Research on the communication effect of nostalgic variety shows from the perspective of collective memory

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Abstract: Recently, the emergence of a number of new nostalgic variety, including "through", "waves", "sound", "happy start" and a number of programs, although there is no "nostalgic" as the main label, but in "I want to wake up" "re-employment boy group" and other slogans, wrapped in the emotional core of nostalgia. We have observed that these programs fully explore several elements and levels of "old" people, "old" works, "old" things and "old" feelings, stimulate the interaction between emotion and memory in multiple dimensions, trigger emotional consumption, and gain more heat. In this study, the audience survey method is adopted to study the communication effect of the current nostalgic variety shows from the perspective of nostalgic resonance and collective memory, in order to obtain the connection between the nostalgic "resonance" and the collective memory effect in the nostalgic variety shows.
Key words: collective memory resonance effect, feelings of consumption nostalgic ritual sense

1 Introduction

In recent years, the impact of the repeated epidemics and the economic downturn has made people generally feel tired of the reality. As a pastime, variety shows, combining nostalgia can relieve the pressure of real life under the background of the epidemic. At present, domestic nostalgic variety shows are represented by "Breaking a thorn", "Riding the Wind and Wave" and "Happy Start Again", which have become a popular trend in the current variety market. We have observed that nostalgic variety shows mainly label them with feelings, linking the content with the audience's emotions and achieved success. It captures the curiosity and uneasy psychology of the audience, helps the audience to properly seek comfort from the known past, stimulates the interaction between emotion and memory in multiple dimensions, causes the consumption of feelings, and gains more heat. To this, we are curious, why can nostalgic variety shows gain more praise and attention? What is the social impact of nostalgic variety shows?

2 literature review

2.1 Literature review of nostalgic feelings of consumption

Nostalgia consumption has caused the academic research from many perspectives. Foreign

scholars in Rajaram Suparna2022 point out the dynamic reciprocity between the influence of individuals and the collective, the changes in the structure of individual and collective memory and the influence of culture.Roediger Henry L. In the three aspects of collective memory in his work, 2021 notes that collective memory is filled with many arguments within and between groups. In 2020, domestic scholar Hao Wenqi, in the meaning production of variety shows in China from the perspective of nostalgic sociology of works, pointed out that TV variety shows produce meaning by creating nostalgic elements and construct people's collective memory, so as to attract attention and complete a kind of meaning sharing. In 2018, Dong Tingting made a comprehensive analysis of the diversified use of nostalgic elements of variety shows from the perspective of the study of social environment, media development and audience demand. Chinese scholar Zou Qi, in the construction of collective memory of nostalgic TV variety shows in the era of media, ———— Taking Shenzhen TV time show as an example, he points out that the collective memory has been continuously reconstructed in the continuous historical evolution. However, although these studies analyze the collective memory of users of variety shows, they mostly ignore the influence of the resonance effect.

2.2 A literature review on collective memory

The theory of collective memory was first put forward by French sociologist Maurice Habwar in 1925, and has attracted great attention from scholars at home and abroad and achieved many research results. Foreign scholars Chris Weedon study the relationship between memory and history and its social, cultural and political role in collective memory: theory and politics, and supplement the theory with influence, continuing memory and anti-memory problems. Foreign scholar Burnell Ryan has similar functions between collective memory and autobiographical memory, and believes that the function of collective memory serving the collective is similar to the function of autobiographical memory serving individuals. In 2010, domestic scholar Liu Yaqiu supplemented the existence state of his theory in his works' reflection on the study of social memory, from collective memory to individual memory. In 2021, domestic scholar Platinum supplemented the theory from the perspective of semiotics in his semiotics reinterpretation of Habbach collective memory theory. In 2016, Chinese scholar Liu Yaqiu connected the theory with the present and the past in his social view of the collective memory theory.

2.3 Questions are raised

To sum up, these studies do not study the collective memory phenomenon in nostalgic variety shows from the perspective of resonance effect, so they do not answer the question of why nostalgic variety shows can gain more praise and attention. Therefore, starting from the theory of collective memory and resonance effect, this paper will try to answer the following questions: Why can the nostalgic variety show gain more praise and attention? What is the social impact of nostalgic variety shows?

3 research technique

This article uses the audience survey method to attempt to answer the above questions.

3.1 For hypothesis establishment

Based on the above questions, the corresponding assumptions are proposed here:

H1: The more nostalgic "resonance" in the program, the deeper the collective memory effect is.

H2: The more nostalgic elements in the program are connected to the reality, the deeper the collective memory effect is.

H3: The stronger the sense of nostalgic ceremony in the program, the greater the identity of the audience.

3.2 Sampling method

The research objects corresponding to this hypothesis are teenagers and middle-aged groups who watch more variety shows in daily life, and the audience survey is mainly conducted in the form of questionnaire survey. Firstly, we conducted representative sampling for this group, and conducted the general questionnaire survey; secondly, we prepared the sampling box on the basis of 15~35 years old, students and working groups; Thirdly, we conducted multilevel sampling box with 95% confidence interval and 3% sampling error. More than 200 students and office workers were selected as a sample.

The survey completed the data collection, collation and analysis process on May 1,2023. The survey is mainly open and closed questions, with the main contents as follows: (1) Basic information confirmation: including age and gender.(2) Part of the "nostalgic resonance" dimension reduction sentence in the independent variable program. (3) Part of the collective memory of the dependent variable dimension reduction sentence. This questionnaire contains 19 questions, including 8 single choice, 10 multiple choice, and 1 fill-in question. Adopt the combination of online and offline methods, through WeChat moments, QQ space, questionnaire star sample database and offline distribution.

4 Study findings and discussion

A total of 214 valid answers were collected. In all the samples, men accounted for 35.98%, women accounted for 64.02%, and women had a relatively high proportion, which is similar to the sex ratio of the group watching variety shows, and is in line with the original audience expectations. In the age ratio, the post-1990 accounted for the highest 27.1%, followed by the post-1985 and 1995, accounting for 25.7% and 24.77% respectively, it can be seen that the viewers of nostalgic variety shows are younger, which is more consistent with the groups who contact variety shows and love variety shows.

4.1 Nostalgia variety shows can meet the emotional demands of the audience

In the survey, 40.65% of respondents will spend 2-4 hours in watching TV programs, 33.64% will spend 0-1 hour, thus, the respondents TV watch attention concentration is not high, long time may lead to fatigue, TV dispensing attribute is more obvious, different programs substitutability is strong. However, variety shows are an important category of TV shows, with 34 percent of respondents in the total sample "variety shows account for 31-50 percent of the programs". In terms of the viewing frequency of variety shows, 38.32% of the respondents often watch, 32.24% of the respondents watch every day, and no respondents chose to hardly watch. Therefore, it can be found that variety shows have a wide audience coverage, and the audience viewing frequency is relatively high, so variety shows are gradually becoming a necessity for the audience's life adjustment.

Since there are also different types of variety shows, a further investigation was conducted in the questionnaire for the categories of variety shows biased by the audience. Among them, idol selection was the most popular, accounting for 57.94%; followed by games accounting for 56.54%; nostalgic slow variety shows accounted for 47.66%, and competitive variety shows accounted for 42.06%. It can be seen that as a variety show emerging in recent years, has occupied a certain variety market and become a more popular type among audiences.

For the specific reasons why variety shows attract audiences, the survey found that the top three reasons are interesting, realistic and have favorite stars. The influence of watching variety shows shows that life attitude and expanding knowledge are the two most important influences after watching variety shows, accounting for 66.82% and 62.62% respectively. As an entertainment program, variety shows are endowed with multiple factors such as knowledge, interest and reality, which on the one hand meets the emotional demands of the audience, and at the same time, it also becomes the memory point of different variety shows.

4.2 Nostalgia variety shows can stimulate the resonance of the audience

In the targeted survey of nostalgic variety shows, in order to test the respondents' cognition of nostalgia, the questionnaire lists three common and popular nostalgic variety shows. The highest proportion of "Brother" was 83.18%, "Happy Start Again" accounted for the second 66.82%, and "Sister" accounted for 66.82%. In general, most of the respondents have had the experience of watching nostalgic variety shows.

In the investigation of the cognition of nostalgic variety shows, we further investigated the reasons why the audience thinks that nostalgic variety shows will be popular, among which "close to reality, resonance, funny fun" are the top three reasons. This also has some overlap with the reasons why audiences like to watch variety shows."Paying attention to the follow-up trends of stars" accounted for the highest proportion of 61.21%, which has verified the phenomenon of archaeological upsurge caused by nostalgic variety shows. In addition, "sharing variety content with others" and "watching similar types of variety shows" are also the influence of nostalgic variety shows after watching. It is not difficult to imagine why "Sister in the Wind", Mango will launch the same program "Brother" after the success of the show. In addition, the survey results

also show that nostalgic variety shows are more likely to inspire audiences' memories of their own experiences.

This study also investigates the reasons why the audience watched the show with the phenomenon variety show "the elder sister". Among them, "attractive publicity" occupies the highest proportion, 63.55%; secondly, "novel variety forms" ranks second, 54.21%; in addition, "focusing on the reemployment of stars" accounts for 52.34% is also one of the reasons, which reflects the resonance of the audience from variety shows and the attention to the practical problems of current reemployment. Taking "Sister" as an example, to investigate the influence of viewing nostalgic variety shows, 70.09% of the respondents chose "youth memory resonance"; 56.54% of the respondents chose "contemporary golden song performance". Therefore, it can be seen that compared with the actors and stars who trigger nostalgic memory, their past connection and memory with the audience are the main influence of nostalgic variety shows to the audience, and also an important driving force for subsequent behaviors.

In the investigation on the future development direction and the current shortage of nostalgic variety shows, the highest proportion of "vulgar content and lacking connotation" in the survey results is 63.08%; secondly, in the second, the second proportion is 57.01%; the proportion of the program section is 56.54%. In the future development of nostalgic variety shows, it needs to be close to reality to attract phenomenal attention for a long time.

5 Based on the reality, stimulate the audience's collective memory

This study studies the communication effect of nostalgic variety shows from the perspective of collective memory through audience survey and interview methods. Through research, it is found that the more nostalgic "resonance" in the program, the deeper the collective memory effect, the more nostalgic elements in the program, and the deeper the collective memory effect. However, the stronger the sense of nostalgic ceremony in the program, the bigger the audience identity is. This is mainly because the effect of collective memory in variety shows mainly depends on the effect of nostalgic resonance and the connection with the actual situation of the audience.

This study puts forward the argument that the more nostalgic "resonance" in the program, the deeper the collective memory effect, which reflects the high praise of nostalgic variety shows mainly from the resonance of nostalgic elements and the audience. On the other hand, it also provides a development perspective related to the reality and the audience in the context of the multi-cultural prosperity in modern China.

However, it is worth noting that this study also finds that the prevalence of nostalgic variety shows will also bring the negative impact of the lack of long-term support of content. In the future narrative of variety shows, only by paying attention to the connection between content and reality can we achieve long-term development. However, due to the narrow survey scope of this study, it also has one-sided results. In future research, researchers in the fields of psychology, sociology and journalism and communication may need to pay more attention to the homogenized image in contemporary variety shows and expand the research and practice of nostalgic variety shows.

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Appendix 1

A questionnaire about nostalgic variety shows shalom! In order to understand people's understanding and feelings of the current nostalgic variety shows, we hereby make the following survey, hoping to occupy your precious time, please answer the following questions with practical views and situations, and cooperate with us to complete the following questionnaire. Thank you very much!

1. What is your gender?( )

A.man B.woman

2. Are you in your () age group?

A.80 before B. After 80 years, C. After 85, D. After the 90's E. After 95 and F. After 00, G.05 After

3. How much time do you usually spend watching TV shows?( )

A.0~1 hour B. From 2 to 4 hours, C. For 5 hours or more

4. What is the percentage of variety shows you watch?( )

A.0--30% B.31%--50% C.51%--70% D.71%--100%

5. Do you have a hobby of watching variety shows?( )

A. Watch B. Frequent watch of C. Occasionally watch the D. Almost don't look at

6. What kind of variety show do you usually choose to watch?() (Multiple choice choice)

A. Competitive category B. Games category C. Idol selection category: D. Nostalgia and slow variety show E. Knowledge category F. Parent-child category G and other _____

7. What do you think attracts you about the variety show?() (Multiple choice choice)

A. B of feelings B.interesting C. There are favorite stars D. To fit into the reality E. High visibility, and high F.increase one's knowledge

G Other _____

8. What do you think that watching variety shows affects you?() (Multiple choice choice)

A.lighten up B. Broaden the knowledge of C.attitude towrads life D.goof E. Other _____

9. Which of the following nostalgic variety shows have you seen?() (Multiple choice choice)

A. My Sister B."Happy to Start again" C. The Big Brother. D.not have E.other _____

10. Why do you think the nostalgic variety shows are so popular?() (Multiple choice choice)

A.emotional appeal B. Close to the reality of the C.resonate D. Funny fun E.lighten up

11. When watching nostalgic variety shows, will you recall some related memories?( )

A. Very disagree with B.disagree C. Neutral attitude D.agree E. Very much agree

12. After watching nostalgic variety shows, what behaviors will you be more likely to be stimulated by the nostalgic content in the show?()(multiple choice)

A. Focus on the stars' past works "B". Follow the star follow-up dynamic C. Share and exchange the variety show content with others

D. Watch similar types of variety shows E. Participate in the online and offline interaction of variety shows

13. After watching nostalgic variety shows, you will talk with people around you and recall the artists' previous works ()

A. Very disagree with B.disagree C. Neutral attitude D.agree E. Very much agree

13. The aspect you pay more attention to in nostalgic variety shows is the content related to or similar to yourself ()

A. Very disagree with B.disagree C. Neutral attitude D.agree E. Very much agree

14. Take the variety show as an example, the main reason why you watch it is () (multiple choice)

A. There are familiar stars like B. Propaganda is attractive. C. Variety form is novel D. Focus

on star reemployment issues E. Can find resonance

15. How many sisters do you know in the variety show?

A. Don't know B. A small part of the understanding of the C. Basic understanding D. All know

16. What memories do you think "Sister" brings of the past?() (Multiple choice choice)

A. Familiar star B. S. Golden song performance C. Youth memories resonate with D. Plot, scenes and other nostalgic elements

17. What impressed you when watching "My Sister"?() (Multiple choice choice)

A. Classic IP Star B. The contrast of the impact C. Nostalgia culture D. Emotional resonance

18. What do you think are the disadvantages of nostalgic variety shows today?() (Multiple choice choice)

A. Plagiarism phenomenon is serious, and the program type is single

B. The program content is vulgar and lack of connotation

C. The program section link is relatively weak, the lack of innovation

D. Ratings, too much hype, people impetuous

E. The program is suspected of being a publicity show, but it is not close to the reality

F.else _____

19. What are your suggestions for nostalgic variety shows?

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