

The Predicament and Breakthrough of Reality Show Programs from the Perspective of Cloud Communication: Taking "Let's Farm" as an Example

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Abstract: the full launch of the cloud era has laid the foundation for the full-time broadcast of various types of programs. Viewers can watch, comment and interact with them anytime and anywhere, and more outstanding programs will bring super traffic and phenomenon-level popularity. On February 4, 2023, the labor documentary interactive reality show "Let's Farm", exclusively broadcast by iQIYI, became a phenomenon-level work, and the program was quickly captured and highly praised by the audience. the birth of this program holds certain research significance for the current predicaments and breakthroughs of reality shows. This article interprets the current predicaments and breakthroughs of reality shows from the perspective of cloud communication, compares reality shows and cloud supervision from the perspective of cloud communication, and explores the balance between "truth" and "show" in reality shows.

Keywords: Cloud Communication; Reality Show; Let's Farm; Predicament and Breakthrough

1. Introduction

Reality shows from the perspective of cloud communication refer to reality programs that are live-streamed in real time through Internet platforms. With the continuous development of Internet technology, more and more reality shows have begun to be broadcast through cloud dissemination. the advantage of cloud communication lies in that it enables viewers to watch programs at any time and any place, and they can interact with other viewers. At the same time, cloud communication can also significantly reduce production costs, enabling more reality shows to be produced and broadcast.

How can we achieve the maximization of the

audience, benefits and dissemination? It can be achieved by using the latest "cloud" technology, "cloud" platform and "cloud" sharing. In the era of digital media, through the application of cloud communication media, programs can achieve a significant increase in dissemination speed, a substantial expansion of coverage, an enhancement of interactivity, and precise push of personalized content, thus realizing a qualitative leap in communication effects. What is cloud communication? Cloud communication is a kind of information dissemination activity carried out by people on the "cloud", and it uses the "cloud" as a medium to break through the previous barriers of network communication and build a cloud communication platform shared by the world. From the perspective of cloud communication, reality shows have gained new vitality, vigor, opportunities and challenges.

2. Cloud Supervision and Reality Shows

On January 28, 2020, due to special reasons, CCTV broadcast the construction process of Wuhan Huoshenshan Hospital and Leishenshan Hospital in a live format. the number of online viewers exceeded 50 million, and more than 20 million viewers were still watching online late at night. CCTV's AR panoramic view provided viewers with a comprehensive and immersive experience. This live broadcast gave birth to "cloud supervision".

"Cloud Supervisor" was selected as one of the "Top 10 Internet Buzzwords of 2020" by Youth Digest on November 8, 2020, and was included in the "Top 10 Internet Slang of 2020" released by the National Language Resources Monitoring and Research Center on December 4, 2020. Cloud supervision refers to the use of cloud platforms to supervise a certain task through cloud dissemination. This will become a new type of working method and represents a global communication concept.

What are the similarities and differences

between reality shows and cloud supervisors from the perspective of cloud communication? The similarities between the two are as follows: (1) Both reality shows and cloud supervision under the perspective of cloud communication use the "cloud" as a platform for extensive network connection, breaking the previous information silos and building a platform shared by the world; (2) Both reality shows and cloud supervisors from the perspective of cloud communication have a certain degree of "truth", and this "truth" also has a certain degree of documentary function. (3) Whether it is reality shows from the perspective of cloud communication or cloud supervision, they both satisfy people's curiosity to a certain extent, attract their interest in watching, and to some extent alleviate people's anxious and uneasy hearts.

The differences between the two: (1) Cloud supervision is a 24-hour live broadcast without any human interference, which has a high degree of objectivity; From the perspective of cloud communication, reality shows are produced through post-production editing, with human intervention elements and plot elements designed for the "show". (2) In terms of content, cloud supervision is merely about supervising work and making objective records, far from reaching the level of "putting on a show". From the perspective of cloud communication, reality shows, apart from ensuring "real people", the most important thing is still to take "show" as the core, using "show" to achieve the purpose of plot design. (3) In terms of artistry, cloud supervision is an objective presentation without reservation and without any processing. From the perspective of cloud communication, reality shows are meticulously designed, planned, shot and edited in accordance with the laws of film and television art, and they belong to creative activities.

Therefore, the balance between "truth" and "show" brought by reality shows is both a predicament and an opportunity.

3. Reality Shows: Taking "Truth" as "Show"

Variety shows are one of the popular types of programs among the public. They can not only cultivate one's sentiments and enhance artistic aesthetics, but also convey knowledge and improve cognitive levels. It can not only disseminate excellent traditional culture and promote core values, but also serve the society

and carry forward the main melody. It is evident that variety shows not only provide entertainment value for the public but also shoulder social responsibilities and embody social values. At the same time, it is even more necessary to "create outstanding works worthy of the Times".

Entertainment Carnival released the ranking of the most popular variety shows in 2023 on maigoo. Among the top ten variety shows, reality shows accounted for 70%, which shows that reality shows are widely loved by the public.

The labor documentary interactive reality show "Let's Farm" is exclusively broadcast by iQIYI. the program premiered on February 4, 2023, and has since become one of the most popular variety shows, with its popularity still on the rise. the emergence of this program not only enriches the types of programs but also adds academic color and research value to variety shows.

In 1999, the Dutch social experiment program "Big Brother" was launched. It was not only the pioneer of reality shows but also initiated a television cultural phenomenon and program category - reality shows. Since the birth of "reality shows", the issue of "reality" and "show" has always been a hot topic of discussion among scholars. Some say: "Reality shows emphasize real-time live broadcasts, have no scripts, and are not role-playing. They are a kind of TV program that claims to reflect reality one hundred percent. " Reality shows cater to the common people's desire for knowledge, curiosity, gossip and the psychology of prying into others' privacy. the "truth" in reality shows is a non-fictional truth, and the means is documentary. "Human beings" are the core, the foundation, and human nature and personality must become our purpose. "Show" refers to fiction and games, which are means. [2] Some say: "In reality shows, the existence of 'real people' is the premise and appearance, but the essence is' show '. This is because this program seems to be catering to people's perception of 'truth', but in itself, it is a commodity centered on the consumer. " [3] Some also said, "Audiences increasingly need content that makes them feel real. " Conflicts created for the sake of conflicts or over trivial matters are no longer likely to be recognized by the audience. [4]

It can be seen that the "truth" of reality shows to

some extent draws on the documentary techniques of documentaries, allowing the audience to perceive a certain sense of reality more directly and thus generate empathy. the "show" in reality shows employs dramatic plots, which to some extent adds to the highlights of the program and satisfies the audience's curiosity and sense of novelty. In reality shows, "people" are objective and real individuals. Based on human creation, the two opposing extremes of "truth" and "show" are ingeniously integrated, forming a fictional "show" composed of "real people" in a non-fictional background of reality shows, to satisfy the curiosity and demands of the audience.

The first breakout of "Let's Farm" was attributed to the teasing remarks made by stand-up comedian Pang Bo in the jokes. This unexpected promotional approach not only led to a sharp increase in traffic but also drew more people's attention to the program. the team live-streams every day on media such as Douyin and Weibo, leading the audience to witness the growth process of this 142.8 mu of land from harvesting, ploughing, sowing, fertilizing to irrigation. This viewing process is called "cloud supervision". the live broadcast on the cloud platform features real scenes, real events and real guests as in reality shows. Moreover, "Let's Farm" went viral in a unique way even before its broadcast, and the audience was full of humor and teasing about the program. It was not until "Let's Farm" was officially aired that the audience truly felt the sincerity of the program team. If a good reality show can move the audience with its "truth", then what is worth watching for a long time and arousing their interest is the "show" in the reality show.

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humor and teasing about the program. It was not until "Let's Farm" was officially aired that the audience truly felt the sincerity of the program team. If a good reality show can move the audience with its "authenticity", (1) the preparatory work for "Let's Farm" In the early preparation stage of "Let's Farm", a great deal of time and energy was spent, hoping to bring the "authenticity" of the program. In her article "Expert Review of 'Let's Farm': Creating a Model for Variety Shows and Bringing Them Back to Meticulous Cultivation", Liu Cuicui believes that "the innovative theme of 'Let's Farm' has simultaneously brought about a transformation in content production. " First of all, in order to find young people who are truly willing to devote more than half a year to farming, the initial casting period lasted for as long as three months. Secondly, in terms of operational logic, unlike the phased recording method of the vast majority of variety shows, "Let's Farm" adopts a pure long-line recording approach. the amount of post-production work is so huge that it can extract highlights from the vast amount of materials generated by cameras that cover the farmland 24 hours a day for 192 days. This is the largest in domestic variety show production. [5] For this reason, it is not difficult for us to find that "Let's Farm" was already full of sincerity and earnestness in the early stage of shooting. Through real farming shooting, it stirs up the audience's curiosity and anticipation, thereby creating topics and public opinion, highlighting the "showy" element. (2) the actual shooting of "Let's Farm" In the actual shooting, the team abandoned the shortcuts of their predecessors and adopted a "down-to-earth" approach to make this program. "The recording took 192 days because the growth cycle of wheat is 192 days. " We won't leave until the wheat harvest is completed. [6] These ten young people who are willing to spend more than half a year, are hardworking and brave enough to endure hardships are truly worthy of our admiration. Chief Director Yang Changling said, "The phrase 'trading time for content' is what our entire project team firmly believes in. Only with absolute sincerity and honesty can we win the love and resonance of users. " [7] the program employs documentary shooting techniques to truthfully record the "truth" of the entire process, while ingeniously integrating dramatic "showiness". In "Let's Farm", the brotherhood group live-streamed the bamboo

shoots they dug themselves. 48 hours before the live-stream, they made all kinds of promotions. On the day of the live-stream, they even rehearsed a "script" to attract more people. As a result, 45 bamboo shoots were served, and they were sold out in an instant. Everyone was busy celebrating, leaving the screen full of viewers who were at a loss for words. Such dramatic tension and changes made the whole process very interesting. the guests were genuine and genuine, which led to the dramatic change later on. Due to "mutual misunderstanding of each other's strength", tens of thousands of viewers were at a loss for words as they looked at the empty shopping carts, and this also made the entire program full of "showy" flavor. (3) the broadcasting effect of "Let's Farm" As of April 30, 2023, "Let's Farm" ranked fourth among variety shows, with a popularity value of 5,648.39, 000 people participated in the rating, and the score was 9.5. Whether in terms of popularity, participants or score, it has achieved gratifying results. As Liu Jun, a professor at Communication University of China and deputy director of the Research Center for Media Art and Culture, said, "The longer production cycle is an effort made by the program team to strive for meticulous refinement. " Whether a program can be loved by the audience and break through the circle, the quality of its content is the most crucial factor. Of course, it also needs to be coordinated with all aspects of promotion and distribution. So I think extending the production cycle is a very important way for high-quality production, and only high-quality production can be the most fundamental guarantee for the vitality of a program. [8] Therefore, from the broadcast effect of "Let's Farm", it can be seen that nowadays, audiences prefer the equal emphasis on "truth" and "show" in reality shows. "Let's Farm" has brought sincere "truth" to the audience and also provided new ideas and solutions for the current predicament of reality shows. Iii. the Predicaments and Breakthroughs of Reality Shows "Let's Farm" stood out in the face of the lack of innovation, fun and entertainment in reality shows, breaking through the predicament of "severe program homogenization and low overall quality" [9]. the program is a collaboration among iQIYI, Douyin and Weibo, and is broadcast in a coordinated manner of long and short videos. Coupled with the dissemination advantages of wechat short videos and official accounts, A

new media convergence communication matrix has been formed under the perspective of cloud communication, adding highlights to reality shows and setting a new benchmark. Zhang Jianzhen, deputy director of the Radio, Film and Television Research Center of the Institute of Journalism and Communication of the Chinese Academy of Social Sciences, proposed: "Let's Farm" will make the seemingly grand topic more down-to-earth through concrete characters and events. the program starts with the grains on the dining table, inviting young people to the countryside. It uses documentary footage to restore the entire process of winter wheat from sowing to harvest. During this process, it triggers our thoughts on issues such as food security and rural revitalization. It can be said that it has achieved an organic combination of a theme with "height" and content with "warmth". [10] "Let's Farm" not only solved the problem of innovation but also brought about a "showy" effect. It provides a path that can be referred to for how reality shows can be better presented at present. (1) Topic selection: Down-to-earth and people-friendly A good topic selection is half the battle and can achieve twice the result with half the effort. "Let's Farm" opts for the most down-to-earth form of labor, chooses to "believe in the power of the land", and selects the life of ordinary people - labor. Everyone needs to eat and everyone needs to buy vegetables, but where do the meals come from? the program gave us a vivid lesson on rural labor. Whether they were urban or rural residents, whether they had farmed before or not, everyone enjoyed it and benefited a lot. the program team explained the saying "Who knows that every grain on the plate is hard-earned?" while having fun. (2) Theme: Clear and prominent the theme of "Let's Farm" is both simple and straightforward - it's about farming. the program team carefully selected ten members from over 200 applicants. After receiving systematic training, they began their work in the fields - farming. From ploughing the land, spreading chemical fertilizers, sowing seeds, weeding, harvesting rice, digging canals, building houses and a series of other challenges, through repeated fieldwork, proficient skills have gradually developed. Every blade of grass and every tree in the rural labor has been faithfully recorded by the camera, not only presenting a new picture of agricultural modernization in the countryside It also enables

people far from the fields and farmlands outside the screen to experience the hardship of rising with the sun and still not being able to rest at sunset. the farming life that follows the seasons temporarily isolates oneself from the fast-paced pressure brought by modern society, allowing everything to slow down and giving one the opportunity to re-understand and reflect on oneself. Gradually understanding the relationship between time and harvest, gradually getting rid of impetuosity and moving towards composure, young viewers outside the screen who are equally anxious, while gazing at them, also gain a sense of confidence and strength, experiencing the peace of mind and simplicity that the "land" brings to people. (3) Guests: Appropriate and timely Reality shows: "Truth" is the feature, "people" are the core, and "show" is the means. the quality of a reality show is determined by the "people". the ten young people selected by the program "Let's Farm" have distinct styles and unique characteristics. Their common feature is that they are willing to delve into the land, patiently sow seeds, and look forward to growth and harvest. By documenting the daily lives and words and deeds of these young people, the program not only showcases their love for the land and dedication to agriculture, but also conveys to the audience their genuine feelings about rural life and respect for nature. This genuine expression of emotion and in-depth exploration of agriculture have not only changed the public's perception of today's young people, but also provided a new attitude towards life and spiritual support for those who feel lost, uneasy and anxious. (4) Grasping and Balancing "truth" and "elegance" "Let's Farm" has broken through the predicament of previous reality shows in terms of innovation, but there is still room for further improvement in the overall aesthetic appeal and entertainment value of the program. the editing of the first two episodes was rather mediocre and failed to strike a good balance between "truth" and "show". There is still room for improvement in how to balance and reconcile "truth" and "show". How to make the "show" look more natural, more logical and more "genuine" requires further exploration. the documentary style endows reality shows with a more authentic undertone. Through unadorned character stories and delicate emotional expressions, it carries more social functions of

reflecting reality and comforting people's hearts beyond entertainment. Through role-playing and hypothetical plots, dramatization further satisfies the audience's fantasies and brings them a more immersive emotional experience. [11] Enhancing documentary quality is a good perspective and entry point. It allows the "showy" parts of the program to be presented in a documentary way ("true"), and is realized, grasped and balanced by "people", ultimately achieving a realistic, natural and "showy" effect. (V) In-depth Exploration and Innovation "Let's Farm" is a deep exploration and innovation of reality shows. At present, even established reality shows are facing the challenge of declining viewership. This is mainly due to the audience's aesthetic fatigue with the program content, as well as the lack of innovation and novelty in the program. For instance, Reference 1 indicates that the viewership performance of celebrity reality shows is weakening, while that of comprehensive reality shows is relatively strong. This might reflect the audience's desire for fresh elements. Meanwhile, References 3 and 4 also highlight the insufficiency of reality shows in terms of innovation and the problem of program homogenization, which further demonstrates the audience's demand for novelty and innovation in program content. And "Let's Farm" has found some new types of "farmers", allowing them to experience farming, labor, and harvest growth and happiness, so that people outside the screen can also feel the rural atmosphere and the joy of harvest. the audience came to watch "Let's Farm" with all kinds of speculations, curiosity and explorations. the program is not only full of sincerity but also in line with the national policy of rural revitalization. In addition, the program ingeniously utilizes platforms such as Douyin and Weibo to conduct live broadcasts of daily farming, and enhances interaction and communication with the audience through forms such as Vlogs and wechat short videos. With the power of cloud dissemination, the program quickly created a variety show masterpiece that combines aesthetics, innovation, fun and entertainment. (6) Cooperation and Win-win the brilliant achievements of a program are by no means the result of an individual's efforts, but rather the crystallization of the joint efforts and concerted efforts of the team. Therefore, it is particularly important to build a three-dimensional and

professional production team to achieve a win-win situation for all parties involved. First of all, the role of planners and directors is of vital importance. With their acute thinking and forward-thinking concepts, they lay a solid foundation for the program. Secondly, the production team should not be overlooked either. They need to possess flexible directing thinking and advanced editing concepts, as well as the ability to handle situations on the spot in a flexible and adaptable manner. It is necessary to have a profound understanding of the director's purpose and the planning intention, while also reserving space for one's own creation. the third point is the guests' understanding, grasp and interpretation of "truth" and "show", whether their understanding of the director's purpose and planning intention is consistent, and whether they can form a kind of tacit understanding and cooperation. And how to balance one's own role, etc. Finally, there is the overall effect presented. Has it achieved the goal? Is the audience welcoming? How about the earnings? Wait a moment. (7) Master the laws of communication the advent of the cloud era means a sharp increase in information volume. Of course, information can also easily disappear in the vast amount of information. How to make programs spread and interact more quickly, accurately and effectively? Cloud communication is one of the fastest, most direct and most effective ways to connect information. In the cloud era of global media system transformation and the proliferation of media cultural wonders, cooperation is a preferred competition for discourse power. [12] Under the perspective of cloud communication, a converged media communication matrix has been formed. "Let's Farm" simultaneously uses live streaming, Douyin, Weibo, volg, wechat short videos and other media to achieve mutual cooperation among multiple communication platforms (media), and realize the diversification, multi-dimensionality and three-dimensionality of communication channels. So as to achieve the purpose of communication and realize the effect of communication. In conclusion, reality shows need to focus on innovation, interaction and content quality to adapt to the changing demands of the audience and enhance their participation and satisfaction. First, add interactive sections. Reality shows can interact with audiences through Internet platforms. By means of live-streaming

interaction, social media interaction, voting, etc., they can increase audience participation. Secondly, innovate the program format. Reality shows need to keep innovating and exploring diverse program forms and contents to attract different audience groups. Why not try to ingeniously integrate reality shows with elements such as games, music and variety shows? Furthermore, the quality of the content should be given due attention. Although cloud communication can reduce production costs, reality shows should still adhere to content quality and production standards, strive to improve production quality, and bring an outstanding viewing experience to the audience. Finally, enhance social marketing. Reality shows need to enhance social marketing, utilize social media and other platforms for publicity and promotion, and increase the popularity and influence of the programs.

4. Conclusion

The reality show "Let's Farm" under cloud communication has been highly sought after not only because of its nature-related themes and innovative cloud communication integrated media matrix, but also because it has successfully opened up new directions and perspectives for reality shows. The program not only offers emotional comfort to the audience in the fast-paced life, but also realizes its social function by demonstrating the certainty and healing logic of agriculture, becoming a "spiritual stress relief valve" for young people. During the dissemination process, it has infused soulful values and emotional demands, adding a new interpretation to the "truth" and "show" in reality shows - sincerity. Because sincerity is the most recognized killer move by the

audience.

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