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Music TV shows in China: diversity of themes and genres

Abstract. *This article delves into the diversity of themes and genres in Chinese music television programs, including music competitions, reality shows, and music themed documentaries. It showcases the unique role of these programs in enriching the audience's audio-visual experience, inheriting traditional music, exploring popular music, and reflecting and shaping social values. The article analyzes how these programs showcase the traditional and modern aspects of Chinese music, explores their role in global cultural exchange, especially as a showcase of Chinese cultural soft power, and points out the challenges they face, such as content homogenization and commercialization tendencies. Suggestions are also proposed to promote the healthy development of this field. Through this comprehensive analysis, the article not only reveals the cultural and social significance of Chinese music television programs, but also provides a new perspective for global cultural exchange.*

Keywords: *Chinese music television; cultural diversity; innovative music television programs; music dissemination.*

Музыкальные ТВ-шоу в Китае: разнообразие тематики и жанров

Аннотация. *Данная статья затрагивает разнообразие тем и жанров в китайских музыкальных телевизионных программах, включая музыкальные конкурсы, реалити-шоу и документальные программы на музыкальные темы. Продемонстрирована уникальная роль этих программ в обогащении аудитории звуковым и визуальным опытом, передаче традиционной музыки, исследовании популярной музыки, а также отражении и формировании социокультурных ценностей. В статье показано, как эти программы представляют традиционные и современные аспекты китайской музыки, их роль в глобальном культурном обмене, особенно как показателя культурной «мягкой силы» Китая, и выделяет проблемы, с которыми они сталкиваются, такие как тенденции к однородности контента и коммерциализации. Предложены рекомендации для содействия здоровому развитию данной области. Через этот всесторонний анализ статья раскрывает не только культурное и социальное значение*

китайских музыкальных телевизионных программ, но и предоставляет новую перспективу для глобального культурного обмена.

Ключевые слова: *китайские музыкальные телешоу; культурное разнообразие; инновационные музыкальные телепередачи; распространение музыки.*

Music TV programs, as a unique form of culture and entertainment, integrate elements of visual art and music performance, providing audiences with a multidimensional entertainment experience. From the initial music video playback to the current comprehensive music entertainment programs, they have undergone a transformation from simple music display to diversified content. This transformation is not only reflected in the form and content of the program, but also in the cultural values and social significance it conveys. The essence of music television programs lies in their ability to convey emotions and stories through the combination of music and visual art, creating a unique artistic experience. They are not only platforms for musicians and artists to express their creativity, but also windows to showcase multiculturalism and promote music styles [1, p. 66]. In music TV programs, the combination of music and visual elements creates a new narrative style, making the program not only an auditory enjoyment, but also a visual and emotional experience. Through carefully designed visuals, arranged storylines, and the rhythm of music, these programs can resonate with the audience, convey deeper information and emotions. For example, through music TV programs, Artists can express their views on social issues, or tell personal stories and emotional experiences, thereby establishing deeper emotional connections with the audience. In addition, with the development of technology, music TV programs are constantly trying new ways of expression, such as using virtual reality technology to create more immersive experiences. These innovations not only provide artists with more creative space, but also bring new viewing experiences to the audience.

As an important component of popular culture, music television programs not only showcase the latest trends in music and art, but also reflect social values and audience interests. For example, by showcasing music styles and art forms from different cultural backgrounds, music television programs promote cultural exchange and understanding [2, p. 25]. They have become bridges connecting different cultures and generations, helping to deepen understanding and respect for different cultures. In addition, music television programs play an important role in spreading new music styles and artistic trends. They not only provide a platform to showcase emerging artists, but also help known artists reach a wider audience. The dissemination and sharing of this culture contribute to enriching people's

cultural life and improving the overall artistic level of society. Therefore, music and television programs are not only a form of entertainment, but also a cultural and social phenomenon. They reflect the depth of human emotions, the breadth of social change, and the richness of cultural diversity [3, p. 70].

Chinese music TV programs have artistic and cultural significance

“Time Concert 3” is a highly influential music television program launched by Hunan TV, which promotes cultural exchange in its unique way and showcases the diversity of the music industry. According to data, after the broadcast of this program, “Time Concert” on Huanwang, Kuyun, and Nielsen Netcom ranked first among provincial-level TV variety shows during the same period. The Weibo topic reading of “Time Concert” reached 730 million, and many mainstream media outlets such as People’s Daily, China Youth Daily, and China Newsweek also posted likes.

Each episode of “Time Concert 3” is carefully planned with a specific theme, such as reinterpreting classic songs or paying tribute to the music style of a specific era. This not only stimulates the audience’s memories of past music, but also provides a window to understand and appreciate different music cultures. The program often invites artists from various styles to participate, from traditional folk singers to contemporary pop music stars. Their collaboration transcends the boundaries of music styles, showcasing the fusion and exchange of different music genres and cultural backgrounds. In the program, the interaction between “Alan Tam” and “Li Keqin” is particularly eye-catching, as their profound friendship and tacit understanding over time are perfectly reflected on stage. The two singers performed classic songs together on stage, and each collaboration was a tribute to the beautiful memories of the past, as well as a display of unchanging emotions towards the music. This touching friendship and silent understanding allow the audience to feel the deep affection and warmth behind the music.

In addition, the “Time Concert 3” program provides a platform for emerging artists to showcase their talents, allowing these musicians who may not be well-known to the public to have the opportunity to showcase their works. By collaborating with known artists, these emerging artists are able to showcase their musical styles and unique talents to a wider audience. This approach not only enhances the visibility of emerging artists, but also brings fresh music experiences to the audience. At the same time, the program explores and showcases various music styles, such as electronic music, folk, rock, etc., encouraging the audience to open up and accept and appreciate new music genres. This display of diversity not only enriches China’s music culture, but also promotes mutual understanding and appreciation between different music styles [4, p. 147]. Lin Zhixuan’s reinterpretation of “Lady

of *Luxury Fragrance*” showcases the infinite possibilities of music. His unique singing style and innovative interpretation of classic songs bring freshness and surprise to the audience. Lin Zhixuan’s performance is not only a respect for the original song, but also an artistic breakthrough, showcasing his strength as a singer and profound understanding of music. His performance not only enriched the content of the program, but also inspired other singers and audiences to explore music more deeply. In his performance in “*Water Flowers*”, Yu Kewei perfectly interpreted the beauty brought by “accidents”. Although she entered the wrong rhythm during the singing process, this accident added a unique charm to her performance. Yu Kewei’s performance not only showcases her professionalism and adaptability as a singer, but also embodies the charm of music – even in imperfections, beauty and emotion can still be found. Her performance became a classic moment, deeply touching the heartstrings of the audience.

“*Time Concert 3*” creates an immersive music experience for the audience through high-quality visual effects and sound design. In addition, the program interacts with the audience through social media platforms, not only expanding the program’s influence but also enhancing the audience’s sense of participation. Viewers can comment and share program content through social media, which not only enhances the visibility of the program but also provides new channels for the dissemination and exchange of music culture. This is not only an excellent music TV program, but also an important platform to promote cultural exchange, showcase music diversity, and promote emerging artists and music styles. It successfully integrates tradition and modernity through innovative program design and the use of modern media technology, providing audiences with a unique and rich musical and cultural experience.

With the popularization of streaming services, traditional TV stations may face greater competitive pressure. Therefore, they need to attract audiences through innovative content and cooperation models. For example, TV stations may collaborate with streaming platforms to produce exclusive content, or broadcast programs simultaneously on multiple platforms. In addition, the integration of social media will make music and television programs more social and interactive. Through live streaming, audience voting, social media sharing, and other means, program producers can interact more directly with the audience, promoting the dissemination and discussion of the program. Moreover, as the audience’s thirst for new things and acceptance of multiculturalism increase, program content will become more international and diverse [5, p. 49]. The program may cross cultural and regional boundaries, inviting artists from different countries and cultural backgrounds to participate and showcase the global music landscape. At the same time, the program format may become more flexible and innovative,

such as integrating multiple elements such as music, travel, documentaries, etc., to meet the audience's pursuit of innovative experiences.

Chinese music television programs, as an important form of culture and entertainment, have a far greater impact and value than simple music playback. With the development of technology and changes in audience demand, music television programs have undergone significant changes in content innovation, technological application, enhanced interactivity, and market strategy. By introducing advanced technologies such as virtual reality and artificial intelligence, these programs not only enhance the viewing experience of the audience, but also broaden the boundaries of artistic expression. In addition, with the rise of streaming platforms and the integration of social media, music TV programs are becoming more flexible and interactive, thus attracting a wider audience worldwide.

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Research on the homogeneity of regional news in the new media environment

Abstract. *With the popularity of the Internet and mobile devices, new media has gradually become the main channel for people to obtain information. However, in the new media environment, the homogeneity problem of regional*