

A Study on the Awakening and Effectiveness of the Old Music Variety Show "Singer" on Collective Memory

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ABSTRACT

Singer as a reboot of the old music variety show, through the medium of constantly summoning the audience's memory, stimulating the audience's nostalgia, and establishing the emotional link between the audience and the image, has achieved repeated successes in terms of the ratings, airplay, topic discussion, and the effect of overseas dissemination. Based on the collective memory theory, this paper studies the phenomenon of the reboot of the veteran music variety show Singer and finds that it awakens the audience's memory fragments through the symbolic presentation of characters, behaviors and scenes, the plot reappearance of conflicts, and the construction of interactive rituals, thus completing the construction of collective memory, and then achieving the effect of awakening the collective memory, such as music healing, self-identity confirmation, and so on.

KEYWORDS

Music variety; Collective memory; The singer

1 Introduction

The year 2024 is a hot year for the music market, with a continuous increase in the number of paid online music users, and the combination of offline music performances and cultural tourism, realizing a double harvest in terms of box office revenue and local economic development. The good market and favorable living environment provide a guarantee for the production and broadcasting effect of music variety shows. Singer 2024 is re-launched under this opportunity, boldly adopting the live broadcast format, and through symbols, plots, rituals and other figurative presentation methods, it awakens the audience's collective memory and establishes a connection between the "past" and the "present", thus satisfying the current audience's emotional needs and the need for self-identity confirmation. emotional needs and the need for self-identification.

2 The Reboot and Explosion of the Music Variety Show the Singer

In May 2024, under the environment of many old variety shows re-launching, Singer 2024 was re-launched and returned to the public's view, and adopted the mode of live broadcasting of the whole performance by multi-camera, so that the audience could see the performance of singers in the front and backstage at all times. With the development of music production technology, "fake singing", "half open mike" and other undesirable phenomena in the music industry have arisen and have been condemned by the audience, so as a domestic once music variety show benchmark, Singer 2024 live re-launch, focusing on the full open mike real voice, can't help but give the audience a chance to see the real voice. The re-launch of the live broadcast of Singer 2024, which

was once the benchmark of music variety shows in China, focuses on open-mic real sound, and brings expectations from audiences. The influence of Singer 2024 radiates internationally, with a total coverage of over 21.77 million overseas and a broadcast volume of over 2.88 million, and the program has also gained the joint recommendation of overseas mainstream media, with 275 foreign media websites such as the Associated Press and the Washington Daily News reporting and commenting that Singer 2024 takes music as a bridge to promote friendship, and uses openness to promote friendship as a way to promote friendship. 275 foreign media websites, including the Associated Press and the Washington Daily News, reported and commented that Singer 2024 uses music as a bridge to promote friendship and welcomes exchanges of outstanding singers from all over the world with an open and tolerant mindset, so that viewers both at home and abroad can fully appreciate the charms of different music cultures and feel the unique power of music.

From the perspective of communication psychology, the phenomenon of Singer 2024 re-launching is mainly due to the development of media technology and the innovation of marketing technology, which makes a certain symbol, a certain scene, a certain plot, and a certain ceremony reappear again, thus awakening the audience's common memory of a certain event or even a certain period. This common memory not only awakens the previous collective memory, but also constructs a new collective memory.

3 Symbolic Presentation and Plot Design: The Awakening of Collective Memory in Singer 2024

According to Habwah, collective memory is the process and result of sharing past events among members of a particular social group. Among them, mnemonic symbols and mnemonic episodes are two important dimensions in the construction of collective memory. Singer 2024 has effectively awakened the collective memory of the audience by capturing typical memory symbols with symbolic meanings and vivid memory episodes to achieve an embodied sensual experience.

3.1 Activation and awakening: symbolic representation of collective memory

In habwach's view, we can freely extract from symbolic memory the period we wish to immerse ourselves in, as well as the characters and events of those periods. The rapid development of modern social life more and more aroused people's nostalgia, which is the Singer 2024 again popular social and psychological reasons. Singer 2024 through the symbol itself has the representativeness, can arouse the audience's memories of the past, to once the historical period and the common experience of unlimited imagination and nostalgia, which, the behavior symbol, the character symbol, the scene symbol performance is most obvious.

First, from the perspective of behavioral symbols, embodied psychology believes that body posture, as a behavioral symbol, affects an individual's inner cognition and emotion, and this effect is not only limited to the actor himself, but also has an empathic resonance effect on others when they look at the behavioral symbols.⁴ For example, in the first episode of Singer 2024, Haiquan changed the hosting line "Watch the singer, drink the jianol" to "Watch the singer, drink the jianol", and said it was "the singer, drink the jianol." "Watch the singers, drink the jianol", and said: "Drink the singers". Instantly, #Haizumi's mouth dropped again and again# and #Hu Haiquan did push-ups again in response to drinking the singer# hit the hot search, reminding viewers of Haiquan's mouth dropping and doing push-ups in previous seasons of the Singer program. These behavioral symbols are sudden, repetitive, and profound.

These sudden, repetitive and profound behavioral symbols reappeared again, triggering heated

discussions among the audience, and a large number of them expressed nostalgia and excitement, awakening memories deep in their brains, and playing a very good role in publicizing and promoting the program *Singer*.

Secondly, *Singer 2024* has refined character symbols with identifiers and memory points, and activated the memory through the presentation of character symbols.

The character symbols are not just simple representations of the characters. Character symbols are not just simple representations of roles, but also carriers of the culture, ideology and spirit of that particular historical period. For example, Coco Lee, Hai Quan and Na Ying, all of whom were singers in the past, instantly bring the audience back to the era with their own unique memories. In addition, *Singers 2024* invites famous singers from home and abroad to gather together, and #Adam Lambert came on the singer's show# and #The Charlie Puth is on the singer's show# appear frequently, which not only arouses the curiosity of the audience, but also stirs up their nostalgia for the previous era.

Finally, by strengthening the symbols of typical scenes, it provokes the audience's associative imagination and nostalgia, creating a space for the public to rely on, so that the audience's emotions can be supported by the scene. For example, the *Singers' House*, where all the singers gather, evokes memories of the singers' gathering, and the venue where the ranking of the singers is announced, stimulating people's imagination of tension and excitement. As the famous Roman statesman Cicero argued, the impression of a historic place is much more vivid than that of a place that you have read about or heard about through hearsay.

3.2 Reproduction and Focus: Plot Design of Collective Memory

According to Assmann, in order to transform transient personal memories into long-lasting collective memories that can be passed on from generation to generation, it is necessary to interpret and organize them in diverse forms, and the "plot of events in a story full of emotional tension and appeal" as a dramatization of the entanglement and conflict of characters' behaviors and actions, is the most likely to arouse the audience's interest in watching and willingness to discuss, thus leaving a deep impression on the audience. As a dramatization of the entanglements and conflicts between characters' behaviors and actions, it is most likely to arouse the audience's interest in watching and willingness to discuss, thus leaving a deep impression on the viewers and contributing to the transformation of individual memory into collective memory.

First of all, the plot is reproduced and replicated through the short video platform. As a practice of "re-mediatization" that carries collective memory, short videos have become the main platform for the publicity and marketing of *Singer 2024* due to their fragmentation, interactivity, and high degree of participation. In the third season of *Singer*, Sun Nan's withdrawal from the final triggered an uproar at the time, and Wang Han's famous scene of saving the show was repeatedly spread on Internet platforms. On May 29, *Singer 2024* announced that Sun Nan would be the fill-in *Singer*, which instantly aroused the audience's memories of Sun Nan's withdrawal in the third season, and #Wang Han, take over# and #Wang Han Saving the Show instantly became the hot topics of discussion among viewers, and the famous scene of saving the show was also broadcast on TikTok and Fast TV. The saving scene was repeatedly spread on short video platforms such as Jittery and Shutterbug, which stimulated the audience's shared memories and aroused them to pay more attention to the program *Singer 2024*.

Second, the pop-up interaction provides the viewers with a sense of virtual presence and ensures that the current episode is discussed in real time. The content of pop-up comments on Mango TV for the program *Singer 2024* focuses on the host and singers, such as "Adam is so stable" and "Na Ying is nervous", etc. The heated discussion on pop-ups and the audience's spectatorship promote each

other, and in the constant output and interaction, they stimulate the audience's interest in collective memory. In the process of continuous output and interaction, it stimulates the audience's common excitement for collective memory, and also forms an interactive ceremony with strong links. In addition to the pop-ups, the unveiling ceremony is also one of the links to awaken the collective memory of the audience. In previous seasons of *Singer*, when Hong Tao announced the rankings of singers, he often took a sip of BaSuiShan to ease the tension and create entertainment effect at the tense moment when the announcement was about to be made, and *Singer 2024* also followed this ritual, creating a powerful "infectious domain" and "contextual field". *Singer 2024* follows this ritual, creating a powerful "infectious field" and "situational field" that awakens the audience's imagination of past memories in the course of the ritual.

The awakening of the collective memory of *Singer 2024* was successful. Through the extraction and reshaping of symbols, the reenactment and reproduction of the plot, and the performance and creation of rituals, the premiere of the show dominated the charts of major social media platforms.

4 Sensibility to Rationality: The Collective Memory Awakening Effect of the Singer

Singer 2024 uses symbols, plots and rituals to awaken the public's memory, activate the audience's collective memory of symbols and plots, and at the same time sublimate the past and the "present" into abstract value memories, stimulate resonance with the music, heal the soul, reach an emotional link, and construct the audience's sense of identity with themselves and the country. The music inspires resonance, heals the soul, achieves emotional links, constructs the audience's sense of identity with themselves and the country, achieves in-depth thinking at the ideal level, and enhances cultural self-confidence in the process of going to the sea with sound and making friends with music.

4.1 Emotional Compensation: Psychological Healing under the Effect of Musical Empathy

According to Randall Collins' theory of "interactive ritual chain", emotion is the key element linking social solidarity and personal action. *Singer 2024* uses music as a medium, and as a medium, music has the connecting function of evoking emotional resonance and the structural function of shaping the field in a "granular society". Through the multiple emotional experiences brought by music, it achieves the healing purpose of regulating psychological and physiological indexes and states.

First of all, positive lyrics trigger empathy. Finding the experiences and beliefs shared by the audience is the basis of empathy. In *Singer 2024*, Hailai Amu sang "Wandering" with a sincere and personal voice, expressing his heartbreaking journey of chasing his dream after years of wandering, and conveying his understanding and pursuit of his dream through his voice, which triggered the audience's understanding of and empathy for his experience. The common emotional pursuits and life experiences of ordinary people, such as family, friendship, love, and dreams, are more likely to inspire empathy among the audience, so that they can find solace in the songs and heal their souls.

Secondly, the live broadcast to the sea, to love people, realize the listening healing. From a psychological and neurological point of view, music as a kind of sound energy can work on people's body and mind through their senses and experiences, realizing the healing nature of art. And music, as a mixed art with both linguistic and non-linguistic attributes, has the characteristics of strong sensibility and weak discernment, which makes cross-cultural communication of music achievable. *Singer 2024* not only gives offline viewers the power to vote, but also sets up an international jury in

the clouds of each country to judge the songs, and publishes them on overseas platforms such as the international version of the Mango TV APP and Youtube. In this process, music brings both sides closer, reduces cultural discounts, and triggers emotional resonance across countries. Na Ying's performance of "When I See You" triggered heated discussions among overseas audiences: Beautiful performance! The best so far, so touching, remind me my mum in the heaven, if I see her again I believe I will have a lot to tell her. Skill-wise it might not be perfect, but it definitely touched my heart. Good job. Music as a vehicle of empathy connects empathic subjects at home and abroad to create a common emotional experience and realize an empathic dialogue between them.

4.2 Identity: Self-identity Confirmation under Collective Carnival

Turgot took collective memory as a way to realize identity. Identity is to some extent malleable, negotiable and open, so the search for and confirmation of identity is a dynamic process, and a strong sense of common identity will be formed when a group has the same viewpoints, the same ideas, and even the same object of resistance.

When a group has the same viewpoints, the same ideas, and even the same object of resistance, a strong sense of common identity will be formed, and this sense of common identity will help the group to create an emotional bond and a sense of belonging, so as to achieve identity.

Physical presence is a prerequisite for identity. This physical presence does not only refer to face-to-face gathering of people, but also the cyberspace created by online media and the virtual field rendered by audio-visual symbols are another manifestation of "physical presence". In this virtual arena, people with common interests and identities gather in order to carry out "common actions". For example, in the first episode of *Singer 2024*, Used Roses sang "Playing Monkey", and the audience said in the comments and pop-ups: "The flavor is right" "I like this flavor", "It's so upside down, I really like it", "Used Roses' mental state is ahead of the others", and "I really like it." "Secondhand Rose mental state is a hundred years ahead of me". Viewers post homophobic textual content in the pop-up and comment sections, searching for and forming interest groups, and confirming their identities in the collective revelry created by the media.

A common focus is a powerful agent of identity. Focus is an indispensable part of identity building, and it plays the role of carrying forward and downward. On the one hand, viewers need to enter a field of common memory after gathering in a group; on the other hand, a good or bad focal point will affect viewers' emotional response, so the setting of focal points is very important. For example, before the program *Singer 2024* was aired, a topic was created - which singer would dare to meet the challenge of not fixing his voice and passing through the program in one go. After the program started, the audience paid more attention to whether Na Ying could win over the two foreign contestants, and as the program progressed, the audience's attention was focused on who would be the replacement. As the program progresses, the audience focuses on who will be the replacement. The focus shifts as the program's agenda is set, and the audience communicates in real time with the focus through pop-ups and communities.

Common emotions deepen the durability of identity. After the audience has gone through the process of being driven by external forces such as group gathering and focusing, the common emotion is the achievement of internal forces. The audience of *Singer* is assembled together based on common interests, therefore, on the basis of common interests, the emotional connection and recognition will be closer, and emotions are involuntary, which can make the identity more durable. For example, in *Singer 2024*, when Na Ying lost out to two foreign friends in a competitive performance, the audience sent messages to the social media platforms of powerful singers, asking them to participate in *Singer 2024*, to support Na Ying and show the real strength of Chinese singers. This kind of spontaneous group practice not only releases one's own emotional energy, but

also obtains the following and approval from other members. By sharing and infecting each other, the emotional energy in the whole group atmosphere can be further strengthened, defining the boundary between "We" and "The other" in identity and exclusion strengthens the individual's identity to the interest community.

5 Conclusion

The reboot of old variety shows has become an interesting phenomenon nowadays, such as Singer, Flowers and Teenagers, All Hands on Deck and other variety shows have begun to "go back to the stove and rebuild", which will surely awaken the collective memories of the audience's common experience, and will certainly gain a certain amount of attention and ratings. However, The Singer, as the only phenomenal old variety show to reboot and burst into flames, also reminds practitioners that reboot is feasible, but while awakening the collective memory and harvesting the traffic, it is also necessary to actively utilize the media to re-construct the audience's collective memory, create an energy field for the audience to revel in, and enhance the emotional link with the audience.

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