

Research on Narrative Strategies in Cross-Media Contexts: A Case Study of the 2022 Grammy Awards Ceremony

Wentao Guo

College of Animation and Media, Qingdao Agricultural University, 266109, Qingdao, China

Abstract

This article takes the 64th Grammy Awards ceremony in 2022 as the research object to explore its narrative strategies and dissemination paths. Research indicates that in the current context of the prevalence of short videos and the fragmentation of media, the Grammy Awards still maintain a strong influence. The reason for this lies in its multiple innovations in narrative themes and dissemination methods. Firstly, the narrative content emphasizes diversity, inclusiveness and innovation. It not only showcases diverse musical styles and cross-cultural exchanges, but also responds to social issues such as gender equality and racial diversity. Secondly, in terms of narrative thread, it breaks through the traditional logic of "award attribution" and expands to explore social values, cultural identity and future music. Secondly, in terms of communication strategies, the ceremony enhanced the audience's immersion and interactivity through the introduction of star ips, the application of digital technologies such as virtual reality and holographic projection, as well as the multi-platform interaction of television, the Internet and social media, achieving cross-media narrative communication. Through an interdisciplinary perspective analysis, including narnarology, semiotics, communication studies, and cultural industries, this article holds that the Grammy Ceremony is not only a platform for showcasing music awards but also a cultural narrative model that conforms to media changes and social demands. Its experience holds significant reference value for the innovative development of large-scale art galas and award ceremonies in China and other countries.

Keywords

The 64th Grammy Awards Ceremony in 2022 Narrative Theme, Narrative Thread, Cross-Media Narrative

1. Introduction

1.1 Research Background

"Producing music and theatrical works on TV is no easy task." " We always tend to focus on what others say to us and see those exciting or uncomfortable scenes. This is a common phenomenon in today's society where people pay attention to "popular culture". A common phenomenon in today's society is that people pay a high level of attention to popular culture, and this phenomenon is particularly evident in contemporary artworks. However, when it comes to the production of music and theatrical works, television is not an easy platform. When we watch these programs, we are often attracted by what others say, the excitement or the uncomfortable scenes. However, despite the rapid development of short videos and video fragmentation in the current era, the Grammy Awards still maintain a huge influence and dissemination power [1].

The transformation of vertical screen audio-visual language includes changes in text elements as well as alterations in the communication elements of audio-visual content production, distribution and reception. This change has even created a unique community cultural atmosphere for mobile media. However, the current audio-visual production environment is still changing, and the upgrading of new technologies such as 5G, artificial intelligence, and virtual reality will continue to bring about the normative reconstruction of audio-visual language. In 2019, 5G technology has officially entered the civilian stage. Under the subsequent machine-generated Content (MGC) model, artificial intelligence robots have begun to replace hosts, editors, reporters or media users in some fields and become the new main body of content production. The application of virtual reality in scene reproduction has long broken through the limitations of horizontal and vertical screen sizes, subverting the underlying logic of audio-visual language. Despite the continuous emergence of new technologies and the frequent appearance of "black technologies", whether new media can be closely related to daily life and social changes remains an important criterion for producers and researchers to explore patterns, think dialectically and make forward-looking judgments. Therefore, we need to constantly cultivate and update our thoughts and knowledge to meet the challenges of the future.

From a global perspective, the United States was the first country in the world to establish the Grammy Awards Ceremony. The Grammy Awards is the highest honor in the pop music industry in the United States and even around the world. The songs, performances and songwriters that win the awards are also regarded as the most representative of American music culture. Most of the Grammy award-winning songs are Pop music, among which R&B, Rock and Pop music are also very popular. The performance mainly features elements such as rap and rock, with rap being the main

part. The song performance consists of live band performances and on-site audience chorus, which is different from the traditional evening party format. The 64th Annual Grammy Awards is a music award hosted by the National Academy of Recording Sciences of the United States. The award ceremony was held at the MGM Hotel in Las Vegas on April 3, 2022. As an innovative transformation of typical award ceremony programs, the 2022 Grammy Awards Ceremony seems to have found a direction for innovative development by taking star ips as the entry point. Its narrative innovations in content form, creative techniques and other aspects are all worth referring to and learning from for other programs.

1.2 Research Objectives and Significance

This article analyzes the narrative techniques used by the Grammy Awards Ceremony in conveying information to the public, and conducts a cross-integration of multi-disciplinary research paths from the perspectives of narratology, semiotics, and mobile scenes, which has certain theoretical significance. Meanwhile, this article also explores that in the current era when various TV programs are booming, how the Grammy Awards Ceremony can capture users' attention resources and how it can innovate and develop is an urgent practical problem to be solved. The emergence of the Grammy Awards ceremony undoubtedly provides a highly forward-looking and pioneering development direction. Studying the advantages and predicaments of this new model of award ceremony can provide more constructive suggestions for its future development and also offer references for similar ceremonies. Finally, this article also emphasizes that the narrative approach of the Grammy Music Awards Ceremony comprehensively and three-dimensionally presents a gala model that closely follows the pulse of The Times and keeps pace with technology, bringing about many extended aesthetic values and aesthetic cultures of commodities. The award ceremony combines the form of awarding with artistic performances. The evening party is one form, the awarding ceremony is the theme, and art is the means.

As a pioneer and successful work of award ceremonies, the Grammy Awards provided a way of thinking for other similar galas. It was the most eye-catching way to blend the best of film and television entertainment. It offered many aspects worth learning from for the emerging award ceremonies. For instance, the gathering of big-name stars, the humor of style, the exquisite production, the unpredictability of the outcome, and the fashionable elements of fashion, etc. [2] In recent years, with the development and exchange of Chinese films with the world's film art and the rapid development of television films, various theme award ceremonies have been constantly emerging, such as the "Golden Eagle TV Festival", "Golden Rooster and Hundred Flowers Film Festival", "Touching China" and "CCTV Charity Night", etc. They have gradually become an aesthetic activity with a stable broadcasting cycle. It provides a referenceable model for the holding of award ceremonies in China.

2. Theoretical Background

2.1 Overview of the Grammy Awards Ceremony

The Grammy Awards is one of the most prestigious award ceremonies in the American music industry, hosted by The Recording Academy, aiming to recognize outstanding achievements and performances in the music industry. Since its first holding in 1959, this award ceremony has become one of the grandest events in the global music industry. The annual award ceremony attracts many well-known singers, musicians, producers, music industry professionals and others from all over the world to participate and watch. The Grammy Awards consist of 84 categories, covering a wide range of music styles and genres, including pop, rock, country, jazz, classical, Latin, R&B, hip-hop, and more. In addition to recognizing outstanding achievements in music performance and composition, the Grammy Awards also cover some social issues and cultural trends, becoming one of the important indicators of the music industry and popular culture. The Grammy Awards Ceremony is held annually in Los Angeles, USA, and is watched by audiences around the world through TV, live webcasts and other means.

The 64th Grammy Awards Ceremony was held at the MGM Hotel in Las Vegas on April 3, 2022. Three new awards were added to the 2022 ceremony, namely Best Global Album, Best K-POP Performance and Best Latin Pop Album. The performance guests include many well-known singers and bands such as Ariana Grande, Doja Cat, Tyler, The Creator, etc. Finally, in addition to the music performances and award ceremonies, the Grammy Awards ceremony will also cover some social issues, such as women's rights, racial equality, and the commemoration of some deceased musicians.

2.2 Narrative Strategy Concept

Narrative strategy refers to the means adopted by media in content production and dissemination to achieve specific communication effects, including structural strategy, visual language, sound effect symbols and cultural narrative, etc. For award ceremonies, narrative strategies not only shape the program format but also influence the audience's sense of participation and cultural identity [3].

2.3 Perspectives of Communication Studies and Cultural Industry

2.3.1 Radio and Television Studies

Radio and Television studies is a discipline that investigates radio and television media and their dissemination laws. In the narrative strategy of the Grammy Awards ceremony, the theoretical knowledge of radio and television studies is of

great significance for program production and dissemination. In terms of program production, the theory of radio and television studies can assist production teams in planning and designing aspects such as program content, form, and dissemination methods. In terms of communication, the theories of radio and television studies can guide production teams in choosing appropriate media, communication methods, and communication targets during the communication process [4].

2.3.2 Communication Studies

Communication studies is a discipline that investigates communication phenomena and their laws. In the narrative strategy of the Grammy Awards ceremony, the theoretical knowledge of communication studies mainly involves research on information dissemination, audience psychology, social culture and other aspects. In terms of program production, communication theories can help production teams understand the needs of the audience and create program content that suits their tastes. In terms of communication, communication theories can guide production teams in choosing appropriate communication channels and strategies to enhance the effectiveness of program dissemination [5].

2.3.3 Cultural Industry

The cultural industry refers to an industry that takes culture, knowledge, information, etc. as its foundation, creativity, design, entertainment, etc. as its core, cultural products and services as its main forms of expression, and is produced, circulated and consumed through market mechanisms. In the narrative strategy of the Grammy Awards ceremony, the application of cultural industry theories involves aspects such as creativity and design, marketing, and brand building. In terms of program production, cultural industry theories can help production teams enhance the creative level, brand value and market competitiveness of their programs. In terms of communication, cultural industry theories can guide production teams in choosing appropriate communication channels and marketing strategies to enhance the influence of the program in the market [6].

3. Narrative Subject and Theme Construction

3.1 Diversity

The diversity of the Grammy Awards is mainly reflected in the interweaving of music genres and cultural identities. On the one hand, the simultaneous performance of various music genres such as pop, hip-hop, electronic, country and Latin reflects the "equalized narrative" of music and weakens the dominance of a single genre. On the other hand, musicians from regions such as Africa, Asia and Latin America are gradually becoming the center of the stage. The newly added K-POP category and global music awards in 2022 further highlight the Grammy's emphasis on "cross-cultural dialogue".

This diversity is not only a reflection of the music industry structure, but also a media strategy: to meet the differentiated needs of global audiences through diverse content, thereby expanding the dissemination boundaries of programs.

3.2 Inclusiveness

Inclusiveness is an important theme in the narrative of the Grammy Awards. First of all, gender equality became the explicit topic of the evening party. Female musicians not only have a place on the list of winners, but also have more say in the stage performance and hosting segments. Secondly, racial diversity was emphasized in the performance and awarding ceremonies, with black music, Latino culture and Asian representatives fully showcased.

This inclusiveness has a dual communication function: one is to respond to society's demands for fairness and diversity; Second, enhance the cultural identity and emotional connection of the audience by shaping a "public issue stage".

3.3 Innovation

Innovation is reflected in the combination of narrative techniques and stage technology. The stage design, virtual projection and real-time interactive screens make the stage an "immersive narrative space". The integration of music and technology is not only an aesthetic innovation but also a survival strategy for the Grammy Awards in the media competition. By enhancing the audience's sense of participation through technological innovation, the gala has maintained a continuous popularity in the global media ecosystem.

4. Extension and Innovation of Narrative Threads

4.1 From "Award Mainline" to "Cultural Narrative Mainline"

The narrative logic of traditional award ceremonies often revolves around "award attribution", but the 2022 Grammy Awards placed more emphasis on "narratives beyond the awards". For instance, the concern for vulnerable groups and the emphasis on the healing function of music after the global pandemic have endowed the evening party with cultural significance beyond entertainment. This transformation reflects an expansion of the narrative thread: not only about "who won the award", but also about "why music is important".

4.2 Interactive Narrative with the Intervention of New Technologies

Virtual reality stages, holographic images and social media interactions have enabled narrative threads to no longer be unidirectionally transmitted but to resonate at multiple points. For instance, the interaction between the performance site and the online audience makes the audience part of the narrative. This kind of "participatory narrative" meets the audience's demand for the right to speak in the current media environment.

4.3 Narrative Support for Fringe Music and Newcomers

The Grammy Awards not only focus on mainstream artists but also incorporate new and niche music into their narratives, such as the nominations and performances of artists like Amaarae. Through "marginal narratives", the Grammy Awards have redistributed cultural discourse, thereby building an "open ecosystem" for the music industry. This strategy not only caters to the emerging audience group but also reflects the narrative layout of the award ceremony for "future music".

5. Cross-Media Narrative Communication Strategies for the 2022 Grammy Awards Ceremony

5.1 Star IP Entry to Enhance the Interactivity between the Audience and the Content

At the 2022 Grammy Awards ceremony, the entry of star ips became an important narrative communication strategy. By closely integrating star ips with music performances, awarding ceremonies and other elements, the audience's sense of participation and interactivity in the entire award ceremony have been enhanced.

Firstly, the entry of celebrity ips has enhanced the audience's engagement. At the award ceremony, star ips appear in various forms, such as hosts, performance guests, and award presenters. These star ips are all well-known figures to the audience, and their presence can attract more viewers to pay attention to the entire award ceremony. For instance, actors like Chris Evans and Tom Holland are the main characters in Marvel superhero movies. Their appearances have attracted the attention of many Marvel fans and enhanced the audience's engagement. Secondly, the entry of celebrity ips has enhanced the entertainment and interactivity of the program. The emergence of star ips has brought more entertainment elements and interactivity, such as the interaction between Chris Evans and Tom Holland during the award ceremony and Alicia Keys' performance. These elements made the entire award ceremony more vivid and lively, attracting more attention and participation from the audience. Finally, the entry of star ips has made the entire award ceremony more personalized and distinctive. Each star IP has its own unique personality and style. Their appearance makes the entire award ceremony more diverse and personalized. For instance, the performance of the renowned rapper Kendrick Lamar was brimming with the characteristics of street culture and black culture. His appearance made the entire award ceremony more diverse and inclusive.

To sum up, the entry of star ips was an important narrative communication strategy in the 2022 Grammy Awards Ceremony. The emergence of star ips has enhanced audience engagement, increased the entertainment and interactivity of the programs, and also made the entire award ceremony more personalized. The successful implementation of this strategy provides a good reference for other programs.

5.2 Leverage Digital Technology to Enhance Narrative Immersion and Interactivity

Firstly, the official website and social media platforms of the award ceremony have launched a wealth of digital content, providing more interaction and immersive experiences for the audience. The official website offers a variety of digital tools, including 360-degree panoramic roaming and virtual reality technology, where viewers can explore different scenes and elements. Social media platforms offer real-time interactive features such as live streaming, real-time comments and voting, through which viewers can interact and communicate with programs and other viewers.

Secondly, the award ceremony adopted some new digital technologies to enhance the narrative immersion. For instance, the stage background and lighting design employ technologies such as holographic projection and LED screens, integrating visual elements with the performance to create a more immersive viewing experience. In addition, some performers also use digital technology to enhance the performance effect, such as images and special effects created through virtual reality technology.

Finally, the award ceremony also adopted some digital tools to enhance the audience's participation and interaction. For instance, the official website offers a tool called "GRAMMY Connect", which provides viewers with a way to find and connect with other musicians and professionals. Audiences can establish connections and share music, stories and experiences, etc. through this tool. In addition, the official website also offers some digital tools and resources, such as online workshops and teaching courses, aiming to help audiences and musicians enhance their skills and knowledge.

Overall, the 2022 Grammy Awards Ceremony made some innovations in digital technology, aiming to enhance narrative immersion and audience interactivity. These strategies and practices not only enhanced the audience's engagement and interactivity, but also provided a more diverse and three-dimensional experience for the narrative of the award ceremony. This also provides some valuable experiences for other award ceremonies and music programs to draw on and learn from.

5.3 Multi-Platform Collaboration to Achieve Cross-Media Narrative Dissemination

Multi-platform interaction, as the name suggests, refers to the formation of a synergy effect through the interaction and complementarity among different platforms to achieve better narrative dissemination results. In the media communication industry, multi-platform collaboration has become a relatively mature concept. At present, the forms of multi-platform interaction are very diverse, mainly including multimedia interaction, multi-platform integration, cross-screen interaction, etc.

The practice of multi-platform collaboration at the 2022 Grammy Awards ceremony was highly successful. Firstly, the award ceremony offers multiple ways to watch, including TV, live webcasts, social media, etc., which greatly enhances the audience's sense of participation and interactivity. Secondly, among different platforms, the award ceremony also adopted various forms of interaction, such as real-time interaction between TV screens and social media. Viewers could vote, comment, and interact through social media platforms, making the narrative content more vivid and rich. In addition, the award ceremony also achieved smooth switching between different media, allowing the audience to freely choose their preferred way to participate and watch.

The practical effect of multi-platform linkage is very remarkable. First of all, it can expand the audience range, not only attracting traditional TV viewers, but also non-traditional audience groups such as young people and Internet users. Secondly, multi-platform collaboration can enhance the audience's sense of participation and interaction, which is conducive to improving the audience's satisfaction and loyalty. In addition, multi-platform collaboration can also enhance brand image and popularity, bringing more commercial value to large-scale events such as award ceremonies. In the future, multi-platform collaboration will continue to be a trend in the dissemination of large-scale events. With the continuous development of technology, new digital media platforms will keep emerging, providing more choices and opportunities for multi-platform collaboration. For instance, the application of virtual reality and augmented reality technologies will enable the audience to participate in the award ceremony in a more immersive way, thereby enhancing their experience. In addition, the application of artificial intelligence technology will also make multi-platform collaboration more intelligent and personalized, providing audiences with services and recommendations that better meet their individual needs.

6. Conclusion

This article mainly studies the narrative and communication strategies of the 2022 Grammy Awards Ceremony. In terms of the expression of narrative subjects and the construction of narrative themes, this year's Grammy Awards Ceremony emphasized the diversity, inclusiveness and innovation of the music industry. Through awarding ceremonies and performances, it presented a variety of different music styles and performance forms, demonstrating the richness and diversity of the music industry. In terms of the extension and innovation of narrative threads, this year's Grammy Awards ceremony has upgraded and continued the previous diverse threads, focusing on presenting the development trends of new and non-mainstream music. Through the application of new technologies, it has enhanced the interaction between the audience and the content. At the same time, the multi-platform linkage has also achieved cross-media narrative dissemination. In terms of cross-media narrative communication strategies, this year's Grammy Awards ceremony started with star ips and, through the application of digital technology, enhanced the immersion and interactivity of narratives. Moreover, the multi-platform collaboration enabled narrative content to resonate with each other across different media, achieving a broader communication effect. In conclusion, this study has revealed the narrative and communication strategies of the 2022 Grammy Awards Ceremony, aiming to provide references and guidance for other award ceremonies and the music industry. In the future, with the continuous development of digital technology and multimedia platforms, the narrative and communication strategies of award ceremonies will also be constantly innovated and improved, bringing audiences more wonderful audio-visual experiences.

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