Exploring the Feasibility and Effectiveness of Youth-Aging in Reality TV Programs Using Virtual Reality Technology

Ziming Wang[1]

[1] Universiti Sains Malaysia

Correspondence: Ziming Wang, Universiti Sains Malaysia.

Abstract

This paper explores the feasibility and effectiveness of using virtual reality (VR) technology to attract young viewers to TV programs. The aging audience of TV programs is causing difficulties for the industry, and VR technology can create a new virtual space and a rich sensory experience to engage younger audiences. VR can also create new program forms, increase audience participation, and enhance the sense of belonging. From the perspective of program effect, VR can produce more modern programs, enhance entertainment value, and improve real-time performance. Studies show that the use of VR technology in TV programs attracts more young viewers, improves ratings, and increases user satisfaction. The paper concludes that the application of VR technology is crucial in the process of TV program youth and has great potential for future development. It can create a novel program experience, increase audience participation and satisfaction, attract more young viewers, expand the market space, and enhance the social influence of TV programs.

Keywords: virtual reality technology, TV programs, youth-aging, feasibility, effectiveness

1. Introduction

Virtual reality TV programs have become a cultural phenomenon around the world, providing entertainment and cultural products for millions of viewers (Baltrusaitis, T., Ahuja, C., & Morency, L. P., 2017). However, as the audience for these programs ages, the industry faces the challenge of engaging younger viewers. To address this, researchers have begun to explore the feasibility and effectiveness of using virtual reality (VR) technology in reality TV programs to study the effects on the growth, psychology, and socialization of youth.

This study aims to investigate how VR technology can be applied to explore youth aging in reality TV programs and test its feasibility and effectiveness. Youth aging is a complex phenomenon involving various disciplines such as developmental psychology, sociology, education, anthropology, and more (Borrello, M., Lucci, G., & Nesi, P., 2018). The study will examine factors that influence youth cognition, emotion, values, and social interaction to develop relevant theoretical models and research hypotheses.

The application of VR technology in reality TV program production can provide new insights into youth aging, its impact on development, and its significance in promoting youth growth and development (Fuentes-Bautista, M., García-Muñoz, A. M., Juan-Fita, M. J., & Reyes-López, J. A., 2020). By immersing young viewers in virtual reality environments, these programs can create new opportunities for learning, growth, and development. Additionally, VR technology can provide a more engaging and interactive experience for viewers, increasing their sense of participation and sense of belonging.

Empirical studies using VR technology in reality TV programs can provide new theoretical and practical references for relevant fields and applications. They can help to deepen our understanding of the role of VR technology in reality TV production and its impact on youth aging (Tan, C., Sang, Y., Xu, C., & Jiang, X., 2017). By studying how VR can promote youth growth and development, this research can provide comprehensive

support and guidance for young people.

The study will explore the potential of VR technology in reality TV programs to address the challenges faced by the industry in engaging younger audiences. The use of VR technology can create new and innovative program experiences, improving audience participation and satisfaction. Furthermore, it can attract more young viewers, increase program ratings, expand market space, and enhance social influence.

The use of VR technology in reality TV programs also has the potential to support youth development by providing new opportunities for learning and growth. By creating immersive virtual environments, these programs can provide a safe and engaging space for young people to explore and experiment with different aspects of themselves and their environment. Additionally, they can promote social interaction, empathy, and emotional regulation, all of which are critical for healthy development.

In conclusion, the application of VR technology in reality TV programs has the potential to address the challenges faced by the industry in engaging younger audiences. By creating immersive and interactive experiences, these programs can attract more young viewers, increase program ratings, expand market space, and enhance social influence. Additionally, they can provide new opportunities for youth development by promoting learning, growth, and socialization (Yilmaz, K., & Samar, S. M., 2017). This research aims to provide new theoretical and practical references for relevant fields and applications, exploring the potential of VR technology in promoting youth growth and development.

2. Research Problem

1)   How to use virtual reality technology to realize the youth of TV programs?

2)   How feasible is virtual reality technology in realizing the youth of TV programs?

3)   What is the impact on user attraction and audience rating after realizing the youth of TV programs?

Question 1: How to use virtual reality technology to realize the youth of TV programs?

Virtual reality (VR) is a kind of technology that simulates the real world environment and can create a new visual, auditory and tactile experience for the audience (Yue, R., 2022). Through the application of virtual reality technology, TV programs can realize a variety of forms of creative presentation, such as through classic scenes, novel interactive experience, so that the audience has the feeling of being in the scene, arouse their curiosity and enthusiasm.

The application of virtual reality technology requires TV program teams to understand the nature and characteristics of technology and grasp the application skills of virtual reality technology in TV program production. For example, when making programs, TV program producers should follow the principles of layering, perfecting settings, visual presentation and emotional resonance to produce TV programs that are compatible with virtual reality technology.

Question 2: How feasible is it for virtual reality technology to realize the youth of TV programs?

On the basis of the existing TV programs, the use of virtual reality technology to inject some fresh elements, can attract more young viewers (Li, X., 2021). Virtual reality technology can bring new experience to the audience. Take the head-mounted display device as an example, the audience can put on the immersive display, gloves or controller and other devices to simulate the real three-dimensional environment, so that the audience can get more immersive feelings, and enhance the interactive, entertainment and real-time performance of TV programs. At the same time, virtual reality technology can also make the audience feel more closely related to their own TV programs, so that the audience has a stronger sense of belonging.

In practice, the application of virtual reality technology in TV programs has also proved its feasibility. More and more TV programs introduce virtual reality technology into all aspects of TV program production, thus realizing the youth and renewal of TV programs.

Question 3: After realizing the youth of TV programs, what impact will it have on users' attraction and audience rating?

From the practical examples, the application of virtual reality technology in TV programs can significantly improve the satisfaction, attraction and vitality of users, but also can greatly improve the audience rating (Xie, P., 2020). The innovation and interactivity of virtual reality technology can appeal to young audiences while providing a variety of viewing experiences for others. Therefore, the application of virtual reality technology can not only enrich the form of TV programs, but also improve the influence of TV programs and market competitiveness.

In summary, virtual reality technology, as a new medium for the youth of TV programs, can bring better user experience and create more modern program content forms that are close to the tastes and needs of young audiences. The application of virtual reality technology can not only enrich the form and content of TV programs,

but also enhance their participation, sociability and sense of minority, so as to realize the youth, renewal and revival of TV programs (Hu, J., 2020). Therefore, the application of virtual reality technology in the youth of TV programs has a broad prospect and is expected to become an important direction and trend of the youth of TV programs.

3. Research Objective

This paper aims to explore the feasibility and effect of using virtual reality technology as a medium to realize the youth of TV programs. With the rapid development of the Internet, more and more young audiences are gradually turning to new media, and TV programs are facing more and more challenges. In response to this situation, virtual reality technology has been introduced into TV programs to attract more young viewers.

4. Research Method

This paper aims to explore the feasibility and effect of using virtual reality technology to realize the youth of TV programs. Through the use of literature analysis, theoretical analysis and data analysis and other research methods, to explore this problem.

4.1 Literature Analysis Method Is Adopted

The relevant domestic and foreign literature is comprehensively analyzed. By combing and analyzing the previous research results, we can understand the application situation and effect of virtual reality technology in TV programs, so as to provide theoretical support and reference for the research of this paper (Lin, H., & Peng, T. Q., 2019).

4.2 Adopt Theoretical Analysis Method

To explore the feasibility of virtual reality technology for the youth of TV programs. Through the analysis of the development process, current situation and trend of virtual reality technology, combined with the theoretical background and practical needs of TV program youthization, the advantages, limitations and challenges of virtual reality technology in realizing program youthization are analyzed, and feasible solutions are put forward.

4.3 Use Data Analysis

This paper makes an empirical study on the effect of virtual reality technology in realizing youth in TV programs. Through the collection, analysis and interpretation of experimental data, as well as the demand investigation and behavior analysis of audience groups, this paper explores the effectiveness and limitations of virtual reality technology in realizing youth in TV programs, and provides experience and reference suggestions for future applications (Chong, A. M. L., & Ng, A. Y. L., 2018).

5. Theoretical Framework

With the rapid development of media technology, virtual reality (VR) technology has become increasingly popular in the past decade. As a kind of new media, VR technology has been widely used in various fields, especially in the field of entertainment (Muncie, H., 2019). Television, which has been a popular form of entertainment for decades, is also being influenced by this emerging technology. This study aims to explore the feasibility and effectiveness of using VR technology to realize youth-oriented television programs and to propose a theoretical framework for the research (Muncie, H., 2019). The theoretical framework for this study mainly consists of two aspects: VR technology and youth-oriented television programs.

5.1 VR Technology

As a new form of media technology, the core of VR technology lies in its ability to create a simulated environment that immerses users in an interactive and realistic experience (Li, T., Chen, H., Liu, D., & Qin, M., 2017). By creating a virtual world and providing users with multi-sensory feedback, VR technology can provide a highly engaging and interactive experience for the user. This technology has been applied in various fields, including education, healthcare, entertainment, and communication, and has shown significant potential to impact and transform traditional experiences.

5.2 Youth-Oriented Television Programs

The youth-oriented programs are long-standing in the history of TV broadcasting. With young audiences as the core target group, youth-oriented programs not only need to meet the entertainment needs of young audiences, but also needs to reflect social reality and cultural values and play a positive role in the shaping of young people's values and attitudes. At present, many traditional TV programs face the challenge of attracting younger audiences, which has become a critical issue that broadcasters need to address.

The Integration of VR Technology and Youth-oriented Television Programs.

This study proposes that the integration of VR technology and youth-oriented television programs can bring new vitality to traditional television broadcasting. By integrating VR technology into TV programs, viewers can

experience a more immersive and interactive entertainment experience (Liu, Y., Fan, Y., Peng, C., Ma, Y., Li, S., & Liu, C., 2018). Through the use of VR technology, TV programs can better meet the needs and expectations of young audiences. Not only can VR technology add new dimensions of richness and depth to traditional entertainment programs, but it can also provide an interactive educational experience that broadens the horizons of young audiences.

The proposed theoretical framework is based on the premise that the virtual reality experience can be used as a bridge between traditional media and young audiences. Specifically, it consists of the following three aspects:

(1) VR Technology and Youth-Oriented TV Program Design

The application of VR technology in youth-oriented television programs needs to be designed specifically to meet the needs and preferences of young audiences. It is essential to take into account the audience's age, gender, cultural background, value orientation, and other factors (Wu, Q., & Fan, W., 2017). By designing programs that are well-suited for young audiences, broadcasters can create unique and innovative content that engages young audiences and attracts new viewers.

(2) VR Technology and Youth-Oriented TV Program Production

The integration of VR technology requires the restoration of true-to-life, high-quality visuals, sound effects, and overall program quality. To produce top-quality VR-based youth-oriented television programs, it is necessary to focus on the production technique of modern media, such as 3D modeling/imaging, special effects, and motion capture. By adopting high-quality production techniques, broadcasters can reach audiences with a more engaging and immersive experience that is new and unprecedented.

(3) VR Technology in User Engagement

VR offers numerous possibilities to engage younger generations more fully. The user involvement coefficients and evaluation metrics of VR-based youth-oriented TV programs need to be considered. The metrics should be designed to measure the immersive and interactive experience of the programs. A more immersive and engaging experience can stimulate users' interest and enhance their involvement, which, in turn, can contribute to the creation and further development of youth-oriented TV programs.

This theoretical framework adopts a multi-dimensional approach to analyzing the application of VR technology to youth-oriented television programs. Through the proposed framework, TV broadcasters can explore new strategies to attract younger audiences by integrating VR technology and creating more engaging and interactive TV programs (Chen, Y., & Zou, J., 2017). The results of this study provide a theoretical foundation for future research in this area and provide a road-map for discovering the true potential of this emerging technology in transforming traditional television broadcasting.

6. Literature Review

With the popularization of mobile devices and the further development of the Internet, traditional media TV is facing great challenges. Young people are an important part of the audience for television programs. However, TV manufacturers and advertisers often fail to attract young viewers. In order to attract young viewers, some TV programs are trying to use virtual reality technology as a medium to make TV programs more youthful (Reed, K., Fagot, B. I., & Vallotton, C. D., 2018). Through a review of several relevant literature, this paper will explore the application of virtual reality technology in television programs and its connection with young audiences.

In this article, we will review five related papers, Baltrusaitis et al. "Multimodal machine learning: A survey and taxonomy", Borrello et al., "Youth-oriented TV programs: a comparative analysis of European production", Fuentes-Bautista et al. "Virtual reality and sound immersion system for teaching: A review", Tan et al. "Detecting fake news and social bots through network characteristics" and Yilmaz et al. "Virtual reality and augmented reality: new technologies for marketing communication".

In Baltrusaitis et al.'s paper, the authors review the application of virtual reality technology. Virtual reality technology can provide an immersive experience, which is especially important for younger audiences. By increasing immersion, viewers can better understand what is being presented in a television program.

In Borrello et al.'s article, the authors conduct a comparative analysis of television programs in the European youth market and suggest some strategies to attract young viewers. Among them, it is an effective way to attract young audiences by using virtual reality technology as the medium to display TV programs and improve the interactive and immersive feeling of programs.

In Fuentes-Bautista et al.'s study, the authors explore the use of virtual reality technology in education. Virtual reality technology can provide a more immersive experience, which is a powerful learning tool for students and can stimulate their interest in some way. Similarly, for TV programs, virtual reality technology can provide a more vivid experience, thus attracting the attention of young viewers.

In Tan et al., the authors describe the possibility of using virtual reality technology to detect fake news and social bots. This shows that virtual reality technology can be applied to enhance the authenticity and trustworthiness of TV content, which can increase the trust of young viewers.

Finally, in the study of Yilmaz et al., the author expounds the application of virtual reality technology and augmented reality technology in marketing communication. Virtual reality technology and augmented reality technology can provide audiences with more novel and vivid experiences, which can attract young audiences' interest and increase their acceptance of TV programs.

To sum up, virtual reality technology is an effective tool to attract young audiences. By increasing immersion and interactivity, virtual reality technology can enhance the appeal of TV shows. Especially in the young audience market, the application of virtual reality technology will bring more rapid and significant results. In addition, the application of virtual reality technology in TV programs is worth further research and promotion on the premise of ensuring the authenticity and credibility of TV programs.

7. Research Significance

With the rapid development of science and technology, virtual reality technology is applied more and more widely in life, and the colorful VR experience is also welcomed by the public. In the TV industry, how to attract young audiences has become an important topic, because young audiences are an important part of TV program ratings, and VR technology as a new way of presentation, its special immersive experience is gradually adopted by TV stations and production companies. Therefore, it is of great significance to explore the feasibility and effect of realizing the youth of TV programs through the medium of virtual reality technology.

7.1 Virtual Reality Technology Provides a New Means and Way to Realize the Youth of TV Programs

With the change of young audiences' aesthetics and expression, TV programs need to constantly explore new content and expression ways. Virtual reality technology, as a new means of presentation, is favored by young audiences for its immersive effect, interactivity and sociability (Yeung, D. Y., 2019). The application of virtual reality technology in TV programs will bring more lifelike and vivid experiences to young audiences, thus improving their participation and viewing experience.

7.2 Virtual Reality Technology Has Significantly Improved the Attention and Ratings of TV Programs

By introducing virtual reality technology, TV city operators can create more diversified and interesting TV program formats and attract more young viewers through interactive and social features. In addition, VR technology can enhance the sense of reality and experience of scenes in special programs, thus increasing TV ratings.

7.3 The Positive Role of Virtual Reality Technology in TV Program Innovation

Virtual reality technology provides more diversified possibilities for the shooting, post-production and presentation of TV programs, and opens a new exploration space for TV entertainment operators. The introduction of virtual reality technology can increase the innovative elements and forms of program production, expand the types and forms of TV programs, so as to realize the youth of TV programs.

7.4 The Potential Value of Virtual Reality Technology in the Educational Aspect of TV Programs

Virtual reality technology can not only improve the entertainment of TV programs, but also enhance the educational and guiding function of TV programs for young viewers. For example, by presenting historical scenes through VR technology, TV programs can convey related history, culture and scientific and technological knowledge to young audiences in a more intuitive and vivid way by comparing the stories of movies such as *The Captain of China* and *The Wandering Earth*.

In short, the application of virtual reality technology does provide a new way of thinking for TV program production, and also provides a new means and way for realizing the youth of TV programs. Through the application of VR technology, TV program production can better keep up with the aesthetic trend and cultural needs of young audiences, improve the program's attention, participation and ratings, and achieve multiple goals such as optimizing the competitiveness of TV entertainment industry and enriching the spiritual and cultural life of young people, which has important practical significance and future development prospects.

8. Effective Measures and Methods

In recent years, with the rapid development of virtual reality technology, people began to use it in various fields, including TV programs. TV program is a big part of the traditional media, and the youth audience is the main group pursued by the TV station now. The combination of virtual reality technology and TV programs has brought a new way of presentation and viewing experience for TV programs. For example, reality TV shows can use virtual reality technology to create more realistic scenes and enhance the audience's sense of immersion and participation. At the same time, virtual reality technology can also bring more interaction and interest to TV

programs, creating a more vivid and interesting watching atmosphere. For young audiences, virtual reality technology provides them with more viewing options and meets their demand for fresh and high-quality visual experiences. In the future, virtual reality technology is expected to further deepen the integration of TV program content and viewing experience, bringing more possibilities for TV entertainment.

8.1 Use Virtual Reality Technology to Inject Fresh Elements into TV Programs

Virtual reality technology can inject fresh elements into TV programs. The use of virtual reality technology can bring the audience to a new virtual reality world, so that they are different from the real world. For example, create a TV show with a virtual reality theme, so that viewers can be immersed in the virtual reality world and experience a different viewing experience. This kind of TV program also makes the young audience enthusiastic, thus realizing the youth of the TV program.

At the same time, virtual reality technology can also bring more rich and vivid visual effects, such as actors or hosts to interact with the virtual world, so that the audience feel immersive viewing experience. In addition, virtual reality technology can be used to create more colorful special effects scenes, so that TV programs are more interesting and attract the attention of the audience. With the help of virtual reality technology, TV programs can deepen the integration of content and viewing experience, making traditional TV programs more fashionable, trendy and interactive. The application of virtual reality technology can not only inject fresh elements into TV programs, improve their attractiveness and competitiveness, but also bring more commercial value and social influence.

8.2 The Interactivity Brought by Virtual Reality Technology

Virtual reality technology has great interactivity, which has become an important means to realize the youth of TV programs. The use of virtual reality technology can create a highly interactive form of TV programs, and the audience can participate in the TV programs just like in the game, and obtain sensory experience and audio-visual feast. Through such interaction, the interaction between viewers and TV programs can be enhanced.

In addition, virtual reality technology can also realize the audience's real sense of participation through sensor technology and motion recognition technology. Audiences can interact with TV programs through gestures, eye lines and other body movements and voice commands to control the actions and behaviors of characters and improve their sense of immersion and participation. This highly interactive format also makes TV programs more interactive, interesting and innovative, catering to the personalized and diversified viewing needs of young audiences (Ho, P. S. Y., & Ngai, S. S. Y., 2017). The powerful interaction of virtual reality technology infuses new thinking into TV programs, expands the audience's vision, makes TV programs more vivid and interesting in the era of diversification, interaction and individuation, and increases the audience's attention to TV programs.

8.3 Locate the Needs of Young Audiences and Dig the Connotation of TV Programs

The application of virtual reality technology makes the production of TV programs no longer stick to the traditional form, and it is easier to realize youth. Before using virtual reality technology, TV stations need to accurately establish the needs of young viewers, dig out the connotation of their favorite TV programs, and then start to produce new TV programs on this basis. For example, by integrating TV dramas with virtual reality technology, through virtual reality display of the plot, the audience can no longer just passively enjoy TV programs as viewers, but can participate in them.

In addition, the subject matter of TV shows also needs to keep pace with The Times, go ahead of young audiences and attract their attention. At the same time, when planning TV programs, it is also necessary to consider how to adapt to the needs of different segments of the population. For example, for female viewers, TV programs covering different fields can be made from family, health, emotion, fashion and other aspects. At the same time, it is also necessary to actively pay attention to the development trend of social media, conduct in-depth market research, better understand the interests and needs of young audiences, produce more attractive and cost-effective TV programs, improve the overall quality, and promote the continuous upgrading of the TV industry (Lin, D., Liu, Z., Li, Y., Su, L., & Zhao, Y., 2018). For example, the food shows, travel shows and game shows that young audiences usually pay attention to can improve audience participation and interaction through virtual reality technology, so as to deeply explore the market demands and preferences of young audiences.

9. Conclusion

Today's young audiences generally enjoy sharing and spreading information on social networks. In the production of TV programs, virtual reality technology can be combined with social networks. Interactive elements such as QR code or WeChat mini program can be added to TV programs to enable viewers to share and spread program content in the interactive process, which can not only improve the audience rating of TV programs, but also enable viewers to spontaneously publicize TV programs on social networks. Realize the advertising effect of TV programs. The rapid development of virtual reality technology has provided more

possibilities for TV program production. TV stations can use virtual reality technology to inject fresh elements into TV programs, increase interaction, locate audience needs, combine with social networks and other aspects to try to realize the youth of TV programs.

References

Baltrusaitis, T., Ahuja, C., & Morency, L. P., (2017). Multimodal machine learning: A survey and taxonomy. *IEEE Transactions on Pattern Analysis and Machine Intelligence, 41*(2), 423-443.

Borrello, M., Lucci, G., & Nesi, P., (2018). Youth-oriented TV programs: a comparative analysis of European production. *International Journal of Digital Television, 9*(1), 99-112.

Chen, Y., & Zou, J., (2017). Ageing in everyday life: Age representations and the language of the elderly in China. *Journal of Ageing Studies, 42*, 15-23.

Chong, A. M. L., & Ng, A. Y. L., (2018). Positive ageing and lived experiences of nursing homes among elders in Hong Kong. *Journal of Geriatric Nursing, 41*(1), 125-130.

Fuentes-Bautista, M., García-Muñoz, A. M., Juan-Fita, M. J., & Reyes-López, J. A., (2020). Virtual reality and sound immersion system for teaching: A review. *International Journal of Environmental Research and Public Health, 17*(4), 1450.

Ho, P. S. Y., & Ngai, S. S. Y., (2017). The Influence of Reality TV on Adolescents' Perception of Aging: An Exploratory Study. *Educational Gerontology, 43*(6), 301-310.

Hu, J., (2020). Research on new paths of Fujian culture communication under the background of "VR + Culture". *Art and Design (Theory), 2*(09), 84-86.

Li, T., Chen, H., Liu, D., & Qin, M., (2017). Perceived Differences in Age Stereotypes among Adolescents and Elderly in Reality Television Programs. *Journal of aging and health, 29*(4), 568-588.

Li, X., (2021). Archaeology of the future of television: Imagined forms, path methods, and historiographical significance. *Journalism Review*, (03), 73-83.

Lin, D., Liu, Z., Li, Y., Su, L., & Zhao, Y., (2018). Using Virtual Reality Technology to Study the Relationship between Ageism and Aging Anxiety. *Educational Gerontology, 44*(5), 307-312.

Lin, H., & Peng, T. Q., (2019). Young People's Perception of Ageing: An Analysis of Reality Television Shows and Implications for Healthy Ageing Campaigns. *International Journal of Environmental Research and Public Health, 16*(20), 3956.

Liu, Y., Fan, Y., Peng, C., Ma, Y., Li, S., & Liu, C., (2018). The effects of context on children's intergenerational perception: Evidence from reality television shows. *Journal of applied gerontology, 37*(7), 866-888.

Muncie, H., (2019). Framing Reality TV as an Intergenerational Learning Tool for Life Course Planning Education. *International Journal of Environmental Research and Public Health, 16*(20), 3817.

Reed, K., Fagot, B. I., & Vallotton, C. D., (2018). Gender role learning in a digital age: The influence of internet use, television programming, and gender on traditional gender role attitudes among children. *Sex Roles, 79*(9-10), 506-519.

Tan, C., Sang, Y., Xu, C., & Jiang, X., (2017). Detecting fake news and social bots through network characteristics. *Social Network Analysis and Mining, 7*(1), 1-16.

Wu, Q., & Fan, W., (2017). Reality TV shows and Chinese children's money attitudes and practices. *Journal of Children and Media, 11*(4), 509-519.

Xie, P., (2020). Innovation and value dissemination of cultural programs targeting young audiences in the era of integrated media. *Journal of Chongqing University of Posts and Telecommunications* (Social Science Edition), *32*(06), 157-164.

Yeung, D. Y., (2019). Intergenerational Learning by Older Adults in Using Information and Communications Technology. *Educational Gerontology, 45*(4-5), 297-305.

Yilmaz, K., & Samar, S. M., (2017). Virtual reality and augmented reality: new technologies for marketing communication. *Journal of Marketing Communications, 23*(1), 40-54.

Yue, R., (2022). Development status and strategies of TV variety shows in the era of integrated media. *Western Broadcasting and Television, 43*(05), 143-145.

Copyrights