

Dissemination and Innovation of Traditional Cultural TV Programs under the Background of Pan-entertainment--Take the Fourth Season of Poetry and Ci Congress of China as an Example

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Keywords: Cultural TV programs; China Poetry and Ci congress; Communication and Innovation

Abstract: With the increasing enrichment of culture and the popularity of cultural TV programs, the public's demand for enriching spiritual and cultural life is becoming more and more diverse. Cultural TV programs emerged under this cultural background. The current cultural TV programs, how to better use their platform advantages and professional characteristics, to close to the people, serve the people's livelihood, and guide life, not only need TV media workers to constantly innovate the communication mode, but also need to pay enough attention in the cultural field. Based on the current development of domestic cultural TV programs and taking the cultural TV programs of "China Poetry and Ci Conference 4th Season" as the object, this paper analyzes the dissemination and innovation of cultural TV programs under the influence of "pan-entertainment". While realizing its entertainment function, it has become a carrier for spreading health, nobleness and knowledge, and has become a window for spreading positive energy, ensuring that cultural TV programs can better activate cultural connotations and promote Chinese traditional culture.

1. Introduction

The people-oriented thought and people's livelihood concerns are the values that have been emphasized in China in recent years. The "Nineteenth Congress" report clearly points out that socialism with Chinese characteristics has entered a new era, and people's growing need for a better life has also put forward higher development requirements for the times. How to meet people's higher levels of demand and yearning is increasingly important and urgent. With the growing culture and the popularity of cultural TV programs, the public's demand for rich spiritual and cultural life has become more and more diverse, and cultural TV programs have emerged in this cultural context.

Cultural TV program is a cultural program with humanistic feelings as its content, reality show as its form of expression, service to the public as its main purpose, and entertainment function. China has always been a country rich in traditional culture. In recent years, the impact of western learning has been declining. Chinese traditional Poetry and Ci songs dominate and occupy the center of attention. Therefore, reality TV programs with cultural themes have more audiences and better ratings, and naturally have good social benefits and considerable economic benefits. Throughout the development of Chinese TV programs, we can clearly see that the one-way propaganda based on ideology has begun to transform into a state of audience experience and satisfaction. In this transformation process, "pan-entertainment" highlights and strengthens information. The most obvious feature of the content. The cultural puzzle program Poetry and Ci Conference Season 4, which was independently developed by CCTV, was very popular. It also aroused the public's feelings of Poetry and Ci, which not only made the program get a very good reputation, but also promoted the spread of Chinese traditional culture.

2. Reasons for Positive Feedback of the Traditional Culture Program Poetry and Ci Conference Season 4 in China

2.1 Cultural TV programs can get a very good response to positive energy

Entertainment function is one of the important functions of TV media, which is undeniable. Television programs are presented to the audience in the form of images and sounds. TV programs are lively in form of expression and easy to understand in content transmission. They are easy to resonate with the audience, so that the audience can unknowingly gain cognitive improvement, emotional release and a pleasant experience of physical and mental comfort. In modern society where life pressure is increasing, people are more eager for the export of emotional catharsis and pressure release, and the entertainment function of TV programs can just meet such needs. When people get good physical and mental feelings by watching TV programs, they will rely more on this program and also promote it, which will promote the program ratings. Therefore, entertainment TV programs have a good development environment in modern society.

In recent years, some head programs in Chinese television industry have retained positive publicity effects in a pan-entertainment environment. These head programs have innovated and recreated traditional culture, making some bitter and difficult topics in people's daily life easy to understand, making some extremely serious things relaxed and happy, and making the audience feel comfortable and happy. CCTV's "The 4th Season of China Poetry and Ci Conference" is a TV program that spreads positive energy. It truly shows the courage and strength that people are excited by in the face of challenges, and enjoys a very good social response while enjoying the public.

2.2 The Fourth Season of China Poetry and Ci Conference meets the needs of society for traditional culture

The tendency of entertainment in cultural TV programs is justifiable, but Poetry and Ci Conference Season 4 in China combines entertainment with professionalism very well. It is independently developed by the science and education channel of CCTV, and a large studio jointly sponsored by state language commission and the Communist Youth League Central Committee broadcasts original cultural TV programs on a quarterly basis. The program is aimed at "appreciating Chinese Poetry and Ci, seeking cultural genes and tasting the beauty of life". Dong Qing is the host of the program, and Wang Liqun, Kang Zhen, Meng Man, Li Bo and Yang Yu are the cultural guests. Chinese Poetry and Ci lovers of all ages and fields are invited to participate in the Poetry and Ci knowledge competition. According to the frequency of ancient Poetry and Ci's application in daily life and the coincidence of thematic ideas, the classification criteria of Item Bank of programs are to seek further breakthroughs in raising banners, gathering people's hearts, educating new people, revitalizing culture and exhibiting images. They also pay attention to the emotional appeal and cultural expectations of the audience of the times and the creation of programs. New co-frequency resonance. From the perspective of serving the psychological and emotional needs of the public, the key links such as topic innovation, competition system, contestants, guests, dance beauty, etc. are innovated to enhance the audience's sense of cultural gain and happiness through concentrating the poetic flavor of life, thus stimulating the public's cultural innovation and creativity.

Some professionals have pointed out that only TV entertainment programs that are truly loved and respected by the audience are truly successful entertainment programs, and only such programs can obtain longer-term vitality and vigor. There is a general tendency for programs with healthy content, respect for the mainstream values of society and fresh and natural style. The over-entertainment programs with vulgar content and Curry favor by claptrap, even if they can get momentary attention, also lead to the emptiness of the public spirit and the difficulty of having a good reputation of the audience. Therefore, the vitality will not last long. The fast-paced life brings fast-food information to the public, which only makes the audience's understanding of information stay on the surface and lacks deep excavation. Therefore, this society needs excellent culture, and the audience also needs traditional culture to meet the spiritual needs. Entertainment programs should be presented to the public through their own continuous efforts and innovations, so as to win

respect and gain long-term momentum for development. On the one hand, the prevalence of cultural TV programs is supported by policies. The state strongly advocates reading for all and strengthens the building of spiritual civilization. On the other hand, it is because of the era of pan-entertainment, the audience's strong desire for "excellent programs".

2.3 The Communication Value of "The Fourth Season of China Poetry and Ci Conference"

Cultural TV programs have cultural and educational significance. For the elderly, young people and children, they can acquire knowledge from them and arouse their thinking from different levels and angles. For cultural TV programs of knowledge competition, for example, "The Fourth Season of Chinese Poetry and Ci Conference" invites Chinese Poetry and Ci lovers of all ages and fields to participate in Poetry and Ci knowledge competition. Its interesting performance greatly stimulates the audience's interest in watching and at the same time arouses the audience's thinking about the meaning of Poetry and Ci culture itself and the story behind it. Television is the main channel for the public to receive cultural education. The high-quality cultural TV programs broadcasted can not only entertain the public, but also educate the audience about cultural knowledge. Cultural TV programs can promote the transmission of mainstream values, stimulate people's interest in traditional Chinese culture, and form positive mainstream values.

The cultural guests in the TV program "China Poetry and Ci Conference Season 4" personally interpret, guide and popularize the cultural knowledge of Poetry and Ci so that the audience can really learn and understand the relevant knowledge, history, literature and art of Poetry and Ci culture, which just meets the urgent needs of the audience of such programs. The audience can think through the questions raised by the program, and then learn relevant knowledge, so that they can put forward some professional opinions for their knowledge base in the collision of thinking. In Chinese classical cultural works, many contents concerned with people's livelihood are still thought-provoking in the current era. Major social and political events can inspire literati's feelings of family and country, and also have the thought of benevolent government and love for things. In the Chinese society that advocates the construction of ecological civilization and the building of a clean and honest government, the practical significance of culture has turned into a screen. Therefore, viewers watching cultural TV programs will internalize their perceptions and generate emotional resonance, which is also the most direct manifestation of the moral education function of mainstream TV media.

3. The Communication Strategy of the 4th Season of China Poetry and Ci Conference

In the context of pan-entertainment, cultural TV programs have been striving to improve program quality and service level, which mainly depends on the enhancement of program connotation. Cultural TV programs also need to enhance the organic integration of professionalism and entertainment, strengthen the expression of cultural connotation in the programs, and attach great importance to the application of developmental elements. In this way, the programs not only serve the public, but also play the function of guiding the public to pay more attention to culture. For example, "The 4th Season of China Poetry and Ci Conference" first focuses on highlighting the tone of the program, and selects a group of Poetry and Ci content that boosts morale, invigorates the spirit, nourishes the soul, and uses poetry to inspire the public to fight for the times. God; secondly, paying attention to the use of Poetry and Ci to increase the design of young people, fully reflecting the educational achievements of Chinese traditional culture in primary and secondary schools; The program also pays attention to the emotional appeal and cultural expectations of the audience of the times and the resonance of the program innovation. From the perspective of serving the public's psychological and emotional needs, it innovates the key links of the topic, the competition system, the players, the guests, the dance and the like, and enhances the audience by enriching the poetry in life. Cultural sense of sensation and happiness, inspiring the public's cultural innovation and creating vitality.

3.1 Seeking the best match between drama and authenticity

If the dramatic effect can be properly expressed, then the TV program can bring in a strong sense of rhythm and the program content is more dynamic and attractive. In spite of this, authenticity must be taken as the premise of program production, and the essence of the program cannot be ignored in pursuit of dramatic effect. Lack of authenticity content will only make the audience produce resistance to the program. In order to achieve the story effect and attract the audience, the program must maintain the realism of the program. Only in this way can the audience be sure of self-worth and integration into the program.

As far as Poetry and Ci Conference Season 4 in China is concerned, it is often more appealing to present the program brilliantly in front of the audience, use TV skills flexibly and improve the content of the story. As far as the traditional cultural programs are concerned, they pay more attention to the cultural connotation, but at the same time, the viewing and interesting degree of the programs will be reduced accordingly. As far as cultural TV programs are concerned, starting with the tedious program materials, we can dig out the bright spot materials that can attract the audience and enlarge them to achieve the expected results.

3.2 Content meets audience needs and delivers Poetry and Ci cultural knowledge

The popularity of cultural reality shows is related to the development of social education and meets the needs of the audience. With the increasing enrichment of culture and the popularity of cultural TV programs, the public's demand for enriching spiritual and cultural life is becoming more and more diversified. According to the current situation, many people know little about the culture of Poetry and Ci in the program "The 4th Season of China Poetry and Ci Conference", so it is urgent to popularize it. In addition, with the popularization of education and the improvement of the quality of national culture, the whole society has formed a culture of advocating cultural learning. However, there is no mainstream way to spread Chinese traditional culture other than education. At this time, cultural TV programs suitable for the development of the times have entered the line of sight in the form of audiences, and triggered a craze for the whole society to compete for learning. Advertisers also found business opportunities and provided high sponsorship funds. At the same time, cultural programs are mainly reality shows, which can form a good interaction with the audience, so the program ratings are only high.

Obviously, when recreating the cultural reality show, David should see the highlights of the show better integrated into the show. This can not only meet the audience's spiritual needs, but also make the program content more in line with the state of life and bring positive program content to the audience.

4. The Inheritance and Innovation of "China Poetry and Ci Conference Season 4"

4.1 Poetry and Ci culture as a program carrier is more targeted

The fourth season of China Poetry and Ci General Conference takes Poetry and Ci culture, which has been inherited for a long time and has a wide influence in China, as its program carrier, to effectively disseminate Poetry and Ci culture in the form of variety shows. It combines the inherited traditional culture with innovative TV concepts to satisfy the people's desire for traditional Chinese culture and accurately seize the opportunity for the country to attach importance to spiritual and cultural construction.

The fourth season of China Poetry and Ci Congress is constantly innovating and changing with the basic content of Poetry and Ci in China unchanged. For the first time, the theme Bank of the program tries to classify it into more than ten themes, such as Season, chanting objects (flowers, plants, birds and beasts), local sentiments, kinship, love, friendship and heroes. It implies the excellent virtues of the Chinese nation, such as benevolence, loyalty, filial piety and patriotism. The higher proportion of traditional festivals, the change of seasons and Poetry and Ci related to traditional culture are closer to life. It also highlights the theme of the program to promote Chinese traditional culture and weakens the gap between traditional culture and daily life.

The program “The 4th Season of Chinese Poetry and Ci Conference” is more targeted with the same Poetry and Ci as the carrier, so that we can see the charm of words and languages displayed by Poetry and Ci culture. With the continuous innovation of the program form, it shows that cultural programs are becoming mature and have a very strong potential for development.

4.2 More suspense around the knowledge of the Poetry and Ci culture

First of all, the “China Poetry and Ci Conference Season 4” TV program will set up a knowledge competition system around the Poetry and Ci culture, involving Poetry and Ci fans of all ages and fields in China. The program includes personal pursuits, offensive competitions, and competitions. These are important episodes that can arouse the audience's curiosity and tension. Coupled with the continuous guidance of the host, the audience will follow the words and then the unique effects of the TV programs and the interpretation of the experts, will continue to deepen the goodwill of the audience. Secondly, the program will enlarge the conflicts among the contestants, enhance the audience's interest in watching, focus the conflicts and conflicts among people on the Poetry and Ci cultural knowledge, and then use various ways to vividly present the problems between people and Poetry and Ci cultural knowledge to achieve fascinating results. Finally, the program will focus on the hot spots in reality. Culture, represented by poetry, has the vitality to go through time and history. It can care for the ups and downs of real life and reflect the development of the times and historical changes. It is here that the significance of cultural education reaches to the softness and agitation of the heart. The wisdom, character, mind and accomplishment accumulated for a long time have become the power to moisten the heart.

4.3 Taking cultural self-confidence as the core of the program has more connotation

Chinese history and culture numerous volumes of literature, Poetry and Ci genes are still stored in our blood. Since the opening of China Poetry and Ci Congress, many audiences have seen the beauty of Poetry and Ci culture. It has always insisted on building Chinese cultural self-confidence. From the topic setting to the game link, the teacher's explanation and comments, it is not only to inspect the province of Poetry and Ci culture, but also to carry forward the essence of Chinese culture. This program form, which combines entertainment and culture, is a useful attempt to let more people begin to pay attention to cultural classics, enhance the country's soft power and enhance the national cultural confidence.

“China Poetry and Ci Conference” has been on the air for four seasons, and the audience rating is only as high as that. According to statistics, the total number of viewers on the whole network reached 1.1 billion in the second quarter, and the number of online topics has also exceeded 100 million. Microblog reading and video playing exceeded 571 million times. In addition to continuously enriching the question bank and upgrading the competition system, the fourth season of China Poetry and Ci Congress has also adjusted the program content, paying more attention not only to Poetry and Ci culture. It also focuses on exploring the stories of the characters who changed their destiny because of Poetry and Ci, and conveying the beauty of Poetry and Ci and the beauty of human nature. Because of the common people's quest for Chinese Poetry and Ci culture, our country can go further on the road of building national cultural soft power.

5. Conclusion

Although entertainment is one of the most important characteristics of popular culture, it is not advisable to equate popularization with entertainment directly. Popularization is the most practical demand for the public, but entertainment is different. It often represents a commercial medium. Therefore, in order to attract audiences and improve ratings, the media makes the nature of entertainment change, and the media function is no longer based on the initial state. In the process of communication, the appropriate addition of entertainment components not only attracts viewers, improves viewership, but also creates economic value for the media. Therefore, it is advisable to add entertainment elements flexibly. Compared with more traditional TV programs, creating an active program atmosphere can attract viewers' attention, improve program ratings, and create

economic value for programs.

While cultural TV shows create entertainment for the audience, they should also give more spiritual food, instead of over-obeying the needs of the audience and making entertainment programs with low interest and lack of nutrition. Only in this way can cultural TV programs truly serve the audience, attract more positive viewers and make the programs develop in a more tasteful direction.

Acknowledgements

Shaanxi Social Science Foundation Project “Research on Cartoon Creation with Red Gene Theme” (Project No. 2018K17).

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