

Discuss the Influence of Li Yuchun Phenomenon in Contemporary Chinese Popular Culture

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KEYWORDS: Popular culture, Cultural transmission, Semiotics, Celebrity value

ABSTRACT: At the beginning of the 21st century, the world Internet technology entered the 2.0 era, The talent show began to become popular and developed in China. In 2005, Li Yuchun, Zhou Bichang and other talent performers with the label of “neutral” appeared in the talent show “Super Girl”, which broke the Chinese people's appreciation of traditional female aesthetics and received widespread attention and welcome. The public, at the same time, it has received criticism from a large part of the public. From the perspective of the development of popular culture, both pursuit and criticism reflect the Chinese people's demand for culture and the prosperity of popular culture. This article uses the Li Yuchun phenomenon as a case to discuss the significance of celebrity symbols to contemporary Chinese popular culture

1. Introduction

At the beginning of the 21st century, the world's Internet technology has entered the 2.0 era, a era, which changes from 1.0 era of one-way communication, information release by various websites and passive acceptance by netizens to two-way interaction, in which netizens and websites can actively exchange information. Then Chinese network gradually spread to every family, “Internet celebrity”, “Internet songs”, “network game” arises at the historic moment, such as the representative of “furongjiejie” “fengjie” internet celebrity lifted the first small climax of Chinese popular culture, but due to the limitations of the media, and its output of popular culture and vulgar, these phenomena have not caused a wide range of influence and recognition.. Subsequently, talent show began broadcasting in China, and it was first held by Hunan Satellite TV in 2004, which became one of the most influential and representative talent shows - “super girl”, But due to the lack of enthusiasm and foreshadowing of the first session, as well as the lack of personality and highlights of the players, the 2004 Super Girls does not have enough influence and popularity. Then, Hunan Satellite TV held the second session Super Girls, which was later known as the originator of the talent show-- Super Girls in 2005. Since June 15, 2004, state administration of radio, television, adopted at the meeting by the information network transmission, such as the Internet audio-visual program management method(39 order), through a wired network, WAN, LAN, engaging in play (including broadcast, on-demand, live), integration, transmission, download, audio-visual program service activities such as political background, the 2005 Super Girls take the interactive mode mainly adopt the method of text voting, and the public opinion was the Chinese

group of the concentrated reflection of the demands of mass culture. In 2005, a number of talent show artists with the label of “neutral”, such as li yuchun and zhou bichang, emerged in Super Girls, which broke the traditional aesthetic appreciation of women among the Chinese people. In the end, Li Yuchun won the championship of the year. After that, Li Yuchun became an important figure in contemporary Chinese popular culture.

The influence of Li yuchun phenomenon to modern Chinese popular culture and its present situation

2. The Continuing Influence of the Li Yuchun Phenomenon on Chinese Popular Culture

Table 1 Li yuchun’s Events Table

Year	Event
2005	As selected by Time Magazine, this year’s 25th Asian Person of the Year appeared on the cover of Time Magazine and became the only person on the top ten keywords of Baidu’s annual search
2006	Become the first mainland Chinese singer to be on the face of a Chinese stamp
2007	Participating in the China-Russia Millennium Cultural Competition as a representative of Chinese popular culture in Time Magazine for the second time
2008	Appeared in the official brochure of the Beijing Olympics and became the only person to appear in the brochure with Confucius
2009	Become an intangible cultural heritage Shu embroidery cultural dissemination ambassador and appear on the cover of the English issue of “TIMEOUT”
2010	Become the first artist in China to issue postcards jointly by China Post and the Red Cross Society of China, with 10,175,595 searches and become the first person to be the most watched person on Baidu in five years
2011	As a Chinese singer, he appeared on the cover of “Universal People” magazine and was elected as a person influencing the world from 2001 to 2010
2012	Won the international award for the best singer in Asia at the MAMA Awards
2013	Become the judge of the “Happy Boys” national finals, won the world’s best artist in the EMA European Music Awards, three rounds of global fan voting ended, and Li Yuchun won more than 100 million votes
2014	The finale appeared on the red carpet at the closing ceremony of the 67th Cannes Film Festival, becoming the only Chinese actress awarding guest
2015	Invited to the Cannes International Film Festival for the third time. On the red carpet day, she specifically cleared her for two minutes, becoming the global spokesperson of Givenchy
2016	Become an ambassador for GUCCI watch jewelry
2017	Become the finale guest of the New Year’s Eve concert for the 13th consecutive year
2018	Shortlisted to pay tribute to outstanding figures in the 40th anniversary of reform and opening up
2019	Invited by the Central Committee of the Communist Youth League to sing the song “Ode to Youth” to commemorate the 100th anniversary of the May Fourth Movement

The above chart lists the main events of Li Yuchun in 2014, it can be seen from the chart that Li Yuchun has had a leading and representative influence on Chinese mass culture since her debut, the emergence of Li Yuchun conforms to the needs of Chinese people for mass culture, therefore, Li Yuchun has become a symbol of Chinese mass culture. In addition to her popularity among the Chinese people, Li Yuchun has also been recognized by China's state and official media.



Fig.1 'Time' Cover



Fig.2 Cannes Film Festival Awards

As a representative of Chinese culture, she has carried out cultural communication in China's cultural propaganda facing the world for many times. In addition, as the carrier of Chinese mass culture, Li Yuchun passively exports culture to other countries when she becomes famous. In the past ten years, under the background of the continuous increase of cultural demand for personal team packaging and domestic and international environment, Li Yuchun continues to improve her personal image representing Chinese mass culture, and presents a more mature image and more influential representative of Chinese mass culture in the face of different cultural backgrounds and cultural environments of various countries in the world.

Table 2 Li Yuchun's Album Sales

Album	Sales status
THE QUEEN AND THE DREAMS	1.37 million winners of 2006 Excellent Amazon Annual List
Mine	850,000 copies of the 2007 Amazon Excellence Champion
YOUTH OF CHINA	Dangdang Outstanding Amazon Champion in 2008
Chris Lee	In 2009, Dangdang Outstanding Amazon Champion Digital Version Downloads reached 8666226 China Mobile's highest annual sales
A Young Girl Who Can Dance"	2011 Dangdang Excellence Amazon, JD.com, Champion of the Year of Alien Stars
Old If Not Wild	In 2012, Dangdang was the champion of Amazon's annual JD ranking
1987 I Don't Know I Will Meet You	2014 Overall Network Champion Amazon Alien Star Champion
"Savage Growth" Digital Album	QQ Music has exclusive cumulative sales of 6.56 million copies and sales of 32 million Become the first singer in the history of Chinese music to break the 6 million mark with a digital album

“Pop” digital album	Sales 1.15 million sales 23 million sales QQ Music 2017 sales champion
“Wow” Digital Album	Sales exceeded 1.81 million copies Sales exceeded 36 million yuan 2019 album sales champion Li Yuchun became the singer with the highest cumulative sales in the history of QQ Music digital albums so far

The sales of the album highlight Li's continuing influence on popular culture, as well as her personal economic benefits. Investigate its itself is the popular word, mass culture in essence lies in the consumer and consumption power of the masses, by closely related to business operation system of “fans” into actual economic benefits, and Li Yuchun is the carrier of mass culture into the maximum economic benefit, from the culture as the basis, through the actual business operation and individual packaging, achieve the goal of economic development, to produce the mass culture influence people, again by the economic benefits generated by the masses to cultural consumption, li became is representative of contemporary Chinese mass culture is the extremely successful case.

3. The Semiotics Value of Contemporary Chinese Celebrities

With the case of Li Yuchun at the beginning, the unprecedented prosperity of celebrity culture in contemporary China makes it break away from the celebrities themselves and become a symbol and symbol, which drives the construction and trend of social values and consumption view. Celebrity culture changes with the change of social ideology and contemporary mass culture. The study of celebrities is to reveal the collective ideology and social significance of celebrities in the social background. The symbolic value and commercial value of celebrities are not the same as the value of traditional commodities, and they cannot be directly possessed and played a role. They can only connect celebrity symbols with real things by endorsing commodities or abstract them by selling our own images and voices, so that they can be possessed by consumers. With the rapid development of industry, there will be competition among various brands of similar commodities on the market, and consumers will also face more choices. What businesses need to consider is that if customer are allowed to choose their own products, then the symbolic value of celebrities will play a role. Since consumers' pursuit of celebrities and the rhetorical illusion constructed by celebrity symbols, they choose the commodities pointed by the rhetorical illusion formed by celebrity symbols. The process of consumption, will find that the role of celebrity endorsement is to make consumers, in turn, has commercial value and cultural connotation of celebrity symbol do by specific goods into the actual value means the product of, again by consumer spending, including many consumers a herd mentality, the goods of the celebrity endorsement is public recognition and adulation, the celebrity symbol value effectively into the real economic value of maximum profit.

4. Epilogue

Li yuchun after 15 years of Chinese mass culture change and influence, and maintain high strength continued exposure and popular approval degree, already is not simply a celebrity and public figures, but a popular symbol of the contemporary Chinese popular culture, and today's Chinese social ideology is under the influence of celebrity symbol, the masses of celebrity endorsement, representing the society to the search for meaning, celebrity symbol rhetoric illusion produced, can extensively by Chinese public recognition and acceptance, must match the contemporary Chinese popular culture under the influence of common psychological demand of different social groups. The value of celebrity symbols is constructed by people or organizations in specific social and cultural contexts for their own special interests. Political, economic, and cultural rights play a vital role in the definition of celebrity symbols. The value of modern Chinese heavy

symbols far overweight use-value, celebrity symbol influence far more than the value of goods brought by the body, too much attention to symbolic value also showed that the values of the masses by the transition of the social orientation to the individual orientation, the essence of modern consumption is the satisfaction of personal desires and catharsis, the consumption of the masses and the person is not the use of commodity value selection, purchase, and application, but the pursuit of all kinds of imaging pleasure. In this context, it is the key to the sustainable and healthy development of Chinese mass culture to make the right guidance to the construction of celebrity value symbols by using political, economic and cultural power.

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