

# On the Development Prospect of Psychic Magic Performance in Commercial Activities

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**Abstract:** With the normalization of prevention and control, the market of commercial activities in Shaoguan City gradually resumed the atmosphere before the epidemic, a variety of commercial activities held frequently. Our demons haunt magic performing arts team to soul magic performance into the commercial performance industry in Shaoguan City, breaking the traditional magic interpretation of the pattern, and obtained good economic benefits. This paper will analyze the limitations of local magic commercial performance in Shaoguan, discuss the team's experience in performing in Shaoguan in the past year, and analyze the market prospects of Psychic magic performance in commercial activities.

**Keywords:** Psychic magic, Traditional Magic, Business Development Prospect.

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## 1. Psychic Magic and Psychology

There has always been a close relationship between magic and psychology. It is no exaggeration to say that the visual effects of magic shows and psychological stimulation is basically based on psychological principles and bring the audience magical, magic experience. But strictly speaking, magic show, Psychic magic show, psychology, these three are completely different concepts. Magic is a special form of performance based on the combination of technique and props to achieve a seemingly incomprehensible or impossible technique [1]. In the magic show often combined with physics, chemistry, medicine, biology and psychology and other principles, to present a stronger visual and psychological experience. Soul magic is a special branch of magic. Psychic magic, as the name implies is based on psychological principles and magic skills, the combination of the two a special form of magic. It is characterized by strong visual effects, the psychological impact on the audience is extremely strong, the audience is very rare experience. The effects of psionic magic include but are not limited to predicting the future, telepathy, mind manipulation, behavior control, hypnosis, and muscular reading. Compared with traditional magic performance, performing Psychic magic is more difficult to operate, so the market share is quite small, because of its scarcity, more attention by the audience.

But in magic circles, there are non-psychology magicians who confuse psychology with psychic magic, popularizing the wrong idea that psychology is all about mind-reading and hypnosis. In fact, psychology is not about the effects of a magician performing mental magic. Darren Brown, a renowned British magician and hypnotist, in his book *Not Mind Reading Not Psychology Not Magic*, states that psychic magic is a combination of magic, allusions, psychology, misleading techniques and performing techniques.

Among them, some magicians will often perform a mind reading skills, claiming that they can ask the audience questions and observe the audience's micro-expression, to interpret the audience's mind to play cards or mobile phone code information. This can bring strong psychological stimulation to the audience telepathy class effect, so that the magician packaging by micro-expression analysis and other

psychological skills to achieve. Although we can't deny that there are really strange people in the world who can get what the audience wants through microanalysis, most magicians use magic tricks to achieve mind-reading effects. The title of Darren Brown's *Not Mind Reading, Not Psychology, Not Magic* suggests that most of the principles for achieving magical psychic effects are not mind-reading, nor psychology, nor magic, but mostly because magicians have special tricks and language skills to deceive viewers. Therefore, psychology in the performance of psychic magic, although the audience can get a strong psychological stimulation effect, but the effect is often achieved by magic, psychology in the whole performance process usually only play the packaging and embellishment effect.

## 2. The Embarrassing Situation of Traditional Magic Show in Shaoguan Local Market

In 2009, the Spring Festival Gala, magician Liu Qian was born, the wonderful close-up magic performance "Magic Hands" was moved to the Spring Festival Gala, so that the national audience remember the excellent magician Liu Qian, but also set off a nationwide magic craze [2]. Suddenly, the magic show commercial performance market ushered in a big explosion. Among them, the magic show market in Shaoguan City during this period began to develop. Shaoguan City, "cool magic" performing arts team in 2010 began to take root with Shaoguan College, with a thunderous momentum to occupy most of the magic market in Shaoguan City, and flourishing, until today is still the leader of magic market. Our team has close business ties with the team. Through many exchanges and cooperation, as well as access to relevant information, we found that the development of magic industry in Shaoguan City has always had these problems.

First of all, some magic practitioners lack professional skills training, and some magic products, programs, plays, etc. are eager to market without in-depth research and grinding, which has played a negative role in the development of local magic industry in Shaoguan City [3].

Secondly, although there are many forms of magic show, such as large-scale magic, hand color magic, close-up magic,

Psychic magic and other forms, but the types of local commercial performances in Shaoguan are often only large-scale magic, hand color magic, rarely see close-up magic and other wonderful performances. Besides the monotonous form of the traditional, the effect of the performance is also very old. Large magic shows often only have the traditional effect of cutting the human body, and greatly change the traditional effect of living people. Hand color magic often only has several classical effects such as changing flowers, changing magic wands, and changing pigeons. These magic shows are relatively easy to perform, and are suitable for commercial performances. Audiences are also more receptive to this kind of magic. But in the past ten years, the effect of the local magic in Shaoguan City has only been these traditional effects, and there has been no innovation at all. Audiences have all watched almost identical performances for ten years. This unambitious form of performance, also led to the local magic show in Shaoguan in the decade gradually reduced market size.

Although the education level of magic practitioners is increasing year by year, most of them lack all-round artistic quality training, lack of program creation, editing, design and other aspects, and lack of financial and resource support, lack of market development ability and other factors, resulting in the overall industry revenue level is not high [3].

To sum up, Shaoguan City, the local magic show market is in a long-term stagnation. Traditional magic performances have gradually failed to meet the growing spiritual needs of local audiences. Therefore, our team through the spirit of magic to the market, combined with the excellent local traditional culture of Shaoguan City, forming a new spirit magic performance, is a new attempt in Shaoguan magic industry and even the country.

### **3. An Attempt to Perform Psychic Magic in Shaoguan**

#### **3.1. Design of Psychic magic Performance Combined with Shaoguan Tea Culture**

In the process of designing and performing, our team consulted a lot of local traditional culture materials and listed a lot of original designs of Psychic magic performances. The effect is that the magician pulls out a milk carton, and the liquid in the milk carton turns into three different beverages in the audience's mind, and finally becomes the "Luokeng Tea" which is called Guangdong's earliest ripe tea and is produced in Luokeng Town, Qujiang District, Shaoguan City. The trick is that the liquid in the milk carton can be turned into a random drink in the audience's mind. This is where the "telepathy" of the Psychic magic show comes to an end. At present, our design of the "tea" this performance has been conducted in Shaoguan city auditions, the organizers and the audience received warm praise. However, due to the difficulty of performance preparation and the limitations of the occasion, it is difficult to further promote this work. Fortunately, this magic effect exists a considerable plasticity, the final drink produced in addition to tea, can be any other beverage, can be combined with the corresponding design of the occasion.

#### **3.2. Natural Transition between Traditional and Psychic Magic Performances**

Commercial performance industry has certain rules, in which the local people for the same type of performance style mutation is more difficult to accept. That is, if we completely

abandon the traditional magic show at the beginning, and then completely perform the soul magic, the audience and customers will have a different value for us. The reason is that the traditional stage magic needs to use gorgeous props, while the soul magic is relatively simple, do not reflect the commercial value of the show. So we can't completely replace traditional stage magic with soul magic from the beginning. Our approach is that a commercial magic show is typically divided into two parts, one for stage magic, one for live interaction, or both. For this business model, we set the soul magic show in a live interactive performance, while retaining the original stage magic show. In this way, both to maintain the audience for Shaoguan City, local magic performances to see the original taste, but also to add a new sense of experience.

### **3.3. Economic benefits of the new model**

Beginning in June 2022, our team began to develop commercialized performances of Psychic magic, which began in July in Shaoguan. Until early December 2022, due to the impact of the epidemic control requirements, business activities reduced, our new design of the performance only in the local area for six performances. From December 2022 to the end of February 2023, the business performance market in Shaoguan began to burst with vigor and vitality. Due to the holding of the Double 12 Evening Party, Enterprise Annual Meeting, Year-end Gala, New Year Celebration and other business activities, it was the peak season of the whole industry. In three months, our team performed 16 performances, including eight performances of Psychic magic. Practical experience tells us that the audience not only want to watch the magic of hand color magic, but also are keen to participate in the performance of Psychic magic, feel the psychological level of magic and shock. A series of activities so that our team has also accumulated more R&D start-up funds for new performances, access to good economic benefits.

### **4. The Future of Psychic magic in the Commercial Performance Market**

#### **4.1. Deeply excavate the local resources of Shaoguan and launch distinctive cultural brands**

On November 5, 2020, the Peony Pavilion, a wonderful Kunqu opera performed by the Hunan Kunqu Opera Troupe, was staged in the Nanxiong Hall of Shaoguan. More than 400 years later, Tang Xianzu's classic play returned to the "story scene" to portray the popular and popular images of Liu Mengmei and Du Liniang. From the Nanxiong Hall at the time of the program style and caused heated discussion can be seen, the people of Shaoguan City or sincerely love to enjoy this combination of local excellent cultural works of art. This also allows us to observe a phenomenon, this kind of large-scale performance each time cost is exorbitant, moreover only suits in the large-scale stage performance, is difficult to carry on the large-scale promotion. However, this kind of artistic performance with local cultural value has depth and appreciation, and is very popular with the local people.

In recent years, the Shaoguan Municipal Government has spent a large amount of money to strengthen the excavation of local traditional culture, thereby establishing a list of historical and cultural relics and supporting the creation of

relevant plays, films, documentaries, music, literature and other works. In order to make the special business performance of Soul Magic have a firm foothold in the local market of Shaoguan City, it is necessary to create a performance with local characteristics with the help of the Dongfeng policy of the government in the future, so as to create a unique local brand and make a deep impression on the people in Shaoguan City.

#### **4.2. Novel form of performance and its uniqueness**

According to the foregoing, the commercialization of Psychic magic performances in Shaoguan can bring certain economic benefits. Because it breaks the local audience's understanding of magic shows, and overturns the stereotype of people watching commercial performances, it is a new form of performance for the local people. Secondly, even if it is a very novel performance, it is difficult to develop in the industry if it is not in line with the audience's appetite. Fortunately, after nearly a year of practice, we have found that the local people in Shaoguan can still accept the evolution of Psychic magic performers, that is, the form is relatively recognized by the masses. The promotion of local culture is also popular among the people, while the oral transmission from neighbourhood to neighbourhood has brought certain dissemination to our performance and our performance has played a good role in promoting traditional culture [5]. And, in essence, the soul of magic operation is much more difficult than traditional magic performance, its existence of a certain degree of re-engraving difficulty, that is, unique. It can be said that the spirit of magic with traditional culture is a rare performance, we analyze the actual situation, it still has a considerable number of discoverable creativity, the future market potential is relatively large.

#### **4.3. Generalization and Duplication of the Model**

The next step is to design a special performance of purely Psychic magic. At present, there are also successful commercial cases in Taiwan. We can further combine this foundation with the excellent local traditional culture of Shaoguan City to perform special performances, and make profits by selling tickets and advertising. If successful in Shaoguan, the business model has the potential to replicate in other regions. Magic can be combined with other areas of local excellent culture, such as Zhaoqing Deng Village papermaking, Guangzhou Haizhu southern ivory carving and other cultures, are good creative materials. Create a unique regional characteristics of the performance, there is an opportunity for the model to further develop, promote and

apply.

#### **4.4. Integration of diverse arts**

The future trend of Psychic magic is to properly incorporate various performing arts, such as crosstalk, singing, dancing and sketch. Take, for example, The Night of the Bric by the China Oriental Song and Dance Troupe. It was created for the BRICS Cultural Ministers' Forum. Magician Qu Lei connected the folk dances of five countries by magic performance. In the performance, he showed the regional characteristics of five countries' languages, dances, musical instruments and so on. In fact, the artistry of the performance helps to maintain a good mass base while the audience is enjoying the magic show. For example, the floating effect of the human body in a psychic magic show, if it simply floats on the ground, can bring strong visual shock to the audience, but it lacks an artistic scene with a sense of story to let the audience better substitute the character to have the feeling of experience. But if the traditional effect in the dance choreography, the plot of the show, you can let the whole magic show to a higher level [6]. I believe that in the near future, the market will burst out more and more traditional effects and multi-arts of the new soul magic show, can open up a new business show market, improve the market share of magic show.

#### **Acknowledgment**

This work was financially supported by: Innovation and Entrepreneurship Training Program of Shaoguan University( No.Sycxcy2022071S).

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