

Analysis on Entertainment Carnival in the Intelligent Age

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Abstract. "Entertainment Carnival" was being stigmatized in the intelligent age, it creates high ratings and at the same time suffered strong criticism. Variety Show & Reality Television is an important cultural carrier in the intelligent age, it also passed the society's core values and aesthetics value & taste as important literary forms, so the "Entertainment Carnival" is an urgent need to justify. It's an effective method of taking Variety Show & Reality Television for example to analyze the reasons of "Entertainment Carnival" easily be stigmatized, discrimination due to its inherent complexity, culture-industry's refined products and the desire to release, and then try to explain and define what's the "Entertainment Carnival" in order to further research on the topic being cleared path.

1. The Connotation of "Entertainment Carnival" is Complex

The "Entertainment Carnival" in the intelligent age is a controversial topic. On the one hand, it is a rising audience rating and huge profit return, on the other hand, it is followed by strong condemnation and criticism. "Entertainment Carnival" has been stigmatized, the more it wins the market affirmation, the more it gains high-income programs, the more criticism it receives, and it often falls into the strange circle of high-income strong criticism and heavy stigma. This paper focuses on the variety show and reality show.

"Entertainment Carnival" has entered the public's field of vision by virtue of its strong business operation ability, strong capital energy and strong moral condemnation and ethical criticism, which has also entered the field of contemporary cultural criticism. If we regard the "Entertainment Carnival" in the intelligent age as a kind of landscape, there is no doubt that this landscape is complex, ambiguous and fickle, full of desire. Because it is a mixture of entertainment, carnival, aesthetic, commercial, capital, ideology, power and many other factors, and these factors are intertwined with each other, twisted together in an ambiguous way, complex, become a variety of ideas, consciousness, standard "noise" rather than "harmony", cannot cause the ideal "resonance". It has become a kaleidoscope reflecting the spirit and value pursuit of the contemporary society, a mirror reflecting the current social ethics and morality, and then it has entered the vision of cultural criticism and aesthetic criticism, and become the object of cultural criticism and aesthetic criticism.

2. "Entertainment Carnival" is the Product of Culture Industry

First of all, "Entertainment Carnival" is mainly the direction of daily life. As the product of the assembly line of culture industry, TV variety shows and reality shows are mostly the copy and paste of daily life, seeking happiness in repetition, rather than the Entertainment Carnival production with creation as the core. The "Entertainment Carnival" displayed by it is too close to the secular life, which is full of too much trivial mundane life. The "vulgarity" of Entertainment Carnival metaphors postmodern culture, dispels the "sublime", "divinity" and "awe" in traditional aesthetics, and falls into the fragments of daily life. Secondly, "Entertainment Carnival" is the production of culture industry under the guidance of entertainment consumption and desire consumption, with the purpose of maximizing benefits. The representation of the maximization of benefits is the ratings, as long as it can get high ratings, it will do whatever it takes. Only ratings theory, will do everything possible to attract attention, stimulate the senses, curiosity and peep will become the theme, moral degradation, betrayal of faith, devaluation of value, digestion of meaning, and thus be criticized.

Finally, "Entertainment Carnival" is in danger of being over interpreted and becomes the hotbed of conspiracy theory and skepticism, which is easy to lead to the digestion of mainstream ideology and core values, and to question its legitimacy and rationality in disguise. The excessive entertainment tendency not only distorts the aesthetic value orientation, but also resolves the mainstream value consciously or unconsciously, which brings problems and dangers, and distorts the mind. Instead of boosting the spirit, it endangers the mind and the body. Therefore, it needs to be corrected or cleaned up in a timely manner.

Desire puts on the reasonable appearance of entertainment, appears legally with aesthetic appearance, and becomes a reasonable and legal presence. The satisfaction of Entertainment Carnival to the reasonable needs of human nature has been replaced by the pursuit of endless interests of desire. The questioning of aesthetic value has become the satisfaction of desire, which is the cause of the chaos of Entertainment Carnival and the crux of its criticism, criticism and denial. Desire is attached to the visual representation of aesthetics, keeps ambiguous relationship with the perceptual appearance of aesthetics, and tries its best to produce a myriad of connections with aesthetics, which makes people mistakenly equate desire with aesthetics. This is the trick of desire, which is to cheat the world, steal the reality of desire in the name of aesthetics and deceive the society and the audience. And "Entertainment Carnival" as a refined product of culture industry media must be at the cost of losing the essence of Entertainment Carnival.

3. "Entertainment Carnival" is the Release and Expression of Desire

The "Entertainment Carnival" in the intelligent age is the product of the production line of culture industry, the production and consumption of desire landscape, the production for cultural entertainment consumption, the cultural production under the guidance of entertainment consumption, and the entertainment landscape manufacturing with the audience consumption as the goal, so as to meet the Entertainment Carnival needs of consumers, namely the audience. "Entertainment Carnival" is the possession of non labor time, that is, leisure time for the audience. It gains profits by consuming the audience's attention and time. TV audience has become the consumers and followers of Entertainment Carnival. Entertainment Carnival gently dominates the audience's leisure time, and strives to make it a modern lifestyle, becoming the object that everyone tries to imitate. This is the cultural expression of Postmodernism in entertainment under the condition of modern media. It is a desire landscape made by modern media technology and communication methods.

"Entertainment Carnival" is the product of the culture industry assembly line under the guidance of consumption, which will inevitably lead to the endless pursuit of desire, rather than the unremitting pursuit of the spirit of life. The endless pursuit of desire is contrary to the unremitting pursuit of beauty, so it will be severely criticized in terms of values. As a desire landscape and desire consumption, "Entertainment Carnival" not only disenchant the spiritual field, but also has the legitimacy crisis caused by unlimited expansion. The pursuit of desire is opposite to the pursuit of aesthetics. Their ultimate goal is contradictory. The endless pursuit of desire is contrary to the rational pursuit of spirit and the vision of life, so it is criticized. "Entertainment Carnival", as a product of industrialization led by consumption, is bound to be severely criticized for pursuing endless desires.

Under the guidance of visual consumption, desire is easily put on the coat of aesthetic, aesthetic becomes the embodiment of desire, aesthetic criticism is replaced by desire structure, visual and image consumption is translated into the pursuit of beauty, and aesthetic experience can be easily obtained through consumption experience, instead of hard creation. Excessive greed and desire distort human nature, distort the definition and interpretation of beauty, make everything material, sensual and stimulating, thus losing the essence of human being, indulge human desire with irrational power, make people become slaves of desire, and lose human freedom. Using excessive desire landscape and desire consumption to eliminate the absolute control of the spirit and marginalize the spirit, people become slaves of desire, lose thinking and rationality, and lose free spirit and spiritual freedom. The desire landscape and the desire consumption become the cages to

imprison the thought. Desire incarnates as aesthetics and shows itself in the form of Entertainment Carnival, which is the important reason why "Entertainment Carnival" is criticized in the intelligent age.

4. "Entertainment Carnival" is Desire Consumption

The "Entertainment Carnival" in the intelligent age, as the refined product of culture industry, will lead to the endless pursuit of desire. "Culture industry" is creatively put forward by Frankfurt school, which refers to the standardization, unification and stylization of mass cultural products. In the culture industry, culture loses its activeness, negativity and criticality. Culture not only becomes the label of everything, but also goes to its opposite side. The variety show and reality show in the intelligent age, as the representative of mass culture, are the result of cultural industrialization. The "Entertainment Carnival" produced by them is produced and consumed in the way of flow and mass production. It appears on the mass media like the display of goods, allowing consumers (spectators) to choose and consume. Producers and consumers work together to create a unique mass media era. The "Entertainment Carnival" landscape makes the entertainment have a deep brand of culture industry attribute, which makes the Entertainment Carnival become the most dazzling cultural label in the intelligent age.

Under the guidance of consumption, culture industry has produced a large number of standardized, stylized and unified products, as Baudrillard said in consumer society: "today, around us, there is an amazing phenomenon of consumption and prosperity composed of growing goods, services and material wealth. It constitutes a fundamental change in human natural environment. Appropriately speaking, rich people are no longer surrounded by people as they used to be, but by things. Their daily transactions are no longer transactions of the same kind, but the acceptance and control of wealth and information." The abundance of material wealth leads to the reality that consumption dominates production, and on this basis, a society dominated by consumption, that is, the arrival of consumer society, has emerged. In the consumer society, in order to pursue interests, it is necessary to continuously stimulate production, consumption, reproduction, re-consumption, and cycle back and forth.

Desire is not only human instinct, but also appeal to power/right, entertainment right and consumption right. "Contemporary people are less and less using their lives for production in labor, but more and more for production and continuous innovation of their own needs and welfare. He should carefully and constantly mobilize all his potential and all his consumption ability. If he forgets to do so, he will immediately be kindly reminded that he has no right to be unhappy. "Consumption means the way to happiness and the right to happiness. Consumption has become a welfare renewal system. Only through continuous consumption can we get more benefits and become happier.

People are more and more inclined to confirm the value and rationality of existence through desire consumption, and sometimes equate consumption landscape with real life. In the era of mass media, this situation of "less and less contemporary people use their lives for production in labor" as been expressed in audio-visual language. The rapid rise and rapid development of variety shows and reality shows have proved that people have more leisure time and are willing to devote more energy to "production and continuous transformation of their own needs and welfare "New", that is, the pursuit of entertainment carnival. In order to get happiness, in order to rapidly promote their lifestyle to the level of entertainment programs, in order to achieve this effect, people need to carry out continuous consumption, to prove the satisfaction and innovation of their own needs and welfare through consumption, to represent their own happiness with consumption, to confirm their own ability and existence value with consumption.

But the fun, satisfaction and enjoyment in the entertainment Carnival may be false happiness, not real happiness, that is to say, not necessarily happiness in the desire consumption. Entertainment is not the same as happiness. "Consumers see themselves as people before entertainment, as a cause of enjoyment and satisfaction. He thinks he is in front of happiness, love, praise/praise, temptation/temptation, participation, happiness and vitality. The principle is to maximize the existence through

the increase of contact and relationship, the emphasis on the use of symbols and articles, and the systematic development of all potential enjoyment." The process of consumption, or consumption itself, is a kind of entertainment, which is compared with production and labor, and it is also a pleasure to enjoy and satisfy. In consumption, consumers keep a continuous initiative, so as not to fall into the crisis of complacency and maladjustment with the society. In the process of consumption of "entertainment Carnival", in order to ensure the timely updating of entertainment experience, entertainment methods and entertainment concepts, the audience must continuously track the development trend of variety shows and reality shows; in order to maintain the modern lifestyle, it is necessary to continuously pay attention to the life templates provided by variety shows and reality shows, and successfully copy them to their own real life Living area, so as to confirm the satisfaction of life and the enjoyment of life.

Desire consumption creates false needs. There is a certain limit to people's actual needs, and it is difficult to continue the production consumption cycle beyond the specific limit. At this time, desire came on the stage, and it came to the world as a savior, breaking the dilemma of industrial production and consumption. Desire dominated industrial production in the way of creating consumption illusion, that is, people's false needs, and replaced the real needs of reality. At this time, the real leader of industrial production is no longer consumption, but the producer of consumption illusion desire.

Desire appears as the producer of consumption illusion. Desire becomes the leader of leading culture industry production. Desire replaces the real demand of consumption and turns consumption into a game of pursuing desire. The "Entertainment Carnival" in the intelligent age is the product of the culture industry assembly line under the guidance of such consumption - the pseudo need of desire manufacture. This is an endless pursuit of desire itself directed by desire itself. It is the desire to copy, produce and expand reproduction by virtue of the production mode of culture industry, and finally realize the endless expansion of desire and satisfy desire Hope to maximize demand is a game of self-sufficiency played by desire.

The deconstruction of desire consumption to the subject of consumption: make the subject produce inertia, lose the ability of thinking and reflection; dispel the will of mind. The variety shows and reality shows produced by mass media present the scenes of entertainment activities in real life in the way of audio-visual visualization, replace personal participation with the input of "seeing" in visual image, replace the comprehensiveness of sensory system with the unidirectionality of audio-visual senses, replace the square entertainment carnival with the image presentation, and constantly stimulate and mobilize the visual and auditory organs It cannot arouse the subject's participation consciousness and thinking, but increase the subject's inertia, lead to the sharp decline of the aesthetic subject's reflective ability, can't think about the true purpose of entertainment carnival, and make entertainment become“ The pursuit of entertainment carnival spirit is lost.

5. "Entertainment Carnival" Penetrates into Life Orientation

From the perspective of mass media, the reality that people are surrounded by objects is gradually changing into the reality that is surrounded by the media image media landscape. People get happiness through the entertainment Carnival landscape created by mass media and accept the lifestyle entertainment provided by it, and constantly pursue the pleasure and obtain the satisfaction of desire. The "entertainment Carnival" landscape constructed by variety shows and reality shows is to enlarge and solidify people's demand for happiness infinitely into this specific space, weave aesthetic imagination with desire structure in this specific space, use a large number of entertainment products (i.e. variety shows and reality shows) produced by industrialization as space materials, and use visual representation of images to put beauty on entertainment programs As a result, Baudrillard thinks that the reason why the concept of "environment" and "atmosphere" has become popular is that "because we are around other people, when they appear, in their conversation, in fact, life is not enough; just because those subordinate, hallucinating things with silent eyes are always repeating our own to us A state of astonishing power, potential wealth, and

incoherence. Just as wolf children become wolves because they live together with wolves, we have gradually become functional people ourselves. We live in the age of things: I mean, we live according to their rhythm and the reality of constant substitution. In all previous civilizations, what can survive after one generation is things, which are enduring tools or buildings. Today, we see the emergence, perfection and extinction of things." This kind of scene that human beings can "see the emergence, perfection and extinction of things" happens to be easily created by the mass media, just like the entertainment carnival. Before the emergence of the mass media or before the mass media has reached today's level, the entertainment carnival is full of life atmosphere and enthusiasm, and it is a symbol of full life, rather than a symbol of full life "Life is not enough.". It is precisely because of the strength of industrial production and the development and popularization of media technology, variety shows and reality shows have constructed the entertainment Carnival landscape, and people's entertainment life has become a landscape life, "we have gradually become functional people ourselves." The "Entertainment Carnival" in the intelligent age is luxurious and rich. It not only expands production by means of industrialization in quantity, but also presents in visual representation with exquisite luxury and rich fashion, which brings people an illusion experience superior to real experience. Although what people see and experience is just a kind of luxury illusion, it is really the product of human activities. What restricts it is not the law of natural ecology, but the law of exchange value. It is the law of exchange between desire manufacture and desire satisfaction formed between cultural industry production and desire consumption led by desire. It is the "entertainment Carnival" constructed by variety shows and reality shows The value of landscape is to confirm the relationship between industrial production and consumption on the visual image representation of human desire.

The culture industry makes the desire consumption possible. The culture industry realizes the desire consumption, and the desire consumption can be realized in the culture industry. The reason why the "Entertainment Carnival" landscape can be consumed smoothly is also due to the creativity of the culture industry, which embodies that the culture industry perfectly unifies the high-level culture and the low-level culture in the field of consumption. "What the culture industry is proud of is that, with its own strength, it transforms the clumsy art into something in the field of consumption, and makes it a principle The chemical industry abandoned the crude and naive features of art and promoted art to a commodity type. The more absolute it becomes, the more ruthless it will be to force all things that do not belong to the above scope into a desperate situation, or to let it join the group, so that these things will become more elegant and noble, and eventually combine Beethoven and the Paris casino." In the field of consumption, the high-level culture and the low-level culture are combined by the transformation of the culture industry. The characteristics of commodity consumption make the existence of elegance and vulgarity at the same time legitimate. In the same consumption, the high-level culture and the low-level culture are wonderfully integrated. We can find the low-level elements in the same consumption and find the pursuit of elegance. We can not only package the low-level culture into elegance It can also turn elegance into vulgarity, which is the masterpiece of culture industry and consumer society. If Frankfurt School emphasizes the transformation function of culture industry in the process of demonstrating how art becomes a commodity, this paper not only emphasizes the transformation function of media version of culture industry (i.e. mass media industry) in the process of demonstrating "Entertainment Carnival" in the intelligent age, but also proves the penetration of Consumerism and the realization and Prospect of desire consumption View presentation.

The "Entertainment Carnival" in the intelligent age is the product of refined culture industry assembly line under the guidance of consumption. Although the "Entertainment Carnival" will become elegant, charming, noble and generous after the creative transformation of culture industry, and even by virtue of the strength of culture industry, it will refine its original crude and original ecological side of aesthetic quality, and upgrade it to a kind of aesthetic quality The vitality of life and the pursuit of the spirit of life, but this still cannot cover up the strong atmosphere of industrialization.

To sum up, only by clarifying the reasons why "Entertainment Carnival" is easy to be criticized and stigmatized in the intelligent age, and recognizing the connotation of "Entertainment Carnival", can we face the function of variety show and reality show as an important literary form to transmit social value and aesthetic fashion, as well as its communication effect that cannot be ignored.

The reason why the "Entertainment Carnival" in the intelligent age has become the embodiment of desire and the legitimate presence of desire is that, in addition to the endless pursuit of desire by human instinct, the reason why desire can incarnate as aesthetics and show people in the form of Entertainment Carnival is that the decline of aesthetic care ability and the limitation of aesthetic care scope. Aesthetics is powerful for mass culture, especially with the high penetration of mass media into daily life and the aesthetic trend of daily life, whether aesthetics can break through the limitations of disciplines to carry out interdisciplinary research to adapt to the changing social reality, and find the way to explain and interpret the new problems and new situations, which has become the reality that aesthetics must face.

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