

Current Situation and Countermeasures of Chinese TV Drama Development

Lin Zhao

Graduate University of Mongolia, Ulaanbaatar, 11000, Mongolia

Abstract: With the rapid development of China's economy and the continuous progress of media technology, TV dramas, as an important form of cultural entertainment, have become an indispensable part of people's daily life. However, while the current TV drama market is developing rapidly, some problems have also been exposed, such as lack of originality, similarity and plagiarism of plots, and high production costs. By analysing the development status quo of China's TV drama, this paper reveals the existing problems and puts forward corresponding countermeasures, with a view to providing reference for the sustainable development of China's TV drama industry.

Keywords: Chinese TV drama; Development status; Countermeasures; Originality; Plot Similarity.

1. Introduction

With the rapid development of China's economy and the improvement of people's living standards, TV dramas, as an important part of popular culture, have become indispensable spiritual food in people's daily life. However, behind the increasing prosperity of the TV drama market, some problems have been exposed, such as insufficient originality, similarity and plagiarism of plots, excessive production costs and actors' remuneration, etc. These problems have not only affected the TV drama industry, but have also led to the development of the TV drama industry. These problems not only affect the sustainable development of the TV drama industry, but also reduce the audience's viewing experience. Therefore, this paper aims to analyse the current situation of China's TV drama industry, discuss its problems and put forward corresponding countermeasures, with a view to providing useful reference for the prosperity and development of China's TV drama industry.

2. Status quo of Chinese TV Drama Creation

2.1. Distribution of Themes

The distribution of themes of Chinese TV dramas reflects the current social and cultural trends and audience demands. In recent years, diverse themes such as urban emotion, historical costume, suspense and reasoning, science fiction and fantasy, war and revolution have all taken their place in the TV drama market.

Urban emotional dramas have attracted a large number of young viewers with their close-to-life and focus on the emotional fate of characters. These dramas often focus on the love, friendship and workplace life of young people in modern cities, showing the values and emotional attitudes of the current society by telling the growth stories of the main characters.

Historical costume dramas also play an important role in the Chinese TV drama market. These dramas are usually set against the backdrop of Chinese history, and through the reinterpretation of historical figures or events, they convey historical education and cultural heritage to the audience. At the same time, the gorgeous costumes, exquisite sets and

exciting plots in costume dramas also satisfy the audience's demand for visual impact and entertainment enjoyment.

Suspense and deduction dramas attract viewers who love to challenge their minds with their tense plots and intellectual deduction elements. These dramas often revolve around one or more criminal incidents and uncover the truth through the protagonist's investigation and reasoning. While providing entertainment, suspense dramas also emphasise the importance of justice and the rule of law.

Sci-fi fantasy dramas, on the other hand, show technological advances and people's imagination of the future world. These dramas are usually set in the future or otherworldly worlds, leading viewers into a whole new realm by showing advanced technological equipment and a fantastical worldview. Sci-fi dramas not only provide a visually stunning experience, but also tend to explore deep-rooted issues such as human society, ethics and morality, and environmental protection.

War and revolution dramas, on the other hand, are set against the backdrop of major historical events and showcase national heroism and revolutionary spirit. By telling heroic stories of war, these dramas emphasise the themes of unity, sacrifice and victory. War dramas are not only a review of history, but also an inheritance of national spirit.

Overall, Chinese dramas have a wide distribution of themes, reflecting the plurality of society and the diversity of audience needs. Different kinds of dramas with different themes have their own characteristics, providing viewers with a wealth of choices. However, there are also some problems, such as lack of originality, plot similarity and plagiarism, etc., which require the joint efforts of the industry and regulatory authorities to promote the healthy development of the TV drama market [1].

2.2. Production quality

The production technology of TV dramas has been improved. With the progress of science and technology, the production technology of TV dramas is constantly updated. For example, the shooting techniques, editing techniques and sound production of TV dramas have been greatly improved, making the overall effect of TV dramas more realistic and vivid. Secondly, the quality of scripts of TV dramas has improved significantly. In recent years, the scripts of many

TV dramas have been very fine, with ups and downs in the plots and distinctive characters, leaving a deep impression on the audience. This is inseparable from the hard work of the scriptwriters and their pursuit of quality in their works.

Once again, the acting skills of the actors have also improved greatly. Nowadays, more and more actors are focusing on improving their acting skills, and their performances in TV dramas are more natural and to the point, adding colour to the dramas. At the same time, more excellent actors and actresses are gradually coming into their own, injecting new vitality into the TV drama market. However, despite the obvious improvement in the production quality of Chinese TV dramas, there are still some problems. For example, the production costs of some TV dramas are too high, resulting in excessive pay for actors and actresses, which affects the overall quality of TV dramas. In addition, some TV dramas are overly pursuing economic benefits, neglecting the plot and characterisation, which makes the quality of the works suffer [2].

2.3. Plot content

The plot content of Chinese TV dramas has undergone some changes in recent years. On the one hand, the genres of TV dramas have become more and more diversified to meet the needs of different audiences. Various types of TV dramas, such as realism theme, history theme, ancient costume theme, youth theme, etc., have emerged, bringing audiences a rich experience of watching dramas. On the other hand, the plot content of TV dramas also faces some problems. Firstly, the plots of some TV dramas are too watered down, and the length of dozens of episodes makes the plots drag, which affects the audience's viewing experience [3]. Secondly, the plots of some TV dramas are the same, and even plagiarism occurs, which makes the audience feel aesthetic fatigue. In addition, some TV dramas are overly pursuing the topic degree and ratings, resulting in vulgar plot content and distorted values, which has a negative impact on the social atmosphere.

2.4. Expression Methods and Technology

With the development of science and technology and the improvement of viewers' aesthetic level, the presentation methods and technology of Chinese TV dramas are also constantly innovated and upgraded. From early black-and-white TVs to today's LCD screens, and from simple sound and picture synchronisation to complex three-dimensional special effects, the production technology of Chinese TV dramas has gone through great changes.

Firstly, in terms of camera technology, TV drama production teams have begun to use a variety of camera equipment and techniques, such as drone aerial filming and stabiliser filming, in order to obtain a wider perspective and more stable images. In addition, the lighting and colour treatment of TV dramas are also being improved to enhance the texture and perception of the images. Secondly, in terms of post-production, TV drama production teams have begun to use digital special effects, animation, compositing and other techniques to increase the visual impact and artistic effect of the images. For example, some ancient costume dramas and fantasy dramas can present shocking battle scenes and magical effects through post-production. In addition, in terms of audio production, TV drama production teams have begun to use multi-channel stereo technology to enhance the audience's listening experience. Through refined sound design and audio track mixing, the audience can feel the

atmosphere and emotion of the TV series more immersively. At the same time, with the popularity of the Internet and mobile devices, the dissemination methods of TV dramas are also being constantly innovated. Nowadays, viewers can watch TV dramas anytime and anywhere through online platforms, and even participate in interactions and voting. This interactivity provides more possibilities for the production of TV dramas and a broader platform for the dissemination and promotion of TV dramas.

3. Current Situation of Chinese TV Drama Market

3.1. Audience Demand Analysis

Audience demand analysis is an important part of the current situation of TV drama market. With the development of society and the progress of science and technology, the audience's demand for TV dramas is becoming increasingly diversified and personalised. Firstly, from the perspective of age, viewers of different age groups have different preferences for the types and contents of TV dramas. Young people prefer youth idol dramas, science fiction dramas, suspense dramas and so on, while middle-aged and old people are more inclined to watch family ethical dramas, historical dramas, war dramas and so on. In addition, gender is also an important factor influencing audience demand. Female viewers pay more attention to dramas with emotional, family and workplace themes, while male viewers are more interested in action, suspense, science fiction and other types of dramas. Secondly, from a geographical perspective, there are also differences in the preferences of viewers in different regions for TV dramas. Viewers in first-tier cities are more inclined to accept novel, fashionable and modernised dramas, while viewers in second- and third-tier cities and rural areas prefer traditional and grounded dramas. In addition, with the development of the Internet, the audience groups of TV dramas are also expanding, especially the younger generation, who watch TV dramas through online platforms, which plays a pivotal role in the dissemination and influence of TV dramas [4]. Again, in terms of literacy, highly educated viewers have higher requirements for the taste and aesthetics of TV dramas, and they pay more attention to the depth of the script, the novelty of the plot, and the excellence of the production. On the other hand, audiences with lower education pay more attention to the entertainment and emotional expression of TV dramas. In addition, the audience's life background, values and other factors also affect their demand for TV dramas.

3.2. Development of broadcasting platforms

With the rapid development of Internet technology, the broadcasting platforms of Chinese TV dramas have undergone radical changes. From traditional TV stations to online video platforms and nowadays short video platforms, the diversification of broadcasting channels has provided a broader space for the dissemination of TV dramas.

Firstly, as the traditional broadcasting platform for Chinese TV dramas, TV stations still have high influence and audience base. Despite the impact of online platforms in recent years, TV stations still have an irreplaceable position in TV drama broadcasting. The broadcasting time of TV stations is fixed, so viewers can watch on time, and the programme quality of TV stations is relatively high, and the production team also pays relative attention to the ratings of TV stations [5]. Secondly, online video platforms are gradually becoming an

important channel for broadcasting Chinese TV dramas. With the popularity of mobile Internet, more and more viewers choose to watch TV dramas on online platforms. The advantage of online platforms is that the broadcasting time is flexible, and viewers can watch according to their own schedule. At the same time, online platforms are also more interactive, and viewers can participate in the discussion of TV dramas through pop-ups and comments. In addition, online platforms can also analyse users' viewing preferences through big data and recommend more personalised content for users. Finally, the rise of short video platforms has brought new opportunities and challenges to the dissemination of TV dramas. Short video platforms have attracted a large number of young users with their convenient viewing methods and rich content forms. TV drama producers can also use short video platforms for episode previews and highlights sharing to increase the popularity of TV dramas and the sense of audience expectation.

3.3. Industry scale and output value

The scale and output value of China's TV drama industry have shown a trend of continuous growth in recent years. With the rapid development of China's economy, the improvement of people's living standards, and the popularity of mobile Internet, the market demand for TV dramas has been expanding, creating a huge output value for the TV drama industry [6].

Currently, the scale of China's TV drama industry is expanding and the output continues to grow. According to relevant data, in 2018, the national TV drama production reached 15,000 episodes, an increase of 8.3% year on year. In addition, the total investment in the production of TV dramas has also climbed year by year, reaching 88.2 billion yuan in 2018, a year-on-year increase of 16.3%. This indicates that China's TV drama industry is showing vigorous vitality [7]. In terms of production value, China's TV drama industry has made equally remarkable achievements. With the improvement of the quality of TV dramas and the spread of audience's word of mouth, the advertising revenue, copyright sales revenue, and network broadcasting revenue of TV dramas have all seen rapid growth. According to relevant data, the total output value of China's TV drama industry reached 111.2 billion yuan in 2018, up 23.9 per cent year-on-year. Among them, the market scale of TV drama network broadcasting reached 63.6 billion yuan, up 37.7% year-on-year. This indicates that China's TV drama industry has great potential for development in terms of output value. However, while the scale and output value of China's TV drama industry are developing rapidly, there are also some problems. For example, there are problems such as overproduction of TV dramas, uneven quality and similarity of plots. These problems have affected the sustainable development of the TV drama industry to a certain extent. Therefore, in the future, China's TV drama industry needs to pay more attention to quality improvement and content innovation while maintaining scale expansion in order to achieve sustainable development of the industry.

In summary, the scale and output value of China's TV drama industry have shown a trend of continuous growth in recent years. Facing the future, China's TV drama industry needs to continuously innovate and improve its quality to cope with the market competition and challenges, and to achieve the sustainable development of the industry [8].

3.4. Market competition

The competitive situation of China's TV drama market is getting more and more intense. With the popularity of the Internet and the rise of video platforms, the channels for viewers to obtain TV dramas are becoming more and more diversified, which makes the competition in the TV drama market more intense.

Firstly, major TV stations and video platforms have increased their competition for quality TV dramas. In order to attract viewers, platforms not only actively purchase and broadcast popular TV dramas, but also compete for market share through self-produced dramas. This competitive landscape has prompted TV drama producers to continuously improve production quality and content innovation to meet market demand. Secondly, market competition has also promoted the diversification of TV drama genres. In order to meet the needs of different viewers, producers try various types of TV dramas, such as urban emotion, costume dramas, fairy dramas, and suspense and deduction. This diversification makes the market competition more intense, and at the same time provides more choices for the audience. In addition, market competition is also manifested in the competition for famous actors and teams. In order to increase the popularity and ratings of TV dramas, producers have invited popular actors and famous directors and scriptwriters to participate in the production of TV dramas. This phenomenon has improved the quality of TV dramas to a certain extent, but it has also led to the problem of overpaying actors. However, market competition has also brought about some negative effects. For example, in order to pursue high ratings, some producers have excessively pursued topicality and traffic flow, leading to vulgar content and distorted values in some TV dramas. In addition, excessive competition may also lead to a vicious cycle in the TV drama market, such as plagiarism and similarities.

To address these issues, the government and the industry should strengthen the regulation of the TV drama market, standardise the market order and promote the healthy development of the TV drama industry. At the same time, producers should focus on content innovation and quality assurance to improve market competitiveness and audience satisfaction. Only in this way can China's TV drama market achieve sustainable development and provide audiences with more quality TV drama works [9].

4. Problems in China's TV drama industry

4.1. Insufficient Original Capability

Although China's TV drama industry has achieved remarkable development in recent years, the lack of originality has been the bottleneck restricting its long-term development.

First of all, the plots and character settings in the current Chinese TV drama market are too modelled and lack novelty and uniqueness. Many producers tend to follow the trend of copying already successful drama types in order to pursue high ratings, leading viewers to become aesthetically tired of similar plots. In addition, due to the lack of in-depth observation of life and unique insights, the characterisation and plot development in TV dramas also tend to be thin and stereotypical, making it difficult to resonate with the audience. Secondly, the number of original scripts for Chinese TV

dramas is low, and high-quality original scripts are even scarcer. On the one hand, it is because the creation cycle of original scripts is long and costly, while the risk of buying ready-made scripts is relatively low, which makes many producers prefer to buy rather than original. On the other hand, the training and reserve of domestic screenwriting talents are insufficient, and there is a relative lack of talented screenwriters, which is also an important reason for the shortage of original scripts [10]. Furthermore, Chinese TV dramas tend to be too conservative and lack innovation in narrative techniques and visual effects. This limits the artistic expression of TV dramas to a certain extent, making it difficult for them to gain recognition in the international market.

Overall, if the Chinese TV drama industry is to achieve long-term development, it must address the problem of insufficient originality. This needs to start from improving the treatment and status of scriptwriting talents, encouraging the creation of original scripts, and improving the artistic pursuit of the producers to promote the innovative development of the TV drama industry [11].

4.2. Plot similarity and plagiarism

Although China's TV drama industry has achieved remarkable development in recent years, the phenomena of plot similarity and plagiarism are still prominent, which seriously affect the healthy development of the industry.

Plot similarity is mainly manifested in the fact that many TV dramas lack originality and uniqueness due to similarities in plotting, character relationships, development and other aspects. On the one hand, this phenomenon may be attributed to the creators' lack of innovative awareness and originality, and on the other hand, it may be due to the pursuit of hot topics in order to meet the market demand and audience's tastes. The phenomenon of plagiarism is even more serious, as some TV dramas directly copy or alter the ideas and works of others, seriously infringing on the rights and interests of the original creators as well as damaging the reputation and healthy development of the industry. Plagiarism not only exists among domestic works, but also some TV dramas are suspected of plagiarising foreign works, which not only harms the interests of the original creators, but also reduces the status and influence of China's TV dramas in the international arena. The phenomenon of plot similarity and plagiarism is related to factors such as ineffective industrial supervision and insufficient policy support. In order to solve this problem, the government needs to strengthen the supervision of the TV drama industry, increase the protection of original works, and raise the cost and risk of plagiarism. At the same time, it should encourage creators to actively innovate, improve their originality and cultivate a group of talented and committed TV drama talents. In addition, viewers should also improve their aesthetic quality, support original works, and remain vigilant against similarities and plagiarism, so as to jointly promote the prosperous development of China's TV drama industry.

4.3. Production Costs and Actors' Remuneration

In China's TV drama industry, production cost and actors' remuneration have long been a topic of concern. As the production costs of TV dramas continue to rise, actors' remuneration has also risen, which has led to many people inside and outside the industry to worry about the current

situation of the TV drama market [12].

The rise of TV drama production costs mainly stems from the following aspects. Firstly, the increase of various costs such as manpower, materials and technology in the process of TV drama production is the main reason for the rise of the total cost. With the continuous improvement of TV drama production technology, the investment in shooting scenes and special effects production is also increasing. Secondly, in order to attract viewers, TV drama producers also have to pay high costs in buying scripts and hiring actors. In particular, the high remuneration of traffic stars has further pushed up the production costs of TV dramas. In addition, the purchase price of dramas by TV stations and the copyright fees of online platforms are also important reasons for driving up production costs.

While the production costs of TV dramas continue to rise, the issue of actors' film remuneration is also becoming more and more prominent. Excessive film remuneration not only leads to the production side in the script, production and other aspects of the input limitations, but also may trigger vicious competition between the actors. To a certain extent, the phenomenon of high remuneration has exacerbated the bubble in the TV drama market, making the industry's pursuit of short-term benefits too obvious, thus neglecting the improvement of TV drama quality.

To address the issue of production costs and actors' film remuneration, it is necessary to take the following measures to make adjustments. Firstly, strengthen the supervision of the TV drama market and formulate reasonable industry norms to curb the phenomenon of excessive film remuneration. Government departments can introduce relevant policies to impose reasonable restrictions on the production costs of TV dramas and actors' remuneration, and guide the industry to return to rational development. Secondly, improve the independent innovation ability of TV drama producers and reduce unnecessary costs. Producers should focus on script research and development, improve production levels, and win market share with quality content. At the same time, actors are encouraged to improve their own quality and win audience recognition with their strength, so as to match their remuneration with their strength. In addition, strengthen the industry's internal self-discipline, set up correct values, and resist impatience to promote the healthy development of the TV drama market.

4.4. Industry regulation and policies

China's TV drama industry regulation and policy is an important factor affecting the development of TV drama. In the past decades, China's TV drama industry has experienced the process from scratch, from weak to strong, and industry regulation and policies have played a key role in this process [13].

In the early stage of reform and opening up, there was almost no regulation of the Chinese TV drama industry, and the production and broadcasting of TV dramas were entirely left to the discretion of TV stations and production units. Although this loose environment contributed to the rapid development of the TV drama industry, many problems also emerged, such as low quality of TV dramas, repetitive content, plagiarism, and so on. In order to solve these problems, the Chinese government began to strengthen the regulation of the TV drama industry. In 2004, the Chinese government issued the Regulations on Content Management of TV Dramas, which clarified the content standards and censorship of TV

dramas. In 2011, the State Administration of Press, Publication, Radio, Film and Television (SARFT) issued the Regulations on the Administration of Production of TV Dramas, which set out detailed rules on the production, distribution and broadcasting of TV dramas. The introduction of these regulations has effectively curbed malpractices in the TV drama market and improved the quality of TV dramas. In addition to regulatory policies, the Chinese government also promotes the development of the TV drama industry through industrial policies. In 2010, the Chinese government issued the Cultural Industry Revitalisation Plan, which supports the TV drama industry as an important part of the cultural industry. In 2014, the State Administration of Press, Publication, Radio, Film and Television (SARFT) issued the Development Plan for the TV Drama Industry, which clearly defines the development goals and path of the TV drama industry. The introduction of these policies has provided a strong guarantee for the development of the TV drama industry. However, there are still some problems with the current regulation and policies of China's TV drama industry. On the one hand, the regulatory policies are too strict, resulting in the restriction of TV drama content innovation. On the other hand, the support of industrial policies is not strong enough, and the development of the TV drama industry still faces many difficulties. Therefore, in the future, the Chinese government needs to further optimise the regulatory policies, encourage innovation, and increase the support for the TV drama industry in order to promote the sustainable development of China's TV drama industry.

5. Countermeasures for the Development of Chinese TV Drama

5.1. Improvement of Original Ability and Innovation Awareness

Although China's TV drama industry has achieved certain development in recent years, it still faces the problem of insufficient originality. In order to improve the originality and innovation consciousness of Chinese TV dramas, efforts can be made in the following aspects [14].

Firstly, TV drama creative teams should increase their attention to original scripts, and train and introduce excellent screenwriting talents. Screenwriters are the soul of TV dramas, and only excellent screenwriters can create fascinating scripts. In addition, TV drama producers should actively encourage scriptwriters to make innovative attempts and give them more creative space. Secondly, TV drama producers should pay attention to the in-depth excavation of real life to find creative inspiration. Real life is the source of TV drama creation, and only by paying close attention to real life can TV dramas become more intimate and resonant. In addition, the producer can also participate in various film and television creation competitions to stimulate the creative team's creative passion and innovation ability. Thirdly, TV drama producers should make full use of modern technology to improve the quality of TV drama production. For example, adopting high-definition shooting technology, special effects processing and other technical means to make the picture of the TV series more exquisite, and enhance the audience's viewing experience. At the same time, it can also make use of the network platform to carry out interactive marketing of TV dramas and improve the popularity and influence of TV dramas. Finally, TV drama producers should strengthen communication and cooperation with TV drama industry in other countries and learn from

international excellent experience. By learning from international success stories, the production level of China's TV dramas can be improved and the creative vision can be broadened. At the same time, it can also attract international outstanding actors and production teams to participate in the production of China's TV dramas and enhance the international competitiveness of TV dramas.

In conclusion, improving the originality and innovation consciousness of Chinese TV dramas requires the joint efforts of TV drama producers, scriptwriters and the whole creative team. Only through continuous innovative attempts can we inject constant vigour into the sustainable development of China's TV drama industry.

5.2. Optimising plot content and value guidance

As an important part of cultural entertainment, Chinese TV dramas not only undertake the mission of entertaining the public, but also the responsibility of spreading socialist core values. However, the current TV drama market has certain problems in terms of plot content and value guidance, such as plot similarity and value deviation, which need to be solved by optimising plot content and value guidance [15].

First of all, optimising the content of the plot requires the creators of TV dramas to dig deep into the real stories of life, pay attention to the needs of the people, focus on the people, and create excellent works that are close to life and the people. At the same time, creators should pay attention to the reasonableness of the plot structure, to avoid the phenomenon of plot dragging and watering down, and to improve the overall quality of the TV series. Secondly, the creation of TV dramas should pay attention to the guidance of values and convey positive energy. Creators should establish correct values and integrate socialist core values into the plot, so that the audience can naturally receive correct value education in the process of watching TV dramas. In addition, creators should also pay attention to establishing positive character images in the plot, so that the audience can have empathy, thus achieving the purpose of guiding the audience to establish correct values. In addition, TV drama producers, broadcasting platforms and regulators should also take the responsibility to strictly check the content and values of TV drama. Producers and broadcasting platforms should actively participate in the process of creating TV dramas and review the content of the dramas to ensure that they are in line with the core socialist values, while the regulatory authorities should strengthen the supervision of the TV drama market and strictly investigate and deal with TV dramas that are against the core socialist values, so as to ensure the healthy development of the TV drama market.

In conclusion, optimising the content and value guidance is an important countermeasure for the development of Chinese TV dramas. Only through the optimisation of plot content and value guidance can more excellent TV series be created to meet the spiritual and cultural needs of the people and promote the prosperous development of China's TV series industry.

5.3. Reasonable control of production costs and actors' remuneration

While China's TV drama industry is developing rapidly, the issues of production costs and actors' remuneration are attracting widespread attention. The rising production costs of TV dramas, especially the high remuneration of actors, not

only affect the healthy development of the industry, but also may lead to the mismatch of creative resources and the lack of quality content.

Firstly, high production costs limit the diversity and innovation of TV drama creation. Within a limited budget, producers may be more inclined to choose insurance topics and plots to avoid losing profits due to high risks. This situation has led to homogenisation in the TV drama market, making it difficult for viewers to be exposed to more stylistically unique and innovative works. Secondly, the high film remuneration of actors directly affects other production aspects of TV dramas. High film remuneration means that the remaining budget for script polishing, production quality and post-production is reduced, which directly affects the overall quality of TV dramas. In addition, the issue of film remuneration may also lead to unfair competition in the industry. Excessively high film remuneration for outstanding actors and actresses may squeeze the remuneration of other actors and actresses, thus affecting the morale and stability of the entire industry.

In order to solve this problem, it is necessary to start at several levels. Firstly, a reasonable remuneration system should be established within the industry, whereby actors' film fees are set reasonably according to the type of drama, production difficulty and market expectations. Secondly, the government and industry associations should strengthen the supervision of TV drama production and control the unreasonable growth of production costs through policy guidance and industry regulation. Finally, TV drama producers, actors and the whole industry should set up correct values and pursue the quality of works rather than just box office and ratings, so as to realise the sustainable development of the industry.

In conclusion, reasonable control of TV drama production costs and actors' remuneration is a key link in promoting the healthy development of China's TV drama industry. By improving the transparency of the industry, establishing a reasonable salary structure and strengthening supervision, this problem can be effectively solved, thus providing viewers with more high-quality and diversified TV drama works.

5.4. Strengthening Industry Regulation and Policy Support

China's TV drama industry has achieved remarkable development in the past decades, but it is also accompanied by some problems, such as lack of originality, similarity and plagiarism of plots, and excessive production costs and actors' remuneration. In order to further promote the healthy development of China's TV drama industry, it is particularly important to strengthen industry regulation and policy support.

First of all, the government should increase the supervision of the TV drama industry and establish perfect industry norms and standards to ensure the quality of TV drama production and broadcasting. Severe penalties should be imposed on acts such as plot similarity and plagiarism to protect the rights and interests of the originators. At the same time, the phenomenon of excessively high production costs and actors' remuneration should be regulated through reasonable industry norms, so that TV drama production pays more attention to quality and innovation rather than merely pursuing economic benefits. Secondly, the government should introduce a series of supportive policies to encourage the innovation and development of the TV drama industry. This includes the provision of financial support, tax incentives and other

measures to reduce the cost of TV drama production and encourage production teams to try out new themes and presentation methods. It should also strengthen the training of talents for the television drama industry, raise the professional standards of scriptwriters and production personnel, and train more original talents to promote the overall standard of the industry. In addition, the government should also strengthen the censorship and supervision of the contents of TV dramas to ensure that they are healthy and positive, and in line with the core socialist values. At the same time, it should also strengthen the monitoring and analysis of the TV drama market, identify and solve problems in the market in a timely manner, and provide strong support for the healthy development of the industry.

In conclusion, strengthening industry regulation and policy support is crucial for the development of China's TV drama industry. By increasing supervision, introducing supportive policies, strengthening talent training and content review, the problems in the industry can be effectively solved, promoting the innovation and development of China's TV drama industry, and providing viewers with more high-quality and valuable TV drama works.

6. Conclusion

With the rapid economic development and the continuous progress of science and technology, China's TV drama industry has made remarkable achievements in recent years. However, while the market is developing rapidly, some problems have also been exposed. In order to better promote the healthy development of China's TV drama industry, we need to face up to these problems and take corresponding countermeasures.

Firstly, improving originality and innovation is the key to the development of China's TV drama industry. TV drama producers should focus on the cultivation of original scripts and encourage creators to pay attention to social reality and convey positive values. At the same time, they should dare to try new themes and expression methods, and use innovation as a driving force to improve the overall quality of TV dramas. Secondly, optimising plot content and value guidance is an indispensable part. As an important carrier of cultural communication, TV drama should take the responsibility of guiding social atmosphere and spreading positive energy. The producer should make efforts in plot setting and characterisation, and strive to create works with the spirit of the times and social influence. In addition, reasonable control of production costs and actor remuneration is also an important measure for the healthy development of the industry. Excessive production costs and actors' remuneration will lead to irrational allocation of resources and affect the overall quality of TV dramas. Therefore, producers, actors and relevant departments should work together to develop a reasonable cost and remuneration allocation mechanism to ensure the sustainable development of the industry. Finally, strengthening industry supervision and policy support is a necessary means to ensure the healthy development of China's TV drama industry. The government and relevant departments should strengthen the supervision of the TV drama market, crack down on plagiarism, plagiarism and other illegal behaviours, and safeguard the rights and interests of the originators. At the same time, more policies favourable to the development of the industry should be introduced to create a good environment for the prosperity of the TV drama industry.

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