
Original Research Article

Study on the Development of Zheshang TV Series

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Abstract: Since the reform and opening up in 1979, the commercial-themed TV dramas, which take the entrepreneurial practice of businessmen as the material, eulogize the spirit of businessmen and present the image of businessmen, have become the typical type of realistic TV dramas. Zheshang drama (this article called Zheshang drama) is the best of this type of TV series. The creation of Zheshang drama accompanied the growth of Zheshang, presented the image of Zheshang and spread the spirit of Zheshang. In this paper, the development process of Zheshang TV series is sorted out to provide a reference perspective for artists to create Zheshang TV series and scholars to study Zheshang TV series.

Keywords: Development course; Zheshang TV series

1. Introduction

“China's commercial video creation has experienced the practice from news to documentary and then to realistic TV dramas, which is consistent with the three stages of Chinese TV program innovation from publicity materials, works to products proposed by Hu Zhifeng et al.”^[1] The creation of Zheshang drama has also experienced the practice from documentary to realistic TV drama. In the early stage of reform and opening up, China focused on economic construction, and business and merchant news became the main content of mainstream media reports. The rapid rise of contemporary Zhejiang businessmen after the reform and opening up has become the main content reported by mainstream media. In this period, Zheshang reported by the mainstream media became the creative source of Zheshang drama, and Zheshang drama was born. The creation of TV dramas in Zhejiang began in 1978, and it can be said that it grew with the pace of reform and opening up. It has broken out a development road with both the characteristics of The Times and Zhejiang characteristics, and created a large number of classic theme TV plays^[2]. After 40 years of reform and opening up, Zhejiang Shang opera has experienced different stages of development, with various types and rich themes.

2. 1983-1990, the Beginning Period of High Standards

The creation of TV dramas in Zhejiang began in 1978, and it can be said that it grew with the pace of reform and opening up. “In the 1980s, TV dramas were greatly influenced by sister arts such as literature, drama and film, and the characteristics of The Times exceeded the differences in media and genres. TV single plays and short plays mainly respond to the reform call of The Times and resonate with the fortis of The Times, reflecting the breadth of life and the depth of spirit.” In the 1980s, there were a total of three Zhejiang dramas, which were: Voice-over of a Female Reporter released in 1983, Mr. Wu Baiheng released in 1985, and Qianjiang Tide, also known as Lu Guanqiu, released in 1988.

The high level of starting time is based on several factors. First, the first Zheshang drama “Female Reporter's

voice-over” single drama theme has The Times and advanced nature, won the TV drama award. “Female Reporter Voiceover” is based on the story of Bu Xinsheng, a Zhejiang Ocean shirtwaist manufacturer whose reform was reported by Xinhua News Agency and Zhejiang Daily. “On April 26, 1983, Zhejiang Daily published the reportage” Entrepreneur's Song, “which devoted a whole page to Bu Xinsheng's bold innovation and persistence in reform”^[3]. With the times and advanced nature. In the early 1980s, Zhejiang TV drama production was in the exploratory period, “Female Reporter's voice-over” was an exploration, but the drama won a high gold award after broadcast. In 1984, he won the first prize of the fourth TV drama “Flying Sky Award” excellent TV single drama, excellent camera award, and the second China Mass Television Golden Eagle Award Excellent single drama Award. Second, Bu Xinsheng, the protagonist of Female Reporter Voiceover, is the first person to reform in China. The main characters of the play are revolutionary and innovative, and can represent the spirit of The Times. “People's Daily” published Xinhua News Agency published “a creative spirit of factory director - Bu Xinsheng”. For a time, Bu Xinsheng became the reform pioneer of the whole country, and the whole China set off a wave of learning Bu Xinsheng's reform and innovation spirit, and promoted the reform of the national urban economic system. “On February 27, 1984, People's Daily published an article on the front page with the title” Zhejiang Provincial Party Committee Fully Affirms Bu Xinsheng's spirit of reform and innovation and the Central Steering Committee for Party Rectification pointed out that it should actively support cadres who dare to reform and innovation. “According to statistics at that time, when People's Daily was founded, the most advanced person in terms of coverage was Lei Feng, and the second was Bu Xinsheng”^[4]. The third is the broadcast influence of female Reporter voiceover. After the play was broadcast, it was recognized by society and won heavyweight awards. At the same time, Bu Xinsheng's incident was reported in the national “People's Daily” and CCTV News at the same time, which made a good preparation for the TV series. When “Female Reporter's voiceover” was broadcast, a female reporter viewed the reform story from a third party perspective, with a documentary, through the TV drama in the era of reform. Bu Xinsheng's bold reform and innovation provide a path for the development of China's collective factories. This is of great significance to the confused majority of people in the early stage of reform as a reference for encouragement and practice.

3. 1991-2000, the Revival Period of “Zheshang TV Series”

Changes in the political environment in the late 1980s and early 1990s reinforced the urgency of state ideological construction. In 1991, the Central Propaganda Department officially began to organize and implement the “Five one projects” nationwide, aiming to carry forward the main theme, promote diversification, with demonstration and guidance^[5]. The major theme, the grand narrative and the epic style have become the distinctive characteristics of the main theme film and television drama. During this period, Zheshang dramas ushered in a revival, with a total of 5 Zheshang TV series.

The revival period of Zhejiang merchants in the 1990s of 20th century. First, the number of Zheshang Zheshang TV series is more than that in the 1980s, and the types are mainly realistic dramas. In the 1990s, the number of Zheshang TV series created increased, from three in the 1980s to five in the 1990s. At the same time, the five TV dramas are all realistic dramas. Second, historical factors. In the late 1980s and early 1990s, under the double influence of the entertainment trend and the diversification of TV drama production subjects, the creation of TV drama in Zhejiang had fallen into a short downturn, and the creation of commercial TV drama played a very important role in leading the revival of TV drama in Zhejiang. Based on the high-profile starting period of “Female Reporter's voiceover” in the 1980s, the re-creation of Zheshang TV series and its recognition

by the market marked the revival period of Zheshang TV series. Third, the group of the theme of the play is more abundant. The distinctive feature of Zheshang TV series in the 1990s is that the subject of its theme is from Wenzhou Shang to Wucheng Shang. "Into Europe", "Wenzhou Woman" and "Hey, Fiat" are all based on the reform and opening up as the background of The Times, telling the entrepreneurial process of Wenzhou small people, showing Wenzhou under the evolution of The Times. "Chicken Feathers for Sugar" is a small person, a big time, interpreting the changes of Choucheng small commodity market under the reform and opening up, from the small town commodity market to the largest commodity market in China.

4. 2001-2010, "Zheshang TV Series" Type Initial Formation Period

From 2000 to 2010, Chinese private enterprises entered the television industry, which means that TV drama production is no longer just the reproduction of national ideology, but also a folk investment behavior. In 2005, a series of policy measures were put forward to support the creation of realistic TV dramas, and 2005 was designated as "the year of creation of realistic themes"^[6]. Under this opportunity, the brand of "Zheshang TV series" began to be launched, and the type of "Zheshang TV series" initially took shape, with a total of 8 dramas.

The number and types of Zheshang TV series increased from 2000 to 2010. At this stage, there were 8 dramas in Zhejiang, including period dramas, drama dramas and realistic dramas. The type of Zheshang TV series has taken shape.

First, the genre of period drama is emerging, and there is no shortage of high-quality dramas. There were three period dramas in this period, namely "Once upon a Time in China", "Red Coat Square" and "Corvette", of which "Once Upon a Time in China" won the higher achievement and won the third prize of the Chinese TV Drama Feitian Award; The highest drama award at the Seoul Drama Awards. The award of "Once Upon a Time in China" reflects the increasingly enlightened cultural mind of the "Flying Sky Award", which plays a good guiding role in the creation of future TV dramas, indicating the government's pursuit and encouragement of the high-end development of Chinese TV dramas. Second, the types of realistic dramas are prominent, and there is no shortage of high-quality works. At this stage, the realistic theme of Zheshang TV series accounted for 50%, respectively, "The Gate of the Sea", "Wenzhou People in Paris", "West out of the Sun" and "One Hundred thousand people". "Gate of the Sea" 10th spiritual civilization construction "five one project" excellence Award; "One Hundred Thousand Family", the 27th Feitian Award of China, the first prize of excellent long-form TV series; This is also since 1992, "China Shenhuo" won the "Flying Sky Award" first prize, after 17 years, Zhejiang TV people once again won an honor. The third is one drama and TV series, which has representative significance. In 2007, Wu-opera TV film "Chicken Feathers Flying to Heaven" is a large-scale modern Wu-opera TV film created by Yiwu Wu-Opera Troupe of Zhejiang Province. It is a new modern drama created in combination with the tremendous changes in Yiwu in the past 30 years of reform and opening up. With the changes of Jin Youyi's three generations of business, it reflects the evolution of Yiwu market since the reform and opening up, and interprets the legend behind "Chicken feathers Flying to Heaven". This is the first and only drama and television film of Zheshang TV series. In addition, the producer of Zheshang TV series has changed at this stage.

5. From 2010 to Now, the Type of "Zheshang TV Series" Has Matured

Since 2011, there have been a total of 12 Zheshang dramas, as shown in Table 4 and Figure 2. In this period, the number of Zhejiang Shang dramas was the largest, and high-quality dramas emerged endlessly, showing the phenomenon of series of dramas. At the same time, Zhejiang Shang dramas are more abundant in genre themes.

These characteristics indicate that Zheshang drama has entered the mature stage. The following is the introduction of the type of mature Zhejiang Shang drama.

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First, the number of period dramas has increased, and high-quality dramas have emerged. During this period, there were 4 Zheshang TV series 3 of which won awards. The four period dramas are “Rosewood King”, “East is the sea”, “Building outside the building” and “Girl Red”. Among them, “East is the sea”, “Girl's Red” and “Building Outside the Building” have been recognized in the Chinese TV drama market. “East is the Sea” won the third prize of the 29th TV Drama Flying Sky Award; Spiritual civilization construction “five one project” award for outstanding works. “Nu Erhong” won the 13th spiritual civilization construction “Five one project” award and the 13th Hangzhou spiritual civilization construction “five one project” award. “Building Outside Building” won the 14th spiritual civilization construction of Zhejiang Province “five one project” award.

Second, the number of realistic dramas has increased, and high-quality dramas have emerged in an endless stream. There were eight realistic dramas in this period, five of which were recognized by the market. The 8 realistic themes of Zheshang TV series are “Made in China”, “Wenzhou Family”, “Wenzhou two families”, “chicken feathers fly to heaven”, “in the distance”, “advancing melody”, “network business”, “Wenzhou three families”. Among them, “Wenzhou Family”, “Chicken feathers flying to heaven”, “Wenzhou two families”, “in the distance” and “Wenzhou three families” won market recognition. “Wenzhou Family” won a number of awards, representative awards China TV Drama Feitian Award long drama first prize, excellent scriptwriter award, excellent actress award. “Chicken Feathers Flying to the Sky” won a number of awards, representative awards: the 31st China TV Drama Flying Sky Award realistic theme Outstanding TV Awards; The 23rd Shanghai TV Festival Magnolia Award for Best Actress and Best Actor. “Wenzhou Two Families” won the 11th National Television production industry Top Ten commendation conference TV series outstanding works award; “Magnificent 70 years of screen Celebration” – “Audio-visual China Global Broadcast” event main feature. “In the Distance” was nominated for the Best Chinese TV Series at the 26th Shanghai TV Festival Magnolia Award; The 26th Shanghai TV Festival Magnolia Award for Best Chinese TV drama nominated. “Wenzhou Three Families” 2022 the 32nd Zhejiang TV “Peony Award” outstanding TV drama Award. Among these award-winning works, especially “Wenzhou Family” won the first prize of Feitian Award for long-form drama.

The third is the formation of cluster phenomenon of Zheshang TV series. “East is the sea”, “Wenzhou Family” and “Chicken feathers flying to heaven” are known as the “Zheshang trilogy”. “One Family in Wenzhou”, “Two Families in Wenzhou” and “Three Families in Wenzhou” are known as the “Wenzhou and Shang trilogy”. Appeared in 2012 at the same time three Zheshang TV series in the CCTV hit, the beginning of 2012 “East is the sea” at the end of “Wenzhou family” “Rosewood King”. In addition, the production team is more diverse. There are private film and television companies, and there are local television production centers. In particular, there are eight dramas created by private film and television companies. Zhejiang local film and television companies have made remarkable achievements in the creation of Hangzhou Jiaping Film Co., Ltd. produced “Chicken feathers fly to the sky” and “In the Distance” to gain audience recognition and win many awards. So far, the “Zheshang TV series”, which shows the legend of Zhejiang businessmen and relies on Zhejiang regional culture, has left a deep impression on the audience, and “Zheshang TV series” has become

another successful type of Zhejiang TV series. It can also be seen that the type of “Zheshang TV series” is becoming mature, and the type production and layout have a deep development trend.

6. Concluding Remarks

Since its creation 40 years ago, Zheshang TV series has narrated the story of Zheshang, spread the spirit of Zheshang and shaped the image of Zheshang. It has become a window for the audience to understand Zheshang, a writer of the development of Zheshang and an interpretation of the changes of The Times in the development of regional economy in Zhejiang. According to the development of Zhejiang regional economy, contemporary Zhejiang business development and the historical factors of the development of TV drama art, the development of Zhejiang business drama is divided into four stages: 1983-1990 high level of the initial period; The revival period of Zheshang TV series from 1991 to 2000; 2001-2010 Zheshang TV series type initial formation period; From 2010 to now, Zheshang TV series type mature period. This provides a reference Angle for TV drama artists to create and scholars to study.

Fund Project

The conclusion of the 2020 general scientific research project of Zhejiang Provincial Education Department “Research on Image Communication of Zhejiang Business Culture” (Y202044121).

Conflicts of Interest

The author declares no conflicts of interest regarding the publication of this paper.

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