Innovation and Breakthrough of Non-heritage TV Programs in the Background of Media Integration--A Glance at Our Heritage

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Abstract: As an emerging concept, "non-heritage TV variety show" is closely related to the background of today's intangible cultural heritage, which has received widespread attention, and has a very important contemporary value. But nowadays, the number of variety shows in China has increased dramatically, and non-heritage TV programs have suffered from the impact, and there are fewer "phenomenal" high-quality programs, and even if there are some high-quality programs, there is also the phenomenon of homogenization of the content. Therefore, we should be based on the development environment of non-heritage TV programs, take the artisan inheritance as the fundamental, adhere to the humanistic sentiment, optimize the program production mode, strengthen the main role of the host, and strengthen the non-heritage TV programs from all dimensions to keep the right and innovation.

Keywords: media integration, non-legacy programs, optimization path, innovation and breakthroughs

1. Introduction

With the development of society and the advancement of media technology, media convergence has become a major trend in today's era.In the field of culture, media integration provides new ideas and means for heritage and innovation.And non-heritage TV programs, as an important way of cultural inheritance and promotion, are also facing the problem of how to innovate and breakthrough in the context of media integration.And today the voice of traditional media is gradually challenged by new media.While traditional media is characterized by one-way communication, new media emphasizes user participation and interaction.Therefore, in the face of such a media environment, non-heritage TV programs need to take advantage of media integration to create a more interactive and participatory program form, to promote the enhancement of the audience's artistic appreciation and cultural cognitive ability, and then better pass on the non-heritage culture.

2. Overview of the development of non-heritage television programs

As an emerging concept, the concept of "non-heritage TV program" is closely related to the context of today's intangible cultural heritage, which has received widespread attention. This kind of program not only highlights the focus of today's TV workers on non-heritage culture, but also reflects the great responsibility of the TV media in the cultural heritage.

2.1. Definition of non-heritage TV programs

Regarding the TV variety show, Gao Xin gave a clear definition in Television Art, that is, "making full use of all kinds of media technology, under the premise of retaining the original artistic value of the program form, re-creation of a variety of program styles, so as to give full play to the function of the media creation of art, and bring to the audience the aesthetics and enjoyment of the cultural entertainment of the TV program form".[1]With the continuous development of the times, China's variety show format is becoming more and more diversified. The non-heritage TV program is an emerging program form, which refers to the inheritance of intangible cultural heritage as the theme, through the media form of television, network and other forms of non-heritage content presented to the audience, edutainment, to promote the inheritance and development of non-heritage culture. These programs include documentary, cultural slow life, cultural history and other genres, as well as interviews, explanations, demonstrations, displays and other forms, which show the diversity and

vitality of non-heritage culture, and allow the audience to better understand and recognize the rich connotation and historical value of non-heritage culture.

2.2. The Contemporary Value of Non-Heritage Television Programs

In recent years, China has appeared a lot of variety shows about non-heritage, non-heritage and variety shows together, so that the non-heritage is no longer "cold", into the ordinary people's homes. For example, "Let's Inherit Together", "The Inheritors", "Extraordinary Craftsmanship", and CCTV's newly launched non-heritage search program, "Art View My Heritage", and other variety shows, which have been well received by the audience. The program "Extraordinary Craftsmanship" makes people really enter the world of non-heritage and understand the spiritual connotation behind it in the way of "in-depth experience". The program "Art View My Heritage" not only leads the audience to in-depth experience, but also creatively integrates the traditional non-heritage elements with modern arts and cultural performances, and introduces the non-heritage culture in a way that is easier for the audience to accept and more relaxed and lively, which are all innovations made to the program.

Non-heritage TV variety shows have important contemporary values. First of all, through the dissemination of these programs, we can promote the excellent traditional culture, enhance the national cultural self-confidence, and cultivate the cultural identity and cultural self-awareness of the young generation. Secondly, non-heritage TV variety shows can stimulate the public's interest in traditional culture, let the audience understand and recognize the rich connotation and historical value of non-heritage culture, and enhance the social recognition and inheritance of non-heritage culture. Once again, non-heritage TV variety shows can promote cultural innovation and inject new elements and momentum into the development and innovation of contemporary culture. In conclusion, non-heritage TV variety shows have important value and significance in contemporary society, and it is necessary to strengthen the relevant production and dissemination work to promote the inheritance and development of non-heritage culture.

2.3. Development Status and Problems of Non-Heritage TV Programs

In the course of the development of non-heritage television programs, the ways of displaying and representing non-heritage items have become richer and more diversified. Through the program, the audience is brought closer to the inheritors, reflecting the living condition of the inheritors and the humanity of the non-legacy, and promoting the dissemination and development of the non-legacy. However, nowadays, the number of variety shows in China has increased dramatically, and non-heritage variety shows have suffered from the impact of "phenomenal" quality programs, and even if there are some quality programs, there is also the phenomenon of homogenization of content. There are also some programs that set up fictional scenarios to bring Non-genetic inheritors and their projects to the stage without considering how to truly restore the content of Non-genetic inheritance, but more about the entertainment dimension of the program, so the audience can not really feel the true beauty of non-heritage. This phenomenon is more akin to the problem of pursuing form rather than content, resulting in the humanistic and historical values of non-heritage programs not being well presented. In addition, in order to improve the cultural attributes of the program and strengthen the depth of the program's connotation, some variety shows have consciously added non-legacy elements in certain links, but the program's efforts to restore and excavate non-legacy are still insufficient, and the non-legacy elements can only become the embellishment of the program. For example, the Heilongjiang Satellite Television created "Let's Inherit Together", although it is a positive exploration of the integration of non-legacy culture and TV programs, the program lacks the power of presentation and interpretation of non-legacy culture. Compared with other programs, "Let's Inherit Together" is limited to the display of non-heritage culture on a small stage, the program's expressive power is relatively single, and the stage scheduling is relatively simple and mechanical, which restricts the detailed description and display of non-heritage culture.[2]In summary, we need to strengthen the non-legacy TV programs from all dimensions to keep the right and innovation, so that it is presented in a new way in the public's life, silent, so that people can really enter the country's non-legacy culture, and inherit the spiritual connotation behind it.

2.4. The Role of Media Convergence in the Innovation of Non-Heritage Programs

Media convergence plays an important role in the innovation of nonfiction programs. First of all, media integration can expand communication channels and methods, so that non-heritage culture can

better reach the public. For example, the linkage of multi-platform communication such as TV, Internet and social media can achieve a wider range of dissemination and more accurate targeting of audiences, so that more people can understand, learn and pass on the NRH culture. Second, media convergence can enhance the innovation and enjoyment of programs. Non-legacy programs need to step out of the traditional way of presentation and use modern presentation methods and techniques to make the ancient culture more modern. For example, for the traditional skills in the non-heritage culture, the traditional arts can be combined with modern forms of expression through the design of innovative scenery, lighting and other elements to enhance the audience's audio-visual experience. At the same time, media integration can also promote exchanges and collisions between non-heritage culture and other cultures. By uniting a variety of media platforms and resources, various experts, scholars and artists can be invited to co-create programs to make them more academic and intellectual. It is also possible to integrate non-heritage culture with traditional and contemporary culture from other places to produce a differentiated program effect.

3. The Optimization Path of Non-Heritage Television Programs

To realize the innovation and breakthrough of non-heritage TV programs is not overnight, but requires the formation of multi-party synergy. The program must be based on optimizing the environment for the development of non-legacy programs, based on good content, capturing good stories, optimizing and upgrading the existing technical means, and continuously strengthening the main role of the host.

3.1. Foundations: optimizing the environment for the development of NRM programs

Optimizing the environment for the development of non-heritage TV programs requires a multi-faceted approach: First, policy support for non-heritage television programs can be strengthened. The Government can introduce relevant policies to provide support for non-heritage television programs in terms of funding, venues, publicity and coordination, and guide local organizations to carry out outstanding non-heritage television programs. Non-heritage TV programs need to invest a lot of human, material and financial resources in order to meet the ever-increasing viewing needs of the audience, and therefore need to increase the investment in this type of programs. Secondly, it is necessary to strengthen the inheritance and protection of non-heritage culture. Non-heritage TV programs should take up the important task of passing on non-heritage culture, and at the same time need to actively participate in the protection of non-heritage culture, and protect non-heritage culture through the reasonable use of modern technology. Finally, non-heritage TV programs should focus on the quality and level improvement of the programs, especially in the writing, selection, production and broadcasting of the programs to make efforts to strive for excellence in order to improve the overall level of the programs. Only in a healthy development environment, non-heritage TV variety shows can develop in a good way and present its unique social value.

3.2. Motivation: Building on the Content of NRM Programs

"In the context of media integration, content innovation is always the core competitiveness of the media. At present, the television program market originality is insufficient, a large number of imported program models from abroad, the phenomenon of homogenization is serious, the future of non-legacy TV variety shows still need to adhere to the original for the sake of the future."[3]The excavation of "non-heritage" connotation of non-heritage TV variety shows is the fundamental part of program content innovation.

3.2.1. Good stories pass on the spirit of craftsmanship

Content is always the foundation of a program, therefore, non-heritage TV programs must focus on the selection of materials for the program, and create real, vivid and meaningful stories by digging deeply into the history, inheritance and value of non-heritage culture. The presenter also needs to have profound cultural literacy and high storytelling ability to convey the rich connotations of non-heritage culture to the audience, and to trigger the audience's empathy and reflection. While innovating the content of the program, we must also respect traditional culture and focus on cultural integration. Non-heritage TV programs cannot simply display traditional culture, but need to organically integrate traditional culture with modern life and highlight the modern value and social significance of non-heritage culture. Let the audience feel the inheritance and development of non-heritage culture

from the program.

3.2.2. Good content stays humanistic

Non-heritage TV programs should strengthen the significance of the content, and stimulate the Audience's emotional resonance and humanistic care in the form of real, close and vivid stories, so that the audience can perceive the charm and vitality of traditional culture from it, so we have to be people-oriented, focusing on the inheritance and development of non-heritage culture.[4]Non-heritage TV programs should focus on the role and value of human beings and, in the process of inheriting and promoting non-heritage culture, bring a humanistic stance and attitude to contribute wisdom and strength to the construction, development and inheritance of non-heritage culture. For example, in the program "Inheritors", we not only see a variety of skilled non-heritage culture, but also understand the non-heritage inheritors from generation to generation of hardship and difficulty, so that people are deeply touched, so an excellent non-heritage TV variety show is not just a list of skills, but to let people from the depths of their hearts to accept and love, which requires us to give the program to a certain degree of humanistic spirit.

3.3. Means: Innovative production models for non-legacy programs

In today's fast-paced world, advances in technology have revolutionized every aspect of our lives. The impact of technologies such as live streaming, AR and VR on variety shows is also undeniable. These new technologies can likewise empower non-heritage culture and realize the fun, intellectual media and experiential inheritance of non-heritage culture, which is also the key to the innovation of such programs. Therefore, in the process of program production, we may wish to use these media technologies. For example, "Good Chinese" is a non-legacy variety show, taking the combination of non-legacy and live broadcasting has been loved by young users, helping to promote and inherit non-legacy culture. In addition, the application of AR, VR and other technologies can also empower the non-heritage culture, such as Henan Spring Festival program "Tang Palace Night Banquet", the use of AR technology to show the curvaceous physique of the Tang ladies, the "Tang figurines" to give life to the audience as if they were wandering in the cultural relics and landscape paintings, so that the culture is more vividly and three-dimensionally presented to the audience's field of vision. Based on this, non-heritage TV variety shows can likewise enhance the technical presentation of the programs when they are produced, and show the audience the new posture of non-heritage culture in a new and trendy form.

3.4. Bridges: Strengthening the role of the facilitator

Hosts play a very important role in non-heritage TV programs, and their performance will directly affect the presentation of the program. First, the facilitator should improve the quality of self-professionalism. Facilitators need to have in-depth cultural knowledge, artistic appreciation and communication skills, and be able to comfortably cope with different situations and roles. In addition, there is a need to continuously improve one's professionalism through professional training and practical drills. Secondly, the hosts should enhance their own cultural self-confidence, the hosts need to have their own cultural self-confidence, to be able to deeply understand and recognize the non-heritage culture, to link the traditional culture with the value of the times, and to guide the audience to cultural identity.

Compared with the traditional media era, the requirements for presenters in the era of integrated media are more stringent. Television programs are no longer just a platform for transmitting information, but have taken on more responsibilities and missions. In order to adapt to the current new environment, facilitators need to change their thinking and break through the limitations of their original thinking. To comply with the trend of the era of integrated media, to improve their comprehensive quality, skilled use of a variety of technical means to enhance the visual impact of television programs and infectious, so as to provide support for the program publicity. At the same time, the host needs to grasp their own positioning, to achieve effective integration of themselves and the program, to create a better quality of television programs.

3.4.1. In-depth operation of the program to understand the core content of the program

In today's day and age, the amount of effort required behind the scenes for a host to really make a show great is immense. For example, when Ms. Dong Qing was working on "The Reader", she not only played the role of a "tandem", but behind the scenes, she interviewed each of the guests, learned about

their stories, and conducted in-depth analyses of the literary works that they were going to read aloud, before creating a classic cultural program. Non-heritage TV programs, as part of cultural programs, have the same requirements for hosts, and the role of hosts needs to focus on in-depth understanding and familiarity with non-heritage culture to lead viewers to a better understanding and awareness of non-heritage culture. In the original program "A Glance at My Heritage", about the intangible cultural heritage of Inner Mongolia Autonomous Region, "branding", I collected a lot of relevant information, watched many documentaries and reports, in order to learn more about the cultural knowledge of "branding", to lay the foundation for the program, and at the same time, also learned about the inheritor of this technology - Mr. Xu Rong, the persistence of the inheritance of intangible cultural heritage over the past 40 years, and also sought ideas for my subsequent interview with Mr. Xu Rong. This series of learning and accumulation process helps to present the program, so for the host, to participate in the whole process of program production is a new trend, the host has not only played the role of "bridge", but also has a more diversified and rich role positioning.

3.4.2. Expanding the diversity of hosting styles by positioning yourself according to your personal Characteristics

In the new era, people are significantly more tolerant of people or things with personal characteristics and are more willing to watch their favorite shows. Therefore, TV program hosts should do a good job of their own positioning, play a personal characteristic, the formation of a unique hosting style, to bring the audience an unusual viewing experience. For example, in "A Glance at My Heritage", the non-heritage skill I visited is the Mongolian branding technique, which utilizes a hot iron to iron traces on objects to make paintings, and is known as "Fire Needle Embroidery", and the content presented in the paintings is mostly related to the history and culture of the Mongolian people. I happen to be a native Mongolian, so I combined my knowledge of the Mongolian people and my personal ethnic characteristics to convey the cultural connotations behind each branding for my audience.

Non-heritage TV programs emphasize cultural inheritance and the presentation of cultural emotions, and the hosts need to have a good ability to express their emotions, and be able to guide the audience into the narrative and feelings of the situation. Finally, focus on building your brand image. Hosts with a certain degree of fame, popularity and influence can have a positive impact on the brand image of non-heritage TV programs, enhance the audience's attention to and trust in them, and promote better branding of the programs.

4. Conclusions

Intangible cultural heritage is a cultural testimony of the historical development of mankind, the essence and undertone of a nation's traditional culture, and a cultural resource of great value, embodying the unceasing vitality of the Chinese nation. With the tide of the new media era, the communication environment of non-heritage TV variety shows has undergone radical changes, which has posed great challenges to non-heritage TV variety shows, but at the same time, it is also facing unprecedented opportunities. In today's context of the emergence of some emerging technologies and media convergence, especially the emergence of new media such as online media, mobile media, we can also be enough to develop more innovative paths for non-heritage TV programs, so as to better disseminate non-heritage culture and promote the spirit of non-heritage. The original program "A Glance at My Heritage" is just a small exploration and attempt to innovate the TV non-heritage program. Let the non-heritage culture "live", "fire" up, really push the new, but also need every TV program creators with the times, joint efforts.

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