

Research on TV programs from the perspective of rhetoric—A case study of Chinese festival series programs of Henan Satellite TV

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Abstract: *During the Spring Festival in 2021, Henan Satellite TV made a successful debut with a series of "Wonderful Tour" programs of traditional Chinese festivals, becoming a typical example of traditional media using media integration to enter the audience's vision, changing the image of Henan Satellite TV in the hearts of the audience, and becoming an excellent disseminator and promoter of traditional culture. Kenneth Burke's new rhetoric theory provides a new perspective for communication studies, and effective rhetorical recognition mechanism will provide scientific guidance for media in promoting cultural identity. From the perspective of rhetoric, the great success of Henan Satellite TV not only encourages other major traditional media, but also provides new ideas for the innovation and development of TV programs under the trend of media empowerment.*

Keywords: *Rhetoric; Cultural identity; Television programs; Wonder Tour*

1. Introduction

At the beginning of the 20th century, Kenneth Burke, based on the persuasion theory of classical rhetoric, updated the definition range and features of rhetoric, and put forward a complete set of new rhetoric theory system. In "Languages Symbolic Action" (1966) and "A Grammar of Motives" (1969), Burke systematically explained the theories and methods of the new rhetoric. In A grammar of Motives (1950), he elaborated on the theory of identification, explaining how people interact with symbolic actions to achieve mutual identification and harmonious coexistence, providing a powerful explanatory framework for understanding communicative symbolic actions in human society[1]. Burke believes that all symbolic activities using symbolic means reflect the persuasive motive in the sense of rhetoric, so the focus of rhetoric should go beyond the traditional category of language practice, and rise to all symbolic actions including photography, animation, film, advertising, news pictures, etc. Kenneth Burke's new rhetoric theory provides a new perspective for the study of the communication of TV programs. Taking this as an opportunity, this paper will analyze the "identity" function of Henan Satellite TV's "Wonderful Tour" series from the perspective of new rhetoric, and take "Wonderful Tour" series as an example to explore the communication strategy of traditional TV programs in the era of new media[2].

In 2021, Henan Satellite TV officially aired the "Spring Festival Gala Wonderful Tour" on February 10, and the program received unanimous praise once it was broadcast. After the great success of the Spring Festival Gala, Henan Satellite TV created six wonderful "wonderful tour" series parties, including "wonderful tour of the the Lantern Festival", "wonderful tour of the Tomb Sweeping Day", "wonderful tour of the Chinese Valentine's Day" and "wonderful tour of the Dragon Boat Festival", based on the six traditional Chinese festivals of Lantern Festival, Tomb Sweeping Day, Chinese Valentine's Day, Dragon Boat Festival, Mid Autumn Festival and Double Ninth Festival, which attracted unanimous praise from the audience and achieved great success. By virtue of its own interpretation of traditional culture, Henan Satellite TV has completed a magnificent turn of traditional media through the means of the all-media platform, and has met the public with a new look and a new communication environment.

The "circle" of the "Wonderful Tour" series of evening parties not only makes Henan Satellite TV, which has been unknown for a long time, enter the public's vision, but also makes Henan's image have further changed among the public. At the same time, the great success of the "Wonderful Journey"

series of galas also raises questions: why was Henan TV able to achieve great success this time? From the perspective of rhetoric, the greatest success of Henan Satellite TV lies in "identity", or cultural identity. Relying on the long history and rich cultural resources of the Central Plains, Henan Satellite TV takes this as the core of the program "Wonderful Tour" and uses new media technology to perform the performance strategy to achieve the best communication effect. Therefore, innovating rhetorical means with the help of new rhetoric concepts is an inevitable way for media to call for traditional cultural identity and gather national emotions. The "Fantastic Tour" series of Henan Satellite TV is popular precisely because of the successful practice of Henan Satellite TV guided by the rhetoric of cultural identity.

2. Communication analysis of the series of "Fantastic Tour" from the perspective of rhetoric

2.1 Communicator: Digging deep into "cultural identity" is the foundation of life

Facing the complicated information environment of the current society, the communicator, as the starting point of communication activities, bears the important responsibility of selecting hot events. However, with the improvement of audience's cultural literacy and the popularization of mobile terminals, the phenomenon that elites occupy the right to speak in society in the past is gradually disappearing, popular culture has attracted most of the attention of Internet users, and audiences with different eras and cultural backgrounds tend to polarize their aesthetics. Mainstream media "no longer mainstream" has become a dilemma that traditional media have to face. In the face of such difficulties, Henan Satellite TV relies on local excellent cultural resources, dug deep into the traditional history and culture of Henan, took the birthplace of Yanhuang civilization as the origin, inspired people's cultural identity and historical identity, and achieved great success[3].

Under the background of the revival of excellent traditional Chinese culture, Henan Satellite TV fully explores the history and culture of Henan and deeply cultivates the Yellow River civilization. From the 2021 Henan Spring Festival Gala "Tang Palace Night Banquet" in the quaint "Tang Palace little sister", "Dragon Boat Festival Wonderful Tour" in the beautiful "Roselle flying underwater", everywhere presents the unique aesthetics of Chinese culture, showing Chinese romance. The "Wonderful Tour" series of programs activates traditional culture with the spirit of The Times. Dig deep into the cultural core of ancient festivals such as the Spring Festival, the Dragon Boat Festival and the Mid-Autumn Festival, and give each program a cultural soul. In the process of watching, the audience's historical bloodline and similar cultural science create them to mobilize similar cognition and emotion, so that they can consciously participate in the rhetorical dialogue of ancient cultural exchanges, and maintain and continue the spiritual foundation of "Chinese people". The creative team uses new media technology to skillfully design and accurately express the story fragments contained in these traditional cultures, and organically combine them together, which reflects the good professional quality of the creative team.

2.2 Message: 5G technology creates a new rhetorical situation

The emergence of 5G technology makes the expression of culture more real, and this real sense of experience will create a new rhetorical situation for the audience. The series of "Fantastic Tour" adopts the shooting process similar to advertising, and partly adopts the shooting process of film, through the combination of digital advertising shooting and live broadcast to complete the program creation and arrangement. In the presentation of the program, the use of music to set off and sublimate the picture not only enhances the sense of hierarchy of the content, but also subtly introduces the audience to a macro and delicate visual world. This unique narrative allows the audience to deeply feel the emotions conveyed by the program, leaving an unforgettable viewing experience for the audience.

From the perspective of rhetorical communication, the realization of cultural identity is not only the meaning itself, but also the form with rhetorical meaning. Rhetorical content can stimulate people's emotions, regulate people's cognition, strengthen people's will, and even exceed the inherent discourse meaning of the original text. In a media-oriented society, the multimedia presentation of text, language and image in media products makes media texts have an "intertextuality" structure. Different symbols can present their corresponding connotations and form an overall ideographic system, reflecting unique rhetorical means and construction methods[4]. The "Wonderful Tour" series does not chase traffic stars, abandon the traditional big stage and big scene, and use energy in creativity and production. Stage and cultural story field scenic spots use trend media technologies such as AR and VR

to give the audience a real live experience, so that the technology itself brings spiritual infection to the audience. Through a new way of expression, the rhetorical scenes and regional units of the picture are vividly displayed, so that the audience can perceive and feel the story meaning and the beauty of visual transmission in the picture at a higher level.

2.3 Media: Multi-platform linkage promotes rhetorical interaction

With the progress and development of media technology, the ideal communication should be participatory and interactive. Media is not only the carrier of information, but also the tool of interaction. The two realize the intention of rhetorical communication in the deep integration. Nico Smisssek once pointed out that the meaning of a platform is that it is an intermediary that brings all users together, not to build a market, but to provide the infrastructure for different groups to communicate in a common space[5]. The different tonality of different platforms is different, which will inevitably bring the differences of users in age, gender, education level and other aspects. Under the increasing segmentation of users by various platforms, traditional mainstream media is difficult to integrate users with their own power and "package" communication. Therefore, the importance of multi-platform integration communication is self-evident.

After the series of "Wonderful Tour" was uploaded to Weibo by the audience and spread, it gradually attracted the attention of the public after one night's fermentation. People discussed and dug deeply into the content of Henan Satellite TV Spring Festival Gala through Weibo and Bilibili, thus discovering the creativity, ingenuity and adherence to culture of the creators of the party. Henan Satellite TV seized the opportunity to extend the temporary heat to multiple platforms, and under the tight time constraints, created another "Lantern Festival Wonderful Tour" large-scale evening party, linked multi-platform live broadcast, and released the pure version of each program, so that Han and Tang culture completely left indelible traces in the hearts of the audience. The clever use of the communication platform of Henan Satellite TV is that it focuses on the new media video platform where young people gather. At the same time, Henan Satellite TV Spring Festival Gala official, Henan Communist Youth League and other official accounts simultaneously launch the full video version and pure enjoy version of the evening party, attracting the attention and praise of many young people. In addition, Weibo topic interaction has also added another fire to Henan Satellite TV programs. Since the dance show "Tang Palace Banquet" received attention, the topics such as # Tang Palace Banquet # and # Henan Spring Festival Gala # have been searched frequently, and netizens have participated in topic discussions, posted opinions, and dug into other classic programs of Henan Satellite TV. Through the communication of multiple platforms, not only the popularity of the "Fantastic Tour" series has been enhanced, but the interaction between the multiple platforms has also promoted rhetorical interaction.

2.4 Audience: Program interaction enhances the rhetorical value of identity

In rhetorical communication activities, the audience is one of the indispensable subjects in the process of communication, shouldering the necessary task of realizing the rhetorical value. The belief of rhetorical value is truly reflected in the realization of aesthetic price, so the degree to which aesthetic value is realized depends on the recipient's personal experience. Thus, once the communicator speaks in straightforward rhetorical language, the recipient can complement the knowledge with his or her own expertise and derive a deeper sense of professionalism from it. The important idea of Burke's new rhetoric is the audience view. Rhetorical behavior refers to the interaction between the rhetorical subject and the audience, in which the audience strives to obtain the "identification" with the media content. Henan TV planned topics and produced content around the application of mobile terminal, breaking through the fixed mode of traditional TV programs, and increased its influence by integrating media and network communication[6].

Kenneth Burke's theory of identity rhetoric holds that rhetoric "induces action" or "induces cooperation" through symbolic interaction, which implies equality and respect[7]. In the process of producing "Fantastic Tour" series programs of Henan Satellite TV, the audience has been actively participating in the construction of the program's rhetoric, such as leaving messages in the comment section to give suggestions on the production of content, or expressing their own understanding of the traditional culture in the program, and spreading them through our media accounts. In the two-way interaction between the audience and the program group, both rhetorical subjects participate in the rhetoric of the program and identify with each other at the same time. Through the expression and participation practice of the secondary rhetorical subject, the main rhetorical subject constantly updates the content and expression form of the program, and endows the core ip image of the program with the

connotation image favored by the audience. At the same time, when the secondary rhetorical subject participates in the relevant activities of the program release, it carries out a dialogue with the main rhetorical subject. In the dialogue between the two, the identity is constantly formed and strengthened.

3. Enlighten

The "Fantastic Tour" series of Henan Satellite TV has played an important role in promoting cultural identity. Through the use of the network communication method of financial media and profound cultural heritage, the "Fantastic Tour" series of evening shows has provided a successful template for the establishment of other TV programs.

3.1 Strengthen content innovation and expand the audience

In the process of external communication in the past, communicators often create content in a whole or broad category, and their main audience is the local TV broadcast audience, which has greater limitations. The "Wonderful Tour" series of evening parties will target the main audience at young people who love traditional culture. Only by combining the traditional culture of the Central Plains with the characteristics of The Times and grasping the pain points of young people can we achieve success. At the same time, expanding new audiences is also a key step to spread the traditional culture of the Central Plains under the environment of financial media.

Whenever it comes to the spread of culture, content creation is always in the first place. In the era of media integration, the communication content of Central Plains traditional culture should actively cater to the characteristics suitable for the communication content of media integration, understand the viewing preferences of new audiences, and make the traditional culture of Central Plains more easily adapt to the era of media integration. On the basis of in-depth understanding of the audience's hobbies, adhering to the traditional culture of the Central Plains as the benchmark of program creation, ensuring program innovation while always insisting on the dissemination of traditional culture of the Central Plains, is the best way to create the content of traditional culture of the Central Plains.

3.2 Innovative communication methods, pay attention to the audience's feelings

Under the background of media integration, new and old media show the characteristics of mutual penetration and mutual promotion. Traditional media should get rid of the communication mechanism of separation from the audience in the past, create their own media matrix, go deep into the audience, summarize the feedback information of the audience in time, create content according to the needs of the audience, and change the communication mode. The communication method of the "Wonderful Tour" series party, listening to the suggestions of netizens, broadcast high-density and high-frequency through the large screen, concentrate the essence of the small screen for the party editing, and distribute on Weibo, Kuaishou, Douyin, B station, Today's headlines, client and other platforms. The comprehensive distribution of new media platforms allows everyone to see wonderful programs, and realizes the three-dimensional and maximum of communication. The new media matrix communication mode enables the communication of the traditional culture of the Central Plains to be presented in different forms on different platforms, and the best communication mode is selected according to the different preferences of the audience. All media integrate with each other to achieve the communication optimization. Under the background of media convergence, it is a general trend to use media matrix for communication. Building a unique media matrix around the transmission of traditional culture of the Central Plains is an indispensable part of the communication of traditional culture of the Central Plains under the integrated media environment, but when building the media matrix, it is necessary to ensure that the media matrix can play a maximum role. Media matrix is not a simple media arrangement and combination, but should be based on different media audiences, to create different coverage of media accounts, so as to form a multi-party linkage, so that the traditional culture of the Central Plains communication effect three-dimensional, visualization, maximize.

In the context of media convergence, the interactive communication of social media has become one of the most significant advantages, and Henan TV has made full use of this advantage to maximize the effect of network interactive communication. Only by going deep into the masses, understanding the preferences of the audience, and planning the production and communication methods of the evening party content according to the preferences of the audience can the best communication effect be achieved.

It should be noted that everything is double-sided, and grasping the boundary of interaction can ensure that the communicators adhere to the original intention of disseminating the traditional culture of the Central Plains in the process of content production, and carry out their own communication methods according to their own conditions. Otherwise, blindly listening to the suggestions of the audience or adopting all the suggestions of the audience will easily lose its own cultural positioning characteristics, resulting in the negative characteristics of homogenization and entertainment of traditional culture in the process of transmission, resulting in transmission obstruction. Therefore, traditional media innovation also needs to selectively interact, fully respect the needs of the audience, but also to ensure their own authority, to identify and adopt without changing their own communication advantages.

4. Conclusion

As an old traditional media, Henan Satellite TV has proved the communication power and influence of mainstream media with facts, and demonstrated the enduring culture. At present, the communication environment is gradually complicated, it has not only received high praise in China, but also some highly featured programs have been spread to foreign media platforms, giving a Chinese voice. From the exploration of multiple rhetorical subjects to the construction of rhetorical scenes to the symbolic expression of metaphorical rhetoric, the series of "Fantastic Tour" has established and deepened the rhetorical mechanism.

The appearance of Henan Satellite TV has demonstrated to the world the broad and profound Chinese culture with a long history through practical actions. Through practice, Henan Satellite TV has demonstrated that the application of identification rhetoric in the new rhetoric concept is in line with the needs and pursuit of the masses for the return of traditional culture. The world today is facing profound changes unseen in a century. China's rejuvenation and rise must be internalized in the hearts of every generation of Chinese people and rooted in the fine traditional culture that has lasted for thousands of years. The construction of new mainstream media should take the responsibility of aggregating national consciousness and promoting cultural identity and use appropriate identity rhetoric mechanism to achieve the goal of cultural identity.

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