



The demand and exploration of traditional media Gala on VR from the perspective of media convergence

Heyu Sun

School of Architecture, Harbin Institute of Technology, Heilongjiang Radio and Television Station

Abstract: With the continuous development of digital media technology, the level of VR technology is also improving, and the combination of VR and traditional media is more and more. Especially in recent years, the "appearance rate" of virtual reality technology is getting higher and higher in the gala, bringing more fresh experience and artistic enjoyment to the audience. This paper introduces the characteristics of virtual reality technology, analyzes the function of some virtual reality technology in the gala, and also discusses the development prospect of virtual reality technology in the gala.

[Heyu Sun. **The demand and exploration of traditional media Gala on VR from the perspective of media convergence.** *Researcher* 2022;14(12):18-20] ISSN 1553-9865 (print); ISSN 2163-8950 (online)

<http://www.sciencepub.net/researcher>. 04. doi:[10.7537/marsrsj141222.04](https://doi.org/10.7537/marsrsj141222.04).

Key words: Virtual reality technology; Traditional media; TV show

In the age of the prevalence of digital media, traditional media such as TV, newspaper and radio are constantly impacted and their development space is increasingly limited. In such an environment, traditional media must keep up with the pace of The Times in order to regain the audience's favor and win development opportunities. As a new mode of communication, media convergence is a media transformation driven by technology. It is not difficult for us to find that the traditional creative thinking of art show can no longer adapt to the aesthetic needs of the public in the era of media convergence. With the rapid development of virtual reality technology, the shackles of traditional art forms have been broken, and a brand new TV art language has been formed under the collision with other art forms [1]. At present, the integration of TV gala and virtual reality technology is no longer an isolated case. However, how to make virtual reality better serve them and effectively revitalize the declining traditional media is an important topic for relevant TV workers to think about, and also the focus of this paper.

I. Virtual reality technology and features

As a newly developed means of human-computer interaction, virtual reality technology provides users with a kind of immersion experience beyond time and space through the construction of simulated reality through dynamic modeling technology, real-time three-dimensional graphics generation technology, three-

dimensional display and sensing technology, system integration and other technologies [2]. As Negroponte said, in the "post-information age", "digital survival" is changing our way of life [3]. With people's continuous exploration in the field of virtual reality, this technology has been widely used in medical, military, education, games and other aspects. For TV media, the addition of VR technology is like injecting fresh blood into the industry. The increasing maturity of VR technology also provides a new technical carrier for TV gala, innovates the content presentation form of TV gala, and provides a boost to the promotion of its communication power. Under the application of VR technology, the communication form of TV gala has changed, and at the same time, the development demand of TV gala has been ensured under the new media.

The application of virtual reality technology enables the audience to achieve a sense of "presence" through real-time dynamic, time-space and other atmosphere information in addition to basic information such as sound and image, thus breaking through the limitations of distance and space in traditional art shows. Its advantage is that it can bring an unprecedented immersive experience to the audience, so that the audience can change from passive receiving of information to active "grasping", and obtain the content from the first-person perspective, which is more humanized.¹

¹ Yuehong Chen, Xinjing Gao, Enze Zhang. From Sympathize to Share & Spread: Virtual Reality News Design Based on Text-to-scence Conversion

Technology and Communication Effect Evaluation Strategy [J]. *Researcher*, 2021;13(5) :104-111.

2. The role of virtual reality technology in the TV gala

TV gala can be divided into several types, such as festival gala, thematic gala and main body gala. It has a broad mass base and is a popular art form among the audience. The content expressed in the TV show often has a profound impact on the audience's thoughts, and also has a subtle effect on improving the audience's cultural literacy. Therefore, it is of great practical significance to improve the artistic expression and expand the influence of TV gala.

(1) New dance forms

"With the rapid development of media technology, the clever combination of technology and stage performance has become an important part of a country's cultural makeup. The use of VR technology in stage performance is one of the most important examples." [5] Stage design is an important part of the aesthetic expression of a gala. In the past, installation art was most often used to create a theme atmosphere on the stage of a gala. With the change of the Internet and the promotion of digital technology, this "industrial age" is gradually being replaced by "information age". Installation modeling that consumes manpower and material resources is gradually replaced by digital art that consumes less energy [4]. In today's TV gala, the minimalist stage composed of LED screens and lights can create a more three-dimensional visual space under the support of VR technology, allowing the audience's audio-visual senses to enter the unprecedented shock effect. The effective combination of virtuality and reality not only achieves the goal pursued by the director of the evening party, but also enables the audience to better absorb valuable information. The immersive experience provided by VR technology is the product of the combination of technology and art, which makes the stage and stage beauty of today's cultural evening show have richer artistic effects and exude greater charm.

(2) Aesthetic reform of the audience

Social productive forces affect the creation of beauty by human beings, and the aesthetic expression in the TV gala includes not only the subjective initiative of TV workers, but also the social practice influenced by objective factors such as technical means. Nowadays, with the progress of technology, the director can rely on the lens for more aesthetic expression, break the limitation of stage space, upgrade to aesthetic conception beyond "on the spot", and complete the transformation of broadcast pictures from recording to expressive. The development of virtual reality technology has endowed TV gala with a brand new form and beauty. It is not hard to find that in recent years, large-scale gala of mainstream TV channels has shifted from "language" as the center to "image" as the center, allowing the audience to be in a beautiful virtual

environment built by computers. The immersive experience of dynamic images brought by virtual reality technology is either exquisite and unique or grand and shocking. This extreme "sense of presence" introduces the audience to a new aesthetic era. It is because of this advanced technology to do the guarantee, in the perfect integration with the text, so that the TV gala can show the current shocking aesthetic posture.

(3) Expansion of stage interpretation form

The development and innovation of art is often accompanied by the progress of society, times and technology. Digital media technology makes use of a variety of technological means to present different picture styles on the stage. With the continuous expansion of the application of multimedia audio-visual language in stage creation, more deductive forms have been created for the stage, so that the visual presentation of the stage is more tension. At the same time, we should do more

To pay attention to the expression of the ideological situation in the evening party, as well as the presentation of the theme concept, in the process of integration and innovation, technology and art will be better integrated, give full play to the virtuality of multimedia audio-visual language, and create a stage space for the audience. Through the summary of methodology, further promote the innovation of deductive form, enhance the expressive force, appeal and influence of stage art.

3. Development prospects

Virtual reality has two unprecedented breakthroughs, namely "immersion" and "interactivity". However, at present, the application of VR technology in Chinese cultural evening shows is still at a relatively preliminary stage. As a means to assist stage situation construction, VR technology is used to meet the audience's "immersion" needs, and there is still a certain gap between "interaction" and "immersion". In recent years, both foreign and domestic media are eager to continue exploring in this field, but due to the production technology, production cost and other issues, the application and popularity of VR in the art show has not seen a qualitative change. Insufficient number of participating media is a common problem faced by domestic and foreign media. Some leading media, such as China's National media, Hunan Satellite TV and Zhejiang Satellite TV, all use VR technology in large evening parties. However, this is only an attempt by some powerful media, rather than representing the whole. Having sufficient funds and advanced technology is a common feature of these media. For some smaller media outlets, there is clearly not enough money to make a new attempt in this direction.

In addition, the application prospect of virtual

reality in the gala is inseparable from the development degree and speed of this technology. As a newly emerging technology, virtual reality needs to use advanced collection equipment. But currently, the degree of specialization in this respect is far from enough in our country. VR footage collection relies on multi-camera camera, and then the computer uses fixed point calculation to reproduce three-dimensional spatial images. For traditional camera lenses, from 2.1mm lens to 6-60mm variable magnification lens, the field of view Angle ranges from 6° to 150°, and the maximum range of field Angle is less than half of that of panoramic camera. If VR news is to have a wider application range, the popularity of collection devices is also an urgent problem to be solved. Jaron Lanier, the "father of virtual reality", once said that things are accepted by human beings and popularized rapidly after their birth, mainly because "everyone needs it and it cannot be easily replaced" [6]. However, the application of virtual reality technology in the stage of artistic evening shows does not have a complete industrial chain, lack of quasi-talents, and do not have a complete production standard process, which makes this technology cannot develop rapidly in the industry for the time being. As an emerging technology, there are not many professionals in the industry who really understand it, and their distribution areas are relatively concentrated in some first-tier provincial capitals [7]. Therefore, it is also the current focus to build a training system for VR technical talents.

Conclusion

As a new technology product, virtual reality technology not only conforms to the increasing spiritual and cultural needs of Chinese people, but also conforms to the current situation of the development of Chinese TV media. The combination of VR technology and theatrical shows not only promotes the technological development of stage art, but also promotes the improvement of people's cultural accomplishment and aesthetic taste. From another point of view, virtual reality technology integrated into the stage performance is the inevitable trend of the development of literary evening in our country. Virtual reality makes the stage more modern and technological, bringing an unprecedented immersive enjoyment to the audience, so that the audience can more truly feel the emotional core and cultural value above the content of the stage performance. Because of this, it is inevitable to integrate with the art show. It is believed that with the continuous development and innovation of technology, the audience will see more and more examples of the combination of the two and enjoy a higher level of art show works.

References

[1] Gong Zhengqin, He Xiao. Visual presentation of

multimedia technology in TV Gala [J]. Film and Television Production, 2015 (3) : 84-88.

[2] Hui Dongpo. Main Problems and development Trend of VR Application in Foreign TV media [J]. Television Research, 2020(02):91-93.

[3] Nicholas Negroponte. Being Digital[M]. New York: Vintage Books Press, 1996:140.

[4] PEI Manqi. Analysis of Aesthetic Signs of TV Variety Show in the Age of Science and Technology [J]. News Research Guide, 2015 (7): 69-103.

[5] Zou Lei, Li Lin. Analysis on the integration of stage performance and VR technology under the new form of digital media art [J]. Comedy World, 2019 (09) :73-74.

[6] Jaron Lanier. Virtual Reality: A New Beginning for Vientiane [M]. Beijing: CITIC Press, 2018:75.

[7] Yuehong Chen, Xinjing Gao, Enze Zhang. From Sympathize to Share & Spread: Virtual Reality News Design Based on Text-to-scence Conversion Technology and Communication Effect Evaluation Strategy [J]. Researcher, 2021;13(5) :104-111.

12/24/2022