

When Ellen show strikes china☐

In 2013, SOHO bought the only copyright of ELLEN SHOW (which is one of the hottest talk show overseas) in china. It's also the first American talk show broadcast in china, after a quarter ,the playback amount of Ellen show is up to 48 million. Do you want to know how the cooperation is going on?

By: yuzhu hao 130306238 class2



At the beginning of 2014 ,Ellen sended her respects to Chinese for Ellen Show formally came to china and she was rared to express her shyness because of her poor Chinese skills ,not including one simple word, 'nihao'.

For getting more close to Chinese audience, she promised to try her best to read Chinese fans' name in Ellen show as long as you send a 100 RMB with your name and blessings to 'The Ellen DeGeneres Show', Yes, it's true, we all know that Chinese name is very difficult to pronounce for foreigners., but actually, the fact is she kept her promise and really did a good job in the following issues, of course, she also received a considerable sum.. It's no wonder there is an increasing number of audiences to admire her due to her funny and sincere personality!

Besides, Chinese audiences also expressed their passion to Ellen show; there are some comments about the show I picked up from weibo

“Being moved naturally☐it encourages me”

“ An excellent talk show □let me rediscovering American□that’s may be the reason why they are so powerful ,both of the host and the audiences are kind ,sincere, personality and independent”

“People have rights to pursue their value□even if you don’t like it ,please respect them”

“SOHO is so sweet! Can you guys add to some issues last year?!I love Ellen□”

“Adam Levine!!!Oh, my godwit wants to die in his arms... ”

‘‘That’s good no Chinese subtitle, it can help some of Chinese people to improve English learning’’

Hey, all the feedback is great to see! Firstly □I need to admit that Ellen show is different□it’s suitable for all ages □through interview ,joke ,game ..it brings us positive energy and joy□Chinese audiences are easy to accept those kind of expression .Besides, with American movies and TV series booming ,Chinese become more curious about foreigners’ lifestyle and the attitude about some sensitive issues □like homosexuality □cultural conflict□racial discrimination etc...Ellen show all make good explanations for them .in Chinese talk show ,they put more emphasis on arousing one’s enthusiasm or fervor, showing how did those guests achieve their dream and get today’s position. By comparison, Chinese find the difference between domestic and foreign in TV show □Ellen Show is more casual □various□interactive than domestic programs □so we own another choice to enjoy our free time with a fresh program style. It’s a nice try to enhance both states’ communication.

WhenEllen Show strikes China□what’s happened? Without doubts! Spark comes out!

We all expect more cooperation between different states. Love ELLEN SHOW!

links: [<Ellen Show>](#)