Research on the Cross Cultural Communication of TV Dance Show: Taking So You Think You Can Dance as the Example

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Abstract

In today's global integration, TV dance talent show has gradually developed into a cultural industry, the trend of cross-cultural communication more and more significant. In this paper, Shanghai Oriental TV's "So You Think You Can Dance " as the object of study, through the interpretation of the connotation of cross-cultural communication to analyze TV dance show across national boundaries. The entertainment dissemination form, the honorable person show dissemination charm and the audience participation the propagation effect three aspects analyze the television to dance choose the show program trans-culture dissemination the characteristic, then proposed that we must restructure the television to dance chooses the show program trans-culture dissemination the shape to need to pay great attention to cultural the compatibility, the dissemination mark innovation as well as the innovation proliferation.

Keywords. TV Dance Show; Cross-Cultural Communication; So You Think You Can Dance

1. INTRODUCTION

The advancement of global integration has had a tremendous impact on the cultural construction of various countries. Various types of cultures are experiencing the largest and most extensive collisions in history. We have entered an era of intercultural communication, and the global media environment contributed to the rapid development of cross-cultural communication. In the reality show, known to every family by the star's company---China version "Canxing production and China Dancers Association jointly build dance Lin hegemony" can be regarded as a successful example of the use of cross cultural communication in TV dance show. The program has absorbed the essence of the reality TV show, a "You Think You Can Dance So" slogan, complete and clear to shout out the original intention of the program that looking for the most people who can dance. Now the model has been broadcast in more than 20 countries and regions, and has access to high ratings.

2. Intercultural Communication and TV Dance Talent Show

2.1 The connotation of cross cultural communication

Cross-cultural communication from the United States after World War II, American anthropologist Edwin Hall's book "silent language" can be called the foundation of intercultural communication, in this book, Hall proposed culture, and stressed the context of

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communication, in addition, he also focused on time and space in the non-verbal communication important role. Hall believes that intercultural communication refers to the different communication context (interpersonal communication, group communication, organizational communication and public communication are important communication context), people are in different cultural backgrounds, and interactively send and receiving a variety of information, so as to carry out cultural activities of the interrelated cognitive, emotional and behavioral processes. The Trans-Culture dissemination already became the humanity to disseminate the active important constituent, the Trans-Culture dissemination process was a dynamic process, involved between the human and human's exchange, as well as different type cultural feature proliferation, seepage and migration.

2.2 Intercultural Communication and TV Dance Talent Show

In under the globalization medium background, the more and more trans-culture dissemination phenomenon emerges unceasingly. American scholar Sa Miao Huntington “the civilized conflict theory” is well-known by it, Sa Miao proposed, the global integration emphasis different culture absorption and the model, and through takes the heterogeneity culture the essence, molds cultural unceasingly the compatibility, enhances its vigor. The television dances chooses the shown program to take one kind of everybody loved the cultural dissemination form, one of it extremely important dissemination characteristics is a transnational, but this kind of transnational also exactly disseminated for the trans-culture has not been possible the substitution the vital role, became the cultural dissemination and the value output important carrier. Under this kind of background, actually "exotic" "dance Lin hegemony" produced "Butterfly Effect" in Chinese, a large number of domestic TV began to follow suit, resulting in a large number of excellent TV programs, and quickly attracted thousands of people's attention.

3. The Common Paradigm of Cross-cultural Communication in TV Dance Talent Show

Famous British scholar Tomlinson "kind of universalism" view, earth humans have some kind of common existence state, and on the basis of the formation of common values. Tomlinson also points out that under the background of globalization, the cross as the extension of time and space, a fixed range has been unable to get a common identity, and cross-cultural communication forms of crossing borders has won everyone's approval. "So you think you can dance" form of cross-cultural communication is mainly for the spread of the entertainment, a reality TV show charm and the spread of the spread of audience participation effect as the following like.

3.1 The Spread of Entertainment Form

According to the American scholars hall, in his book "beyond culture entertainment elements is one of the most common values, let's get happy a variety of forms, but the spread of this pleasure form mostly for entertainment. In this sense, this is TV dance show the first meaning of cross-cultural communication. TV dance draft class can catch on around the world, largely
thanks to its full with the aid of entertainment this form of communication, which fully meets the public the infinite pursuit of entertainment spirit, to obtain spiritual satisfaction, and in the entertainment circle your dream cannot be achieved in real life. "So you think you can dance" by the spread of the entertainment, the freedom of the will easily open the game rules and vivid acting style, combining with famous guests with excellent athlete selection of invitation, to strengthen the program of entertaining. With the continuous expansion of programs, "so you think you can dance" major cities in the country to set up the audition, selection of the best dancers, more elements of fusion programs become more rich and colorful. For individual distinctive player, you will do interview column, more press close to life and reality, further strengthen the spread of entertainment easily.

3.2 The spread of the reality show charm

The Trans-Culture entertainment disseminates in the activity, because of cultural context, language tradition, habits and customs difference, different crowd when faces the identical thing can have the error in the understanding, therefore, argues vigorously seeks common ground while maintaining difference is the program the premise which widely accepts. Dances the honorable person show program by the free opening communication and the exchange, builds the real life scene creates the unexpected effect. The show is set in each dancer real experience, under the cooperation of dance, dancers' real experiences into vivid and the role of the story. In the process of recording, each dancer in shaping a vivid story characters, use the story to the outpouring of emotion and demonstrates to infect everyone, this is the charm of the show.

So, in this kind of program, the dancers need to not only have good dance skills, but also to have good personality charm. Version in the United States, such as, "so you think you can dance", good man from New York City ballet dancers cross-dressing deduce female ballet, masterly dancing convincing; "So you think you can dance" in our country, from the blue dancer", although only primary school education, but resolutely to dance, and convey to the audience the indomitable and tried that positive energy. The dancer is a success, this show is brilliant.

3.3 The Effect of Audience Participation

With the rapid development of science and technology today, the Internet and other new media to further expand the development space of television media, the masses to participate in the cost reduction, improve the enthusiasm of TV dance show is under the background of development. It is the full use of the audience participation in the dissemination of the effect of the game system settings, content layout and other aspects of the audience personally involved in providing a broad platform, in turn, the audience's active participation in the program's high ratings and praise from A key role. Weekly live television, the audience through SMS, WeChat, microblogging and other means for their favorite players to vote, the votes directly determine the level of ranking players out and ranking; the same time, through
the Internet, the audience and the players directly interactive. For the people, the players are no longer cannot reach the celebrities, but to communicate with their friends, so they can meet the wishes of the audience, but also make the audience more likely to produce psychological identity of the audience, the audience gradually master the initiative of the program, rather than passive viewers, this interaction and dominance has greatly enhanced the degree of participation of the audience. And with their enthusiasm of the audience, the people also is able to improve awareness and participation, "so you think you can dance" popularity soared, and created the extremely high advertising revenue, achieve win-win business profits and social benefits.

4. The Reconstruction of Cross-cultural Communication of TV Dance Talent Show

Global integration in the field of culture dissemination and rising, causing worldwide television dance show the shape of the refactoring. "So you think you can dance" success is reflected this.

4.1 Focus on Cultural Compatibility

From the introduction of foreign things to focus on the full integration of local resources, in the dance class talent show draws on the process of innovation, to take its essence, seek common ground while reserving differences. "Dance of the hegemony" in order to show the content of civilians dancers dance program, in the private sector to find a master, looking for TV program creation inspiration, is today's Chinese cultural programs a holistic adjustment direction. Looking at the world, television recording has begun to focus on the concept of lead, the creation of rules, however, the concept of the lead although the audience can attract the eye, but the rules can create a good brand image program, but the "creation rules" must avoid excessive speculation, so in the production process, and need to find a balance. The balance of the master in "so you think you can dance" properly, can bring the audience not only sensual pleasure, and the spread of values in the entertainment.

4.2 Spread the Symbol of Innovation

Symbol is a symbol used to refer to or represent other things. In the face of increasingly fierce competition, unique communication symbols can be transmitted through special visual value, and gradually become indispensable. "So you think you can dance" in the process of program production, is spread by strengthening its special symbols, impressed the audience, the brand also has a profound significance to build programs. Especially worth pointing out is, "so you think you can dance" in the vivid image of the visual feature on nonverbal symbols - the contestans of the body flexibility, the diversity of style and the degree of tacit understanding partner, every detail is an expression of language symbols. Although the part participative contestant is eliminated, while has actually made the extremely profound impression to the audience, because this big stage is the rich individuality, the insistence dream dance demonstration platform. Therefore, this program itself is transmitting one kind positive
upward energetic and the relentless quality, this then is its dissemination mark innovation significance is at.

4.3 The Diffusion of Innovation

Well-known scholar, communication scientist Mr. Rogers believes that the innovator and his followers of the attribute characteristics of both homogeneity and heterogeneity. In this sense, the innovative diffusion of television dance talent show also includes homogeneity diffusion and heterogeneity diffusion. Homogeneity Diffusion refers to the similarity or similarity of themes and forms of heterodox diffusion, which refers to the diversity of subsequent television programs in terms of certain characteristics, including the diversity of themes and forms. Refer to the existing program model at home and abroad to form a new round of innovation diffusion, the "second innovation." In a certain context, the diffusion of two kinds of innovation for some of the narratives did not meet the criteria for screening, which the original program is an important reconstruction process, making the program more tend to improve. "So you think you can dance" as the legitimate introduce the reality TV show and the transplant innovation forward-looking. This is "so you think you can dance" to the original program for digestion, absorption, the inevitable result of the essence, through effective learning and reference, establish a new benchmark for original program, the realization of secondary innovation of cross-cultural communication, in succession to improve and seek the correspondency of between different types of culture that can create a fully integrated with the excellent program to adapt to the local resources.

5. CONCLUSIONS

As a vital component of human culture and communication, cross-cultural communication and cultural information form interaction through different time and space, and form communication between different groups of people, which leads to the penetration and diffusion of different cultural elements and migration. The trans-culture dissemination, maintains the social each essential factor exchange is maintaining the social system balance and is promoting the human culture progress. "So you think you can dance" the emergence of cross-cultural communication, reality TV show in China that is of significance.

References


