

Superstar 231

Chapter 231: I am Zhang Ye, I speak for myself!

Afternoon.

At the unit's canteen.

During the meal, groups of two or three people from the WebTV department would eat together. During this lunch break, they would discuss Zhang Ye's new program.

"Hey, did you hear about it?"

"About what?"

"About Zhang Ye's new program!"

"Heh, I was just about to bring that up. I heard about it, too!"

"What's the situation? What's up with the newcomer, Teacher Zhang?"

"He submitted a new program proposal. All of you know that he's different from a typical host. The Leader has already granted him the right to plan his own program. But guess what program he came up with in the end? Don't even try to guess, for you would never get it because it doesn't exist in the country, no, the whole world.

Zhang Ye came up with something called a 'talk show', where he stands on stage and speaks to the audience. I was wondering, just anyone with some intelligence would know that such a program would not be interesting, right? Just like those interviewing programs, there would at least have to be a guest. It seems like he doesn't even plan on having guests and will be speaking by himself!"

"Come on, stop bullsh*tting."

"What do you mean, bullsh*tting? It's true."

"Zhang Ye was involved in the planning of 'Lecture Room', right? That program was good in quality. How can an experienced planner make such a low-level mistake?"

"You really don't believe it?"

"Old Zhang, I can bear witness. It's true."

"That's right. Many people now know of this so-called 'talk show', and what is unbelievable is that the Leader has approved it. It seems like they are letting Zhang Ye try out one episode. If the hits do not reach the required amount, it will be axed. I'm really wondering why the Leaders allowed him to create such a mess."

"Just letting him try an episode already illustrates the Leaders' attitude. They definitely aren't optimistic about it, or they would at least let it broadcast for more than ten episodes. You can't axe a program so quickly."

"Hur hur. I really wonder what Zhang Ye is thinking."

“He’s finished. Once the program is released, all the reputation that he had accumulated in the past will vanish.”

“That’s right. How is he going to maintain his viewership legend? After the program is broadcast, I even wonder if he can keep his job.”

“I could already tell that he was an imposter without any real abilities.”

There was no stop to these discussions. People used the term “talk show” as a topic of discussion during meals.

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Office area.

Zhang Ye returned from lunch.

Dong Shanshan was already seated at her desk. After seeing her old classmate, she looked up and said, “You are really planning on doing that talk show?”

Zhang Ye said, “Yes, of course.”

Ah Qian came over out of concern. He said, as if he was at a loss whether to laugh or cry, “Teacher Zhang, what is that program of yours actually? It’s... It’s too innovative, isn’t it?” He tried to be tactful with his words.

Zhang Ye had already responded to this question too many times today. He did not explain and just smiled. “You will know when you see it.”

Dong Shanshan asked, “The program has been decided upon?”

Zhang Ye said, “It’s decided. It will be recorded and broadcast next week. The site requirements and related stuff have all been requested.”

Ah Qian and Little Yu looked at each other and did not speak another word. They too were not optimistic about Zhang Ye’s program. Talk show? What the heck was that!?

Dong Shanshan glanced at him, “Zhang Ye, look at the internet.”

“On the internet? What’s that supposed to mean?” Zhang Ye asked.

“You’ll know once you get online.” Dong Shanshan pointed to her computer screen.

Zhang Ye sat at his computer and moved the mouse. He understood the moment that he took a look. It seemed like there was a leak in the news. Several media entities had already reported on the matter on the internet.

“Zhang Ye—A person whose fame got to his head! ”

“Weiwo’s bad move, Zhang Ye’s utterly terrible move! ”

“What a pity. I have always been optimistic about Zhang Ye; however, according to insider sources, Zhang Ye’s new program is an original program—a talk show. As for what a talk show is, I’m not very

sure. According to the informant, Zhang Ye's program is for him to tell jokes on stage alone, while the audience listens. I can't help but ask, what's wrong with Zhang Ye? Have his past accomplishments gone to his head? Why would there be such a bizarre idea!? Would anyone watch such a program? It is actually being broadcast next week?"

A few news articles had been published, and immediately the people who were keeping Zhang Ye on their radar erupted into an uproar!

"It can't be?"

"It must be fake news, right?"

"With so many people breaking the news, it has to be real."

"F**k, history lecturing is fine, but why is Zhang Ye telling jokes?"

"I can finally tell that Zhang Ye became famous all because of luck. He doesn't know a thing. He's finished. His reputation is completely ruined."

"He's too young."

"Not only is he young, he's arrogant!"

"The entire world doesn't have such programs, but you have to do it? Isn't this a joke? Only you are smart, while others are fools? Why didn't others do such a program if it was so good?"

They were full of criticism and doubts online!

Even Zhang Ye's fan club was the same!

A newcomer who had just joined the fanclub said, "You guys have fun here. I'm leaving the fanclub. If I want to hear jokes, can't I go to a joke website? Must I listen to you?"

Another newcomer said, "If this is what Z is going to do, then I'm dropping out, too."

"What jokes are there to say? And it's a program done by himself? Is there such a need? Teacher Zhang, I still support you, but can you change programs!?" a fan said.

A junior moderator said without much confidence, "Teacher Zhang definitely has something hidden up his sleeves."

The person responded, "What something? This program is completely meaningless. I don't even want to watch it. Talk show? I'm speechless!"

Everyone was full of doubts!

There were others who had always been against Zhang Ye that did not sit idle. They took the opportunity to curse and it was the kind of curse that flooded the screen!

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Closing the webpage, Zhang Ye laughed. Maybe he had not clearly demonstrated the true value of a talk show. Telling jokes? If it were that simple, talk shows would not have been so popular all over the world.

How could it be so simple? However, Zhang Ye did not explain. It was too late to explain already. What he needed to do was produce good results to let everyone know the true charm of a talk show!

Dong Shanshan looked sideways, "Feeling the pressure?"

"Pressure?" Zhang Ye shrugged, "Not at all. They can keep cursing if they wish to. I don't plan on explaining. We'll exchange blows through my program."

Dong Shanshan blinked, "You're so confident?"

Zhang Ye smiled without speaking a word. The answer was a resounding "yes"!

Was "Lecture Room" good? Was the program excellent? When Central TV broadcast it throughout the country by satellite, the highest rating it got for an episode was 0.5% or so. As the coverage was wide, it was definitely completely different from a provincial station's 8-9% ratings. If one could get a national coverage with 0.5% ratings, then that was already an amazing rating. However, compared to the talk show programs of his world, "Lecture Room"'s ratings could not compare. Amongst the top two talk show programs in the country, the highest rated talk show's average ratings was already more than twice "Lecture Room"'s highest rating. As for the second-ranked talk show program, "Lecture Room"'s highest rating could only barely compete with the program's average ratings!

The difference was this great!

Since Lecture Room could become popular in this world, was there any reason talk shows would not be successful? For this, Zhang Ye never had a doubt!

Outside.

A woman walked over, "Teacher Zhang Ye, Teacher Dong Shanshan. Your programs have been confirmed. The Leaders have instructed that the both of you should record a promotional clip that lasts about twenty seconds today. Follow me."

Dong Shanshan said, "Alright."

Ah Qian said, "I'll go, too."

Little Yu volunteered, "I'll also come help."

Zhang Ye followed, "Promotional clip? The program isn't done yet. How are we to do a promotional clip?"

"You might not understand," Little Yu explained, "Our WebTV's promotional clips are mainly to introduce our main hosts. Then we will mention the program's name. It's to get people to know the main host and the time of the program's broadcast. It's not a detailed introduction to programs as on television stations. Typically, the promotional clip will be aired after one of our WebTV programs finishes its broadcast. According to past practices, they will invite a few web hosts from our department to record the promotional clip together. Then they will broadcast it after their programs. It's also a way of building up recognition. If one has good social ties, it's even possible to invite every web host from our company. In this industry, we call this process endorsement."

Zhang Ye was stunned, "One needs to have good social ties?"

Little Yu smiled wryly, "That's right. As it's a free promotional clip, it's basically a friendship endorsement. Hence, if someone has bad social abilities with others, there might be fewer people willing to help endorse their program."

Zhang Ye knew that he was unpopular, so he did not have much hope for it.

There were not many people who paid him a lot of attention in the company. Now, there was unanimous criticism and doubts both online and internally in the company. None of them were optimistic about his new program, so who would help endorse him?

Two youths walked over. They were both very handsome.

"Eh? Teacher Shanshan, what are you doing?" a youth asked with a smile.

Dong Shanshan revealed a sexy smile and said, "Teacher Han, Teacher Gong, did you just came back from lunch? I'm going to record a promotional clip. It seems that I need to finish it by today."

Teacher Gong was momentarily surprised before he smiled. "Heh, why didn't you tell me earlier. It's no problem. Since it's not too late, I'll help endorse you."

Dong Shanshan said, "Will it be too much trouble?"

Zhang Ye could tell at a glance that these two people were web hosts from the company.

Teacher Han waved his hand, "No trouble at all. It's easy. We will definitely help you. Don't worry about it. I'll get a few other hosting friends. They will definitely support you!"

Dong Shanshan said with appreciation, "Then I'll thank you. I was just worrying about this matter."

Teacher Gong also laughed, "No worries. It's rare for new hosts to join our department. And what more, a beautiful host. Everyone will definitely be glad to endorse you."

Beauties were popular.

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Basement 1.

Recording Studio.

In order to have better sound isolation, the recording studios were built underground.

The moment they entered Recording Studio 3, Zhang Ye realized the facilities here were no different from a television station's. It was very luxurious, grand and professional. There was no lack to the equipment.

The middle-aged woman was likely in charge of promotional clips in the department. She invited everyone in and gave Dong Shanshan a script, "You'll record first?"

"Sure. I just need to read from this, right?" Dong Shanshan asked.

The middle-aged woman laughed, "Yes, just those promotional phrases."

Teacher Gong and Teacher Han came in after a while. They might have made a few phone calls. After that, three or four web hosts came over in droves. There were three men and a woman. They were in the same office, but seated at different spots, so Zhang Ye had met them before. They were not unfamiliar.

Dong Shanshan quickly thanked them.

“You’re welcome. It’s nothing.”

“Right, we must definitely help Teacher Dong.”

“We are all colleagues. It’s only right to help take care of each other. When I first came, everyone also helped me promote. We are a family after all.”

The three web hosts spoke very nicely.

There were seven to eight other employees in the room. Some of them were handling the lighting, while others were fiddling with the cameras.

Seeing that all the staff was here, the middle-aged woman said, “Let’s begin then.”

A woman went over to touch up Dong Shanshan’s makeup. Then the recording of her promotional clip began. After the lines were read and her program was introduced, the few web hosts went forward in an experienced manner. Some introduced Dong Shanshan, some praised her and some expressed appreciation for her program’s effects. Actually, the program had just been decided upon and had not been recorded, so how could the effects of the program be seen? However, it was just a promotional endorsement. Everything said had to be good.

It was finally over after an hour.

Dong Shanshan was covered in sweat as the lighting was very warm. “Thank you, everyone. Zhang Ye and I will treat you to dinner tonight. Everyone must show me face.”

Zhang Ye?

You are treating us together with him?

Then Dong Shanshan tried to take the opportunity, “Teacher Zhang Ye is a college classmate of mine. We were in the same class, so our relationship is particularly good. Zhang Ye is also here to record a promotional clip. Can everyone endorse him, too?”

Zhang Ye finally understood that the school belle knew that he wasn’t popular and would fail at inviting others to help him. She wanted to help him and this touched him.

The others realized why Dong Shanshan had said she and Zhang Ye would treat them. However, they really did not want to help Zhang Ye. No, it should be said that they could not help! They had also heard about the matter regarding the talk show. If not for that matter, giving Dong Shanshan and Zhang Ye some face was no big deal. After all, they were colleagues in the same unit. What harm was there in helping him?

However, the talk show had already been criticized to be a junk program by others. Now everyone in the unit, as well as netizens, was cursing it. Who would dare to help endorse Zhang Ye at this moment? Praise him? Praise his program? Wasn't this digging one's own grave!? They were certainly afraid that they would end up being buried instead. Once "Zhang Ye's Talk Show" was aired, or there might be no need to wait for it to be aired, the condemnation would spread to them as well, so who would dare to endorse him!

Teacher Gong said with some hesitation, "This... I have some work to do. I've been here for an hour, so I need to go back. I'm still rushing a new episode today."

"Me, too."

"There's no need for a treat. It's nothing. I'm leaving first."

"Teacher Zhang, sorry about that. I have some work to do."

A few people politely turned down the request.

The middle-aged woman who was in charge of this looked at them with worry, "Teachers, can't you help a bit? How are we to record if there are no endorsements?"

The few people remained speechless.

Dong Shanshan helplessly glanced at Zhang Ye.

Zhang Ye smiled at her and then said to the woman, "Big Sis, I don't need others to endorse me." Then he strode up to the lights. He did not need makeup and immediately said, "Let's begin recording."

The woman was stunned, "You are recording it yourself?"

Zhang Ye nodded, "That's right. I don't need any endorsing."

At this moment, Wang Xiong came in from outside. Maybe he was here to inspect. When he heard Zhang Ye's words, he pushed the door open with interest.

"Leader."

"Director Wang."

"Director Wang."

8-9 people greeted him.

Wang Xiong smiled. "Busy yourselves. I'm just looking."

The woman looked towards Zhang Ye and her questioning gaze was filled with wryness. Only when she confirmed it from Zhang Ye's eyes did she say to the camera man, "Then let's begin."

Dong Shanshan was also worried.

The other web hosts did not leave either. They wanted to see how he recorded a promotional clip that usually had others to endorse the program. Since he was so heavily criticized, and with no one endorsing or giving him publicity, how were you to do a program?

Zhang Ye was not angry and in fact appeared very calm. His colleagues were shunning him? They felt that his program was so terrible that they did not want to involve themselves with it? The netizens were cursing him? They were saying how he was young, how he was ruined and how he knew nothing? They felt that he would end up in a terrible state due to the talk show? Against all the doubts and criticism, Zhang Ye had not responded to any of them. Clearly, not responding was not his style!

“Three...two...one... Action!” the woman said.

As for the endorsement?

Do I need your endorsements?

Do I need you!?

Zhang Ye scanned his hosting peers and then looked at the camera and narrowed his eyes and said softly, “You only smell my cologne, but don’t see my sweat. You have your rules, I have my choices. You deny my existence, I decide my future. You mock at me having nothing, I pity how you always keep yearning. You show contempt for my young age, I will prove whose era this is. Dreams are paths destined to be forged alone, filled with doubts and mockery, but so what? Even if I’m all black and blue all over, I will also want to live beautifully!”

Everyone was stunned!

Dong Shanshan was stunned. Wang Xiong was stunned. That woman and the other web hosts felt a their goosebumps rise up when they heard his words!

Zhang Ye adjusted his necktie.

“I am Zhang Ye!”

“I’ll speak for myself!”

Chapter 232: “I’ll Speak for Myself” Released on the Web!

In the Recording Studio.

Zhang Ye had finished his introduction.

The cameraman looked at the calm Zhang Ye through the camera lens, dazed. All he heard were echos that reverberated in his ears. He had even forgotten to stop the recording!

“F**k!”

“This...”

“This endorsement...”

One second, ten seconds!

Suddenly, Wang Xiong from behind took the lead to clap. Then, very quickly, there was more and more applause, “Nice! Well said!”

With the Leader clapping, the rest snapped out of their daze. The middle-aged woman, who was in charge of this, began applauding. Dong Shanshan also began applauding. Even the filming crew also began applauding. The way they looked at Teacher Zhang Ye, who was being illuminated by the lighting, changed!

What a great Zhang Ye!

What a great “I’ll speak for myself”!

Be it Wang Xiong or the other web hosts, they were sure that a newcomer like Zhang Ye, who had just come, did not know anything about endorsement promotion. He was pulled here and placed in the limelight immediately. He would never have expected that no one wanted to help endorse him. Hence, without a doubt, Zhang Ye’s passage just now was clearly improvised on the spot! This amount of eloquence shocked everyone there! They suddenly recalled the comments made by people familiar with Zhang Ye on the web! He was not only a broadcasting host! He was also someone who did literature! This endorsement that caused the blood of people to boil..! Probably only Zhang Ye, amongst all the broadcasting hosts in the country, was able to say such a thing! Ignoring the hosts, even those literary professionals or those professional in planning would not be able to come up with that!

Zhang Ye nodded at the people who applauded him, “Thank you.”

The middle-aged woman was full of admiration as she gave him a big thumbs up, “Teacher Zhang, I have filmed so many years of endorsement promotions, but the promotional passage you just said is the best I’ve ever heard! There have never been any that I’ve seen like it!” She was the one in charge of finalizing and producing the promotional passages. She also did not take into account the opinions of the web hosts. She always believed that in this aspect, she and her team were the most professional producers. However, when she heard Zhang Ye’s “I’ll speak for myself”, she was completely convinced. He indeed lived up to his name. Zhang Ye was indeed as talented as the rumors said he was. Just that promotional passage alone was something that she would not be able to match her entire life!

Compared to the promotions she did in the past?

No way of comparing! That was the difference between heaven and earth!

The middle-aged woman looked towards Wang Xiong, “Director Wang, then it’s decided?”

“Wait,” Wang Xiong surprisingly did not agree. “Put it on hold. Wait for me for a while.” After saying that, he turned and left. It appeared that he went outside.

Oh?

Such a good promotional passage wasn’t good enough?

Everyone had puzzled looks on their faces. Only about more ten minutes later when Wang Xiong returned were they enlightened. It was because accompanying him was the WebTV department’s head, Feng Guiqin!

The moment Feng Guiqin came in, she said, “Where’s Little Zhang’s recording? Let me see.”

“Over here.” The middle-aged woman quickly rewound the footage to show the Leader.

Feng Guiqin and Wang Xiong went over and watched the entire footage.

After it finished playing, Wang Xiong chuckled, "Director, it's okay, right?"

Feng Guiqin remained silent for a few seconds before revealing a satisfied smile. She looked amiably at Zhang Ye, "It is far more than okay? It's extremely good!" Then she looked towards the middle-aged woman, "You must do this promotional clip of Zhang Ye's well. It cannot be so simple. Some change of clothes and background is needed. Increasing the budget for it is fine. Anyway, you must ensure the quality. It's best if it can be finished by today."

The middle-aged woman was stunned, "You mean..."

Feng Guiqin smiled. "We plan on promoting Little Zhang's 'I'll speak for myself' not only on our WebTV's website, we also plan to have it on other video website partners we have. It will be a form of advertising, so as to promote Zhang Ye's new program. It is also a form of promoting our WebTV!"

The other web hosts exclaimed upon hearing this.

Ignoring the site-wide promotion, they were even planning on spending money to advertise for Zhang Ye on various sites on the internet?

Weiwo Video was definitely not isolated. It would frequently advertise elsewhere. Most of the video advertisements were usually about the entire website; seldom were they focused on an individual host. Furthermore, it was given to Zhang Ye? Wasn't his program badly regarded by everyone? Even our staff and the Leaders lacked the confidence? Why were such good resources given to Zhang Ye?

However, upon careful thought, everyone figured it out. It was not that the Leaders suddenly had confidence in Zhang Ye's baffling talk show, but it was because Zhang Ye was particularly topical. Be it the plane hijacking or the criticism he faced on the web this time, he was a person of controversy. Criticism also meant exposure. Be it good or bad, it could increase attention and attract people. Hence, the Leaders came up with this decision. Furthermore, Zhang Ye's promotional passage, "I'll speak for myself", was extremely hot-blooded. It was even a strong response to the people who criticized and doubted him. If it was advertised on several websites, the effects would likely be good. It was likely that many people, who were focusing on Zhang Ye and his "I'll speak for myself", would end up focusing on their Weiwo WebTV. In that case, then the maximum value of this advertisements could be seen!

It was a very good strategic move!

Even if Zhang Ye's Talk Show was a complete disaster, it was no problem at all. The focus was on them and the talk show would be axed. However, the other programs would benefit from it.

The middle-aged woman immediately said, "I got it!"

Feng Guiqin said, "Alright, work on it," before she left.

Wang Xiong also exhorted a few words and chased after Feng Guiqin. He said with some regret, "Little Zhang's talent is really not bad. It's such a pity regarding that new program. Why did he want to make such a program?"

Feng Guiqin smiled. "I'm actually somewhat looking forward to it now. I really want to see the outcome of that talk show."

Wang Xiong blinked, "You think that it will succeed?"

"I don't think so." Feng Guiqin's footsteps were slow as she looked sideways to Wang Xiong, "But I think Little Zhang is quite interesting. His character and style are completely not a match for this industry, yet he can reach this stage today. His popularity is increasing by the day. Hur hur. This is a host with a lot of personal charm. So some of the things he does cannot be understood through common sense. At least, it cannot be understood by the common sense of our standards!"

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Zhang Ye spent the entire afternoon recording the promotional clip.

This promotional passage was actually from Jumei.com's commercial from Zhang Ye's world. The last line, "I am Zhang Ye", was originally "I am Chen Ou", the founder of Jumei.com. Back then, this commercial had caused a sensation in the advertising world. It was even more sensational online. Numerous people forwarded and revised it, with various versions of "I am XX, I'll speak for myself".

The effect of the publicity was surprisingly an astounding success. It could be said to be a miracle in the advertising industry and was extremely famous. With such a milestone in advertising, it was also the reason why Zhang Ye thought of the promotional passage of "I'll speak for myself" when he heard no one was going to endorse for him. He never expected that the company would sponsor such a large-scale promotion as a result of it. It was a pleasant surprise!

Actually, Zhang Ye was planning to experiment with one episode of the talk show. Although he was confident, it was still a format that had never been seen in this world before. Hence, he did not know if the first episode's artistic form of a talk show would be accepted by everyone. However, with the company fully supporting it through large-scale promotions, the first episode would definitely receive a lot of attention. It was basically giving Zhang Ye a form of insurance!

It took nearly four hours before it was done.

The director-in-charge was the middle-aged woman, but the promotional clip's production was delegated to Zhang Ye. This was because everyone looked up to Zhang Ye's ability in this field. So no one in the team treated him as an ordinary host, but treated him as an internal planner who was more experienced and capable than them. They sought his views regarding most of the shooting.

Zhang Ye had seen the original Jumei.com's commercial, so he knew that the advertising used to promote a product was not suitable for this setting. However, he could receive pointers from that and with his own opinions, he could execute it. The quality of the clip was very high. After the final cut was vetted by Feng Guiqin, Wang Xiong and the other Leaders, they were all very satisfied. There was even a Leader who made the decision to begin promoting it widely from today!

Why?

This was because they wanted to borrow the momentum of netizens' criticism of Zhang Ye!

If the criticism turned cold, with people forgetting about this matter, releasing "I'll speak for myself" would no longer have any meaning!

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Office area.

It was almost time to knock off.

Zhang Ye released his necktie as he walked in from outside. The moment he walked in, many envious and jealous gazes darted at him. Probably everyone knew that the company was going to enter wide-scale promotions using Zhang Ye's promotional clip. This was a treatment only the especially famous web hosts could receive. Zhang Ye was not a famous web host, so this naturally gave rise to a lot of criticism!

"Is he the Leader's relative?"

"I think so. Why is the company supporting him this much?"

"What do you mean, 'support'? If they really support him, would they only run his program for one episode? And they demand at least 500,000 hits for the first episode? There are less than seven programs in our company's entire WebTV platform that can have an average hit of 500,000 in a single episode. It would be a wonder if he can achieve that. That talk show will definitely be axed."

"Then why are they promoting it throughout the web?"

A female host who had seen the entire recording process said, "Hai, you will understand when you see that promotional clip. If others can make a clip of that standard, the company would definitely widely promote it, too!"

"Ah?"

"So awesome?"

"What sort of clip is it? That can't be necessary, right?"

"It should be aired tonight. We'll see. I really don't believe it!"

Chapter 233: Promotional Advertisement Published!

After working hours.

People packed up their things and left the office.

Dong Shanshan picked up her bag and stood up. She smiled at Zhang Ye and whispered, "I'll go buy some groceries first. You can work late, so that you can return to a ready meal. What do you want to eat?"

The moment food was mentioned, Zhang Ye became hungry, "Aren't you eating with the other hosts?"

"They aren't free today. We've decided on me treating them tomorrow." Dong Shanshan smiled.

Zhang Ye gave it some thought and said, "Anything is fine. Just cook whatever you are good at..."

Just as they were chatting, Ah Qian came over, "Teacher Shanshan, I drove today. Do you need a lift?"

Dong Shanshan did not reject him and stopped talking about dinner with Zhang Ye, "Oh, then thanks a lot. You just need to send me to the supermarket's entrance. I'm cooking for my maternal elder cousin today."

Ah Qian exclaimed, "I thought you previously said she was your paternal elder cousin?"

Dong Shanshan blinked her sexy eyelashes, "Did I?"

Ah Qian said in wonder, "Yeah, I was under the impression you said paternal elder cousin?"

"You must have remembered wrong. Alright, let's go." Dong Shanshan said.

"Hai, I've recently been busy with work. My mind is in a mess." Ah Qian really believed that he had mixed up things in his memories. He didn't say anything further and went downstairs with Dong Shanshan.

Zhang Ye also wanted to go home, but the moment that he lifted his butt, the female host he had met today came over. Zhang Ye had an inkling that her name was Wang Bei. She was a young host that was about his age. She looked pretty good, but her figure was far worse than Dong Shanshan's.

"Teacher Zhang," Wang Bei smiled as she approached.

"Teacher Wang, what's the matter?" Zhang Ye looked at her.

Previously, they had met when Wang Bei helped endorse Dong Shanshan in the recording studio. However, they had not spoken. This was the first time that they were having a direct exchange.

Wang Bei invited him, "Are you free tonight? Let's have a meal?"

Zhang Ye exclaimed, "Sorry about that. I already have an appointment."

"It's alright. We can have it another day, since there's plenty of opportunity." After they exchanged a few words, she went to the point, "Teacher Zhang, your planning and artistic skills have broadened my horizons. I really admire you. Next time, when it's my turn to promote the company, can you write a promotional tagline for me?"

Zhang Ye vaguely exclaimed, "Ah? Alright, alright. We'll talk when the time comes."

Although Wang Bei noticed that he did not give her a direct promise, she was still very pleased. After all, when Dong Shanshan had sought their help to endorse Zhang Ye, she had hesitated and did not rise up to the request. Instead, her request was somewhat abrupt. However, she was a woman, so she had the qualification to be a bit more abrupt than males. They could slowly develop their relationship as they got familiar over a few meals.

There were many colleagues who had not left at this moment. After hearing what Teacher Wang Bei said, everyone looked at each other. Although Teacher Wang Bei wasn't very old, she had been a web host for quite a few years. She actually sought a newcomer, Teacher Zhang Ye, for a promotional phrase?

"It can't be?"

"Teacher Wang Bei looks up to him that much?"

“Could Zhang Ye’s promotional phrase be so good?”

“I’m getting more puzzled about this. No way, I must watch it tonight. It’s just a promotional phrase. I heard no one helped Zhang Ye in his endorsement. What can he come up with alone? How good can such a promotion be? Teacher Wang Bei is being way too dramatic, right?”

“We’ll know tonight!”

“Right, I sure want to see what it is!”

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At home.

It was almost 7 P.M.

It was not easy to get a taxi, so Zhang Ye took public transport home. Upon opening the door, the fragrance of a hot pot came surging at him. The smell resembled his world’s “Kawasaki hot sauce”.

“You are back?” Dong Shanshan had already changed into silk pajamas with long sleeves and pants. She was busying herself in the living room, peeling apart a cabbage.

Zhang Ye rubbed his hands, “Yo, we are having hot pot?”

“That’s right. It’s easy. Wash your hands.” Dong Shanshan switched on the induction cooker.

“Alright.” Zhang Ye washed his hands and did not even bother changing his footwear and walked up to have a bite. He first scorched a piece of mutton and placed it in the seasoning sauce before putting it into his mouth. His face was full of pleasure. “Hu, nice. It’s been awhile since I’ve eaten Shabu-shabu!”

Instead, Dong Shanshan asked him something else, “Hur hur. How did you think of the tagline today?”

Zhang Ye waved it off, “It just popped up in my mind.”

“Back in college, you weren’t that good.” Dong Shanshan’s glanced at him charmingly. “That tagline made a woman like me feel my blood rush. You even received the sponsorship of the company to have wide-scale promotions for it. It will at least be on seven or eight video websites. The starting point is already higher than mine!”

Zhang Ye said, “It’s not that different. It’s about the same.”

Dong Shanshan ate a mouthful of Shabu-shabu, “What a pity. Your program is too dangerous.”

“You aren’t optimistic about it, too?” Zhang Ye did not turn upset but laughed instead.

Dong Shanshan said frankly, “I think it’s average. The selling point isn’t clear. There has been no precedent, so I can’t see what’s good about it, no matter what aspect it is. If we were just ordinary colleagues, I would definitely support and cheer you on, but we are old classmates for so many years, so I will definitely suggest that you change programs. But with your personality, you will definitely not heed my advice. Pretend I didn’t say it.”

Zhang Ye laughed, “I’ll not change it even if you killed me. I’m even hoping for the talk show format to go overseas.” The overseas market for talk shows was even bigger than the domestic market. If after his

program was released, foreign countries wanted to emulate his program to produce a talk show, they would have to give Zhang Ye royalties. When that happened, he would be truly the founder of talk shows in this world, as well as a pioneer!

How could he not want such a big slice of the pie? Was he an idiot!?

Dong Shanshan curled her lips, "You are even talking about overseas? Keep bragging then."

Zhang Ye smirked, "You don't believe? Then let's have a bet. What happens if my first episode exceeds 500,000 hits? If you lose, what do I get?"

Dong Shanshan leered at him, "You won a bet against me once, and you still want to patronize my business? Hur hur. I won't fall for it, unless your first episode exceeds a million hits."

Zhang Ye said without hesitation, "Sure, let's make it a million."

Dong Shanshan gazed at him with her watery eyes, "If you can't exceed it, what happens?"

Zhang Ye blinked, "If I can't exceed a million, the next time when you need a promotional phrase, I'll write you one. I'll ensure that it is of high quality."

Dong Shanshan ran her fingers through her smooth, wavy hair, "Alright, then if you exceed it, eh... I'll give you another kiss. Is that fair?"

"Sure. Let's settle on it." Zhang Ye agreed to it.

Dong Shanshan laughed, "I didn't notice it in the first place. When were you so perverted?"

Zhang Ye was speechless, "You were the one who suggested it! You were the first to say it on the plane, too!"

Dong Shanshan was confused, "I was the one who first suggested it?"

"Can that be false?" Zhang Ye said.

"You must have remembered wrongly. Come, let's tuck in!" Dong Shanshan began scooping the food.

Zhang Ye, "... Look at your mouth, lying every day with your eyes wide open. When this bro's talk show succeeds, see how I'll kiss you so strongly. Right, this time, I must send my tongue in. The last time, your kiss was too damn fast. This bro didn't even have the time to react. This time I have the experience, alright!?"

After the meal.

Dong Shanshan began clearing the dishes.

Zhang Ye knew his place and volunteered, "You've been busy all day. Let me do the washing."

"We've agreed on this previously." Dong Shanshan was adamant on this matter. "I'll buy the groceries, wash the dishes and do the laundry. It's in replacement of the rent."

Zhang Ye said, "Aiyah, it's fine if I wash every now and then."

“That won’t do. If not, I can’t stay here with my mind at ease.” Dong Shanshan held the utensils and used her perky hips to push Zhang Ye away, “Leave me alone.”

When Dong Shanshan was wearing slippers, she was shorter than Zhang Ye by a tiny bit. When her hips slammed into Zhang Ye’s thigh, he felt a huge amount of squishy pressure pressing on him. It intoxicated Zhang Ye.

“Alright then.”

“Go online and take a look. See if the promotions have been released.”

“Sure, but it shouldn’t be that fast, right?”

Zhang Ye took out a notebook computer from his room. Flipping it open, he used an internet browser to check every video website. It still wasn’t up, so he constantly had to refresh it.

After washing the dishes, Dong Shanshan dried her hands and walked over, “Is it out?”

“Not yet.” Zhang Ye said.

With a glance, Dong Shanshan said, “It’s useless to refresh the main site. Open any random video. The first ten or so seconds are the commercials. Let me do it.” She took over the mouse and clicked on an updated anime’s video. Then she waited for the commercial.

The first commercial was a shampoo commercial.

The second one was 15-second car commercial.

When the first scene of the third commercial appeared, Zhang Ye suddenly said, “It’s this. Heh, it’s really out. Watch the effect!”

Dong Shanshan was also pretty looking forward to it.

.....

At the same time.

After many people, who had their attention on Zhang Ye, saw the commercial that appeared on various video websites, they began to criticize!

“What? He is even being promoted?”

“Isn’t this Qi Yu Video? Why is there Zhang Ye’s commercial here?”

“Does he not feel enough shame already? This idiot! The company even dares to help promote him?”

“That whatever talk show really makes people speechless. How much hatred does Weiwo company hate Zhang Ye for them to give him such large-scale promotions? Are they afraid people are not cursing him enough!?”

“A youngster is indeed young!”

“Zhang Ye, I think it’s best you keep to your poems. Don’t make programs. You aren’t cut out for it!”

The criticism remained!

Then, Zhang Ye appeared onscreen!

There were many people in the background, as if they were pointing at Zhang Ye. They seemed to be cursing and swearing with their mouths. It looked like a replica of what was happening on the internet!

A man's voice, "Have you ever worked hard? All you have relied on is luck!"

Another youth's voice, "Rules are meant to be followed! They're not meant to be broken!"

Following that, a middle-aged woman's voice, "You are nothing! You are nothing at all! Give up! You will never succeed!"

The focus changed as Zhang Ye appeared clearly in the foreground who was facing the dozens of people. He looked calmly at the crowd and softly said, "You only smelled my cologne, but didn't see my sweat..." The scenes kept changing, to Zhang Ye working hard at work throughout the night, to a scene of him standing in the rain while looking towards the sky!

"You have your rules, I have my choices!"

"You deny my existence, I decide my future!"

"You mock at me having nothing, I pity how you always keep yearning!"

"You show contempt for my young age, I will prove whose era this is!"

"Dreams are paths destined to be forged alone, filled with doubts and mockery, but so what?" Even if I'm all black and blue all over, I will also want to live beautifully!"

At this very moment, all the criticism stopped!

The netizens watching the commercial stared blankly at the on-screen Zhang Ye!

.....

Many colleagues of the Weiwo WebTV department were in front of their computers. They all saw it the moment the promotional clip was released.

"Hehe, it's here!"

"There was really no one who endorsed him?"

"Just him alone? What a joke! Then..."

Immediately, Zhang Ye's advertisement appeared!

He adjusted his necktie.

"I am Zhang Ye!"

"I'll speak for myself!"

When his colleagues at Weiwo company heard his last line, they were all completely dumbfounded. They felt like a mouthful of warm blood was about to spew out from their mouths as the blood shot straight to their heads!

Once upon a time, they were young, too!

Once upon a time, they were also hot-blooded!

Dreams? They had mostly forgotten them, nor did they know when they had lost their drive to forge for their dreams. When Zhang Ye's passage was spoken, everyone suddenly seemed to see themselves, their young selves!

Endorsement?

I'll speak for myself?

Many people subconsciously began clenching their fists!

Chapter 234: National Buzz!

The moment the promotional clip, "I'll speak for myself", was launched, the criticism and curses aimed at Zhang Ye momentarily stopped. Many people watched the commercial in alarm until the end, while many professionals watched it with a surprised gaze! Different from when Zhang Ye only had activities in Beijing, this time it was promoted on several large video websites. It could be accessed across the whole world. Even Chinese overseas could see the promotional clip on a browser. The effects were naturally wider!

In every video where the commercial played, there were numerous comments!

"It feels so good!"

"Teacher Zhang, you are the best!"

"A commercial actually makes me want to roar out!"

"F**k, that's too awesome. Who did the commercial's planning?"

"I don't know. Right, there's a sole version of this commercial on Weiwo Video. Let me see...Ah, look at the end! Producer: Zhang Ye! Planning: Zhang Ye! It was a commercial made by Teacher Zhang himself!"

"What are you saying? Where? Why can't I see this commercial?"

"Just go to any video website and click on any video. How can you not see it? There would at least be one by just opening two, right? The promotion is pretty large-scale!"

"Your sister, I'm f**king a member in a few video websites, and it was automatically logged in. It's void of commercials! Forget it, I'll go to Weiwo Video and watch the sole version!"

"This is Teacher Zhang Ye's response! Hahahaha! The response was done too well! What a good 'even if I'm all blue and black all over, I will also want to live beautifully'!"

"I'll speak for myself? How f**king domineering is this!?"

“Teacher Zhang is impressive! He leaks out his dominance once again! There’s no way of looking at him straight!”

“The facts have proven that anyone who cursed at Teacher Zhang in the past would be smacked in the face by Teacher Zhang one by one! I believe there will be no exceptions this time! Talk show? I’m looking forward to your new program!”

“Just from this commercial, I will definitely support that talk show or whatever!”

“Teacher Zhang is really a man of God. Back then when he produced and directed that electricity conservation public service advertisement, he had created a stir in Beijing and the advertising world. This time, he has come out with another one?”

“It’s nice!”

“Why do I feel like crying after hearing it?”

“Me, too. I have no idea why tears are rolling down my cheeks!”

“In the past, I’ve never watched commercials, but this commercial tagline has moved me! I’ll give Teacher Zhang 10,000 Likes! You are the most special celebrity I’ve ever seen! You are different from all the other celebrities!”

“That’s right, the commercial is too hot-blooded. This is Teacher Zhang Ye! He is forever so different! He would never bow to anyone! He is forever so indomitable! If it were any other celebrity who was faced such doubts, they would definitely respond on Weibo or explain it to reporters as they try their best to reverse the situation, telling people that their program isn’t worthless and how good it is. However, Teacher Zhang Ye doesn’t do that. He doesn’t even make any response in a public setting, but does it through a f**king commercial! This was a response? No, I don’t think so. Teacher Zhang Ye is not responding, but challenging others! ‘So what if I’m doing such a program, if you aren’t happy, try biting me’. Haha. When I was watching the commercial, this scene of Teacher Zhang Ye saying these words kept appearing in my brain a countless number of times! Such true disposition! How many people in the entertainment industry can be like Zhang Ye with his words and actions?”

“Hehe, Zhang Ye has always had such a personality!”

“It’s because of this that I like him! He dares to speak and act it out! He dares to curse and fight! So fun!”

“That’s right. We don’t have the guts, nor the nerve. We can’t be like Teacher Zhang Ye, which is why we like him!”

“Zhang Ye, I love you! I’ll forever support you! Ignore what others say! Do your program well! Let those people see whose era this is!”

“I’ll speak for you!”

“Zhang Ye, we’ll speak for you!”

Many of Zhang Ye’s fans managed to turn the tide. Previously, they had been overwhelmed by the criticism, but now they shouted their battle cries like they were on stimulants!

Those who specifically defamed Zhang Ye immediately shut up. Even if some of them carried on defaming him mindlessly, they were quickly drowned. Amidst this, a figure amongst those who returned the curses would always appear. A professional warrior for five decades, Big Saber Bro had arrived!

“You retard! I was busy the past two days and couldn’t come online! I’ve finally caught you! My large saber is again again again again again again again again again again again again again again again again unable to endure the thirst!”

This passage was sent out 37 times by Big Saber Bro!

Anyone who criticized Zhang Ye was met with a copy-paste of the text by Big Saber Bro!

Some people felt the pressure from the war and reported it to Weibo’s management. However, this only resulted in Weibo deleting or hiding the words Big Saber Bro used to curse. He was not banned or muted. On the other hand, those who criticized Zhang Ye ended up being banned for their harsh criticism!

Big Saber Bro carried on duplicating the posts. He alone was like a ten thousand-man army as he cursed back at them!

Zhang Ye’s fans welcomed it greatly!

“Haha! Big Saber Bro is so fierce!”

“Why is the gender listed on Big Saber Bro’s profile ‘Female’? Is this real or not?”

“It has to be fake. When has there been such a fierce female comrade!?”

“He wasn’t banned, despite so much cursing? It looks like Big Saber Bro has connections high above!”

“Maybe it’s because it’s too chaotic, so the Weibo administrators can’t keep up with it?”

The war of words reached a crescendo once again. However, this time, it was the complete victory of Zhang Ye’s supporters!

As the commotion carried on, finally a Weibo-verified professional posted a statement. His verified information wrote that he was Xuanyu Company’s famous commercial planner. He posted on Weibo, “I just saw the promotional clip, ‘I’ll speak for myself’. I could not calm my mood for a very long time. Hence, I decided to write something. This commercial goes against a lot of common sense and makes many professional commercial errors. If I were to list them all and criticize them one by one, the flaws many trash or poor quality commercials had could be found in it. For example, making a lengthy presentation. It is taboo for a commercial to do so. And this commercial is purely the kind that has a lengthy presentation. It is all talk from beginning to the end. And for example, the focus of a commercial’s main purpose is to highlight the core thing that will be advertised. What are you advertising? What are you trying to tell everyone? From this commercial, clearly, the core thing being advertised is the program, a talk show program. However, ‘I’ll speak for myself’ did not do so. It only wrote what time ‘Zhang Ye’s Talk Show’ would be aired at during the ending scene. It was shown for 1.5 seconds. Not a single word was said about it!”

Weibo limited the number of words, so the post was cut off here.

Many of Zhang Ye's fans saw this and were about to reply when that person carried on his message.

The commercial creative carried on, "For something full of flaws and completely baffling, with its poor manner of speech that any professional will find fault with, yet, in the end, the commercial is so good! Without a doubt! This is the best commercial clip I have seen this year!"

"Haha!"

"That was a godly reversal!"

"I thought you wanted to criticize Teacher Zhang!"

"Bro, I was just about to curse you. Thanks to the later Weibo post appearing before I posted mine. I nearly caused a misunderstanding!"

The advertising creative posted, "Why would I criticize Zhang Ye? Teacher Zhang Ye is a genius... No, maybe describing him as a prodigy is more accurate! I never concerned myself with his other matters. I do not like to watch television or read poetry, but I have seen Zhang Ye's public service advertisement. Back then, I was shocked just like today. Sometimes I wonder and am curious... Why would a bunch of professional advertising creatives like us be inferior to a layman who is a broadcasting host? Later on, I came up with a conclusion. Some whizzes cannot be measured using common sense. Maybe it is because Zhang Ye is not in the advertising industry that allows him to see things more clearly. He is not limited by the existing lines of thought, which results in him being able to produce outstanding commercials one after another. For example, 'I'll speak for myself', if we don't look at the product but just the advertisement's proposal plan, I believe that any professional will think lowly about such a baffling commercial. It is completely contrary to our textbooks and what our teachers teach; however, Zhang Ye managed to do it! He broke the conceptions and understanding many of us advertising creatives have towards advertisements! Maybe it is time for us to reflect on ourselves. Will a commercial be good if we keep repeating what the textbooks teach us?"

At this moment, Zhang Ye, who was at home, replied, "Bro, you've flattered me. I'm not as good as professionals like you. I was just haphazardly doing it based on feel."

It was as if the advertising creative did not expect Zhang Ye to reply him as he hurriedly answered, "Is this really Teacher Zhang Ye? Hur hur. You are being too modest. You may not know. The public service advertisement of yours from back then has often been used for discussion and practice. It has been treated as teaching material in our advertising world. Also, this commercial of yours today will probably not need to wait till tomorrow; it will definitely be spread throughout the advertising circles by today. It will definitely be analyzed and studied by countless numbers of advertising creatives!"

Below, several advertising creatives and administrator level staff of advertising companies responded. Some praised him, while others tried to recruit him into the advertising industry for development.

Previously for the electricity conservation advertisement, there were already people throwing out an olive branch at him. However, Zhang Ye did not plan on going. His dream was to become a superstar, and not in the advertising industry, so he rejected them nicely once again.

There was buzz on the internet!

A solo commercial clip of “I’ll speak for myself” was posted on Weiwo Video. The hits also increased, surging upward at an incredible speed!

100,000 hits!

1,000,000 hits!

2,000,000 hits!

And this was just the statistics of the video alone. There were many others who watched the commercial on other video websites. Those were not counted in this statistic!

Even a large number of official programs of Weiwo WebTV would not get two million hits in a day, whatmore that this was just a commercial clip! Who would have expected that a commercial, a short commercial clip which did not have any specific content of the program, had detonated the entire internet? It had attracted such a massive number of hits and a shocking amount of attention?

“I am Zhang Ye!”

“I’ll speak for myself!”

That night, this phrase made many people in the country know of Zhang Ye’s name!

Chapter 235: Zhang Ye’s Fashionable Body!

That night.

In the living room.

Dong Shanshan looked away from the computer and smiled. “This time, you’re famous.”

“I won’t be that famous.” Zhang Ye replied matter-of-factly, saying, “In the end, we still have to see how my program does.”

Dong Shanshan made a no with her finger. Her crystal nails were swaying left and right in front of him. The reflected light was flashing into his eyes, “A yard is a yard. What I’m talking about is your commercial. Hur hur. Will you believe it if I say that today’s ‘I’ll speak for myself’ will bring you more fame than three or four episodes of ‘Lecture Room’? Although ‘Lecture Room’ was broadcast on TV and there are even video clips of it online, the people who watched it were mainly 80-90% residents around Beijing. Even if there were people from other regions who watched it online, the numbers are still in the minority. But this time, it’s different. Weiwo helped you to advertise this on other online television stations. If it were any other ordinary production, then it would surely not be able to compare with advertising on regular television networks. Even a local television station has more reach than online television stations. But the problem now is that you are a hot topic for discussion; everyone is talking about you. Under such circumstances, advertising will get you noticed more than on traditional television networks. The advertised subject is even you. As of now, a number of people in the country who did not used to know you will already know your name!”

Zhang Ye was very satisfied with the promotions. Other celebrities might not place much importance on such things, but Zhang Ye was different. He did not have the good looks of other people, so he could

only depend on other ways to make up for it. For example, this promotional advertisement. Zhang Ye did not want to give up on any chances at becoming famous!

Commercial?

Even a commercial was so well done by him!

“Hey, it’s already 9?” Zhang Ye looked at his watch.

Dong Shanshan patted her mouth as she yawned, “Alright, I’m sleeping first.”

Zhang Ye acknowledged, “Go wash up first. After you are done, I will take a shower and then prepare to sleep. I need to wake up earlier tomorrow, to prepare for the new program.”

“Me, too. It’s time to busy myself tomorrow.” Dong Shanshan did not close the door after walking into the bathroom. She stood there, brushing her teeth, when she suddenly recalled a matter. She said with her mouth full, “Oh, right.” After spitting out the toothpaste and rinsing her mouth, she washed her face and removed her makeup, “My program’s name has been decided. It’s called ‘Online Talents’. However, we haven’t thought of a slogan. Tomorrow, my program will be promoted within our website. Think of one for me?”

After some thought, Zhang Ye said, “Why not ‘believe in your dreams, believe in miracles’?”

Dong Shanshan thought about it for a while, “Okay, this is good. Then it’s decided it will be that. Hur hur. Your brain is still better at this when your mouth is already not bad!”

This promotional slogan was actually from Zhang Ye’s previous world’s “China’s Got Talent”. He did not change a single word and gave it to Dong Shanshan directly.

After showering, Dong Shanshan wrote down the promotional slogan that Zhang Ye gave to her and then went back into her room to sleep.

Zhang Ye went to have a hot shower instead. When he came out, he took the laptop back into his room and laid down comfortably in bed while he continued browsing on his laptop.

“@ZhangYe.”

“Summoning Teacher Zhang!”

“Has Teacher Zhang slept?”

This was the headquarters of Zhang Ye’s Tieba group. The number of fans now was now more than ever. There were already 16,000+ fans in all. It was different from those millions or 10 millions that you see on Weibo; those were just follower numbers and were not as indicative as they looked. Here in Zhang Ye’s fan club, a majority of them were hardcore fans. Simply saying, they were the types who would do things for their idols, and were not those who looked on just for the entertainment. His fan club had a sense of cohesion. From the time when he was taken away by the police, he had experienced it already; everyone was very united!

Zhang Ye could disregard replying to those undedicated fans on Weibo and just enjoy reading the posts. But in his own fan club, he definitely had to be more concerned.

“I’m here. Almost about to sleep,” Zhang Ye replied.

A junior moderator said excitedly, “Haha, we have bombed Teacher Zhang out of hiding!”

The next person to follow the thread had an avatar of a little girl hugging a doll. She shouted, “Wow, this is the first time seeing him live! I’m so excited! Teacher Zhang, I love you, I love you!”

“Heavens, I’m actually so close to Teacher Zhang Ye!”

“There’s no more first! Touching Teacher Zhang through cyber space!”

“Is Zhang Ye someone for you to touch? I was inspired by his commercial today!”

The Tieba moderator said, “You guys are such spoilers. Maybe because you all have just joined, so you all don’t know. But Teacher Zhang comes here very often, so you all will see him very often in the future. Let me say what I want to say first, Teacher Zhang. ‘I’ll speak for myself’ is too great. Didn’t you used to always mocked your own works after you have released them? You didn’t have any works recently, so we couldn’t join in the fun. Our enthusiasm has taken a blow!”

Thinking back, under Zhang Ye’s lead, his few poems had literally all been adapted by everyone. They had a lot of fun without getting tired of it for a long time, so now did they get addicted?

Zhang Ye was amused, “Alright.”

“Is that true?”

“Haha! Waiting!”

“What’s self-mockery? What are you talking about?”

“Upstairs must be new at a glance. Hehehe, Teacher Zhang’s self-mockery and everyone modifying his works is a traditional affair of our fan club. You can only see such things happening with Teacher Zhang!”

“Amazing!”

“Me, too. What is it?”

“Watch and see!”

Seeing his fans clustering around, Zhang Ye did not remain perfunctory. He directly posted a thread in Tieba, “You only see my weight, but didn’t see my efforts. You have your muscles, I have my belly. You mock at me having unfit and fat arms, I pity how you lack the joy of dieting. You show contempt for my body, we will prove whose era this is. Dieting is a path destined to be painful, filled with rebounds and figures going bad, but so what? Even if I faint from hunger, I will also faint beautifully! I am a fatty, I’ll speak for myself!”

Chen Ou’s commercial?

No! It should be called Zhang Ye’s commercial now!

After everyone saw Zhang Ye’s new version of “I’ll speak for myself”, everyone burst out laughing!

“Pfft!”

“I burst out!”

“Hahahaha!”

“Teacher Zhang, you’re too funny!”

“You have your muscles, I have my belly.” Haha! Do you need to be so humorous! I’m dying from laughter! This is what all of you mean by self-mockery?”

Suddenly, the fans continuously posted!

“Let me try one.... You only see my grades, but didn’t see my hard work. You have your test papers, I have my answers. You mock at me for not have good grades.....I am a student, I’ll speak for myself!”

“Haha!”

“Upstairs, you’re awesome!”

“So well-written!”

“Let me try too!”

Everyone began posting modified versions and were very happy!

Finally, someone reposted Zhang Ye’s fatty version onto Weibo. At once, over 10 thousands of people came to view it. From Weibo to Tieba, everyone started doing their adaptations. With Zhang Ye’s lead and the increasing momentum of adaptations, Zhang Ye and his advertising promotion had a further increase in popularity!

“You guys are humorous!”

“Teacher Zhang has self-mocked himself again? Then you must count me in!”

“I am flat-chested, I’ll speak for myself!”

“I’m a bitter idiot, I’ll speak for myself!”

Similar formats were now being posted all over the fan club Tieba. Some even visited in curiosity, but stayed on and joined his fan club!

Everyone played together!

They all joined in the fun and pranking!

Zhang Ye was very satisfied. Looking at his fans and some others who had scolded him before having fun together made Zhang Ye very happy. The entertainment industry might look very treacherous like deep waters to others. The people in it were unscrupulous and the inner workings were complex. But in Zhang Ye’s eyes, the entertainment industry was in fact very simple. We entertain you, you entertain us; that was all there was to it.

Hey, hey, hey!

You see!

Look how philosophical this bro is!

Chapter 236: Program Title Introduction, "I'll Feed a Bag of Salt to Myself"!

The next day at work.

At the office, almost everyone had come to work already.

"Hey, Zhang Ye's here."

"Did you all see it yesterday?"

"Of course! It was really awesome like they said."

"No wonder the company spent so much money to advertise for him. Did you hear? Our web portal had an 8% increase in traffic yesterday night!"

"Only now do I believe that he is really, really, capable!"

"He's so good at program planning, like with 'Lecture Room' or those public service advertisements and even 'I'll speak for myself'. But why is that new program that he is preparing so obscure? If you don't seek death, you won't die. Can't he plan up a proper program nicely? Why must he attempt this baffling talk show thing? Even if his promotion was so successful, I am still not convinced of his new program."

"Yeah. Sigh. Such a good promotion has gone to waste!"

"In my opinion, they should have just done the promotion for other hosts instead!"

"Sigh. Zhang Ye is here. Hush, let's not talk about it anymore."

.....

Zhang Ye walked into the office.

"Teacher Zhang, good morning." greeted Wang Bei who was seating in the center of the office.

Ah Qian and Little Yu also said good morning to Zhang Ye.

Zhang Ye greeted back everyone. He then nodded to Dong Shanshan, who had left the apartment a little earlier than him, before taking his seat at his desk.

Outside, Wang Xiong came inside to look for two people. After delegating some work to them and sharply criticizing a host who did poorly in recording yesterday, he finally came over to Zhang Ye's side, "Little Zhang Ah."

Zhang Ye stood up, "Leader."

Wang Xiong patted him on the shoulders and said with a warm expression, "Well done! Yesterday's advertisement had a really desirable effect. You should follow up on your program tightly; there aren't many days left." Saying that, he handed him a list, "This is our staff listing. You will be in charge of assembling the program team. Choose your team so that we can start work the day after. You will need to prepare the stage, script and the program introduction amongst others. Pay close attention to it."

Zhang Ye nodded, "I will."

Wang Xiong walked off as Zhang Ye looked through the list.

It was filled with the names of many members of the staff. They included details of their positions like copywriting, planning, directing, etc.

Zhang Ye also saw Ah Qian and Little Yu's name. He only knew the two of them, so he looked over to them, "I need to assemble a team for my program. You guys?"

Ah Qian replied, "I'm already in Teacher Shanshan's team."

"Me, too. Sorry about that, Teacher Zhang." Little Yu said apologetically, "'Online Talents' will be starting preparations today, so....."

Zhang Ye smiled. "It's okay. I will ask around."

As he said that, he looked at a name and asked, "Is Xu Neng around?" This was a program director's name.

A youth heard his name and stood up to walk over, "That's me."

Zhang Ye said, "My program is starting preparations soon. If it's convenient for you...."

Xu Neng made a sound and said, "Teacher Zhang, sorry, but I have already been appointed as deputy director on two programs. The workload is very heavy. I can't take on another role."

"Well, that's fine then." Zhang Ye looked at the name list again. This time, he found a 50-something-year-old comrade. He hoped an experienced comrade could lead the team.

When he found him finally, the experienced producer did not seem interested. He replied to him without enthusiasm, saying, "I still have work on my hands. You should find someone else."

After asking several people, all of them said that they were busy!

Zhang Ye was initially patient, but in the end, he ended up becoming frustrated!

Busy? A good program did not require pushing for hires. Everyone would rush to join instead. Because when a program ended, their names would be credited. The experience and credentials gained could help bolster up their resumes when they wanted to job-hop to other companies. But right now, these people were all dodging him! It was simply because they were not confident of his talk show segment and did not want a share of it because of what could happen if it failed!

Dong Shanshan suggested an idea to him, "You don't need to ask them for their opinion. Just put down their names and give it to the Leader. They would have no choice then."

Ah Qian also agreed, saying, "Correct. You are the program team's highest decision maker."

Dong Shanshan's new program was headed by an Executive Producer who was in his forties. The members of the program team had been decided by that Head Producer. Dong Shanshan only gave suggestions, but she did not have the authority to decide on it. However, Zhang Ye was different. To headhunt him, who was both great as a host and a program planner, the company had given him preferential treatment. For example, he had the freedom and absolute authority with regards to the

program. This was not treatment any typical newcomer would receive. In WebTV, only the hosts who had been famous for a long period of time could be given the title of Executive Producer.

However, Zhang Ye said, "There's no need."

"Then how are..." Little Yu asked.

Zhang Ye finally put down his words, "If no one wants to, I will do it on my own!"

Ah Qian said in shock, "On your own? How can the team's work breakdown be..."

Then, they could only stare in a dumbfounded manner as Zhang Ye filled in his name in all of the team list's columns. Executive Producer – Zhang Ye. Director – Zhang Ye. Overall Planner – Zhang Ye. Technical Advisor – Zhang Ye. Costume Design – Zhang Ye. Stage Setup – Zhang Ye. He wrote his name closely in all the columns, ignoring the dumbfounded stares of his colleagues. Zhang Ye then directly brought the list to Wang Xiong's office and submitted it.

Wang Xiong took a glance and nearly fainted, "Little Zhang, what do you mean by this? I know you are multi-talented, but do you need to go this far? Is this because they don't want to join your program team?" Saying this, Wang Xiong's face also scrunched up, "Don't worry. Just fill in their names. I dare them not to come!"

Zhang Ye heart warmed up as he said slowly, "Leader, a forcefully ripened fruit does not taste sweet. I will be fine alone. Just give me a few cameramen and lighting assistants and I will do the program well!"

Wang Xiong said in worry, "Besides them, I will find a few more people for you."

"It's really alright, Leader. Thank you. My program will be handled better by myself. If there are too many people, it will be counter-productive instead," Zhang Ye insisted.

Wang Xiong hesitated for a moment, then smiled bitterly, "Alright then. If you say so. Then it is set. The cameramen and other crew will be arranged for you. The other departments will also coordinate with you at your convenience. The costumes and program intro filming will be prioritized for you and Dong Shanshan's programs!" After saying all that, he gave Zhang Ye a document, "Go to Studio 7. From today until the first day of your program's recording, it will fully belong to your production team. No one will be sharing it with you, so as to let you get the place up and running. If your program really gets the approval, only then will we arrange for the studio to be shared with others. The set's layout will be adapted to whatever program is being recorded. After all, our recording studios are not abundant, so it gets a little tense."

Zhang Ye said, "I understand."

"Give this document to Supervisor Wang. He will arrange the rest for you." Wang Xiong said.

.....

Before noon.

Soon, all of the department's staff heard of the shocking news. As many people did not wish to be in Zhang Ye's production team, Zhang Ye filled in almost all of the team's positions with his own name in a fit of anger. Eventually, even the Leader had approved of it. This made everyone at a loss of whether to

laugh or to cry. They thought that with such a tantrum, if it were left to Wang Xiong to arrange, who would dare not turn up? They could not possibly turn it down either. A new program would definitely need a proper team. But who would have thought that Zhang Ye was so indifferent — They don't want to come? Then I don't even f**king want them! With Zhang Ye's move, it had left many in the office feeling awkward and feeling bad.

Wang Bei was speechless, "Teacher Zhang, you can't handle it all by yourself!"

Ah Qian also said, "Yeah, you only have a pair of hands and legs. How can you handle so much work? This.... There's even a lot of specialized positions in the team. You..."

Zhang Ye knew they meant well, but he had already decided. Understaffed? Then he will just work overtime for a few more days. Specialized jobs? Well, he had spent some time working at the television station, so it wouldn't be difficult for him. Zhang Ye felt that he could handle it well, "I will be fine by myself."

Dong Shanshan looked at him, "You know how to pick the costumes?"

Zhang Ye replied, "It will be a suit and tie for every episode. Every episode will have different colors."

Little Yu was also sweating when he said, "How about the set layout?"

Zhang Ye, "It's in the proposal. I've already written out the setup I want."

Dong Shanshan rolled her eyes, "You can't possibly do the post-production, too, can you?"

Zhang Ye said matter-of-factly, "My program will not require any post-production. As long as the audience shots and my shots are planned out properly, there won't be any shots to edit."

The surrounding colleagues had all heard this.

Bullshit! You really know how to bullshit!

Of course, they didn't believe it. But those who had ever worked with Zhang Ye before, like Hu Fei, like Xiao Lu, Dafei and gang, would definitely know Zhang Ye's claims were true. His recorded programs really did not need any post-production. All of the shots and sequences were all controlled by Zhang Ye's pacing. Not even a second of additional footage would be recorded. It was because Zhang Ye's broadcast program was already a finished product from his previous world. It had already been edited by the professionals from that world and all that was left was the essence. Zhang Ye had used the finished product, so, of course, there won't be any mistakes!

Everyone continued to advise him.

But Zhang Ye was stubborn. He did not listen. Actually, in his heart, he just wanted to prove them wrong. Hur hur. You guys don't have much hope for this bro? Sure, then I will show all of you! Even if this bro is alone, he will be able to make this program great! At that time, let's see who still dares to talk trash!

Before afternoon, Zhang Ye had found Supervisor Wang. He then went over to Studio 7, which temporarily belonged to him. The audience's seats were all in place. The lights were also already set up.

All he needed to do was to decorate the stage a little and it will be ready for recording. Zhang Ye had decided by now that for the next few days, this would be his office.

After lunch, Zhang Ye did not idle. All of the work to be done rested on him. He did not have any time to waste, so he began his first task, a task that was supposed to be handled by the Director or Deputy Director and the Marketing Planner — the making of the program's title introduction.

Zhang Ye found the middle-age woman who had previously handled his promotional advertisement. He had known by now that this woman was called 'Sister Four'. As her husband was also working in Weiwo company as the Deputy Supervisor of Logistics, his popularity was rather good. Everyone liked to call her husband as 'Brother Four', so 'Sister Four' naturally became her title, too.

Staff room.

Zhang Ye navigated left and right through the mess, "Sister Four? Is Sister Four here?"

In the small office, Sister Four looked up with a pair of disposable chopsticks in her mouth, "Oh, it's Teacher Little Zhang?" She was just having some soup dumplings.

Zhang Ye smiled. "I need to record a title introduction for my program."

Sister Four acknowledged, "Sure. Give me a few seconds." She took her dumplings and stuffed them whole into her mouth. She probably got scalded by the hot soup since she gasped with her tongue out of her mouth. Then she stood up and called for a few people, "Li, Wang, time to work." They brought along their equipment and followed Zhang Ye.

When they passed the costume department, Zhang Ye made a quick detour inside. He greeted the person in charge and choose a few suits of different colors quickly. He also took a few neckties and bowties of different colors. Then, he put them on a rolling clothes rack and rolled it out along towards Studio 7.

Inside, the few of them were stunned.

Sister Four asked, surprised, "Hey, why is there only you?"

Zhang Ye laughed, "It's just me."

"What about your production team? The Deputy Director? Who is in charge of the introduction title planning? Without it, how can we film?" Sister Four and her team were from the filming department; they did not need to do any planning.

Zhang Ye replied, "The Overall Director and Planner is me."

After explaining a little, Sister Four did not know whether to laugh or to cry, "You're really fantastic. Your guys from the WebTV department are really great, too. They are too snobbish. Who says that your program won't make the cut? They are even dodging their responsibilities out of fear? Little Zhang, Sister Four supports you. Make a program with an average rating of 500,000 views to show them. I will take care of the camera filming. Your program will broadcast on Monday? Filming will be done on Sunday? I will pick a few cameramen with the best skills and report to you on Sunday!"

Zhang Ye was in a good mood, "Then I will say my thanks first?"

“Don’t be so polite. Just tell us how you want to film the title introduction.” Sister Four asked.

Zhang Ye had already planned it, “We will just do a few simple shots. I will be changing my costume for every shot, then we will put them together in post-production.”

Sister Four asked, “What about the title words?”

A cameraman interjected saying, “That ‘I’ll speak for myself’ advertisement slogan was too good. If you don’t use it in the introduction title, won’t it be a pity?”

“Yea, that slogan is too awesome!” another female cameraman said.

Sister Four professionally gave a wave of her hands, “That’s not suitable. It’s too full of passion. I might not fully understand Teacher Little Zhang’s new program, something called a talk show. But the overall theme is one of humor and jokes, right? With such a formal introduction, it will clash with the theme. That’s a definite no-no.”

But Zhang Ye laughed, “It won’t. Let’s use that then.”

Sister Four was stunned, “Don’t fool around, Teacher Little Zhang. That’s really not suitable!”

“It will be okay. Listen to me and when we are done recording, you will all understand.” Zhang Ye was confident, “Can all of you help me to set up the background? I will go get changed and then prepare a prop.”

Prop?

There’s even a prop?

Sister Four did not expect it to be promising, but she didn’t say anything. She called for everyone to start decorating the set.

Zhang Ye went backstage to a room without anyone and got changed into his suit and tie. He looked much more spirited as he looked in the mirror, fully satisfied. Then, he looked everywhere for a “prop”, found something, nodded and prepared to make his own prop.

.....

It was still lunch time.

When Zhang Ye came outside, he saw that there were still many people outside.

Dong Shanshan, Wang Bei, Ah Qian, Little Yu and a few familiar looking faces that he did not know too well. They probably wanted to take a look.

Dong Shanshan smiled and said, “Zhang Ye, do you need any help?”

“No, take a seat.” Zhang Ye attended to them for a little while.

They went over to the audience seats and sat there, waiting to see how Zhang Ye would handle everything by himself.

At this moment, Wang Xiong and a Leader that Zhang Ye had never seen before arrived. They did not say anything, but went directly to the seats in front of the stage. It was obvious that Wang Xiong was worried about him. Being the Producer, Director, Costume Planner and Set Layout Planner made him worried that Zhang Ye would mess things up, so he came over to see if Zhang Ye could really handle it all. If there were any problems, he, as the Overall Leader, would have to answer for it, too.

There were many people in the audience.

The set layout was decorated simply.

Sister Four shouted, "Okay, ready."

Zhang Ye adjusted his suit and then walked to the background wall, "Then let's begin."

"Cameras ready, 3....2....1, action!" Sister Four commanded.

The recording indicator on the cameras lit up. Zhang Ye looked towards the camera with a straight face and said, "You only smell my cologne, but didn't see my sweat. You have your rules, I have my choices. You deny my existence, I decide my future....."

Everyone off-stage was frowning.

Eh?

Isn't this still the advertisement?

Still using this as the title introduction?

To be honest, the advertisement was really good. But isn't your program meant to be humorous? Isn't it a program where you say jokes? Using such an advertisement as the title introduction is too formal! It's not suitable at all! As expected, Zhang Ye had his limitations just working alone. How could he handle so many jobs by himself?

Wang Bei, Ah Qian and the others were all expressionless.

Wang Xiong was already shaking his head in self blame. The company's Leader beside him also whispered to him several words. It looked like he was unsatisfied with the performance.

Sister Four sighed, thinking to call for a cut, but she didn't and continued the filming.

Zhang Ye seemingly disregarded everyone's expressions and became even more serious and formal. He poured his emotions in saying, "You mock at me having nothing, I pity how you always keep yearning. You show contempt for my young age, I will prove whose era this is. Dreams are paths destined to be forged alone, filled with doubts and mockery, but so what? Even if I'm all blue and black all over, I will also want to live beautifully!"

Up until here, Zhang Ye suddenly made a move that left everyone bewildered. He picked up a bag of his self-made prop. It was a bag used to hold condiments, the logo had been hidden by a sticker which was labeled — Salt.

What?

What did this mean?

“I am Zhang Ye!”

“I’ll feed a bag of salt to myself!”

Only to see Zhang Ye tilting his head backwards and pouring the prop into his mouth. Then his facial expression became rich with emotions. He held his throat and coughed and spat out a few times!

“Pfft!”

“Hahahaha!”

Everyone off stage suddenly burst into laughter!

“I’ll speak for myself” (Wǒ wèi zìjǐ dài yán) sounded the same as “I’ll feed a bag of salt to myself” (Wǒ wèi zìjǐ dài yán)?

What were you even thinking! What a godly twist! That was some f**king godly twist!

Dong Shanshan was cramping up from laughing. She held her stomach as she kept on laughing!

The others like Wang Bei, Ah Qian and Sister Four were also unable to sit straight from all the laughing! Zhang Ye’s serious expression had all led up to this twist! This contrast seriously made it so that everyone couldn’t help but laugh!

Zhang Ye put down the prop in his hand, “The cameras can stop rolling!”

Sister Four finally stopped laughing and gave him a thumbs up in admiration, “This title introduction..... is really paramount! Teacher Little Zhang, I am totally in awe of you!”

The few cameramen were also left in awe. They all wondered how this guy’s brain worked! Able to write serious advertisement slogans! But when it came to the title introduction, the words were unchanged, but when repeated, it achieved two very different results! One was full of passion, the other was totally hilarious! This.... So a title introduction could actually be presented this way! It’s too wonderful!

Wang Xiong’s face broke into a smile.

Meanwhile, the other Leader was a little dazed!

He finally believed that Zhang Ye could really handle multiple roles by himself. This short segment was enabled through his directorial work and production, planning, costumes, prop, etc!

When work resumed in the afternoon, the few “audiences” began leaving.

When Dong Shanshan and Wang Bei left, they were still laughing and discussing about the title introduction.

But Zhang Ye was still not satisfied, thinking it was a little monotonous. So he changed into a few more costumes and recorded a few more shots before calling it a day! To others, it was needless to say that for a program, especially a new program’s, its title introduction was especially important. Some people racked their brains over this and might film it over and over for a week or even a month. Because it would be aired constantly on every episode, from a certain perspective, it was even more important

than the contents of the program. But Zhang Ye only needed an hour to complete the title introduction. Even with that, no one said that it wasn't good!

"I'll feed a bag of salt to myself"!

The title introduction has been decided!

Chapter 237: Fusing all Talk Show programs!

At night.

After 10 P.M.

Most of the office lights were already switched off.

Only now did Zhang Ye emerge from the office of the film crew. The title introduction had finished filming in the afternoon, but the post-production was done only at night. A lot of it was not as ideal as he had expected. Seeing the finished product's humor, he felt it was not as funny. So after some discussion, everyone stayed behind and worked overtime with him. For example, the punchline "I'll speak for myself" was still better off using the original words' subtitles. But it would only change when Zhang Ye really fed himself salt. The post-production took care of the subtitling effect where the original words shattered and were replaced in the next second by the words "I'll feed a bag of salt to myself". Many of his facial expressions were also carefully selected before they settled on the final version, which amplified its humor.

Sister Four said tiredly, "Treat's on you!"

Zhang Ye did not refuse saying, "No problem. When the program is out, I will treat everyone to a meal. Thank you for your hard work today, everyone! Sister Four, go home early and rest up."

Sister Four waved her hand, "You, too."

"Teacher Zhang, see you tomorrow." The camera crew also said goodbye to him.

They walked together toward the corridor where Zhang Ye sent them off before he headed back to Studio 7. He went straight to the makeup room and switched on the lights. He did not leave, but was making another round of serious considerations of the program's set layout, making detailed changes to the decorations, colors, lighting effects, etc. In the past, the proposal stated it in a simpler form, with just a general description. Now that he had become the person in charge of the whole program, he would have to do everything step by step. This could be considered as an on-the-job training process to gain more experience and improve himself.

After finishing the set layout plan, Zhang Ye immediately gave a call to the set layout department's staff. He added some requirements to the original plan and told them how it should be decorated. Then he expressed his hope that they would complete the job by tomorrow.

That person had probably already been asleep at home, "Sure, I understand."

Zhang Ye could hear that he was distracted, so he said, "Bro, my program only has two or three days of preparation time left. Please do me a favor. I will give everyone a treat when the time comes."

That person did not say much, "Sure, Teacher Zhang. Please do not be worried. We will go over earlier tomorrow and complete the task by tomorrow night."

"Then thank you." Zhang Ye hung up.

After that, Zhang Ye went out from the makeup room to the recording studio to survey the place. He made some gestures to confirm his thoughts before preparing to take a rest. Looking at his watch, good God, it was already after 11. There were probably no more public buses at this time and it was too far from the apartment to walk. So Zhang Ye looked over at the audience seats and decided to stay the night.

Di, di.

Dong Shanshan's message: Are you coming back?

Zhang Ye immediately replied: It's too late; I will sleep over at the office.

Dong Shanshan: I had some food left for you. Alright then, rest early.

Zhang Ye was extremely touched: Thank you, classmate Dong. You sleep early, too.

Dong Shanshan: OK, classmate Zhang.

Zhang Ye smiled a little and put his cellphone away. Hugging his own head, he stared up at the ceiling. He was overly tired, but he couldn't sleep. It was such a busy day that there was nothing better to mention. However, the benefits he had reaped were tremendous. He understood the roles and functions of the team much more in-depth now, as his experience and knowledge of the television industry had taken another step in growth. It had been a good learning experience. If ever he had to make another new program, he was sure that he could do it easily.

And with a talk show that he had shaped with his own mind and body, Zhang Ye believed that the result would be a lot better than him instructing other people to arrange and set up the show for him. After all, this was done according to his own thoughts and considerations. There would be no chance of forgetting something or careless mistakes as he sought to reproduce his previous world's matured form of talk shows. With this experience, he could see clearer than anyone and knew how best to execute the plan. So tiring himself a little bit more was something that Zhang Ye would take on voluntarily. Such sacrifice would definitely bring rewards. Leaving it to others to do the work for him would have made him worried because these people didn't even know what a talk show was. The people of this world had never even heard of it!

New program.....

Thinking of this, Zhang Ye fell silent once more.

Would the people of this world be able to accept a form of entertainment arts like a talk show?

The talk show would definitely be very popular. Zhang Ye never doubted this, nor questioned it. But in his previous world, a talk show's popularity took time to build up. Whether it was the earliest foreign talk shows or China's gradual importation of talk shows, the results were the same. The masses needed some time to slowly accept it. But today, Zhang Ye couldn't wait for such a build up. The Leader had requested for the first trial episode to have a guaranteed 500,000 views!

No way!

He needed to ensure it!

F**k! Then this bro will strengthen the content of the program!

Zhang Ye sat up and decided to redo his plans for the program he had previously decided on. It was to greatly maximize the reach to his audience! It was not that he lacked confidence, but he wanted to do the very best that he could. He wanted to be sure of the quality, as such an opportunity did not come often. He had already been alienated by several provincial television stations, as well as city-level television stations. It was not easy for him to obtain the chance to work in the WebTV industry, so if there were any mistakes, he would no longer be able to work in this line anymore. He had to shock the people who looked down on him or those who were pessimistic about him!

Looking at the game ring's total Reputation points, "I'll speak for myself" had given Zhang Ye a total of 1.2 million Reputation points. This was an unexpected joy, hence Zhang Ye did not hesitate to use the 1.2 million Reputation points to buy a total of 12 Memory Search Capsules!

In the past, Zhang Ye had already decided on Wang Zijian's "Tonight 80's Talk Show", and had used the Memory Search Capsules to store many episodes in his brain. Why did he choose it? One of the reasons was because it was one of the most "talk show-like" programs, at least in terms of format. As the pioneer of talk shows, Zhang Ye naturally wanted to choose a relatively authentic talk show program. He could not choose a "talk show variant" program like "Bao Zou Big News Events" as the first one to put forth to the audience. If he did, it would suffer even greater limitations.

Secondly, the joke segments used in "Tonight 80's Talk Show" were relatively "independent". It was more "all-purpose", which usually described some rough social phenomenon, but the specifics were not mentioned. Even if he said it, no one would understand it. This was something that Zhang Ye valued the most. If he used something like Zhou Libo's "Mr. Zhou Live Show", many of the matters discussed pinpointed to the time, place and person, and was a result of a certain factual incident, then Zhang Ye would not be able to perform. After all, the things that happened in his world might not happen in this one. Even if they had, it was useless to talk about outdated stuff.

As such, "Tonight 80's Talk Show" was put forth as his agenda.

But now, Zhang Ye had changed his mind again. He wanted to make the program even better. After all, "Tonight 80's Talk Show" was also limited in its audience. The people who liked it, loved it. Those who did not like it would find it dispensable. There were certain joke segments that were indeed not as humorous. It could at most curve a person's mouth. This was something that Zhang Ye needed to improve on.

How was he to improve?

Of course by taking the merits of the respective shows!

Zhang Ye had a bold idea. In his world, due to a host's style and the source of the joke segments, coupled with the involvement of copyright, many things were set in stone. There was no way to take merits from various sources, but Zhang Ye could. Zhang Ye had the opportunity to do so. If he took one of the many excellent talk show programs from his world to be its foundation, then blended all the

classic joke segments from other programs to form a program, what sort of result would he obtain by concentrating all the essence of talk show programs?

Ha, just thinking of it made him excited!

For example, in “Bao Zou Big News Events”, much of the sharp ridicule and funny mockery were unrivaled amongst all the similar talk shows! And for example, “Mr. Zhou Live Show”, it would occasionally include some segments that had funny connotations. It was interesting, but not vulgar. It was thought-provoking and was also a major feature. It was something that no one could imitate! And then there was “Dapeng Talk Show”. Although its results could not be compared with the three aforementioned programs, it had a very unique style! Then there was the Beijing provincial station’s “Talk Show”. It was considered one of the worst talk show programs, but there were also remarkable joke segments that could be used. This was all the wisdom of people crystallized into one. Besides, Zhang Ye did not need to worry about copyright problems. He could use all the joke segments. As for his hosting style, Zhang Ye still had not created a hosting persona for himself yet, so he did not need to worry about it. He could speak as he wished. He just needed the joke segments to be properly fused together without conflicts!

What are you saying?

Why isn’t one of the talk shows, “Good Show”, mentioned?

Stop joking! “Good Show” was like a man-sized child program!

Anyway, the more Zhang Ye thought of it, the more excited he became. He could no longer suppress it. He impatiently ate the first Memory Search Capsule and began to recall the “Mr. Zhou Live Show” he had watched in college!

Then it was “Bao Zou Big News Events”...

Then “Dapeng Talk Show”...

Every capsule only lasted five minutes, so very quickly, an hour had passed.

He had finished the 12 capsules. Zhang Ye had only reinforced his memory of about 4-5% of all the outstanding talk show programs of his world. As there was too much information, and it was even video and audio information, it was a lot more complicated than pure text. Hence, the consumption rate of the Memory Search Capsules was relatively higher. However, this was enough. Zhang Ye relied on these memories to mix and edit them together. It was enough to make eight or nine episodes. And after the program was broadcast, he would gain a constant amount of Reputation points, which would allow him to carry on buying Memory Search Capsules until “Zhang Ye’s Talk Show” perfectly ended!

It’s done!

Time to arrange his memories!

Zhang Ye did not need to use pen and paper. He only closed his eyes as the images from his memory search appeared one after the other. Even the number of times the talk show’s host blinked was remembered by him clearly. He then arranged all the segments in the talk show programs that he found suitable. Sorting, merging, denying it or not, then he repeated this job.

“Zhang Ye’s Talk Show”!

The first talk show program of this world!

Zhang Ye wanted to draw on the strong points of some to make up for the weak points of others. He wanted to push this program that had his name on it to the extreme!

Chapter 238: Talk Show’s Recording Begins!

Two days later.

Sunday morning.

Zhang Ye was not woken by an alarm, but woke up naturally. He comfortably stretched his back and got up from bed. The door to Dong Shanshan’s room was open. She had been busying herself with her new program for the past few days. She must have went to work, but there was a slightly warm breakfast placed on the table.

There was soybean milk.

There was fried dough sticks.

Clearly, they were specially brought back by Dong Shanshan for him.

Zhang Ye felt warmth in his heart. After washing up and eating breakfast, he enjoyed a hot bath. Only after coming out did he lay on a couch to watch the news on TV. Zhang Ye had been so busy for the past two days that he did not even know himself. Describing everything in disorder was not even enough. The props required his attention. The costumes needed to be reserved by him. The proposals needed to be written by him. He also had to take on the role of Director. The good thing was that he had managed to finish the final stages of the work required. Today was the first day’s recording of “Zhang Ye’s Talk Show”. Yesterday night, Zhang Ye had come home very early and slept soundly for once. There was no way around it. He needed to ensure that he was in a good mental state when he recorded. If he was sloppy, how was he to record the program?

The morning news aired.

“Shanghai and Shenzhen stock markets have plunged once again!”

“This month, there have already been three cases of people committing suicide due to stock speculation!”

“From the analysis of industry experts, it is only a matter of time before the market index drops below 1,500 points.”

“The entire country has launched a green campaign. No driving, only taking public transport, so as to emulate foreign countries.”

“People in first-tier northern cities are experiencing an acceleration in their pace of life. Many people cannot endure this pace and are choosing to leave the northern cities.”

Zhang Ye watched this without blinking. He paid great attention to this as he was looking for some news elements to decide on the joke segments he was to use today. After all, a talk show kept pace with the

ongoings in society. He needed to resonate with actual events, so as to tickle the funny bones of people. Hence, Zhang Ye naturally could not just casually use the talk show joke segments from his world. He had to find similar events in this world. Well, if his unit's Leaders knew that this fellow, Zhang Ye, had not determined his program's content until the day of the f**king recording, they would probably sit on him and crush him to his death! However, this was Zhang Ye's style. He had always done his work in such a manner. He had many things on his mind, but they could not be used haphazardly. It had to match the situation and time. It had to be just right in order to maximally expound his knowledge!

The news ended. Zhang Ye had a rough plan of the program's content. He did not take notes and already knew how he was going to do the first episode.

Checking on the web, the live tickets to "Zhang Ye's Talk Show" had already finished balloting. Other than the staff that were in the live audience, the rest were lucky members of the audience who were allocated tickets through an online application. The people just needed to provide identification on entry. It was very fair. It was also a way to interact with the netizens. This way, it could increase the program's cohesion and attractiveness.

A total of 60 lucky winners were chosen.

"Haha, I got it. I'm too lucky!"

"What did you get? A lottery ticket?"

"The live tickets to 'Zhang Ye's Talk Show'!"

"Heh, what's there to celebrate about? It would be a wonder if that talk show thing is any good. I wouldn't want to go even if you gave me the tickets. Am I to go there and sleep?"

"Upstairs, I may admit that the 'I'll speak for myself' commercial was done pretty well, and the buzz it stirred up was pretty big, but a new program still depends on its content. What's the value to watching a program that just takes joke segments from the internet? Aren't they taking the audience as fools!? Hur hur. It's not that you are luckily getting the tickets, it's because too few people applied. Whoever applied would get it!"

"Don't say it that way. I actually would love to go there and see how how terrible that talk show is, so that I can trample on it when I get back!"

"Upstairs, you are hero. You are risking your life to scan for landmines!"

"Haha. I'm also looking forward to Zhang Ye's new program. I actually want to see how many people will curse at him. That Zhang Ye, he sure is one of a kind. He has pretty good qualifications, so why doesn't he carry on lecturing on history? Why must he do some program that the world has never seen? He's just seeking death! I actually liked Zhang Ye quite a bit in the past. But now, I have turned from fan to anti-fan. This program has disappointed me too greatly. In the future, my daily mission is to curse at Zhang Ye while eating and sleeping! Hell hath no fury like a lover scorned. Zhang Ye has really made a huge mistake this time!"

"Hai, what a pity."

"He is being irresponsible!"

“Right, making a program just by using a few jokes on the internet? This is really treating the audience as fools! Only an idiot would watch that talk or whatever show!”

With the buzz of “I’ll speak for myself” gone, many antis of Zhang Ye appeared once again. The criticism and doubts of his new program appeared once again!

Zhang Ye was already used to it and did not mind.

But suddenly, a verified account on Weibo posted a message!

It was Deputy Station Head Jia from Beijing Radio Station back when he worked there. He was a person who suppressed Zhang Ye in every possible way. The reason why Zhang Ye left the radio station was directly attributed to him, as they had tore all decorum. Deputy Station Head Jia said, “It looks like it was a very good decision for our radio station not to keep Zhang Ye back then. Some people become blindly arrogant after obtaining a bit of results, thinking that they are the smartest person in the world. They believe that they can kickstart a program that has never appeared in this world. I find it all very funny now. Weibo is also quite a large WebTV company in the industry. I really do not understand... Why would you allow such a trash program to be broadcast? Do you not have the most basic level of judgment and appreciation towards the arts? Anyone who has eyes would know that that talk show will not succeed!”

Following that, Beijing Radio Station’s radio announcer, Jia Yan, added onto the thread. He was Deputy Station Head Jia’s relative. “A program like this can be called a talk show? I think calling it joke show would be more appropriate. Is this a new program format? Although they have not released a lot of official information about the program, I can in no way see any new format that lies in it. Linking all the jokes together is considered skill? Even an elementary school student can do it!”

Then, Beijing Radio Station’s child of the Station Leader’s friend, Zhāng Yě, appeared. He was the person whose Silver Microphone Award was stolen by Zhang Ye due to the Lucky Bread. His tone was bad, too. “All smokes and tricks, playing to the gallery. To insist on being the number one in this world, I advise everyone not to watch ‘Zhang Ye’s Talk Show’. This sort of program wastes both your time and energy. It’s not worth watching!”

“Propping!”

“Supporting Teacher Little Yě!”

“Well said. This sort of program is trash!”

Many Weibo fans of those people replied to the thread.

Zhang Ye laughed instead of turning mad. Seeing these familiar names, he would have forgotten them if they did not stand forward again. Zhang Ye had turned extremely popular after he job-hopped to the television station, and this bunch of people had remained silent. Now, with Zhang Ye job hopping again to make another new program, this bunch of people tried to kick him while he was down when the tide of comments were against his “Zhang Ye’s Talk Show”?

It was just a few trivial people!

Zhang Ye did not even bother replying to them. They were still the same words that he had said back when he left Beijing Radio Station. Don't be ready to shout, just wait and see!

Ring, ring, ring. A phone call came in.

Zhang Ye was slightly surprised. The caller was Beijing Television Station's Hu Fei, who was also his old Leader. "Hello, Brother Hu. Why did you call me?"

Hu Fei asked, "Are you really planning on doing that talk show?"

Zhang Ye chuckled, "That's right. You don't think much of it, too?"

"Kid, you sure are too bold." Hu Fei did not say that he was pessimistic of it, but it was clear from his tone. He was just being euphemistic.

Zhang Ye said in amusement, "I'm not good at anything. I am just a bit more bold."

Hu Fei was tickled by him, "All the best then. I'll watch it on time tomorrow. Xiao Lu, Dafei and company have been supporting you all along. Don't let us down."

Zhang Ye said indifferently, "I won't."

After hanging up, Zhang Ye left upon looking at the time.

.....

9:30 A.M.

Weiwo company's Studio 7.

In the makeup room backstage, Zhang Ye sat in front of the mirror, allowing a female makeup artist to apply his makeup. This was actually the first time that Zhang Ye was putting on makeup. In the past, he would at most have his hair styled. Back in the Radio Station, it was not required, as his face was not seen. When he was in the television station, Zhang Ye was lecturing on a historical program, and since he did not have a dark face, it did not matter. But this time, it was different. It was an entertainment program. There was a lot more to a host's image. Since this was his first recording, he naturally needed to dress up.

The female makeup artist asked, "How do you want it done?"

Zhang Ye casually said, "Just make me into something like Takeshi Kaneshiro."

"...Who is Takeshi Kaneshiro?" The makeup artist asked with bewilderment.

"Uh, then do it such that I look like a Korean idol." Zhang Ye smiled after noticing that the makeup artist was at a loss of whether to laugh or to cry, "Just joking. Relax."

She said, "Then I'll do it simple?"

"Alright, I'll leave it to you." Zhang Ye trusted a professional's perspective.

As he was doing his makeup, a person rushed over, "Teacher Zhang, what color should your clothes be? Or should it be a western suit? Should I bring them all here?"

Zhang Ye said, "Since it's the first episode, get me something more bright-colored. Red or green would do, to make it seem more festive."

"Alright, I'll bring it over." The staff member hurried away.

The voice of a Field Director that had been newly transferred over echoed in his headset. "All teams, we are 30 minutes away from the audience's entry. Make haste!"

Even if Zhang Ye was all-powerful, he was also unable to take on every role. For example, about seven makeup artists, a Field Director and miscellaneous staff were arranged by Director Wang over the past two days to take up their roles. The person with absolute authority over the program team was Zhang Ye. He was also the only person in the the senior and middle roles. He had seven people under him, but the gap between their responsibilities was very huge.

"It's done," the female make-up artist snapped her fingers.

Zhang Ye looked into the mirror, but on first glance, he did not seem to have transformed. However, the transformation could be seen on camera due to the lighting. "Alright, I'm going!"

Chapter 239: Talk Show's Recording...Really Begins!

9:30 A.M.

The main stage of the recording studio.

Zhang Ye started busying himself the moment that he came from backstage to coordinate all the tasks, "Do a lighting test again; make sure everything is working well. Stage Choreographer, please do a test for the sound again. Hey, hey, hey. This side of my ear piece seems like there's a problem with the volume. Help me adjust it. Cameras, do a few seconds of trial recording. The three cameras must not have any problems. I usually follow my flow when it comes to recording; the quality will be affected if I need to re-record it. Let's aim for a single recording, okay?"

"Teacher Zhang, the seats are not enough!"

"Why did you only notice that now? How many are we short of?"

"Because the internal tickets were a little over-subscribed, we are still short by ten seats!"

"Go to logistics and get a few more. If the colors are different, place them at the back row, so we don't affect the picture quality. Everyone, check again for any problems. The audience will be arriving soon!"

The show had not even started yet, but Zhang Ye's voice was already hoarse!

The other programs had teams that had their work divided up properly; every job had a specialist and leader commanding the role. But Zhang Ye's team was different. The leadership role was all solely his, so anyone who had any problems would come to him for answers. This caused him to be very busy as he had to give instructions out, one after another. Zhang Ye was preparing to use "Tonight 80's Talkshow" as his talk show foundation. But because of budget and other constraints, he had to cancel the DJ segment and the celebrity guest interviews.

Firstly, it was because he did not have the budget to invite some famous celebrity. Secondly, interviews and game segments had their supporters and detractors. Some liked it a lot, yet there were also many who disliked it a lot, so Zhang Ye decided against using those segments. Interviews, for what they're worth, were usually platforms for a celebrity to do promotional activities only. Zhang Ye did not want his program to have a mixture of these useless segments, at least not initially. So he prepared a full half hour of solo talk show performance. This also saved a lot of effort on other things. Otherwise, he would be even more busy today!

Outside, the doors opened.

It was not the audience, but the Leaders and other colleagues who came in. They were all holding internal tickets to attend the recording.

Zhang Ye saw them. Not only had Director Wang Xiong attended, even his Leader from the WebTV department, Feng Guiqin, also came. There were two other company Leaders and other seniors from his department. It wasn't strange, as usually for a new program's first recording, a group of leaders would attend to do their assessments. This was to ensure the program's quality. In the group were also Ah Qian, Little Yu and Wang Bei. Dong Shanshan might have been too busy with her work to attend, but the other hosts from the department were also taking part in this recording, like Teacher Gong and Teacher Han. He did not know if they had come to see Zhang Ye make a joke of himself or something else.

The Leaders had arrived, but Zhang Ye did not go to greet them because he did not have the time to deal with those things. He was already struggling to deal with his roles.

"Teacher Zhang!"

"Come over for a moment!"

"This light's damaged!"

"The earpiece volume can't be adjusted; will need to get it changed!"

When they arrived in the studio, all they saw was an extremely busy Zhang Ye. Only then did they understand how it would look like if there was only one person handling all of the team's work.

They sat at the front row.

Feng Guiqin frowned, "Is Little Zhang able to handle all of this by himself?"

Wang Xiong turned his head to her, "It should be okay. He handled everything well the past few days. From the title introduction and props to the planning, all of these were done by him."

Feng Guiqin nodded, "Have you seen the program's content yet?"

"Not yet. I did not receive anything, not even the program's script. Seeing how busy Little Zhang was, I did not ask him for it." Wang Xiong threw up his hands.

Onstage, Zhang Ye suddenly noticed the center of the stage. There was a rack in front of his position, so he pulled it up and asked, "What's this for?"

That person blinked, "To hold the script."

Zhang Ye immediately waved his hands, "Get rid of it!"

"Ah? Remove it?" That person replied in ridicule, "How can we get rid of that?"

When Sister Four who personally came over to help out heard the commotion, she asked, "What's the matter, Wang?"

Wang said nervously, "Sister Four, Teacher Zhang said to remove to rack for the script. This..."

Sister Four was also stunned. She looked at Zhang Ye and said, "If we take it away, where will you put the manuscript? Where will you place the script at? Your program's at least 30 minutes long. If you consider the parts that need to be edited out, then you need to record at least 40-50 minutes. That's nearly an hour! How will you be able to record? Off script?"

But no one expected Zhang Ye to reply matter-of-factly, "Of course, it will be off script. I am a host. Do you expect me to read off a script? What a disgrace! If I am going to be a host like that, you might as well find any random person to come do it!"

Zhang Ye set very high standards for himself and his job. In his previous world, if a talk show artist were to host by reading from a script, then it would be too disgraceful. Even if they couldn't remember their lines, they would use a teleprompter that was not filmed by the camera. Like when Zhou Libo first started doing talk shows, he had also used a rack to place his script on. Every line he said, he would refer to it. Finally, only after he was criticized and mocked by people did he slowly go off script. But Zhang Ye did not need such a process.

Sister Four and the staff around were in disbelief, "You can go totally off script?"

"This is a basic quality as a host, right?" Zhang Ye did not make much of a fuss about it. In his world, there were many outrageous people like that.

Sister Four said, "But you have to be prepared just in case."

Another youth said, "Yeah, Teacher Zhang. If you really forget a line, at least there's backup."

Zhang Ye said without explaining further, "There won't be any in the case of me. Nor will I forget. If I say to remove it, then quickly remove it. We need to hurry!"

Two miscellaneous staff could only obey and they removed the rack.

Sister Four had a bad feeling about it, so she asked, "Comrade Little Zhang, don't tell me that it is because you don't have a script?"

Zhang Ye replied, "I've never needed a script for my recordings, never ever."

Sister Four, "....."

Staff, "....."

All of the Leaders and colleagues also heard this from below the stage!

No script? Not even the content for the program was written? Everyone nearly fainted. D*mn! Just how confident are you! Do you need to be so relaxed? Not even having a script prepared? Most of the

masses were not optimistic about his new program to begin with, but with this, everyone would never believe that a program could be good if there wasn't even a script! If it turned out to be a mess, the Leaders might not even approve the release of the first episode of the program!

Teacher Han was speechless, "What the hell is he doing?"

Wang Bei smiled. "This could precisely be the legend that says a skilled man is a daredevil?"

"So what if his skills are good? He'd better not mess things up. If he does, let's see how he clears the sh*t up!" Teacher Gong had lost the last shred of confidence that he had for Zhang Ye's program.

Even for people like them who had been in the business longer than Zhang Ye, they could not do without a script for a long program like this. It was not that they had never seen a person like that, but those were the craziest people of the hosting world. Only a few talented people were able to achieve that level of hosting. Of course, they didn't believe that Zhang Ye could do it!

Chapter 240: The Live Scene Filled with a Volley of Laughter!

9:45.

The exterior door to the recording studio finally opened.

Here, the doors that led from the office corridors straight into the recording studio were called interior doors. This was the entrance for employees. The door that blocked the passageway that led from the hall to the recording studio was called an exterior door. The audience was led by the staff into Studio 7.

"Wow!"

"The decorations are pretty good!"

"This stage is quite cool!"

"Is that Zhang Ye?"

"It's him, it's him! I've seen him in person!"

The moment the crowd entered, a few girls began praising.

The stage design was naturally Zhang Ye's work. He had referenced the stages from his world's "Tonight 80's Talkshow" and "Mr. Zhou Live Show".

The audience was seated, and the nearly hundred seats were quickly filled up.

At this moment, from the employee passage, Dong Shanshan came in, late. When she entered, she glanced at Zhang Ye and gave him a sexy smile of encouragement.

"Shanshan, here." Zhang Han, who had a good relationship with her, waved.

Dong Shanshan sat in the second row. Zhang Han had already reserved a seat for her.

Zhang Ye took a deep breath and said into the microphone, "All are stations ready?"

"Lighting is good."

“Cameras are okay!”

“The audience is here. Close the doors!”

Everyone responded as they were ready to go.

Zhang Ye nodded, “Alright, then we’ll begin in a minute. Make your preparations!”

Sister Four had recorded quite a few programs, so she was quite professional. She reminded Zhang Ye, “Teacher Little Zhang, let’s record the smiles and applause of the audience first. Take the lead.”

However, Zhang Ye smiled. “There’s no need, Sister Four. That would be too fake.”

Sister Four exclaimed, “Fake? But, everyone does that.”

Zhang Ye was particularly concerned with professional conduct, “If everyone wants to laugh, they will naturally laugh. If they don’t want to, there’s no point in forcing it.”

Sister Four said helplessly, “Alright then. You are the person in charge. We’ll follow your lead.”

The time had already begun counting down. The audience was still chatting, seemingly listless. They were not that interested in the program.

“What are you looking at?”

“Hai, the stocks have fallen again!”

“You are speculating, too? Me, too. The crash during these past few days has been terrible. It’s green* all day! My heart has already turned cold watching it! How can it drop so much?”

“Hey, isn’t this Old Zhang? You also got a ticket? What a coincidence. Did you drive here? Give me a lift later?”

“I didn’t drive. Isn’t there some green campaign now? The news said that the foreigners don’t drive and only take public transport. I also want to emulate it.”

“Are you sure?”

“Damn, actually it was because there was a jam!”

“Hahaha! That’s true. If you drove, you wouldn’t even be here by 11!”

“Let’s keep it quiet; the program is beginning soon.”

“So what if it begins? I’m already regretting coming here. Didn’t you hear? This program has been cursed terribly on the internet. Everyone says it’s bad!”

“Yeah, I don’t think it will work either.”

“I’ve heard so many jokes. What can be new!?”

“That’s right. Will he be able to sprout flowers from his jokes? I really don’t believe he can!”

“The chatter on the internet is right. What talk show? All I see is a joke show. What does it mean to talk? I really can’t tell!”

The audience muttered. It was unknown what agenda some people had. The moment that they came, they leaned back in their seats and slept. They did not look like they had any expectations.

Seeing the audience's reaction, Zhang Ye laughed without a word.

The company's Leaders and Dong Shanshan, Ah Qian and Little Yu were all somewhat worried. If a few people did not think highly of it, it was still fine, but for nearly all the audience to hardly look forward to it? This was abnormal. Did it indicate that the program itself had a major design flaw from the onset? They were sighing deeply in their hearts. The other rival web hosts did not care how bad Zhang Ye's program was, but as Zhang Ye's old classmate, Dong Shanshan was naturally more worried and concerned than others.

Three...

Two...

One...

The countdown came to an end!

The program officially started!

Shua! The screen behind Zhang Ye started broadcasting a video clip!

"You only smell my cologne, but didn't see my sweat. You have your rules, I have my choices. You deny my existence, I decide my future....."

This had been seen a countless number of times by the audience. These days, anyone who watched a video would see the commercial, "I'll speak for myself" at the beginning. It gave a rush the first time one watched it, but anyone would turn numb towards it by the tenth view. Hence, when they saw this, those members of the audience who were already dozing off became even sleepier!

But at the end, a reversal happened!

"I am Zhang Ye, I'll speak for myself!"

Zhang Ye poured a bag of salt into his mouth. The caption was shattered and replaced by—"I'll feed a bag of salt to myself"!

A girl burst out into laughter seeing this. A few members of the audience lit up too. This was quite a modest surprise for them. Some felt it was very funny, but there were people who didn't find it especially funny. But it was humorous. It made people unable to help but curve their lips!

A good clip!

This clip was amazing!

The next moment, those people who were dozing sat up with a start. This new program seemed to interest them a little!

With the clip ending, the scene was cut to the studio.

There was no one onstage. Zhang Ye had already gone backstage.

Then a voice was heard. It was clearly Zhang Ye's voice, "Alright, let us welcome our famous host... Zhang Ye!"

"Hahaha!"

"Pfft!"

"Why is he welcoming himself!?"

Many people were tickled. Even Wang Bei and Ah Qian began to crack up!

The curtains were drawn apart. Zhang Ye walked forward from backstage and waved to everyone, "Hello, everyone. I am Zhang Ye. Thank you, thank you. This is live from 'Zhang Ye's Talk Show'. Welcome, everyone!" Then he added on, "Parentheses, there should be a thunderous round of applause here!"

"Yi!"

"Yi!"

The audience humored him and began responding. "Yi" was a universal language. It was often heard from the audience in cross-talk.

Wang Xiong lost his composure and laughed, "This Little Zhang!"

The audience gave him face as they really applauded!

Seeing the audience and the brilliant stage, Zhang Ye was feeling very excited. This was his new territory and his new program. He wanted to do it well, and he also had to do it well. Seeing the atmosphere liven up, Zhang Ye cut to the chase. He struck while the iron was still hot and began his monologue performance. He held a few cards in his hand. They were of all sizes and this was a setting and joke segment from "Bao Zou Big News Events". Zhang Ye felt it was not bad, so he brought it here.

"After I left the television station, many friends were worried about the future. They even ran a 'Help Zhang Ye find a job' campaign. Thank you, everyone. Now, you can see that this is my new job and program. Just now, a few members of the stage staff passed me a few letters from my fans. I'll read them out and let's see what sort of sincere interest and concern my passionate fans have sent me!"

Letters from fans?

When did that happen? Who sent you letters? And even the concern from passionate fans? Wang Xiong and Zhang Ye's colleagues were filled with wonder!

Zhang Ye took out the first card and read it with his head lowered, "Let's look at the first fan. The tenderness when you bend your head low. He said this, 'Zhang Ye! Your sister! Why haven't you freaking come out with a new program!? Do you not freaking believe I will smash your glass, asshole!?' Zhang Ye stopped and threw the card away. He dryly smiled. "The concern and passion the fans have for me really touches me! Thank you, thank you!"

Everyone burst out into laughter!

Concern, your sister!

He was clearly cursing you!

Zhang Ye read the next one, "The second letter is a self-proclaimed die-hard fan. He said this, 'Zhang Ye! If you are not producing a new program this weekend, I'll die!'". Zhang Ye wiped his sweat off his brow and then stared into the camera in a daze, "This letter was sent a month ago! We just received it yesterday. Then... Sorry, my die-hard brother. After prolonged consideration, I really do not have the courage to get back to you."

"Hahaha!"

The audience erupted into laughter again!

Dong Shanshan slapped her thigh and was overjoyed!

Zhang Ye carried on reading, "The third letter. Wow, this was sent by a female fan..." Zhang Ye then appeared to read excitedly with his head lowered, "I! Really! Want! To! Have! A! Baby! With! You! Zhang Ye!"

The audience exclaimed!

"Wow!"

Saying that, Zhang Ye's expression turned blank and then carried on reading with a weak tone, "...Please pass these words...to Teacher Dong Shanshan!"

Audience: "Hahahaha!"

The camera immediately focused on Dong Shanshan!

Dong Shanshan was stunned and then burst into laughter. Why was I even included in this?

Wang Bei, who was beside her, began to slapping the armrest while laughing, "Aiyah! I'm so amused!"

Zhang Ye looked with a speechless manner at the letter. He made a move. He began tearing the card in front of the camera with his teeth, ripping off the words "Please pass these words to Teacher Dong Shanshan" bit by bit. This was something that did not exist in "Bao Zou Big News Events". It was an improv that Zhang Ye added himself. He then gave a wretched smile and cleared his throat. He looked up again and read it again, "...I really want to have a baby with you! Zhang Ye!" Then he threw up his hands and sighed, "Hai, the fans nowadays are way too passionate! Too passionate!"

"Yi!"

"Yi!"

The audience burst into laughter!

He was too shameless! Haha!

Where's your bottom line!? Exactly where is your bottom line!?

Zhang Ye ignored the response of the audience and then carried on flipping to a new card in a calm manner, "Oh, there's another fan who says this. Teacher Zhang Ye, I really like your hosting style. Well, can you help me pass this message to Teacher Dong Shanshan..." Upon reading this, Zhang Ye

immediately tore up the card and threw it away, pretending like he had never read it before. “Hur hur hur hur. Alright, let’s cut all this useless stuff and focus on our main topic!”

Dong Shanshan looked at Zhang Ye at a loss as whether to laugh or to cry.

“Aiyah!”

“I can’t take it anymore!”

“Hilarious!”

“It’s so freaking hilarious!”

The audience reaction was intense!