

Reality TV in China: Global Format, Affective Economics, and the Chinese Dream

As a hit global reality format in China, *The Voice of China* (2012-2015) is a localized version of *The Voice* format. However different from so many copycats of music competition shows in the market, *The Voice of China* not only dutifully purchased the format from Talpa media but also faithfully transplanted the format's production, distribution and marketing standards. While in the process of localizing, it still responded actively to the "Chinese Dream" promoted by the authority through developing particular storylines of participants by asking them "What's your dream?" When elaborating their dreams, the psychological exposure accompanied with swelling music and close-up camera shots formed the moments of heightened affect.

Catering to the globalized affective economic model yet also struggle with local emotional orders and the ideological requirements by Chinese government, *The Voice of China* provides the ground for the emergence of hybrid affective performances. Taking *The Voice of China* as a case, I will try to examine in which means are affects and emotions staged in the television text. Instead of devaluing reality TV as meaningless entertainment as in many critical theories, I suggest that it is a privileged form for investigating transcultural affective shifts in its origin.

To understand the notion of "affect" not only in relation to global shifts of economic model but also articulated to specific geo-cultural contexts in particular micro-interactions within televisual contexts, I also hope to open up for a new approach to reflect on mediated affect and emotion both theoretically and empirically.