

Don't Forget the Past and Look forward to the Future——On the Inheritance and Innovation of Cultural TV Programs under the Background of Media Integration

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Abstract: *The attention of Chinese cultural TV programs has increased significantly, making the excellent traditional culture of the Chinese nation into people's field of vision. Traditional culture is an important crystallization of the spirit of the Chinese nation and an inexhaustible driving force for the prosperity of the Chinese nation. Cultural TV programs can enhance the audience's cultural literacy and play a positive role in strengthening my country's cultural dissemination. The article mainly analysis the inheritance and innovation of traditional culture by cultural TV programs and the value of both. In the innovation method, it mainly discusses how to rationally utilize traditional cultural resources in TV programs and discusses the policy requirements from the perspective of the government. This paper analysis the innovation methods and innovation advantages of my country's cultural TV programs from four perspectives: audience, program subject, government and media. Through the research of this paper, we can strengthen the way of expression of Chinese cultural TV programs, which is more suitable for today's highly integrated development of media. And caters to the huge impact on TV programs in the era of intelligent media.*

Keywords: *Cultural TV Programs; Inheritance; Innovation*

1. Introduction

At present, cultural TV programs are attracting more and more attention, such as "I'm Waiting for You in the Summer Palace", "China in Stories", "China in Classics", etc. More and more media workers are also turning their attention to cultural programs. Produce various cultural programs. Cultural TV programs and audiences have a sense of cultural identity. Therefore, it is necessary to continuously innovate cultural programs and transform them through continuous improvement of content and form, so as to further develop excellent traditional culture and cultivate core values.

2. Don't forget the past——The inheritance and value of traditional culture by cultural TV programs

2.1. Awaken cultural memory and strengthen identity

After thousands of years of inheritance and development, traditional culture has become the "cultural memory" of the Chinese nation, which is full of the spiritual connotation of the Chinese nation and covers the spiritual context of the Chinese nation. Traditional dance, music, costumes, etc. have become the root of everyone's heart and the symbolic carrier of national cultural memory. For example, the dance of "Only Blue and Green" in the 2022 CCTV Spring Festival Gala became the most eye-catching program of the whole party. "Only Blue and Green" uses Wang Ximeng's "A Thousand Miles of Rivers and Mountains" as a cultural material, extracts the blue and green in the painting separately, and adapts it into a complete dance. The curtain opened, the lights dimmed, and the turquoise in the costumes and dance backgrounds of the actors became a key to opening up the culture, and also opened up a starlight for the cultural memory in the audience's heart. Some netizens even commented on the Internet: "I am directly culturally inflated." The beautiful dance poses in the show "like a stunner, graceful like a dragon" are matched with the gorgeous costumes of the actors. There is not a single bit of embellishment in the whole performance, but it has narrowed the emotional distance with the audience and lit up a point in the audience's heart. brilliance.

For another example, the 2021 Henan Spring Festival Gala will be "out of the circle" strongly. At the party, the program "Tang Palace Night Banquet" told the story of the past life of the Tang Dynasty female musician figurines. Henan has rich historical and cultural resources. The audience followed "Miss Tang Palace" out of the museum and led the audience to appreciate the magnificent natural scenery of Henan through visual narrative. The total performance time of "Between Heaven and Earth" is 2 minutes and 22 seconds, but these short two minutes tell the audience about the wisdom of Chinese culture, the spirit of Tai Chi, the harmony between man and nature, and the Chinese nation's understanding of the universe and stars. , the vastness of space and the Chinese space dream that the Chinese nation will not give up and continue to explore. By watching the performance, the audience awakens cultural memory and strengthens their sense of identity.

2.2. Carry forward the spirit of the times and demonstrate the responsibility of a major country

Taking movies as an example, as early as 1984, director Chen Kaige created the film "Yellow Earth", creating a new trend of "root-seeking literature" creation. A large number of directors have adapted works with national spirit and cultural identity into movies. , The most famous ones are "Red Sorghum" directed by Zhang Yimou, "Xiao Xiao" by Xie Fei and so on. Many works are full of the root-seeking culture of the Chinese nation. In director Ang Lee's experience, there are many shadows of Western culture. However, director Ang Lee's films such as "Crouching Tiger, Hidden Dragon", "Brokeback Mountain", etc. It is difficult to find that these films are full of profound Chinese national emotions.

Taking TV dramas as an example, whether it is Yang Mi starring TV series "Palace Lock Heart Jade", "Palace Lock Bead Curtain" or Liu Shishi starring "Step by Step", palace fighting dramas with the theme of "travelling" have attracted a large number of audiences. However, among many time-travel dramas, "The Legend of Zhen Huan" has emerged. The success of "The Legend of Zhen Huan" stems from the inheritance of traditional culture. "Story of Yanxi Palace" also added a large number of intangible cultural heritage materials to the plot, successfully creating a new way to promote traditional culture.

Taking cultural programs as an example, "Chinese Poetry Conference", "I Repair Cultural Relics in the Forbidden City", and "China in Classics" have also made new attempts. The Feihualing link in the "Chinese Poetry Conference" not only allows the audience to watch the wonderful answering session, but also plays a role in inheriting Chinese poetry to a certain extent. Through the meticulous analysis of the guests, the audience can obtain spiritual satisfaction. "I Repair Cultural Relics in the Forbidden City" allows the audience to understand the complexity and tediousness of the restoration of cultural relics through a new way of expression. The documentary not only tells about the unique craftsmanship of the artisans who inherit cultural relics, but also the outstanding contributors to the protection of Chinese cultural relics' adherence to Chinese culture. They use their sweat to explain what is the original intention and what is perseverance, and also let the audience experience the Chinese culture. The spirit of inheritance and ingenuity. There is no ingenuity, where is ingenuity. "China in Classics" selects many classic cultural classics. Although "China in Classics" spreads knowledge, more importantly is the cultural spirit contained in a classic, and this spiritual core just makes The audience's soul is nourished, not only inheriting the wisdom of the classics, but also carrying forward the spirit of the times.

2.3. The inheritance significance of cultural TV programs to traditional culture

As an ancient civilization, China has a history of thousands of years, and has also produced many excellent traditional cultures. With the continuous expansion of cultural communication channels, the emergence of TV cultural programs has brought many development opportunities for the inheritance and promotion of traditional culture, and the publicity of traditional culture has been further strengthened. For example, the "Chinese Festival" series of programs is based on traditional Chinese festivals as the core material, combined with the empowerment of new technologies such as 5G and AI, to break the inherent mode of traditional cultural programs and create a new cultural IP. Henan TV station has boldly innovated and broke through the traditions in programs such as the Spring Festival Gala, "Wonderful Night of Lantern Festival", "Wonderful Tour of Qingming Festival", not only the program creativity is unconventional, but also reflects the power of science and technology, for the promotion of traditional culture The work provides materials for more and more Chinese citizens to better understand traditional culture, especially for young people, who are more shocked by traditional culture, so as to achieve the purpose of inheriting traditional culture and fully demonstrate the charm of

traditional culture. The creation and planning of TV cultural programs also means that the protection methods of traditional culture have been broadened. Moreover, in this way, it can also show the Chinese spirit and cultivate core values.

3. Looking forward to the future - the innovative ways and value of cultural TV programs to traditional culture

3.1. Rational use of traditional cultural resources in TV programs

The traditional cultural resources of the Chinese nation are an important issue of the times for innovative methods, and the integration of traditional culture into TV programs is also a key method for content innovation. However, at present, there are still many problems in traditional cultural TV programs. First of all, the proportion of rural population in my country is still very high, and it is difficult for cultural programs to be popularized in the field of vision of every audience. Secondly, the proportion of Chinese variety shows integrated into traditional culture is not high. Many programs do not use cultural resources rationally. Even programs that integrate Chinese traditional culture still have shortcomings. In the end, the audience has the most important sense of participation and interaction in a program. If there is no positive response from the audience, the TV program will gradually die out. Therefore, media people should actively increase the popularity of traditional culture. A successful TV program often depends on the media people's publicity efforts. To allow more audiences to participate in the program, this will not only increase the program revenue, but also help Improve program performance.

Rational use of my country's excellent cultural resources, focusing on strengthening the integration of cultural elements in the content of the program, optimizing the cultural appeal of the program, innovating the program mode and expression, and innovating and transforming traditional TV programs are conducive to improving the ratings of TV programs. ^[1]Therefore, we should actively integrate the excellent cultural resources of the Chinese nation into the content of the program. Cultural identity is a key factor in the rational production of TV programs, as well as the key to innovative ways of TV programs.

3.2. The government should properly complete the policy content of the program

The government must properly complete the implementation rules related to TV programs, and at the same time, it cannot relax the inspection of programs. The intelligent information age allows the audience to enjoy an exquisite visual feast, and also makes the world become closely connected, forming a "global village". At the same time, all kinds of TV programs are not uncommon, and it is inevitable that some programs will "edge the ball". Although the government has continuously strengthened the supervision and crackdown on programs and issued a large number of regulations, there are still a large number of TV programs that do not conform to the correct spiritual and cultural guidance. Therefore, the government must continue to strengthen and change the existing rules and regulations little by little, actively improve the existing laws and regulations, implement a green and healthy and reasonable system, provide more convincing rules and regulations for inspection agencies, and improve the awareness of the current environment. regulatory strength. At the same time, the government should also actively mediate the competition and conflicts between different interest groups. On the basis of ensuring the rationality and standardization of the program, it should correctly carry forward the excellent traditional culture of the Chinese nation. It should not only achieve cultural innovation, but also achieve the norms of the legal system. nature, and constantly improve the construction method of my country's TV programs.

The construction of reasonable rules and regulations has promoted the development of the TV industry to a certain extent. To a certain extent, the correct construction of the management mechanism is a process of continuous implementation and continuous development and improvement of the mechanism. Media units must be conscious and active in program production and innovation in order to change the current passive situation of program production. However, this kind of initiative and awareness cannot be produced immediately, and it takes a certain amount of time and experience to polish. All in all, media units must build a relatively complete TV program creation system, and finally create high-quality programs through long-term development and evolution.

3.3. Diversified communication methods and visualization of audience experience

First of all, media staff must have a certain strength, learn and train to be "all-rounders" rather than experts. It is not only necessary to carry out professional training for media staff to cultivate talents with a certain professional quality, but also pay attention to their professional ethics and moral quality, and cultivate a group of high-level and high-quality professional talents.

Secondly, it is necessary for media staff to be familiar with the excellent traditional culture of our country, master the knowledge and skills related to traditional culture, cultivate a certain practical ability while learning cultural knowledge, and participate in the inheritance and development of traditional culture.^[2]

Finally, we must always pay attention to the audience's feedback, and collect the audience's views and opinions on the program. The most important factor for a successful program is the audience's sense of experience. Therefore, grasping the audience's sense of experience is crucial for the improvement of media staff. important role. Appropriately improve the creation system and theme of the program, and understand the audience's preferences from different angles. Under the same circumstances, audiences tend to choose programs with novel themes and novel creation methods, which will bring viewers a novel visual experience.

At present, the creation of TV programs has higher and higher standards, and the audience's expectations and requirements for programs are gradually increasing, which requires a TV program production team with a certain professional level. How to make good use of the traditional cultural elements of the Chinese nation is a new topic of the times. Under the same background, it is necessary to carry out divergent thinking training for high-level professional talents to create more novel themes. For example, "China in Classics" takes ancient Chinese books as the background, cooperates with the new performance method of "connecting the ancients and the present", travels through time and space, and dialogues between ancient and modern, allowing the audience to experience a visual feast, and has won numerous praises. "China in Stories" uses the creative method of "drama + film and television + variety show" to reproduce famous scenes in classic film and television in the form of drama, allowing the audience to gain a new sense of experience. This performance method can more enter the audience. The heart of the program and the audience are narrowed. In the program, the host learned the story behind the film and television through interviews with the guests, and also let the audience realize the true meaning behind the film and television. At the same time, the choice of themes and the way of performance of the show can often impress the audience, making the audience emotional and tearful. "I Repair Cultural Relics in the Forbidden City" chooses a civilian expression. There is no major repair performance in the show. However, the show allows the audience to deeply understand the hardships and perseverance of cultural relic restorers through the true expression of cultural relic restoration work. , this slow-paced expression can give the audience a sense of experience. No matter how the times develop, we must always respect traditions and craftsmanship, and under the pressure of fast-paced life, call for and inherit the "artisan spirit" that has been gradually forgotten by the society in this era. "Seeing Words Like Faces" is my country's first star letter-reading program. It allows guests to read letters aloud, and takes the letter as the center to lead the audience to relive the real historical stories and memories of the times, capturing the memory points in the audience's hearts.

4. Cultural TV programs should innovate in inheritance and develop in innovation

4.1. Inheriting traditional culture and innovating program themes

Television programs are inherently diverse and variable, and television, as a medium type, also provides a solid foundation for television programs. In the process of inheriting and promoting the excellent traditional culture of the Chinese nation, we must pay attention to the cultural education work of TV stations at all levels to demonstrate cultural self-confidence. At the same time, it is necessary to select those excellent traditional cultures suitable for dissemination, select high-quality materials, reflect the strong vitality of excellent traditional culture, continuously promote the effective connection between mainstream media and local media, and strengthen the integration between media and traditional culture.^[3]

4.2. Complete program mode, cultivate core values

At present, with the rapid development of science and technology, society has entered the era of

intelligent media, and a huge collective has been formed around the world. Similarly, various cultures have also exchanged and collided, we can accept foreign cultures, and foreign cultures inadvertently affect our thoughts. Therefore, mainstream media must play an important role in cultural communication, build mainstream media well, strengthen cultural communication work, shoulder the mission of the times, and build a cultural powerhouse. In the context of increasingly frequent cultural exchanges, the key to the prosperity of a country and a nation lies in its cultural soft power. Government and media personnel should take cultural soft power as the primary development direction. TV cultural programs are also a key factor in strengthening my country's cultural soft power. Excellent TV programs can often change the minds of audiences. Only by continuously improving my country's cultural strength can we build a world cultural power. In addition, cultural TV programs are also a channel to spread positive energy for young people and improve their cultural literacy and the spirit of the times.

4.3. With the advantages of media, improve user thinking

At present, the main development goal of my country's media industry is new media, and the shortcomings of traditional media are becoming more and more obvious. Therefore, traditional media should develop towards new media, learn from each other's strengths, actively integrate, and use the advantages of new media to let more people know about the excellent traditional cultural materials and complete the effective dissemination of traditional culture. At the same time, it is necessary to actively mobilize the audience to participate in the program, strengthen the audience's sense of participation and experience, and let the audience truly enter the traditional culture. Municipal and county-level media can also use their geographical advantages to create cultural programs that local people love. For example, Hunan embroidery, one of the four famous embroidery in China, originated in Changsha, Hunan, with distinctive local characteristics. Local media organizations can take advantage of this advantage to produce cultural programs with Hunan embroidery as the background, shorten the distance with the local people, show local ethnic culture and national characteristics, and produce more authentic programs.

5. Conclusions

In the context of the era of intelligent media, media at all levels should make rational use of cultural resources, improve the mode and content of programs, and strengthen the audience's participation and sense of experience. In addition, governments at all levels should also actively cooperate with the work of the media, complete program policies, formulate appropriate laws and regulations, and strengthen the ability to supervise the work of the media. my country has five thousand years of cultural treasures and extensive and profound cultural resources. Improve user thinking and further develop my country's excellent traditional culture. At the same time, it is also necessary to screen and innovate traditional culture, select excellent traditional culture that conforms to the background and spirit of the times, innovate the way of expression, and build a world cultural power.

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