

《TFboys和SNH48风靡中国 论养成系偶像为什么如此之“火”》

导读:一夜之间，仿佛大家都爱上了TFboys和SNH48。不管是组合，还是单人，几乎是微博热榜常年前三甲,粉丝数目十分庞大，微博热度也是久高不下，那么这些养成系偶像究竟为何如此之火？



With the debut of Chinese all-female idol group SNH48 at this year's Central China Television Spring Festival Gala and the appearance of Wang Yuan, a member of China's hottest boy group TFboys, at a UN youth forum on January 31, 2017, China's so-called "Fostered Idols" are just beginning to show their influence at home and as well as around the globe.

????????SNH48????????????????????TFboys????????2017?1?31????????????“????”????????????????

Thanks to the rise of new media and a preference for younger stars in China over the past two to three years, Fostered Idols, or yangcheng ouxiang in Chinese, have swept the country. TFboys has reached an amazing 60 million followers on China's largest social media platform Sina Weibo, while the top three SNH48 members together have more than 7 million followers.

“????”??TFboys????????????????????????????????6000??
 ?????????SNH48????????????????????

Different from traditional stars who remain out of fans' reach, these Fostered Idols are known as "idols that you can communicate with face to face."

These trainee idol groups regularly release self-produced videos or hold small intimate live performances that allow fans to get as close as possible, both physically and psychologically, to their idols.

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TFboys, who started as three untrained school boys, began to draw public attention in 2013, thanks largely to a number of video clips showing them training at singing and dancing that were posted online by their team. Wang Yuan in particular attracted global attention after he spoke about the importance of quality education at the UN Youth Forum.

TFboys????????????????????2013??
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As for girl groups such as SNH48 and 1931, they started attracting fans by holding regular shows at specific theaters, and later expanded to reality shows, TV productions and online games.

??????SNH38?1931??

New attempts

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Although TFboys and SNH48 started out as perfect replicas of the Japanese idol system, their managers have taken a more localized approach in recent years, such as allowing members to appear in local reality shows, star in TV dramas or release original music. In fact SNH48 took this localization to the extreme last year, by openly splitting with their Japanese roots.

????TFboys?SNH48??
????SNH48????????????????????????????????

Other plans involve tailoring groups to local tastes.

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China in recent years has witnessed a boom in ACGN (Animation, Comic, Game and Novel) culture, or two-dimensional culture as it is more commonly called. As such new groups tailored to attract fans of this genre are on the way. For instance, a number of new Fostered Idol groups set to debut this year, like YHBOYS - which has been criticized by netizens for being a copycat of TFboys - and X-TIME BOYS are all-boy groups.

????????ACGN??TFboys“????”
????YHBOYS????????“X-TIME BOYS”????????

Vowing to "target the country's two-dimensional cultural groups such as comic and animation lovers," Huang showed his confidence in the project, dubbing it "an innovation for China's idol-making industry."

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