

Watching TV is equal to researching culture



Chinese TV industry has increasingly developed in the past few years. But nowadays, it is not mature. Now, let us have a talk about this well-known industry to show the different culture from China to the other countries.

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Focusing on TV SHOWS

There are many kinds of TV shows, but expressions vary from country to country. Owing to the population of China is large, Chinese TV shows have to more close to life and meet the need of different people. But today, good shows is lack. When an amazing TV show enters Chinese TV market, it is easy to become

hot. Many Chinese TV shows study from other countries. For example, "The Voice of China" is from Holland. And this foreign TV show mixes Chinese characteristics. In this way, it attracts many audiences to watch it weekly and provides a dream stage for ordinary people who love singing. Many people who are from this stage become a real singer and now have their own cruise concert. It is worth learning from foreign TV shows, because they have many novel ideas.

Focusing on TV SERISE

And American and English TV series are popular in China too. They are the same with Hollywood movies, many people are addicted in them. "Friends" is a success. "Friends" theme cafe is even set up in many big cities in China. While bringing happiness to audiences , they also let people know American life styles and some manners. For Chinese audiences, these series open up a different world for them.

However, apart from American neighborhood comedy and detective action series , the series about family is popular in China recently. They always talk about the complex relationship between mother-in-law and daughter-in-law. Showing the conflict usually happen in Chinese daily life makes funny. - Mother-in-law and daughter-in-law Mother-in-law and daughter-in-law Mother-in-law and daughter-in-law.

Focusing on TV ADVERTISEMENT

As for advertisements, I have to say it is a kind of necessary economic means to support TV industry's development .

In my view, Chinese ads tend to actors' performance, color and something visual. Therefore, ads are easily accepted. Comparing with foreign ads, the frame is simple and clean and the words are like story that someone is telling you.

All in all, many aspects show that public media industry is also a culture industry. Exchanging western and eastern culture will make it better. TV has many opportunities and

challenges. We should communicate deeply and look forwards to Chinese TV. I believe it will bring us more surprise.

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