

A Brief Analysis of the Application of Subtitle Special Effects Technology in Entertainment Programs: Postprint

Authors: Feng Rui, Tan Jia

Date: 2023-10-08T00:00:00+00:00

Abstract

Nowadays, an increasing number of entertainment programs have gained widespread popularity, primarily because these programs can distinguish themselves among numerous offerings, stimulate viewer interest, and generate substantial economic returns. Throughout the processes of filming, production, and post-production refinement, subtitle special effects play a vital role. Through the orchestration of textual language, audio, graphics, and other elements, they thereby achieve the dual purposes of accentuating program impact and cultivating an entertainment-oriented atmosphere. Nevertheless, certain problems persist in the application of subtitle special effects. To promote the utilization of subtitle special effects in entertainment programs in a rational and wholesome manner, implementing targeted resolutions to the issues inherent in subtitle special effects within these programs holds considerable practical significance.

Full Text

Analysis of the Application of Subtitle Special Effects Technology in Entertainment Programs

Abstract: Nowadays, entertainment programs are increasingly popular among audiences, primarily because they stand out among various programs, stimulate viewer interest, and generate significant economic benefits. Subtitle special effects play a crucial role throughout the filming, production, and post-production processes of entertainment programs. Through the arrangement of text, sound, graphics, and other elements, they emphasize program effects and render an entertaining atmosphere. However, certain problems exist in the application of subtitle special effects. To promote their rational and healthy use in entertain-

ment programs, it is essential to address these issues with targeted solutions, which holds important practical significance.

Keywords: subtitle special effects; entertainment programs; application

Classification: TN948.13

Document Code: A

Article ID: 1671-0134(2017)08-091-02

DOI: 10.19483/j.cnki.11-4653/n.2017.08.034

Authors: Feng Rui, Tan Jia

1. The Importance of Subtitle Special Effects in Entertainment Programs

Subtitle special effects have become an integral component of modern entertainment programming, serving multiple functions that extend far beyond simple text display. Their strategic deployment fundamentally shapes how audiences perceive and engage with televised content.

1.1 Information Transmission

Language serves as the primary tool for daily communication, enabling individuals to convey needs and thoughts through written text. In entertainment programs, subtitle special effects fulfill this same information-transmission function, while their visual presentation creates powerful impact. Through post-production techniques, programs can fully express thematic content, entertainment value, and cultural knowledge they aim to transmit. Additionally, subtitle effects provide essential explanatory functions for information that cannot be conveyed through visuals alone. For instance, *Running Man* frequently visits ethnic minority regions or famous scenic spots, where subtitles typically appear to explain local customs and landscapes, making cultural context immediately accessible to viewers.

1.2 Evoking Association

While entertainment programs present three-dimensional visual content, viewers initially comprehend only surface-level meanings. A program's deeper essence requires careful appreciation and excavation, a process where subtitle effects serve as crucial guides. In *Transformation*, a scene shows Chen Xinying waiting for his mother at the village entrance. Given television's time constraints, the subtitle "Chen Xinying waited at the village entrance for a long time and finally couldn't bear it anymore" emphasizes the duration of his wait, prompting viewers to emotionally connect with his longing for his mother and home. Without such textual guidance, mere footage of pacing back and forth would fail to convey the protagonist's emotional state or stimulate viewer imagination.

Thus, subtitle effects play a vital role in evoking associations and emphasizing key emotional beats, yielding significant benefits when applied appropriately.

1.3 Beautifying the Screen and Enhancing Entertainment Value

Subtitle special effects encompass more than text alone; they include adorable emoticons and images that inject vitality into otherwise monotonous visuals. For example, adding a large, cute animated expression can elicit laughter while refreshing the screen. To complement program effects, subtitles can create specific moods—when someone dances, adding sound effects and “demon-dancing” visuals can highlight comedic elements and enhance visual texture. As competition among entertainment programs intensifies, producers increasingly adopt subtitle effects to introduce novelty, enrich visuals, and create more humorous and vibrant presentations.

1.4 Enhancing Program Effects

Program effects derive partly from filming and editing continuity, but also from post-production processing and enhancement. Subtitle special effects are essential in this post-production phase, using sound, text, images, and beauty filters to highlight characters and program features. While basic text applications serve explanatory functions, advanced subtitle effects in polished programs create atmosphere, enhance effects, and deepen thematic expression, better satisfying audience expectations, performer needs, and program requirements.

2. Problems in the Application of Subtitle Special Effects

Despite their benefits, subtitle special effects face several critical challenges that undermine their effectiveness and potentially harm viewers.

2.1 Excessive Exaggeration

Current variety shows primarily rely on reality shows and talk shows to generate ratings. To achieve desired effects, post-production teams add sound and text to render environments and character atmospheres, reinforcing thematic content while injecting humor. However, these additions often diverge from reality and become excessively exaggerated. When programs repeatedly overlay text and effects on a single phenomenon or character, they create a sense of artificiality, causing audiences to perceive on-screen content as fake. While vivid colors and character contrasts can reflect program themes, excessive exaggeration during filming frequently triggers public skepticism.

2.2 Vulgarization of Language

This issue concerns the proper use and lower limits of subtitle vocabulary. To boost ratings, many entertainment programs employ crude expressions such as

“old driver,” “hook up,” or “so dirty, no friends,” drawn from internet memes. While seemingly popular and engaging, such language disseminates uncivilized behavior and culture. As mass media, television entertainment programs bear responsibility for cultural transmission and information delivery. When such expressions appear on screen, they influence thousands of viewers, subtly affecting social customs and national cultural standards. Although internet slang may temporarily dominate trends, its irregular and bottomless application on television shortens the distance between programs and audiences while simultaneously degrading civilized language use. Young children and teenagers who watch these programs may imitate such expressions, negatively impacting cultural media and social development.

2.3 Lack of Standardization

All organizations, industries, and behaviors require norms, and subtitle application in entertainment programs needs similar constraints. Programs frequently display obscure fonts (e.g., “Martian script”) or employ homophones and inappropriate word choices. While proper use of images and sound effects is encouraged—for instance, adding “beep” sounds to cover profanity—excessive use of homophones and mismatched words creates misconceptions. In the internet era, while subtitles help audiences recognize characters, increasing misuse of homophones and inappropriate expressions generates widespread misunderstanding of proper language use and context, hindering cultural development.

3. Strategies for Improvement

3.1 Reflecting Authenticity

Entertainment programs inevitably sacrifice some authenticity for entertainment value, and moderate enhancement is acceptable—such as modifying star images or program backgrounds to meet production needs. However, some programs over-edit, creating implausible scenarios where performers appear glamorous in impoverished settings. While attracting viewers and boosting ratings represents every program’s ultimate goal, only by basing effects on authentic character development and plotlines, then applying moderate enhancements through emoticons, text, and images, can programs achieve genuine integration of characters and environments that resonates with audiences.

3.2 Promoting Civilized Cultural Transmission

Civilization constitutes a traditional Chinese virtue, and Chinese characters represent a treasure of Chinese culture. Subtitle special effects in entertainment programs can effectively inherit and transmit this culture. However, as more internet memes and slang enter mainstream consciousness, programs that deliberately exploit these vulgar expressions risk spreading uncultured content to

the masses. Therefore, subtitle effects should prioritize civilized cultural transmission, applying enhancements moderately to improve program quality.

3.3 Strengthening Standardization

Standardization addresses the current lack of norms in subtitle usage, where arbitrary additions, homophones, non-standard writing, and evasive “sounds” transmit incorrect language concepts. While such non-standard effects may increase entertainment value, they also create drawbacks. When writing, people may misunderstand proper character usage and contexts, causing unnecessary embarrassment. Therefore, subtitle production should consciously avoid homophones and misused expressions, providing audiences with a healthy screen environment.

In conclusion, while subtitle special effects are widely used in entertainment programs to create atmosphere and boost ratings, they face numerous problems including lack of authenticity, vulgar language, and misuse of terminology. Prolonged exposure to these issues can mislead audiences and distort their understanding of Chinese language and culture. Research and analysis of subtitle effects’ application in entertainment programs thus play a vital role in improving program quality and elevating mass media standards.

References

- [1] Wang Congcong. On the Role of Subtitles in Television Entertainment Programs [J]. Radio & TV Journal, 2015(3): 20-22.
- [2] Tang Jiang. Analysis of the Application of Subtitle Special Effects in Entertainment Programs [J]. Yangtze River Series, 2015(22): 18.
- [3] Zeng Ying. Design and Application of Post-Production Special Effects Subtitles in Variety Entertainment Programs [J]. Video Production, 2014(12): 53.

(Author Affiliation: Jiangxi Radio and Television Station)

Note: Figure translations are in progress. See original paper for figures.

Source: ChinaXiv — Machine translation. Verify with original.