

Study on Subtitle Design in South Korean Variety Show

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Abstract

This article through the analysis of the subtitles of variety shows, to discuss South Korean high audience rating variety shows in many aspects from the property and function of the subtitles, analyze the advantages and disadvantages of subtitling and in-depth study and rich the patterns of manifestation of TV subtitle forms, perfect the functions and roles of television subtitles, further to improve the postproduction level of TV variety shows, and discuss what kind of impact the subtitles of recent variety shows have on the audience when seeing and hearing programs.

Key words: Subtitle Design, South Korean, Variety Show

1. Introduction

South Korean variety shows have received widespread attention and popularity in countries in Asia, and the popularity of which is not less than that of South Korean TV dramas that swept through Asian markets. The countries in the Chinese character culture circle are deeply influenced by the Chinese Confucian culture, and it is easy to understand each other from the aspects of cultural background, morality and outlook on life. So Korean creative cultural products are much highly understood and accepted by Asian countries audience, especially from the style to the content South Korea variety shows can reflect the Oriental implicit elegant aesthetic qualities, screen making delicate, graceful, pop idol star with high frequency lens, attracting the attention of the audience at home and abroad. Therefore we need to further understand the elements that make South Korea variety shows so successful, with the development of video technology, television subtitles have evolved from simple text forms into free forms of various of visual images, originally only perform the film and television picture captions of the auxiliary function, now it is becoming an important and independent part of the TV shows, especially in the variety show subtitles it plays a very important role. In particular, the role of subtitles in variety shows has a direct effect on the dissemination of basic information to promote the entertainment effect.

In this paper, it targeted studies when the audience seeing and hearing the entertainment programs, how the subtitle design makes influence on the audience's response and attitude to the audio-visual effect, and leading research showed that the better subtitles design is, the higher audience rating the variety show has, making subtitles design type and classification in a variety show, and more favorable subtitle form design for the audience as the research purpose. To make classified study on subtitle

design from five categories: subtitle position, subtitle intention, performance technique, color and font.

2. The position of the subtitles in the picture

From the principle analysis on the visual communication design, the thinking process of human is actually a process of world symbolization; the thinking is nothing more than design process of selecting, organizing, converting and creating symbols. Subtitles (font) design takes information as the main purpose, in two-dimensional space for the placement of the font, and the size of the proportion, and the correlation between each other such processes are the thinking process of the stylist in the design process to the audience psychological activity.

In normal circumstances, in the same level or close to the horizontal direction, the direction we usually sense is from left to right, through visual psychology this reaction can be explained because modern people used to scan from left to right when reading, so most of the implementation of modern scanning is used to from left to right. Similarly, the appearance of dynamic subtitles in variety shows still follows the direction from left to right and top to bottom.

To make a solid shape in variety show subtitles design, which is developed into preparing a narrative scene in space and timeliness and virtual digital environment, in which timeliness is the subversive characteristic of subtitles multi-dimensional design. Based on the spatial characteristic of time, the fonts in the design of multidimensional film and television subtitles have broken through usual understanding of fonts to people. In this process, digital technology also creates and offers unlimited possibilities for it, with subtitles becoming a dynamic structural element. From the perspective of multi modal analysis, when elements relative to fonts, images and sounds in subtitles design appear on the television images, they can not only make accurate expression, but also can be used as a kind of "image" sign, actively involved in the dynamic form of variety shows, playing an important role.

3. Subtitle intention

The significance of variety shows is not only simply copying, transcribing and restoring of realistic conditions we see day-to-day, it is in the use of digital media technology to reconstruct a customized form of the world, all kinds of imbalance and fracture in the virtual world are constantly coming into being, almost all of the center of the narrative levels are dispelled, including sense perception and visual perception. Based on the above influences, the subtitle design of variety shows also creates a new and fragmented visual style

for the audience, so that the audience’s attention can be freed from the traditional bondage of texture. The difficult part of the variety show makes the content better explained by subtitles, and it makes the audience feel more cheerful through interesting subtitles.

In South Korean variety shows, subtitles appeared in the mid1990’s, and South Korea’s three major TV stations launched a series of variety competitions. In the programs, the subtitles became more and more, and the development of the media communication technology and digital media design played an important role. Since 2000, the so-called “reality show” has gained popularity among the public, and the subtitles have been promoted from the secondary status to the main status. Subtitles are used to explain complex situations and the direct expressions of the characters and mental activities of an actor. If linking the actor’s unconscious behavior to the temporal social public opinion, to make a sarcastic explanation to arouse the audience’s laughter.

In China, the pop-screen is a popular play, which refers to the real-time appearance of a large number of comments during the video is broadcasting, to implement the instant interaction between the audience and the content of video with the audience. The acceleration of the audience rating media’s environmental digitization process can be inferred that the proportion of teenagers and young people using the Internet to listen to the media has increased. There is a gradual generalization of the behaviors of online communication between the audience, online communication between the program’s message board and searching for actors’ related news. In South Korea subtitles effects also have appeared in variety shows as pop-screens, but actually it means a website or social media uploads content to audience in real time to show in the form of embedded subtitles in variety shows, pop-screen hereinafter refers to the phenomenon that appears at the same time according to comments in the form of subtitle. Such subtitle design can give viewers an illusion of “real-time interaction”, which is also designed to increase entertainment in essence.

4. Subtitle performance techniques

After 2000, in variety shows cartoon subtitles with CG effect used in large scale plays a role of over narrative behaviors as improving the PD ideas, mentioning how to edit, guessing each actor inner feelings etc. in comedy programs, the stop-picture shown in subtitles is abide by the laws of the composition of visual communication design, animation in the subtitles design makes a real actor more closer into a cartoon character. It makes a great contribution to the entertainment effects of audience watching variety shows.

In Table 1, it shows part of screenshots of South Korea’s most popular variety show, “The Law of The Jungle 2017”, and eight categories with high frequency according to the subtitle performance techniques are listed. In the past, the subtitles only narrate the behaviors, but stop in the tone of objective expressing and arranging the objective facts.

TABLE I
 Subtitle types of the Law of the Jungle 2017.

Screenshot of the show	Subtitle type and action
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Subtitles like TV ADs – It instantaneously grabs the audience’s attention, and viewers who are disgusted by the ADs find that it is not an insert AD only to laugh then.



Screen contras section - You can use this kind of subtitle when comparing two or more different personalities or performances. Similar or opposite combinations can also use this effect.



Photo Frame Effects - Compact performance When you can use this type of subtitle design effect, embedding an appropriate topic name is also critical.



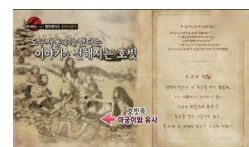
The animation of the plot - Using simple animation to present the presentation of the presenter will have a better visual effect.



Principle of special effects description - The direction of air flow is vivid and interesting with the symbol animation, and it is appropriate to use low-tone orange to show the flame and mastering the color of animation is very important.



Use grades to represent some parameters – It belongs to the range of digital visual visualizations of subtitles; to make the audience be clear about certain parameters, often used in entertainment reporting.



The way to narrate the story - the narrative of the legend of the use of reading a book and access to information to make subtitles.



Full screen animation effect - the subtitle design with CG effect is more entertaining than the general subtitles before, which will help the audience to better understand the whole content.

5. The color application of subtitles

The colors stimulating human visual perception can not only influence the spatial satisfaction of people according to their usage, but also a very effective mean to express users' preference and personality. According to the color scholar I.cheskin’s theory, the reaction of the person to the image is formal and irrational, but the color is the reaction of perception. For example, color is considered more important than any other

elements to human visual perception and sensibility. At present, people realize the importance of color perception, a lot of people in research related to the color of the color scheme, but in reality there are very few studies using a digital network space on the research of the color visual effect, it is necessary to study the audience of variety show subtitles in picture color visual perception effect.

Dynamic images in subtitles can have a lot of visual processing ways to highlight its auxiliary function, but not to cover the subject colors, such as double color, wireframes, continuous tone or mass tone color separation, etc., all of these are on the increase of graphical features at the same time still maintain image processing technique can be identified as the so-called held treatment. According to the color of the picture, the content of the appropriate subtitle color in the variety show, not only can enrich the picture of the overall color, also can play a role on exaggerating atmosphere, expressing emotion, stressing the key point.

The warm-toned subtitles of yellow, orange and red are suitable for a cheerful atmosphere, which makes the audience feel joyful and energetic. According to people's experience, blue and other cool colors can be associated with the sky and the sea. In subtitles, it is suitable to express the cold expression and to express the content of the difference of stop picture and so on. Green is a symbol of life, hope, youth, plant and spring, so green subtitles can often be seen in variety shows such as the wild life challenge. Black is the all-match color, can be used with various colors, to highlight other colors' brightness, when black subtitles appear, they imply mysterious, depressive, heavy, but also can be very solemn and high pressure. Black and white subtitles express intense feelings of repression.

6. Font design of subtitle

Drawing, text, color and sound are the basic elements of a multimedia work, while graphics and text play a leading role. Font design is becoming more and more important. Designers strive to be innovative and unique in the design of graphics, text and color. The design of basic colors shall be creative, be new and original. When an image of an entertainment program is viewed as a work, its graphics, text, color typesetting and especially the selection of fonts in subtitles are especially important.

The text caption subtitles include punctuations, words and small sentences etc. to introduce characters, time, and events to express the television pictures or the content and emotional experience in the scenes. First, punctuation, in the conversational tone of daily life can express different emotions, and in writing, punctuation becomes the basis of our expression.

Subtitles as one of the major factors affecting the image, must have a visual aesthetic feeling and emotion expression, therefore, we must pay attention to the font design and typography, then it can give the audience deep impression, so as to obtain good viewing effect. Scene images, texts, and other visual components in left and right, up and down such directions shall be basic equal, uniform distribution so as to achieve the effect of stability and quiet, to present a kind of quiet, peaceful beauty, according to the changes of the image center, it can also readjust the visual elements to achieve

dynamic balance of the whole, making the scene much more dynamic.

7. Conclusion

In the study of multimodal discourse of variety shows, the form projects formed by different media are found, and their significance is studied. Also it is found how to relate different modal of the media, jointly realizing the meaning the speaker want to express and cooperate with CG animation show to express the intention of the director is also very interesting research field.

Although variety show subtitles can increase the entertainment of the program itself, but improper subtitle is not desirable, subtitles with error messages, subtitles designs only for laugh and smile may mislead the youth audience to form incorrect view of the world, subtitles design only to improve the audience ratings without considering the negative impact should be pushed out of the variety stage. The role of subtitle is to improve the completion of the program, and the subtitles of creative and intellectual connotations need to be promoted. Subtitle design has become an important part of entertainment in the variety show, but there is a limit for it, and if it goes too far, it will become poison. In the case of the audience's happy audio-visual variety show, the role of variety show subtitles can be used to the extreme when using accurate language and expression forms to make subtitles.

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