

An Analysis of the "Breaking Circle" Propagation Path of The Theme TV Drama "Awakening Age"

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Abstract: Recently, "The Age of Awakening" has received a lot of love from young netizens and viewers on social media platforms, and different types of film and television texts are actively seeking a more youthful expression that fits the current communication context. How to further improve this state of communication in order to achieve both positive results in terms of word-of-mouth and traffic is a question that needs to be discussed and summarized, and the successful communication strategy of The Age of Awakening is a good example for TV drama communication to follow.

Keywords: Communication, Thematic drama, Communication strategy, Subculture.

1. Introduction

Historical dramas in the new era should not only follow the political orientation, spread correct values and carry forward the main melody; We should also keep up with current events, constantly focus on the focus of the new era, seize important themes, take young people as the main audience, and launch works with the significance of The Times. Film and television works are an important part of cultural output, which also bear the heavy responsibility of spreading the positive energy of the society. If the theme works want to break through their own constraints, they should first change their content to be close to the life of the masses, which is still dominated by "didactic" content. Even with the promotion of the Internet platform, the content cannot be matched with the platform, and finally cannot meet the expectations of broadcast. The success of The Age of Awakening depends on the change of characters. Many scenes also have the meaning of "humor". It not only captures the audience's interest in watching, but also walks into the life of young people. In the process of communication, it has also made many attempts and improvements, which has broken the barrier of traditional theme TV dramas and kept the original height and depth of the theme in content. However, in terms of communication strategy, it has also expanded the user breadth.

By analyzing the difficulties of the previous melodic teleplays, this paper leads to the successful factors of the main melodic teleplay The Age of Awakening in the transmission path, thus comprehensively showing the advantages of The Age of Awakening and the experience worth learning from It will provide new ideas and methods for the communication of future TV series and mainstream culture.

2. Journals Reviewed

The so-called circle, this paper mainly studies the gap between the mainstream culture and the youth group. By "breaking the circle", this paper mainly means that "The Awakening Age" has broken through the communication dilemma of the traditional theme TV series and successfully gained a high reputation and popularity. Moreover, in its communication strategy, it has integrated subcultural factors to communicate with the audience, especially the youth group, more quickly. The mainstream culture is a kind of culture that

has a positive influence on the current society and plays a role in guiding the development of social culture. The mainstream culture also has different spiritual cores in different periods.[1]Subculture is a kind of unique culture formed by a specific region or group, which is a non mainstream and local culture that is opposed to the mainstream culture. Subculture is a marginal culture relative to the mainstream culture. The subculture mentioned in this paper mainly refers to the popular "bullet screen" culture, facial expression bag culture, and "spoof" culture on the Internet. All of the above have played a certain role in the dissemination of things, and have also become one of the factors for the successful dissemination of The Age of Awakening.

3. The Way of "Breaking the Circle" of the Awakening Age

The Age of Awakening first took advantage of the spread of Internet subculture among youth groups, appropriately combined symbolic elements, and tried to eliminate "confrontation" by a dialogue approach to youth groups; Secondly, from the perspective of the audience, we can draw a conclusion that The Age of Awakening tends to pay attention to the audience's psychology and reaction in the communication, and has established a good interactive space that is popular with netizens; Finally, The Awakening Age makes use of the advantages of new media communication in the era of media convergence, multi-platform interaction and communication, and captures the use characteristics of current users "fragmentation", so as to capture the attention of users. Therefore, "The Awakening Age" can stand out among many types of TV plays, not only fulfilling its own communication purpose, but also breaking the stereotype of traditional theme TV plays in the audience's mind, and making a good communication example for other current theme TV plays.

3.1. Representation of Symbolic Elements

1. Rich symbol resources

With the accelerating media process at present, the youth culture with the meaning of resistance is increasingly prominent under the promotion of the Internet, and the subculture becomes universal. The covered youth group is constantly expanded, showing the characteristics of

individuation, times and entertainment. Young audiences have a set of unwritten common language as the path to achieve participatory interaction. A series of rich and complex symbol resources in the current Internet is also the product of subculture, and these will also become an important part of the successful communication of the theme TV series.

They are keen to "make up words", adding meaning to words by nicknames or homonyms, or abbreviating letters to show their meaning. For example, during the broadcast of "The Awakening Years", a specific word "the Awakening Years YYds" was combined with the Internet buzzword "YYds (eternal God)", which was constantly searched by young audiences. The heat of hot search was proportional to the audience's discussion degree, and they expressed their love in this way. This is the unique and humorous expression of netizens. The Age of Awakening guided netizens to create a second time spontaneously, making cute little avatars, which became popular on the Internet and attracted the attention of countless netizens. Lu Xun's "quit" expression pack became more popular on various platforms. Under the dual role of their own identity and interest orientation, they deconstructed the original story, reconstructed the relationship between the roles, and formed a new personality culture of "Kou CP". They will choose appropriate roles according to their own understanding, speculate and create some vague clues to verify their ideas. According to the use habits of young people on the Internet, theme TV plays set topics during the broadcast to attract netizens to participate, so as to achieve the goal of breaking the "circle". In The Age of Awakening, Chen Yannian and Liu Mei, two historical figures, will be formed into a "cp" by netizens. In order to make up for the regret that they cannot be together, they often interact with each other through editing and splicing. In addition, netizens often combine Chen Duxiu and Cai Yuanpei together, because their interaction in the play is deeply loved by the audience. The addition of facial expression packs, spoof pictures, wallpapers, jokes and other rich subcultural resources in the process of transmission has made The Age of Awakening "broken the circle" successfully.

2. Eliminate "adversarial" decoding

Hall divided the text interpretation of the audience into three directions: tendentiousness, negotiation and confrontation. Resistive decoding is a totally rebellious interpretation all the time. [3] When the audience fully understands the surface and connotation meaning of the symbol given by the coder, they completely eliminate or even subvert the original meaning expressed by the coder, and even try to find completely opposite ideas for interpretation, intending to fight against the ideology spread by the coder. The culture of "facial expression package" in teleplay works originates from the audience's understanding of the text, through the symbols of "decoding" and "coding", it blends into the social field, and finally breaks the traditional social model. One of the important factors that made The Age of Awakening such a great success is that it can not only find the loveliness in the serious and heavy historical characters in the play, but also discover the entertaining and interesting aspects of historical teleplays, endow them with new recognition value, so as to stimulate the curiosity of the audience. The reason why these works can attract young fans is that they give up the traditional preaching of mainstream values containing preaching words, and use rich characters and young plot expression to make the narrative of the TV series itself more modern. "Awakening" with vivid, humanized

description of historical figures, such as the distinctive character of Chen Duxiu, warm and courageous Li Dazhao, learned, quirky and interesting Gu Hongming, so that those once distant historical figures, in the minds of the audience have a memory point. In the drama, CAI Yuanpei is known as the "head of the Slow Sheep Village" because of his care for his classmates. This new form of image construction is popular among Internet users, who regularly, emotionally immerse themselves in books, TV shows, music or sports.

3.2. Two-way Communication: Multi-pole Content Input

1. Accept an active audience

As the rise of the network, the audience is not only the recipient of information, also is the maker of information and disseminator, although media still has a corresponding control, but gradually blurred the limits of communicator and audience, the audience from passive audience into active audience, "active audience" this view from Herzog "use and satisfaction" theory research, The starting point and foothold of information dissemination is the needs and satisfaction of the audience. It is considered that the audience's use of media is a kind of media communication behavior motivated by specific needs, so as to meet these needs. The audience's initiative means that they can "socially" understand the information of the media. In social media, the audience transmits the text by moving, restructuring and imitating, making it a "hybrid" Internet product. This is the result of decoding and encoding the news discourse of media organizations, and many of these works eventually become a scene of public noise on the network.

The Age of Awakening makes perfect use of the expression desire of netizens, that is, netizens have created the content of TV dramas for the second time, that is, they have expounded their own views in different forms again. This process will not only improve the popularity of communication, but also effectively spread TV dramas, even if the content may deviate from the core of TV dramas, For example, netizens edited the video content of The Age of Awakening and released it on the short video platform, and caricatured the characters, making the serious images in the drama instantly cute and popular. This series of creation and communication has once again expanded the popularity of TV dramas. In addition, the production team of the Awakening Age does not need to carry out too much marketing, because they have accepted the active audience and accepted the netizens' use of the content of the TV series to improve their own popularity and traffic, and these netizens have helped the drama company to spread information independently. As a result, the TV series is frequently searched on Weibo, and most of the cases are spontaneously discussed and forwarded by netizens. Although this is inseparable from high-quality video content, making full use of the role of netizens is also the help board for the success of the TV series "Awakening Age".

2. Multi-polar interactive communication

Rogers in the diffusion of innovation, supplement and correction "two-stage transmission" concept, he thought that information can flow from the media to the public, not only information can also be introduced from the mass media, the transmission process is a multi-stage, need after constantly in the process of mass communication processing and filtering, therefore, under the action of the Internet, netizens called the information network of each node, Multi-level propagation and bidirectional propagation are realized. During the

broadcast of the program, when the audience is discussing the plot, it is also the climax of the second creation of the work. For example, the behind-the-scenes scenes of "The Awakening Age" on the short video platform and the clips of high-energy clips in the play, together with the cooperation with major mainstream media, have become the driving force in the communication and have a positive impact on the communication effect. From the video of the awakening era, netizens constantly release "Tiktok cheated" and other bullets from station B, which reflects that the diversified communication channels of the awakening era in the era of media integration can successfully attract the attention of the audience. With the advantages of microblogging, The Age of Awakening has made breakthroughs in many fields, such as content innovation, interaction between stars and users, making propaganda points, and interaction between users. Emotional stimulation will stimulate the generation of interaction, and each communication channel can enhance the emotional connection of the audience. It will also become a classic example of the successful dissemination of the theme TV series driven by the Internet.

3.3. Platform Wall Breaking: Multi-channel Output

Social platforms are currently the most important information dissemination space on the Internet, including social platforms such as Weibo, Tiktok, Bilibili, etc., and the active users of these platforms are mainly composed of young people under 30 years old. According to the internal data of Youku platform, among the people who released the pop-up screen of The Age of Awakening, the proportion of "post-90s" and "post-95s" is 1.6 times of the benchmark value of the whole station. In addition, many netizens "urge more online" on several new media platforms. It can be seen that compared with the same type of theme TV series, the proportion of young audience in its audience group is relatively large, and it has also received praise and recognition from other people of different ages. The Age of Awakening is a work for young people. The audience mainly comments on the plot and discusses the role through the network. At the same time, it will also release some works similar to facial expression packs, wallpapers, avatars, video clips and other contents. The Awakening Age's communication platform is not only limited to the mainstream platform, but also well integrated into various social platforms. Except for a small number of official traffic, the producers spread it by using humorous pictures, cartoons and videos in the film combined with current buzzwords, which is a successful case of the main melody TV series absorbing subcultures. During the broadcast of the program, topics related to TV series, such as # Awakening Year yyds#, # Awakening Year Emoji Pack # and so on, appeared on the hot search list of Weibo many times. It can be seen that The Awakening Age has a strong attention in the self-media platform, and has achieved successful cross-platform communication. By May 2022, the number of followers of "awakening age" on the microblog platform has reached 13.1 million, the number of related posts has reached 33,000, and the related words have been on the hot search list of Weibo 26 times. Among them, the topic # awakening age yyds# has occupied the forefront of most hot searches, and the reading volume of netizens has reached 1.21 billion. The number of discussions reached 297,000 and the number of original content reached 38,000. There are also thousands of other topics. It is obvious that young people have been used to

expressing their opinions on Weibo. Through continuous forwarding and comments, the Internet platform has formed a mature field of communication.

On the other hand, the official account of the Awakening Age will also attract users through the second clip, and the old users can watch the exciting clips. The Awakening Age will also select the most popular and concerned clips through the early data analysis, for example: War victory, scholars lecture, leading role humor and wit, such as when the content is presented to the audience through a fragmented, even before the audience of thematic series still has a stereotype, but not contradict to watch a short video, this also gives the show a chance to "speak", thereby eliminating the audience for its inherent impression, also can arouse the enthusiasm of the Chinese Internet users, Play a certain interactive role, carry on the effective dissemination. Nowadays, the scarcest resource for the Internet is the attention of netizens. A few tens of seconds of video, coupled with popular music, will well attract the attention of users. The production of short videos of TV dramas not only attracts viewers to watch, but also attracts original viewers to discuss and improve the influence of TV dramas. The Age of Awakening captures the audience's curiosity about the cute side of heroes, the soaring patriotism, and the satisfaction of victory to discuss social pain points and excitement points of netizens, and constructs a space for discussion topics. The open and interactive characteristics of the Internet platform make them play a key role in the communication process of TV dramas. Therefore, they have high advantages in word of mouth marketing, topic planning and text production. They can often create more topic discussions in the communication process to improve their influence.

4. Conclusion

The main reasons why The Age of Awakening can attract audiences of all ages, especially young audiences, are as follows: First, the content of the program is highly unfamiliar. Viktor Borisovich Shklovsky, a Russian literary theorist, believes that [5] the so-called "defamiliarization" is essentially to constantly renew people's old feelings about life, things and the world, to liberate people from the shackles of narrow daily relations, to stop using the normal and mechanized way, and to break away from the original habits, to start using a new method, So that people can find new innovation points in the food that is easy to ignore in the past, and feel its extraordinary and different from others. In the process of communication, defamiliarization can be divided into two parts: one is the information that the audience is unfamiliar with; The second is the communication content that the audience is familiar with. The creator reconstructs it in various forms to make the audience feel fresh and familiar. In terms of content creation, The Age of Awakening takes a different approach. It takes the new cultural movement as the clue to run through the narrative structure of the whole work, presenting a different form to the audience, and this new narrative perspective will naturally bring fresh experience to the audience. In addition, the protagonist of the play is a character familiar to the audience. In shaping the character, part of the lens is used to show the daily life of the character and highlight the character's personality, so as to break through the audience's inherent impression of historical figures and achieve the purpose of "defamiliarization". Secondly, the position of the play is objective and true. In the case of consistent with the history, the coherence of the story

and the high-quality propaganda content have a strong appeal to the audience.

In the context of the combination of TV dramas and the Internet, the frequent use of social networks has become People's Daily habits, which gradually eliminates the gap between traditional TV dramas and youth subculture. When netizens watch and discuss TV dramas, they are not only cultural consumers but also the disseminators of Internet content. "S awakening" is a new theme TV works and the era theme in combination with a beneficial attempt, from its creation is aimed at the beginning of the network of youth sub-culture group constructed, in order to "content" is the internal driving force, the circle of rice culture resources, culture, symbol, a variety of subculture form into the mainstream channels of "propaganda", This creates a powerful external impetus. Under the general background of youth subculture, we continued to use the power of new media to combine the original works of "grounded children" with the propaganda channels of "breaking the dimensional wall", and pushed the group identity and long-term effective communication of The Age of Awakening to a new height.

This is a classic example of the theme of the main rhythm TV drama, and also reveals the communication value and bright prospects of the new theme TV drama. In this communication context, The Age of Awakening has become popular, which is worthy of reference and learning from similar TV dramas.

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