

Original Paper

Study on Impact of Entertainment in the Context of Digital Capitalism on Youth Development

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Abstract

The development of electronic Internet technology has led to the construction of another world - a world constructed by data, or numbers of all kinds, where real-life individuals meet in another world in a “virtual body” state, and where the limits of time and space are completely broken. The limitations of time and space are completely broken. This has brought great convenience to the media industry and new business opportunities to capital. Major digital platforms have a huge number of Internet users, and after collecting their personal data and browsing information, they can accurately deliver content that may be of interest to them. In addition, the boom in the culture and entertainment industry has led to platforms putting icons in front of the public and making them objects of imitation and admiration. People are exposed to the data network constructed by mature technology, and the digitalisation and digital industrialisation of the industry have become a general trend. Stars, the money-making tools of capital, are being created in various ways, forming a complete industrial chain and controlling the vast number of Internet users. Teenagers, as active users of the Internet, are still at the stage of forming their values, so the various idol stars launched by the media industry have a huge impact on their development. The media industry, controlled by capital, pays more attention to economic benefits and sometimes even ignores social benefits in order to realise its value proliferation, seriously misleading young people whose values are not yet set and increasing the scope and intensity of capital exploitation, which urgently needs to be regulated and corrected by measures taken by the relevant authorities.

Keywords

digital capitalism, youth development, entertainment, idol stars

1. Digital Capital Hostage to the Chaos of the Entertainment Industry

1.1 *The Production Logic of Mass-produced Homogeneous Culture*

In the age of digital capitalism, the object of consumption does not necessarily have to be an object with real use value; a commodity can be just a string of code, a punch card photo or a location. Entertainment companies and platforms and capital have joined forces, leaving Internet users with no place to hide. Real individuals pile up personal information to form a digital package in the digital world, which Lan Jiang calls a “virtual body”, and Internet users interact with each other in the virtual and digital world in the form of “virtual bodies”, forming a digital package. Internet users interact in the digital world in the form of “virtual bodies”, forming a closed platform domain. Unless you become a platform user and enter the realm as a “virtual body” after registering and logging in, you will not be able to communicate with others and will be blocked from the community. For example, on the underground in the evening rush hour, you just want to sit in your seat and rest before going home, but during this one-hour commute, all the passengers next to you are holding their mobile phones, and they may be swiping microblogging, swiping Jieyin, or chatting with their friends on WeChat Only you are sitting on the seat, at this time you will feel particularly lonely that you also pick up the mobile phone. Because there is no mobile phone as an intermediary, you instantly lost contact with the digital world, as if excluded from the community, is a “foreigner”. This is why many modern people suffer from mobile phone anxiety, once they forget to take the mobile phone or mobile phone battery is low, will be extremely insecure.

At the peak of our country’s talent show, it’s not an exaggeration to say that all the people are talking about it. Fans crazy “playing cast”, in order to let their “love beans” debut at any cost, buy “peripheral” support, by the capital assembly line repeatedly “cut”! The “leek” is repeatedly “cut” by the capital assembly line. In the entertainment industry where digital capital and platforms as well as recreational and entertainment enterprise capitalists are strongly allied, they have constructed a mirage-like digital world for Internet users, attracting everyone to go there first and gradually imprison themselves in the network’s “closed island” unwilling to come out. Entertainment companies are responsible for cultivating and manufacturing production-line star idols and putting them in front of the public’s attention; platforms are responsible for generating and pushing user content related to various star idols; and digital capitals process a large amount of data and information formed by platform users into algorithms, and accurately put it on every potential consumer’s smart device to attract their attention and interest. Platform users even engage in self-production and self-selling, forming a large amount of user-generated content on the platform, which is possessed by the platform capitalists for free, and after processing the large amount of data, they sell it to commercial capitalists. This whole process, they basically do not spend any cost, it forms a data package that can be used and sold indefinitely. Internet users at large, become free digital labourers, spending their downtime outside of working hours on user content production, and even paying backwards to be active on the platform. Digital labour is a capital-generating good with a wider scope and higher intensity of exploitation than wage labour. For

teenagers who have not yet formally entered the industrial assembly line, they are already working for capitalists without pay, and they are spending their working-class parents' money to consume for the capital-sucking commodity, celebrities, which deepens the extent of capital exploitation. For young people whose abilities are being formed in all aspects, this will seriously hinder their socialisation and affect the formation of a healthy and sound personality. Various small groups with consensus information form "information cocoons" in which they remain for a long time, "enclosing themselves", unwilling to listen to different voices and receive different information from the outside world, and even out of touch with real life.

Prior to the ban on idol talent shows due to the country's "Clean Slate" campaign, Tencent and Aiqiyi's "Creation Camp" and "Youth Have You" - the first season of which was called "Idol Practitioner" - had aired for three full seasons, during which time they generated countless scandals. countless scandals. Good physical appearance is the main requirement for lovebirds to enter the talent show circuit, while capitalists choose to turn a blind eye to their cultural level and political background. Some contestants even failed to complete nine years of compulsory education, and were jokingly called "nine leaky fish" by netizens. During the programme, the capitalists would label the contestants with various labels according to the direction of public opinion, such as "foodie", "straight man", "funny man", "school master", "school master", "school master", "school master", "school master", "school master", "school master", "school master", "school master", "school master", "school master", "school master" and "school master". school bully" Through these recognisable labels, they attract a large number of loyal fans or improve their recognition in front of the public, creating traffic and topics for money-sucking. Due to the limited number of places for contestants to debut, it leads to fans of each family doing everything they can, searching for and fabricating black information about the opposing family, and cursing at each other on the Internet, which extremely affects the online culture. In the programme "Youth With You 3", Yu Jingtian was in the first place with faulty votes, which was extremely topical and traffic. However, it was reported that in order to vote for Yu Jingtian, fans purchased milk produced by merchants in large quantities and poured it all down the drain after using the voting QR code on the bottle cap, causing great social concern. In addition, due to the black powder rumours, such as his parents are "old rascals", owes the wages of migrant workers do not pay, I take drugs and other black information, resulting in the midway withdrawal, the entire programme was cut off, unsuccessful to become a group. This is just the tip of the iceberg of the many representative contestants. After a "love bean" "collapse", for his fans and personal casualties, but for the star-making capitalists, just destroyed a can create surplus value of the "commodity!". Their assembly line continues to produce such "commodities", debut, access to the consumer market, capital and peripheral support, "star-making" time and economic costs are greatly reduced.

1.2 The Operational Logic of Earned Traffic with Controversy

The entertainment industry is very different from traditional ideological work in the formation of celebrity idols and the production and dissemination of ideological content, forming its own unique

operating logic, which is mainly manifested in three aspects: firstly, to create the “perfect persona” of the traffic star, which is used to “attract fans” and become the “idol” of these fans; secondly, to design and create controversial topics around the traffic star to “attract eyes”; secondly, to design and create controversial topics around the traffic star to “attract eyes”. and become the “love beans” (i.e., “idol”) of these fans; secondly, designing, manufacturing and stirring up controversial topics around traffic stars to “attract eyes” and “cut leaks”. “Cutting leaks”, purify and solidify the fans into “only powder” or “die-hard fans”, forming a solid “rice circle”. Third, the flow of stars in the capital driven by industrialisation rather than the rapid growth of human culture, to controversial topics to maintain the star of ultra-high traffic. Many stars in the entertainment circle must have unique memory points if they want to have an audience. Therefore, artists began to establish a variety of personas, such as “love to eat”, “school bully”, “old cadres”, “female Hanzi “..... To enhance the memory point, slowly “circle powder”. However, the persona is packaged by the capital, over time, there will inevitably be the day of exposure. There are basically no celebrities whose personas have not collapsed. For example, Zhai Tianlin’s “Knowledge Network Incident” has had an extremely bad impact on the academic circle and society as a whole. At the same time, in order to keep stars in the public’s attention, capitalists will create various news topics, such as the exposure of the love affair between an actor and an idol, and post real-time celebrity news and live pictures on the Internet, leading netizens to discuss and comment. Microblogging as a mega Internet platform, the development of the hot search function list released on the topic has become everyone’s most concerned about things every day. However, the hot search list, the content is basically the parents of the stars, so and so divorce, so and so official announcement of love, so and so to participate in the activities of the offline raw pictures look good or not These hot search content may not all be such content at first. But this capital-controlled platform, in conjunction with corporate capitalists, in order to achieve capital multiplication, directs attention to entertaining user content, leading to a pan-entertainment social atmosphere. In order to cater to the entertainment needs of modern Internet users, capital often operates the “CP speculation”, tying together two actors who have only ever cooperated commercially, playing a couple or a husband and wife in a film, so as to increase the popularity of the general public for them. Loyal fans of one of the actors will be extremely negative, and will argue with the “CP fans” on the Internet, resulting in an extremely hostile public opinion environment.

1.3 The Benefit Logic of Prioritising Economic Utility

The chaos in the entertainment industry has seriously inverted social and economic benefits, making the centre of gravity of this place that produces a large number of cultural and spiritual products shift from social benefits to economic benefits, and focus on the pursuit of topicality and clicks. Traffic stars have become the object of public worship, and their daily life and work have directly become cultural products, cutting the leaks of their fans in large quantities under the manipulation of capital. Star companies, fan clubs and sponsors cooperate to produce a large number of peripheral products, so that fans willingly pay the bill, marketing “spend money for love”, and some fans, in order to show their

love for their idols, buy large quantities of the same goods, for example, a person who buys thousands of digital albums. Some capitalists, in order to make money quickly, will be the hottest traffic stars together to shoot the most popular film and television works, a huge investment. But this kind of film and television works which only focus on the flow but not the connotation will only be bought by the fans in the end, resulting in the waste of a lot of resources. The purpose of celebrities to make money is derived from within the entertainment industry to outside the industry. The phenomenon of many stars piling up to open hot pot restaurants is commonplace, attracting many fans to pay the bill with their own traffic, and in August 2021 the People's Daily directly criticised the phenomenon by name. Xue Zhiqian opened a hot pot restaurant in Shanghai "on on the humble" by netizens spit out difficult to eat and expensive, and has been inspected hygiene problems, but offline many fans still continue to go, a table is hard to find. Driven by capital seeking profit, the value of culture is judged by the number of clicks and the amount of attention, which makes the cultural production represented by traffic stars separate economic and social benefits, and even jeopardise social benefits in exchange for their own economic benefits, greatly impacting the socialist ideology principle of giving priority to social benefits.

2. Adverse Effects of Recreational Chaos on Young People's Thinking and Behaviour

2.1 The Impact of Cultural and Entertainment Chaos on Socialist Core Values

The 18th CPC National Congress proposes to actively cultivate and practice socialist core values, which, at the national level, are to achieve wealth, democracy, civilisation and harmony; at the social level, to achieve freedom, equality, justice and the rule of law; and at the individual level, to achieve patriotism, honesty, respect for one's work and friendliness. These 24 words are the basic content of socialist core values. Induced by the logic of capital, platforms and celebrity companies operate in a variety of ways with no limits, creating all kinds of controversial topics online for the sake of traffic flow, triggering arguments and verbal abuse from fans of all sides, etc. A series of negative phenomena and behaviours such as attacking and smearing, barbaric breach of trust and conflicts and contradictions have created a huge impact on the socialist core values of civilisation, harmony, justice, rule of law, honesty, and friendliness, and are not conducive to It is not conducive to the healthy growth of young people in a clear online environment.

Attacks, smears and reports on each other by different fan groups are common, contrary to the socialist values of civilisation and harmony. Fans and traffic are limited and difficult to share, which inevitably leads to fans of celebrities to start cursing each other in order to obtain resources for their "favourite" idols. For the sake of publicity, they swipe posts all over the Internet, causing serious discomfort to others; in order to make their idols "have face", they blindly spend money to vote for their idols in all competitions, regardless of the content and quality, and "standing in line but not standing for the right one" seriously affects the social order. In order to outperform their rivals, they group together internally and attack externally, digging up black information about each other and creating false news about

others. Competition between idols of the same genre often leads to rivalry between groups in the “rice circle”. Fans of different idols form small internal groups, who only want to hear the voices of their idols from the outside world, and for the voices of criticism or disapproval from the outside world, they choose to join together to attack, discredit, and report on each other, resulting in many people being afraid to speak the truth or even dare not speak out on the Internet. These phenomena have resulted in the fragmentation and hostility of different groups in society, exacerbated unnecessary conflicts and contradictions between them, and seriously undermined the civilised and harmonious socialist core values.

The phenomenon of fans picking up and dropping off idols at airports in order to “support” them seriously affects social order, and goes against the socialist core values of equality, justice and the rule of law. Since the founding of New China, and especially since the reform and opening up of the country, the State has achieved great results in breaking down disparities through education, personal endeavour, and other factors of achievement, in order to unleash social dynamics and promote fairness and justice. The mobility of different sectors of society is fundamentally based on the fact that acquisition factors are far greater than predisposition factors. This is not the case in the entertainment industry, which has flourished in the age of digital capitalism. “Five senses determine three views” has become a commonly accepted value, and concepts such as “it is better to study than to be a Netflix star” have become so prevalent on the Internet that it has become a modern version of the “theory of the uselessness of studying”. As a member of a female group, Yang Chao was the first to be introduced into Shanghai’s talent introduction policy. As we all know, this policy requires high-quality talents for ordinary people, but Yang Beyond has not yet graduated from junior high school, and she stood out in the talent show only by virtue of her superior appearance. Once this news was announced, it stirred up group anger on the Internet, and a large number of netizens cried out that it was unfair and why celebrities were privileged. Extreme fans have existed to a greater or lesser extent at different times, but the phenomenon of “private rice” in the current youth “rice circle” is increasing, and the involvement of stars in the field of private life is getting deeper and deeper, constantly trampling on the bottom line of morality, and even on the edge of the illegal and criminal wandering. Some big powder to idol to hold a birthday party and other reasons, in the fan support association to raise funds, and then misappropriation of funds; some idols to give back to the fans, to deepen the interaction with the fans on the grounds of a series of inappropriate relationships with the fans; some public officials are taking advantage of their position, take the opportunity to promote the idol, and call on people to vote for him to play the list, a serious harm to the majesty of the public power, known as the “new type of corruption”, “new type of corruption”.

A large amount of data is falsified to create false prosperity, and different “rice circle” teams choose sides and compete with each other, directly impacting the socialist core values of honesty and friendliness. The key label of “flow star” is “flow”, and the amount of flow determines the grade of the flow star, and the flow star takes the dazzling data as the direct proof of ranking, which is often used by

the “rice circle” as the “capital” to show off. The “rice circle” often takes it as a source of “capital” and “overwhelming” sense of achievement to show off. Back-up stations and “super talk” related to traffic stars are often dominated by “data” or “data”, but the real data is not as satisfactory as it should be. For this reason, the so-called “beautiful” data for the public is usually processed behind the scenes by capital manipulation, and the “rice circle” actively participates in or is blackmailed into participating in the dazzling flow of “favourite beans”. The “rice circle” actively participates in or is blackmailed to participate in the act of concocting false prosperity. Star companies set up special statistical organisations to establish a monitoring system for star traffic and its changes, and formulate targeted work plans for stars based on the traffic data. Under the frequent and close interaction between the star company and the “fans” of the celebrities’ backing clubs, the star company accurately conveys the “data-only” intention of the celebrities to the backing clubs, and motivates the fans to continue to play the charts and brush the data. In order to make “beautiful” data, star companies try their best to co-operate with sponsors in an attempt to achieve the goal of “win-win”. Capital stimulates the consumption motivation of fans in the form of celebrity endorsement and live broadcasting, creates false demands that are not practical or even far beyond the scope of practicality through the flow of celebrities, creates false prosperity in the blind worship of fans, and plunges young people into the trap of blindly consuming celebrities. Capital through the purification and solidification of fans, accompanied by the “rice circle” of these young people on the “love beans” attitude of one-dimensionality, “love beans” produced similar to the “cult of the godfather”. The accompanying phenomenon is that these young people in the “rice circle” have a one-dimensional attitude towards “love beans” and develop a similar emotion of “godfather worship” towards “love beans”, and the phenomenon of taking the degree of preference for “love beans” as the first criterion for making friends has appeared. Competition between similar traffic stars often results in tit-for-tat actions between their “rice circles”. The competition and conflict triggered by different “love beans” may become a sensitive topic among friends, and “not talking about stars” has become a common practice among those caught in the “rice circle” of different traffic stars. Teenagers social interaction in the “political correctness”, otherwise it is easy to lead to the “friendship boat said overturned”.

2.2 Consumption Chaos in the “rice circle” under the Control of Capital Logic

Since the logic of capital is the uncontrolled pursuit of surplus value maximisation, in order to expand the scope of its value-addedness, capital must break through its control of the production sphere and move towards the consumption sphere, creating richer and more varied demands based on people’s basic needs to stimulate their consumption. Production and consumption, as important links for capital to realise its value-added, are always interrelated, and the homogeneity between the two determines that capital’s penetration and control of the social production process essentially implies its domination of the social consumption process. Capital’s control over the consumption logic of the “rice circle” is mainly realised by creating a large number of false needs and guiding and controlling fans to consume falsely, therefore, the many consumption chaos in the “rice circle” is essentially subordinate to the

problem of false consumption. Fans as the audience in the “rice circle” are very easy to generate false needs that do not originate from their own objective needs under the manipulation of capital, and these false needs do not mean non-objective needs, but rather that these needs and desires are non-necessary and false to the fans. The non-compulsory induced consumption, irrational entertainment consumption and unlimited consumption desires of the “rice circle” together constitute a realistic representation of the problem of false consumption in the “rice circle”.

Based on the close connection between the mass media and the “fan community”, capital uses this tool to better induce and prolong the consumption needs of fans. By controlling the information services sent by the news media, it confuses between false and true content, and confuses young people who lack judgement in the world of social media. Capital creates the ability for fans to seemingly have the dream life of a celebrity idol, followed by the endorsement of various consumer products and even luxury goods by lovebirds with large fan bases. The dreams woven in the media, the precise algorithms and the idol’s heartfelt appeals for shopping guide the fans step by step into the consumption trap, setting off a wave of irrational consumption that follows the trend of the idols. Non-compulsory induced consumption as a clever way for capital to hide and control the consumption logic of the “rice circle” has directly caused the ills of fans’ one-sided pursuit of stars, blind fund-raising and over-consumption, and the utilitarianism derived from the pursuit of stars has gradually spread.

In order to achieve unlimited value multiplication, capital must demand that it constantly go beyond the production end and extend the consumption end. Under the domination of the “rice circle” culture, capital continuously reduces the difference between the first and second demands, and even tries to eliminate the difference between the two. Celebrities, as objects of consumption, are also objects of worship for fans, which inevitably expands their demand for leisure and entertainment. Due to the external inducement of capital and idol and the instinctive inducement of the fans themselves, under the attack of the two, the fans as consumers have no way to escape. Nowadays, the lure of fame and fortune in the entertainment circle impacts on the values of fans, and the “rice circle” wrapped in commercial interests, scraping up the wind of red wine and green, compare and contrast with the rich, extravagant and hedonistic, the main theme of the society, the positive energy of the growth of the fans of the guidance and care is being eroded by the consumption of entertainment. It is not difficult to see that the entertainment identity and entertainment content of the object of star-crossing consumption stimulate the expansion of fans’ entertainment consumption needs, and determine the entertainment attributes of the “rice circle” consumption.

Desire is both scarce and productive. Capital always tries to use “scarcity” to cover up the production of desire in society and individuals, and ultimately makes scarce desire the legitimacy of capital’s value-addedness, and capital’s pursuit of value-addedness is never-ending. individual never sees the end of desire in the state of scarcity capital. Therefore, the place where capital’s own value-added activity stops naturally becomes the boundary of fans’ consumption needs and desires, and capital keeps expanding the scope of the “rice circle’s” false needs. Capital takes advantage of the fans’ love,

recognition and admiration for their idols to guide them to consume using their idols' lifestyles as reference samples, thus promoting the comprehensive encirclement of fans with commodity consumption desires. It repeatedly plays with and creates new needs by continuously denying the content of completed consumption, and establishes a "rice circle" consumption pattern that will never be satisfied by promoting the denial of all established content. The unlimited desire for consumption is also reflected in the fact that capital breaks through the bottom line as much as possible, violates the moral code to create the desire for consumption, and stimulates the fans' desire for consumption by the bottom line and lower limit of content and variety. Driven by the logic of capital's desire, the victory of possessing "things" has become the new trend of consumption in the "rice circle", and the fan groups show their endless desire for "things", but only the continuous consumption can make their fans consume. Only through continuous consumption can the fans barely get the short-lived satisfaction of their ever-increasing consumption desire, and this kind of "rice circle" consumption controlled by the logic of desire will inevitably show the characteristics of disorder.

3. Conclusion

In response to the serious adverse impact of a series of chaotic phenomena on the development of young people and the impact on socialist core values, the authors believe that the measures that need to be taken include: first, improving and consolidating the mechanism for the supply of idol love beans, and the Party and the State should firmly grasp the absolute dominant right and the right to produce and disseminate cultural content for young people. The Party and the State should firmly grasp the absolute dominance and the right to produce and disseminate youth cultural content. The Party and the State should draw a red line for capital and strictly limit the uncontrolled expansion of capital in the media industry; strengthen the quality of cultural and artistic teams, create a group of artistic workers with both moral and artistic qualities, and promote the dissemination of mainstream culture; establish a sound regulatory mechanism for the media industry, and give a precise crackdown on all kinds of chaos in the rice circle. Second, innovate cultural communication carriers and occupy the high ground for the construction and dissemination of socialist core values. In line with the development of the times, promote the new media, modernisation and popularisation of various moral models, so as to make them the backbone of leading the formation of values among young people; strengthen the screening of public opinion, and do a good job as a cultural gatekeeper of the new media, so as to prevent all kinds of content that is not in line with the mainstream culture from being browsed by young people. Third, strengthen the moral shaping and guidance of the main forces in the generation mechanism of idol role models. Fans play an important guiding role in the rice circle, calling for sensible star chasing, strengthening the financial capacity and rational shaping of the fan base, and at the same time strengthening the cultivation of parent-child relationship, enriching the spiritual world of young people, and reducing the lack of emotions.

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