

A Study on the People's Character of Chinese TV Drama in the New Era

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Abstract: With the arrival of the new era, the creation of TV dramas should keep up with the pace of the times, and fully reflect the expression of the people's character based on the creative concept of putting the people at the center under the premise of the needs of the times. As a mainstream media, television stations should adhere to the principle of people-orientation when creating television literature and art. It is not only a basic principle that local broadcasting and television stations need to follow, but also a mission and responsibility that the media needs to undertake. Therefore, TV drama directors should actively create TV dramas that are truly close to the masses, society, and life, fully reflecting the influence of a "cultural power".

Keywords: New Era; TV Dramas; People's Character

1. Introduction

In the new era, General Secretary Xi Jinping repeatedly pointed out that the guiding ideology of literary and artistic creation in the new era should be centered around the people. Only by truly realizing the true meaning of putting the people at the center can we continuously create more excellent TV dramas with "people-oriented" characteristics. The creative orientation of putting the people at the center is not only the central idea of literature and art in the new era, but also provides a clear direction for the development of film and television art, further promoting the development of the people-oriented nature of Chinese TV dramas in the new era.

2. Connotation of People-Oriented Creation in Chinese TV Drama in the New Era

In the context of the new era, the concept of putting the people at the center implies that the people should be the domination of

presentation in works, fully reflecting the people-oriented nature of literature and art. Only by standing on the people can authors have a continuous stream of innovative thinking and inexhaustible creative inspiration. The essence of the literary and artistic concept of people-orientation in the new era is to place the people at the core position in the production, development, and dissemination of literature and art, and to determine the central position of the people in TV drama creation. In addition, as a highly representative type of art, TV dramas have significant advantages in terms of audience, influence, and dissemination [1]. The people-oriented creative orientation has clarified the development direction for TV drama creation, and also provided effective theoretical guidance in practical creation, better demonstrating the "people-centered" literary and artistic ideology. At the same time, our understanding of the concept of people-orientation should not stay at the theoretical level, but should delve deeper into its connotation to avoid blind pursuit of the trend. And as the world's second-largest economy, China does not have many influential and classic works in TV dramas, and how to firmly establish content creation in the constantly changing technology is the issue that needs to be paid attention to. Therefore, TV drama workers who create with the "people at the center" should always adhere to the people-oriented approach, regardless of how the media's expression methods change or how technology improves. They should focus on the survival, needs, and values of the people, which is the core of TV drama creation. At the same time, the creative orientation of putting the people at the center also provides a continuous source of creativity for TV drama creators, which is not only an opportunity and challenge for TV drama art, but also a social responsibility that TV drama workers should shoulder.

3. How Chinese TV Dramas in the New Era Reflect the People's Character

3.1 Topic Selection Mechanism

As a recorder of the new era, TV drama creation should adhere to the creative concept of putting the people at the center, perfectly interpret the importance of realistic themes, and always adhere to the creative purpose of people's lives and changes in the times. Therefore, in terms of topic selection, it is necessary to establish relevant mechanisms to make realistic themes more in line with people's lives, such as soliciting, planning, and polishing. The TV drama theme library formed under the guidance of such clear steps is more convenient for creators to create. Firstly, relevant participants should plan for real-life themed works, and plan for series topics from a long-term perspective, including popular topics such as patriotism, rural revitalization, and reform and opening up. These topics should be integrated into the entire TV drama creation to fully reflect its people-oriented nature. Secondly, the topic content of TV dramas can be selected through solicitation activities, and it can be developed into a solicitation mechanism, such as script solicitation, real-life topic solicitation, etc. At the same time, TV drama creators should be actively encouraged to conduct on-site material selection, go to rural areas, fields, and forests for investigation, truly integrate into life and reality, so that they can obtain rich creative inspiration, master more diverse real-life themes, excavate more TV drama creation materials, constantly innovate and explore, make their works more people-oriented, which helps to contribute to the dissemination of Chinese spirit and strength [2]. In addition, when selecting income themes, the materials should be polished and improved first, and the focus of creation should be on the characters. Of course, the characters presented in works with realistic themes must start from the root of the times, shaping a flesh and blood character. People must be the core element of TV drama creation, and creators need to portray them with care and give 100% attention. Imagination alone cannot achieve this. And realistic teleplays have become the mainstream of the market. Realistic creation has always adhered to the creation orientation of "taking the people as the center", which has not only won the hearts of the people, but also won the

attention. Major realistic teleplays and revolutionary historical teleplays have achieved great success. For example, excellent TV dramas such as "Meritorious Service", "Ideal Shines Over China", "Fragrant Leaves Are Red", "Glory and Dreams", "Crossing the Yalu River", "Our New Era", "Anti gang Storm", etc., cover a very rich content, including the great cause of founding a country, reform and opening up, anti-corruption construction, and anti gang activities, presenting every important stage of society. And these popular main melodies are constantly breaking through the heat, undoubtedly pushing realism to a higher position. At the same time, with the help of mass media, the series has been effectively disseminated, enabling the public to have a clearer understanding of China's development, further stimulating their patriotism, and awakening our shared national memory. Both the dissemination power and influence are enormous.

3.2 Talent Mechanism

With the arrival of the new era, TV drama talents, as a distinct type of talent in the era, have to some extent influenced the development of the film and television industry. With the creative concept of putting the people at the center, we can better showcase the Chinese story and provide assistance in spreading the Chinese spirit and power. In the process of TV drama creation, excellent talents are the key to creation, such as soliciting, planning, filming, and dissemination. Without excellent and qualified talents in the entire industry chain, it is impossible to achieve this. Only with excellent talents can we better integrate "putting the people at the center" into our works, so as to better showcase the people-oriented nature of Chinese TV dramas to the audience. Therefore, in order to reflect the people's character in TV dramas, creators should improve the talent mechanism of TV dramas, control the quality at the beginning of creation, and lay a solid foundation for subsequent filming. In addition, in order to cultivate more outstanding talents who are good at exploring the people-oriented nature of TV dramas, it is necessary to strengthen the cultivation of film and television talents in universities. Teachers should start from the concept of the new era, guide students to have a deep understanding of literary theory to

strengthen their awareness of artistic creation, and enable students to continuously stimulate their creative inspiration under the guidance of correct artistic creation concepts, in order to cultivate more outstanding TV drama script creation talents for the country. At the same time, it is necessary to improve the talent training model based on the current environmental background and integrate the perspective of the people into it, strengthen guidance on creative themes in creative activities, promote the process of creative cultivation, abandon traditional teaching methods, update professional knowledge in a timely manner, and guide students to engage in professional innovation^[3-4]. In addition, various regions should increase their emphasis on talent cultivation, pay attention to the dissemination and influence of TV drama creation, and actively build a talent chain through talent banks, film and television platforms with the help of information technology, in order to cultivate excellent talents for the creation of TV dramas in China.

3.3 Communication Mechanism

In the current era, mainstream media is one of the main forms of disseminating works, but there are still some problems in the dissemination of "people centered" realistic theme works, including lag and singularity. With the arrival of the new era, media integration has become an important channel for dissemination. In promoting the people-oriented nature of TV dramas, multimedia resources should be integrated to further expand communication channels and make outstanding contributions to the dissemination of people-oriented TV dramas. In addition, we will continue to build mainstream media, set up special columns, and actively seek cooperation in emerging industries such as multi video and social media, cooperate with the use of new media, continuously promote popular TV dramas, and attract more attention from the public. At the same time, it is necessary to cooperate with multiple platforms to allow works to be displayed on more and more platforms, such as TV drama exhibitions, exchanges, research and other activities, so that excellent popular TV dramas can have more display space, continuously expand their popularity, and achieve the goal of wide coverage and convenient dissemination^[5-6]. For

example, the TV drama "The Warm Taste" has a novel character design and is a new type of rural revitalization drama. It can also be said that it is a new rural drama that blends the atmosphere of urban drama. This drama no longer unfolds in a narrative mode of conflicting urban-rural dual structures, but reveals a fresh and fashionable atmosphere. The entire drama has a bright rhythm, humorous plot, and highly comedic color. As a culinary expert, the first secretary in the drama upholds the concept of "yearning for a life". The drama covers various elements such as organic ingredients, hometown flavors, regional cuisine, homestay tourism, etc. It not only allows the audience to see the warm taste presented by urban-rural integration, but also fully demonstrates the progress of China's urban-rural integration and urbanization development. The image of the people presented in Chinese TV dramas is positive and positive, and also highly in line with the people's life experience. It has a certain degree of authenticity and credibility, laying a solid foundation for the dissemination of people oriented TV dramas.

4. Conclusion

From the above, it can be seen that people-orientation is the fundamental principle of literary and artistic creation. In the context of the new era, General Secretary Xi Jinping repeatedly pointed out that literary and artistic workers should adhere to the principle of "putting the people at the center" of creation, and integrate this principle into the entire production of TV dramas, further promote the creation of TV dramas in the new era under the guidance of the linkage mechanism, continuously create TV dramas that reflect the Chinese spirit and strength, and inspire the people to move towards the future with a vibrant spirit.

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