form of variety to traditional culture. Make innovative expressions. For example, Zhang Guoli, the interpreter of No. 001, has a very contrasting opening speech in the "National Treasure" program. "It's such a cool opening. At first glance, we are a young program. How young are we? It is five thousand years up and down. "The group self-exploded" Qianlong's Aesthetics of Farmhouse Music", Wang Kai's cultural relics introduced "Porcelain Mother Carrying the Handle in China's Official Kiln Porcelain"... Filled with the dissolution of authority, anti-elite and anti-rationality, emphasizing personal experience and eclecticism Embracing secular entertainment and carnival, catering to young people's spoof mentality and other characteristics, which is contrary to the sense of ceremonies and elite culture that traditional TV variety shows persist, but it has produced unexpected communication effects and deepened the attributes of program entertainment. The personalized language expresses the ideological concepts against the mainstream, which demonstrates the unique temperament of the self-spirit advertised by the network subculture

B. Program form: stylization and construction of sense of ceremony

In the perspective of cultural studies, subculture is a subordinate culture that challenges the dominant culture through stylized and alternative symbols to establish identity. However, with the continuous deepening of consumerism, subcultures are facing the merging of commerce, the confrontation is gradually declining, and they are focusing on the distinctive rhetorical and stylized features in form to construct unique cultural communication methods and find identity. Every star guardian will have an oath after telling the story of the national treasure "Past Life and Life", such as "Guarding History, Guarding Green Water and Green Mountains" on the Qianli River, and "Guarding History and Guarding Laws" of Qin Bamboo Slips in Yunmeng The "initial intention" invariably pointed to the current cultural symptoms and social difficulties, showing the civilian feelings that were ignored or disdainly expressed by the powerful media. The expression means of "ritual sense and stylization" in the network subculture, and the expression meaning of "deconstruction and construction" are undoubtedly revealed here.

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Communication channels: clever use of social platforms

"National Treasure" has created an advanced version of the interactive mode of "social platform + viral marketing + experience is king" in terms of communication channels, bringing the potential of communication resources to break through the boundaries of cultural and versatile variety content types More imagination.

"National Treasure" puts the focus of the early announcement and the extension of the topic on the pan-entertainment content community of Station B. On the one hand, they value their young user base, as well as the convenience and low cost of interaction. Unlike Weibo ’s acquaintance social model, the KOL ’s forwarding and commenting function in the weak relationship field of station B can effectively mobilize emotions and cause the effect of virus transmission. As of October 2019, the director of "National Treasure" Yu Lei's opening notes released on the B station received 42,000 praises and 777 replies. The next interaction of the program producers will undoubtedly narrow the distance with the young audience. On the other hand, the fragmented communication characteristics of social platforms fit the current lifestyle of people in transit, filling the gap in people's fragmented time seeking entertainment information. The 100-minute positive film raises the audience's viewing threshold, thanks to the spontaneous secondary processing of the wonderful bridges of the program by the audience of station B, which realizes the multi-generation of lightweight content, multi-directional distribution, and simultaneous triggering of entertainment upgrades. Disseminate the effects of fission; behind-the-scenes behind-the-scenes released by the program group can better satisfy the audience's private desire, while increasing the number of topics and discussions of the program, and exerting the rapid cluster communication effect. At the same time, the "National Treasure" microblogging platform has exerted a strong force, intensively outputting fine-edited content, extracting classic sentences of the program, and launching the hot topic # I write advertisements for national treasures #, using the trendy vlog format, which varies There are more than two million fans so far. All in all, the flexible use of social channels has played an important role in the sinking of users of "National Treasure", the propagation of fission, and the construction of subcultural styles.

Target of communication: precise positioning of target audience

"National Treasure" has a clear understanding of the target audience's positioning from the beginning, focusing its attention on the "post-90s" and "post-00s" young generations known as "Internet aborigines". The venue has become a weather vane and indicator for program adjustment. As the director of the show said: "If the parents, grandparents and grandparents discuss, if the young people don't watch at all, then it is definitely wrong to do this in vain." Therefore, "National Treasure" treats the vast number of young people Regarded as the main communication object of the program, it conducts preliminary research on the younger groups, and the planning of the program is also closely followed by the needs and aesthetics of the young people. When "Thousands of Years of Mountains and Rivers" is slowly expanded with a 3D full screen comparable to the Spring Festival Evening, the rolling mountains and vast rivers are still bright and vivid after thousands of years, and the audience's heart is captured in an instant. Cool and highly psychologically different, it highlights the unique expression of subcultures, enriches the form of the program while raising its own recognition, so that subculture audiences have a stronger identity.

Therefore, the program mainly observes the ideas and behaviors of young users by observing the users of

station B, and finds that young people don't just like shallow things. On the contrary, the desire for knowledge is one of their group characteristics (Kelly, 2016). The "National Treasure" makes the original seemingly boring cultural and historical knowledge content integrate studio arts, documentaries, stage dramas and other art forms, becoming interesting, and the program team also touches in the softest way to make content To the core of the most humanistic feeling and commercial value of cultural variety, domesticated and cultivated a young market.

Spreading effect: market enlightenment in cultural industry

"National Treasure" has been aired for two seasons. The extraordinary cultural charm not only makes it frequently appear on the Weibo search rankings, but also forms a trend in the circle of friends. The commercial value generated by the program should not be underestimated. A series of peripheral products derived from "National Treasure", which is backed by top natural resources, include niche categories, including all-encompassing levers of spreading. The long tail effect was proposed by Chris Anderson, the editor-in-chief of the American Wired magazine, in response to the personalized needs of the Internet era and the motivation for handling unpopular products. The theory believes that as long as the storage and circulation space of commodities is large enough, the market share of commodities with low demand or poor sales will be even larger than those of the few hot-selling products. The successful incubation of "National Treasure" is also due to the long-tail effect of the development of mobile socialization so that people from different backgrounds can gather widely, that is, the ideas of countless niche are integrated and amplified, which can eventually compete with the mainstream market. the power of. For example, Tencent Animation and "National Treasure" launched the exhibition, "National Treasure" settled in Tmall, opened "Hello, historical flagship store" and launched "Tang Dynasty ladies mini hand-made fun model" "Luo Shenfu hand book gift box" and other explosions This product has entered the blue ocean market of the cultural industry. The niche can be said to be synonymous with subcultures. The value orientation of subculture groups will become the core of supporting the long tail market, insight into the small and micro needs of subcultures, commit to building a vertical and strong relationship community, and adopt a targeted approach Content delivery is the only way to shape a large consumer market.

The Enlightenment of "National Treasure" from the Perspective of Network Subculture

In the context of gradually entering the consumer society, the Internet as the current young group has the highest contact time and frequency, the most interactive and appealing medium, and the subculture grown here has brought a new experience in the audiovisual dimension. To a certain extent, it drives emotional consumption and reshapes the user's values. "National Treasure" is a variety show that has been rated highly in the stroke of the young circle since the first season. From the content production to the later announcement and user feedback, the closed loop of the operation can be said to highlight the subculture of the network, and it is worthy of cultural programs. Learn by reference.

Innovate the form of program performance and deliver positive values

Looking at the overall situation, in recent years the competition in the variety market has been upgraded,

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with insufficient innovation and homogenization issues, but "National Treasure" is adhering to the original spirit, and the layout from the content to the form has not fallen behind. It has become a leader in the industry and is more promising. Leading the new generation of cultural variety into a high-quality, professional era. "National Treasure" takes culture as the core and variety shows as the outer shell. Stars are invited to introduce the historical stories about the national treasure to the audience in the form of stage plays and apply the template of the talent show to empower the cultural relics. Overhead story narrative and innovative character setting highlight the unique personality of the network subculture and its respect for breaking the rules. At the same time, the diversified space-time thinking mode built by the program also stimulates the audience ’s imagination and truly achieves “ Let the national treasure come alive "to create a unique network subculture space. The bold innovation of "National Treasure" will inevitably bring the audience to the museum to feel the interest accumulated in Chiese history, make the culture truly cut into the public life, and make the wisdom and ingenuity of the ancestors complete a better relay in the long history.

Choose the right broadcast platform to attract more young audiences

As a national-level media, CCTV has a program audience that covers the whole country, but most of the recipients of TV terminals are middle-aged and elderly people, which is not conducive to the implementation of the concept of cultural inheritance. According to August 30, 2019, the China Internet Network Information Center (CNNIC) released the 44th "Statistical Report on the Development of China's Internet" in Beijing: China's network video users reached 759 million, accounting for 88.8% of the total Internet users. With the rapid development of mobile media, more and more young people have watched programs on mobile terminals (mobile phones, IPad) has become a trend. CCTV can correctly judge the viewing market, not only broadcast on the TV platform, but also broadcast on many video platforms such as B station, CNTV, Tencent and so on. For example, the youthful and tolerant brand of Station B is deeply rooted in the hearts of the people, and it includes the youngest user group in China. The National Treasure is broadcast on Station B, which has virtually attracted the attention of many young audiences. Screen function, in the "co-presence" atmosphere created in the Internet field, the audience can immediately output opinions and obtain some short-term emotional connection and sustenance in the viewing experience, not only affirming their sense of existence, but also gaining More sense of participation and security, etc., realized the best combination of "content + channel".

Pay attention to collecting user feedback, enhance interaction in the next interaction

Regardless of the way the cultural programs are presented, only effective content can resonate with the audience, build an emotional connection, and then form a word-of-mouth effect to attract more viewers to the game, so that the cultural programs can expand their influence and promote a good communication loop. . This time, "National Treasure" has made it possible to put the audience on the top, actively set up an account of "CCTV Variety Official" on Station B, and actively guide the user group of Station B to evaluate the program by barrage, forming a common historical cultural relics. Emotional awareness. In addition, collecting feedback from the audience also allows the program group to consolidate its advantages and make up for the shortcomings, and constantly optimize and iterate to produce better programs to meet the needs of the audience. "National Treasure" expresses a straightforward expression of the young people with a positive communication attitude, which can break the barriers of transmission and reception and seek a win-win situation.

Conclusion

In summary, with the development of new media technology and the east wind of cultural variety iterative, the network subculture has increasingly highlighted its unparalleled creativity and vitality. In the struggle with the mainstream culture, it has struggled to fight for equality. A gesture of breaking through cultural boundaries. "National Treasure" enters the blue ocean of cultural and entertainment variety with the blessing of capital and platform, and the originally silent national treasure is being expressed through a cultural form that meets the aesthetic needs of young contemporary audiences, and relies on network subcultural elements to attack the city and become a school It not only shows the brilliant Chinese civilization to the world, but also shows the responsibility of a national media culture. At the same time, it also witnessed that the network subculture is activating and feeding back other cultural forms with its own cultural vitality, further reconstructing and rebuilding the infinite possibilities of the network cultural territory.

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