

A Probe into the Guidance of Cultural Programs on Youth Culture—Taking "Classic Chanting" as an Example

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Abstract: Traditional culture has become a hotspot in education in recent years, and cultural programs are the main entertainment channel for the dissemination of traditional culture. "Classic Chanting" spreads poetry culture through "harmonious poems and songs". The unique and innovative model has attracted widespread attention from all walks of life and inspired young people. Enthusiasm for Chinese traditional culture, the educational form of entertaining and entertaining enables young people to gain mental inspiration while watching the program, and enhance their sense of experience of traditional culture. "Classic Chanting" has played a role in social media education in a media-integrated environment, helping young people to have a deep understanding of traditional culture and bringing many inspirations to young people's education.

Keywords: Classic chants; traditional culture; youth; cultural programs

1. Introduction

There are many kinds of traditional cultural programs. In the process of disseminating traditional culture, it can play a cultural influence on young people, establish cultural self-confidence, form correct three views, and standardize thinking and doing things. Under the multiple influences of cultural programs, the scope of youth cultural nourishment has increased. How to help youth flourish under the influence of traditional culture from all walks of life has become a common concern of many researchers. This article explores cultural programs around this issue, and sees the core of cultural programs through "Classic Chanting", the rebirth of traditional culture and the transformation of young people's cultural beliefs. The program breaks the traditional definition of cultural programs, and brings new life to traditional culture in an innovative form. New concepts and new communication add a lot of fun to the cultural journey of young people. Interest is the best teacher. It is the direction of our research to help the cultural nourishment of young people and to better inherit Chinese traditional culture.

2. The influence of cultural programs on the cultural value of teenagers

The excellent traditional culture of the Chinese nation condenses the wisdom and experience of the Chinese people for thousands of years. It is the moral code, ideological character and value orientation generally accepted and recognized by the Chinese nation, and has a very rich ideological connotation. At present, with the development of science and technology and the speed of information flow, people are aware of the precious value of traditional Chinese culture and eager to explore the deep meaning of traditional culture. In order to make people's understanding of traditional culture more extensive and in-depth, and to strengthen the cultural awareness and cultural self-confidence of the Chinese people, a large number of cultural programs have emerged as the times require, aiming to stimulate the vitality and vitality of traditional Chinese culture.

2.1. Feel the charm of classic culture and form cultural self-confidence

In recent years, a large number of variety shows aimed at the inheritance and dissemination of traditional culture have been released one after another. This is an intentional exploration of tradition, and to a certain extent, it has played the social education function of TV media, and consciously undertakes the social media mission of traditional culture education for young people. The new path and new perspective of youth education, which combines teaching and entertainment, have an impact on the traditional cultural education of teenagers [2]. CCTV's traditional cultural innovation program "Classic

"Classic Chanting" invites celebrities or ordinary people as classic singers to re-compose poems to show the charm of ancient poems in a new form. The experience of each classic singer can basically resonate with the poem, and the classics are sung with the experience to express personal emotions and help the listeners feel the will of the ancients. After the singing, Professor Kang Zhen will give a more professional explanation of the poems, so that the audience can understand the stories behind the words and experience the unrestrained joy or uncontrollable grief when the ancients wrote poems. Teenagers are connected to these situations that are completely unfamiliar to them, and they are interested in stories and emotions. The unique curiosity of teenagers will lead them to find and discover the bits and pieces of ancient China, awakening the culture of Chinese children. Genes, enhance their sense of identity with traditional culture, and then young people will actively participate in the dissemination of traditional culture. "Classic Chanting" is also a cultural program initiated by CCTV. Its innovativeness and development are more conducive to strengthening cultural self-confidence, helping contemporary young people to actively participate in the process of innovation and development of traditional Chinese culture, and strive to achieve National inheritance and national innovation.

2.2. Inspire the mind, enhance the spirit of exploration, and establish the correct three views

Cultural programs affect the cultural aesthetics of teenagers in a subtle way, break through the limitations of the classroom, distinguish the essence of cultural knowledge through self-exploration and pondering, promote the exploration ability of young people, improve the self-learning ability of young people, and improve their interests through special research. enthusiasm for learning. History tells us where we came from, and the imprint of the times tells us where to go. Standing on the shoulders of our predecessors and looking at the world, we will see a colorful new world. The core of young people learning traditional culture is to absorb the national wisdom in traditional culture. The poems express the love for the motherland and the helplessness of the dark rule in short and concise sentences. The concise words express the understanding of the individual, society, country, love, law, and etiquette. The recitation of poems by young people is the inheritance of traditional Chinese culture, and the experience of young people's emotions is the precipitation of traditional culture. China has a long and long history, and there is still a lot of information worth exploring and excavating for young people. Taking poetry as the center, expanding outward to understand the background of the times and the experiences of poets, young people can have a new understanding of China. Music has magic power, poetry has charm, follow the sound to discover and appreciate the spirit of our great country, absorb human civilization, listen to the wisdom of life, and feel the life experience and life background of the ancients. Poetry can express the style and character of the times and literati spirit. In the process of exploration and discovery, young people gradually establish a correct outlook on life and values, build a perfect personality, and form a unique cultural aesthetic.

3. The New Way of "Classic Chanting" to the Youth Culture

3.1. Fusion of music and poetry

The reason why poetry is not popular in contemporary times is not that its artistic value is not enough, but that the form of communication is too simple^[4]. Especially for young people, the only way to get in touch with ancient poetry is to recite a few short poems stipulated in textbooks. Moreover, with the development of fusion media, just the text on the books presented can no longer attract people's attention. In ancient times, poetry was sung one by one. From the beginning of ritual music in the Zhou Dynasty, court poetry, sacrificial music and folk poetry were all interpreted and spread in the form of songs. Just like popular songs now, poetry is also a kind of entertainment that can be enjoyed by both the refined and the common. Nature's way of spreading culture. After the changes of the times, the tune of poetry has been forgotten in the long river of time, but the poetry has been passed down to now and it has become a cultural treasure for us to reminisce about the classics. There are many vocalists in our country who have been contributing their own strengths in the field of poetry and music, and with the emergence of the innovative cultural program "Classic Chanting", these vocalists are not fighting alone. Now it is composed of poetry and music, and "song with poetry" has become a cultural transmission method pursued by the whole people. The music of the poetry soundtrack is not based on groundless imagination, but is created according to the composer's understanding of the poetry, aiming at the complete integration of the melody and the poetry. By appreciating the music, the listeners comprehend the emotions expressed by the ancients through words. The Chinese classical musical instruments, national musical instruments, Western musical instruments or Indian salang used in the live accompaniment are all added

according to the needs of the performance, adding strong regional characteristics to the song to better express feelings. "Classic Poems" organically integrates classical poetry and popular music. Classics and pops collide to create new sparks, giving the classics a fashionable attribute, and giving the pops a classic heritage. It truly achieves "the creative transformation and innovation of Chinese culture." Sexual Development".

The program also has strict requirements for the selection of singers, and the works performed by classic singers must conform to their cultural values. For example, Zhang Qi, the lead singer of the Black Panthers, sang "November 4th Wind and Rain (Part 2)". The singer of the rock band handled the song very delicately into two parts, the first half of which was rock singing, showing that Lu You dreamed The determination and ambition to go on the battlefield to kill the enemy, in the second half of the opera, the old man sings the state of Lu You, who is in his 60s, in a "stiff nest". This performance, composed and arranged by Zhang Qi himself, won unanimous praise from the critics on the spot. Then Professor Kang Zhen gave a deeper explanation of the poem, combining "one" and "two", combined with Lu You's background and experience were discussed with the singer Zhang Qi and the host Sa Beining. During this process, everyone collided and merged with Lu You and the pair's understanding of the poem, which deepened the audience's understanding of the poem. comprehension. Only by deeply comprehending the connotation of the poem can the singers calmly and naturally "merge the two into one" with the feelings expressed by Lu You. From this, it can be seen that each singer has a very deep understanding of the works. While chasing stars, young people can also learn traditional culture, feel the spiritual civilization of the ancients, and set a lofty cultural example for young people.

3.2. Converged media innovation communication

The speed of information circulation continues to accelerate, and the impact of the Internet on traditional media will continue to increase. Under the influence of such new media communication, the creative transformation of traditional cultural programs has skillfully solved the crisis of traditional communication. The innovative thinking performance of "Classic Song Chuan" can be seen first from the selection of the host and guests, identifying users, targeting young users, meeting user expectations, and precise marketing. While realizing the purpose of disseminating traditional culture, it also guarantees viewership and achieves a double harvest of ratings and word-of-mouth. The program conforms to the requirements of President Xi: "integrating ideology and culture", inviting the audience's favorite celebrity guests to spread traditional culture, and spread classical poetry in the form of catchy songs, forming today's well-known excellent, entertaining and entertaining cultural program.

In addition, the program production is suitable for the current fast-paced era. One song and one word is a clip, which is convenient for editing and putting it on the short video platform. The broadcast also takes word of mouth as the guide, and uses the method of "audio and video + H5 + self-media articles + Weibo topics" to spread new media with full coverage, and the effect is remarkable^[3]. "Classic Chant" with "fine production, high quality, large format", let the audience experience the transition from "entertainment noise" to "humanistic beauty". Bringing many forgotten poems back to life, allowing the younger generation of audiences to experience the charm of traditional Chinese culture while chasing stars. The program not only invites celebrity artists, but also ordinary people, shortening the distance between life and art, making Chinese original cultural programs more localized and friendly to the people, with more Chinese characteristics, and can also let teenagers in adolescence know that it is worth pursuing. Not only celebrities, but ordinary people can live dazzlingly. This form of communication can cover various types of audiences to a certain extent, reduce the "generation gap", and meet the aesthetic needs of various age groups and social groups. In the production of programs, the overall aesthetic trend can be reflected. The era of integrated media has made the dissemination of culture more convenient. Many cultural programs have also taken the express train of the times and carried out program innovation. The combination of cultural and comprehensive attracts attention to disseminate culture. For example, programs such as "National Treasures" organically combine culture and art, and play with short video clips to whet the appetite of the audience. Combining the heavy "cultural connotation" with the popular "artistic expression" not only conforms to the requirements of the development of mass media in the context of globalization, but also shows the value of cultural programs.

4. How cultural programs help more teens get cultural nourishment

4.1. All parties work together to promote traditional culture to become the mainstream fashion and inherit Chinese treasures

In the context of globalization, the Chinese people have discovered the value of the Chinese nation's culture in a timely manner, and constantly enriched the affirmation and recognition of their own cultural value, which reflects people's firm belief in the vitality of their own culture. The cultural confidence flowing in the blood of the Chinese nation needs to be inherited and developed to continue the Chinese civilization and promote human progress. The baton of cultural heritage must be handed over to young people, and the traditional cultural education of young people has become the focus of education, and deepening young people's understanding of traditional Chinese culture has also become the primary prerequisite for traditional cultural education. Internet technology is constantly innovating, and globalization has changed the traditional form of communication and educational content. The way of educating young people needs to follow the progress of the times and innovate and develop. The role of education is usually composed of three parties: school-family-society, where school is the main place for young people to receive education, family is the first classroom for children to receive education, and society is the main practice place for young people to give feedback on education. The traditional culture education of young people is the common responsibility of the three parties, and all educational resources are collected to optimize the content and environment of young people's education, and strive to optimize the traditional culture education of young people.

In terms of school education, teachers can refer to the form of cultural programs during the teaching process, especially for humanities and social sciences, and compile the teaching content into catchy songs to facilitate students' memory. At the level of traditional culture and education, schools can break through the traditional classroom teaching mode, make on-the-spot visits, watch cultural programs, etc., combine education with entertainment, and create a pleasant learning atmosphere for students. In the set environment, students' emotions can be better to be driven and integrated into the cultural background of this period, deepen the understanding of literary works, and enhance the enthusiasm of young people to learn.

Teenagers are in the rebellious period and are prone to hostility with their parents. Family education at this stage is relatively difficult. Parents need to explore the interests of teenagers, understand and accept the culture that teenagers love, improve their personal cultural accomplishment, and carry out effective family education in a timely manner. Parents have always played a subtle role as educators in the growth process of young people. In terms of young people's learning of traditional culture, parents can still move silently and accompany young people to watch more high-quality TV programs that enhance aesthetic and cultural value. Take children to play in areas with profound history and culture, and "read thousands of books and travel thousands of miles" together with children, create an educational atmosphere that promotes the traditional culture of the Chinese nation, and form a good family style.

In terms of social education, the development of integrated media provides a wealth of information sources for young people's online education, but the quality of information content is mixed, and young people's ability to discriminate is low, so they cannot accurately find valuable and meaningful content. This requires the society to control the amount of vulgar content on the Internet, actively innovate content suitable for young people to watch and learn, especially the content of traditional culture, and produce content that caters to young people's preferences. The classic singers in "Classic Chanting" are basically popular stars loved by teenagers, and the presentation form of the songs is more convenient for the spread of traditional culture. Teenagers can deeply feel the unique charm of Chinese culture by watching programs, and their sense of identification with excellent traditional culture will be further strengthened [1].

4.2. Continuous innovation, stimulate the interest of young people, and tap deeper ideological connotations

As traditional culture returns to the public eye, more and more young people are interested in the traditional culture of the Chinese nation and strive to carry it forward^[5]. Chinese classical arts, such as Hanfu, opera, storytelling, drama, classical music, and ethnic musical instruments, which are loved by teenagers, have already set off a frenzy on the Internet. Teenagers like to pursue individuality, but at an age when they are easily interested in new things, they are fascinated by traditional Chinese art, which proves that the initial challenge of the mass media to promote Chinese culture is successful. Next, what

educators need to do more is to help young people discover cultural connotations and find the meaning of spreading Chinese traditional culture. Cultural programs need to be constantly innovated, follow the trend of the times to catch the attention of young people, help young people find their interest in learning traditional culture, and make good use of the traditional art forms that contemporary young people love to stimulate their interests at a deeper level. The innovation of "Classic Chanting" is a good improvement for young people's traditional culture learning. The "boring" poetry and words are expressed in the popular, rock, opera, and bel canto ways that young people like, and the way of memorizing lyrics is used instead of simple poetry. Reciting, traditional poems spread far and wide inadvertently. For teenagers who study vocal music and other majors, in order to better display the songs, they need to understand the background of the work, the poet's experience, and understand the feelings, so that they have a deeper understanding of poetry and gain a better learning experience through personal experience. Taking this as a reference, the dissemination of "Classic Poems" helps all young people learn classic poems from listening to songs, and experts and professors help young people understand the background of the works and feel the feelings of the songs. In addition to watching programs, teenagers can freely express their opinions and views on social platforms or video bullet screens, and collide with each other in the process of communication. In this process, teenagers are both multimedia content disseminators and creator of the show. Program producers can watch more of the barrage to understand what the audience really needs. During the sharing and dissemination, young people deepen their feelings for traditional culture and better carry out the inheritance and development of traditional culture; through the sharing of young people, the program team can carry out effective innovation, truly find the interests of young people, and maximize the influence of the spread of traditional Chinese culture. Teenagers integrate the excellent traditional culture and art into their own knowledge and spread it after their own experience and discussion. During the process of watching the program, the youth can gradually do: feel the culture in the experience, spread the culture in the sharing, and gradually integrate the traditional culture. The internalization of art and the enrichment of the humanistic connotation of individuals, in this way, the purpose of disseminating traditional culture has been achieved.

5. Conclusion

The adolescence is a critical period for the formation of Days and Nights in Wuhan's three views, and it is also a golden period for learning knowledge. Cultural programs can help teenagers understand the knowledge that is difficult to contact and accept in their study and life. As a mass media, it has the responsibility to play a good role in education and bring valuable artistic content to the audience. It is the duty of every Chinese child to spread Chinese traditional culture, and it is what the mass media should strive to do at present. Through the popularity of cultural programs, it can be seen that all sectors of society are striving to carry forward excellent traditional culture. Teenagers are easily interested in new and interesting things. All walks of life need to innovate constantly, repackaging and spread Chinese culture with the best and discard the dross, and put old wine in new pots to attract teenagers to experience the lingering fragrance of traditional culture.

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