

浅析慢综艺节目的现状与发展——以《亲爱的客栈》为例

摘要

近些年来，我国电视综艺节目越来越重视节目的文化品位和知识内涵，具有中国特色的综艺文化特征逐渐显现出来。慢综艺可以说是综艺节目模式创新的产物，慢综艺可以满足人们对于“快”生活的放松以及对于自由的渴望，使观众对此节目充满好奇心。湖南卫视的综艺节目《亲爱的客栈》自播出以来，深受广大观众的喜欢。本节目借以经营客栈为由，唤醒生活之美，在日常生活中经营，与观众搭建起了感情上的共鸣。作为一档新兴的慢综艺节目，《亲爱的客栈》受到观众如此热议，是有众多借鉴和研究之处的。本文以慢综艺为研究对象，以《亲爱的客栈》为例，阐述了慢综艺的概念与特点。深入分析了《亲爱的客栈》的节目特色，并指出此节目在现阶段发展的问题，给出了相关的意见和建议。其目的在于为此类综艺节目的发展提供必要的借鉴之处，从而优化我国综艺节目的市场，让我国的综艺节目在未来的道路上走得越来越远。

关键词：亲爱的客栈；现状研究；慢综艺

ABSTRACT

In recent years, China's TV variety shows pay more and more attention to the cultural taste and knowledge connotation of the programs, and the cultural characteristics of the variety show with Chinese characteristics gradually. Slow variety can be said to be the product of the innovation of variety program mode. Slow variety can satisfy people's relaxation of "fast" life and their desire for freedom, making the audience full of curiosity about this program. Hunan Satellite TV's variety show dear Inn has been popular with the audience since it was broadcast. This program, based on the management of inns, wakes up the beauty of life, operates in daily life, and builds emotional resonance with the audience. As a new slow variety show, "Dear inn" has been so hot discussed by the audience, which has a lot of reference and research. This paper takes slow variety as the research object and takes dear Inn as an example to elaborate the concept and characteristics of slow variety. This paper deeply analyzes the program features of dear Inn, points out the problems in the development of this program at this stage, and gives relevant opinions and suggestions. Its purpose is to provide the necessary reference for the development of such variety programs, so as to optimize the market of variety programs in China, so that China's variety programs will go further and further in the future.

Key words: Dear Inn; Current situation research; Slow variety

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