

Combining Traditional Culture with Trends to Innovate the Way of Cultural Dissemination-Taking Henan Satellite TV as an Example

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Abstract: From Hanfu culture to traditional costumes of various ethnic groups, the national style has gradually become mainstream among Chinese young people in recent years. On We-media, many videos about traditional Chinese culture have become popular. From the performance of traditional Chinese musical instruments in streets and alleys around the world to Chinese dancers like Ma Jiaolong dancing Chinese folk dances around the world, Chinese traditional culture is reinterpreted in a novel way. And Henan Satellite TV has also been on Weibo's hot search because of its unique traditional cultural programs. In the "Tang Palace Night Banquet" in the twelfth lunar month of 2020, Henan Satellite TV adopted the form of choreography to "live" the cultural relics displayed in the museum again, giving life to the cultural relics, and creating a new way of disseminating traditional culture. Taking Henan Satellite TV as an example, this paper will discuss the new way of spreading Chinese traditional culture in the new era based on the history of Henan itself. The integration of traditional culture and modern new communication methods, combined with the integration of modern audiences' artistic aesthetics, makes traditional culture adapt to contemporary communication styles, which is more conducive to the spread of traditional culture. This breakthrough by Henan Satellite TV provides new ideas for the more extensive and long-term dissemination of traditional Chinese culture.

Keywords: Henan satellite TV, Traditional culture, Cultural dissemination, Cultural innovation

1. Introduction

With the rise of self-media, many videos with traditional Chinese elements have become hot topics. For example, girls in Hanfu costumes play guzheng on the streets of foreign countries. Ma Jiaolong, a dance teacher who was trapped in the UK because of the epidemic, practiced dancing in various parks in London, attracting the attention of many British people. His dancing videos have received millions of likes on media platforms such as TikTok. Chinese traditional culture is known to more and more people. Behind these phenomena, in addition to the charm of traditional culture itself, is also the result of combining new communication methods. Henan Satellite TV regained attention with a song and dance performance "Tang Palace Night Banquet" on the 2021 Spring Festival Evening. Subsequently, many new programs with cultural characteristics have been created.

For example, "Furong Pond" in the Wonderful Night of Lantern Festival, "Paper Fan Scholar" in the Wonderful Tour of Qingming Festival, etc. This year, Henan Satellite TV and Youku Video jointly broadcast the Qixi Festival Wonderful Tour series and promoted it through the media platform Weibo. The dance "Owl Sounds Again" once again combined traditional culture with modern art forms, showing the love of the world. This allows Henan Satellite TV to enter the public's field of vision once again in its unique structure. This paper will start with Henan's profound history and culture to explore the content of Henan Satellite TV's programs. This paper will also analyze the reasons why Henan Wei Shi has successfully attracted the public's attention and find out the experience of the successful transformation of traditional media in the new situation.

2. Profound History and Culture of Henan as the Basis for the Creation of Its Program Content

2.1. A Complete Chronological History of Henan

Henan has a rich cultural heritage and is an important birthplace of the Chinese nation. In the 5,000-year history of Chinese civilization, Henan has been the political, economic, and cultural center of the country for 3,000 years. Henan is the main body of the Chinese nation—the main residence of the early Chinese nation. As early as more than 4,000 years ago, Henan was called "China" and "Middle Earth" because of its location in the center of China's Kyushu [1]. In the Stone Age, ancient humans were discovered in Henan Province. According to the records of "Yizhoushu'Duyi" and this edition of "Bamboo Annals", the Xia Dynasty had two capitals in the Luoyang Basin. One is the city of Zhenxun in Luorui, and the other is the city of Henan on the north side of Yirui [2]. Since then, until the Northern Song Dynasty, during the 3,500 years, more than 200 emperors from more than 20 dynasties established or moved their capitals to Henan. By 2004, there were eight ancient capitals identified by ancient capital scholars, namely: Beijing, Nanjing, Hangzhou, Zhengzhou, Kaifeng, Luoyang, Anyang, and Xi'an [3]. Among them, Zhengzhou, Kaifeng, Luoyang, and Anyang are all in Henan Province.

2.2. Henan has Rich Cultural Resources

As the main body of Central Plains culture, Henan has rich historical and cultural resources. From the Xia and Shang Dynasties to the Ming and Qing Dynasties, it has historical and cultural resources such as the Alliance of the Yellow Emperor, the oracle bones of Yin Ruins, the Shangcheng Ruins, the Luoshu of Hetu, the Sutra of the White Horse, Shaolin Temple, Longmen Grottoes, Songyang Academy, Qingming Shanghe Garden, Neixiang County Government Office, and other historical and cultural resources [4]. Not only that, but Henan is also quite rich in cultural relic resources. Henan's cultural relic resources are of complete categories and high cultural value. There are a certain number of artifacts in almost every period of history. In 2004, the collection of cultural relics in Henan reached 1,449,024 pieces (sets). In terms of quality, in 2004, Henan had a total of 1,772 pieces (sets) of first-class products [5].

Henan has a unique position in Chinese history, and its cultural resources are also very rich, which provides a lot of unique material for its subsequent program creation. For example, the show "Tang Palace Night Banquet", which quickly went out of the circle, was originally called "Tang Maid", and its creative inspiration came from the Sui Dynasty music and dance figurines unearthed in Zhangsheng's tomb in Anyang, Henan in 1959, among which eight are Five dance figures from the Sui Dynasty [6, 7].

3. Henan Satellite TV's Integration of Traditional Media with the Internet to Innovate New Forms of Traditional Cultural Dissemination

In the context of media convergence, traditional media can no longer obtain higher ratings and attention by relying on their means of broadcasting through TV. Social media has the characteristics of strong interactivity and rapid dissemination, which enables a lot of information to get publicity and attention quickly through social media platforms. With the help of social media platforms with high mobility, mainstream media can transmit information faster, realize cross-platform information exchange between traditional and new media, and improve communication efficiency [8].

In addition to attracting audiences with its unique programs, Henan Satellite TV also adopted new publicity methods to make it widely disseminated. Henan Satellite TV first cooperated with the media platform, Weibo, for network communication. Before the broadcast of the Henan Spring Festival Gala in 2021, Henan Satellite TV conducted online preheating through its official account on Weibo, followed by a lot of retweets and likes. As of February 17, 2021, the related topics of "Tang Palace Night Banquet" have been read a total of 2.5 billion times; related topics have been discussed a total of 1.08 million; a total of 5 times on the hot search, and the highest position is TOP1 [6]. This data shows that Henan Satellite TV has gained very good attention through media platforms. In addition, Weibo is the favorite media channel for young people to learn about new things, which means that Henan Satellite TV has achieved better results in its publicity through new media.

In addition to Henan Satellite TV's official Weibo account, other official Weibo accounts also help forward. "People's Daily", Xinhuanet, The Paper, and other authoritative media reported. In addition to using the Weibo platform, Henan Satellite TV continues to promote publicity on the short video platform. On the TikTok short video platform, Elephant News, the official TikTok account of Henan Radio and Television Elephant News, released the full version of the video of "Tang Palace Night Banquet", which received 1.27 million likes, 65,000 comments, and 29,000 likes. There are 62,000 retweets in the collection, and it once became a popular video. In addition to the official TikTok account of Elephant News, the video about the "Tang Palace Night Banquet" released by the TikTok account of the China Internet News Center, China Net Live official account and Day Day Up has received tens of thousands of likes and reposts.

The video about the "Tang Palace Night Banquet" on Bilibili's website also has a very high number of views. Among them, the video "Tang Palace Night Banquet" released by the official account of the Henan Communist Youth League has reached 8.182 million views. Henan Satellite TV got rid of the propaganda barriers of traditional media, broadened its propaganda methods, and integrated with new media to seize the market of strong juvenile audiences [9]. On the Bilibili website, Henan Satellite TV's full version of "the 2021 Henan Spring Festival Gala" is updated almost synchronously with the TV side. This enables young people who are accustomed to watching videos on the Internet to experience the Henan Spring Festival Gala at the same time. Expanding the broadcast channels has gained the attention of many young audiences. Maintaining the original broadcast format, Henan Satellite TV increased its publicity and broadcast on the Internet, and "converged" young audiences and middle-aged and elderly audiences, so it gained a high degree of attention and was able to quickly get out of the circle.

4. Suggestions on Traditional Cultural Dissemination Methods in the Era of New Media

4.1. Constantly Innovating the Way of Interpretation of Traditional Culture

Taking Henan Satellite TV's evening show as an example, Henan Satellite TV continues to innovate in the presentation of traditional culture. Henan Satellite TV's party program uses 3D, 5G,

VR, AR, 3D modeling, coloring, and other digital technologies to integrate traditional culture and modern technology to create a different program presentation form [9]. The program uses technical means to build a virtual Tang Dynasty scene and then combines it with the real stage to restore the image of the Sui Dynasty music and dance figurines so that they can be vividly displayed in front of the audience. In addition, the content of the program is constantly innovative. In the dance of the "Tang Palace Night Banquet", neither the crowd tactics of the traditional party nor the help of top stars were used, but the 14 female dancers showed the prosperous Tang Dynasty with graceful dancing postures. The content of the program did not focus on how the musicians performed at the night banquet, but on how the girls who participated in the night banquet went from receiving the invitation to finishing their makeup and attacking the performance [10]. The overall tone of the dance is very lively and vivid, which is very different from the lyrical beauty of traditional classical dance, which has changed people's understanding of traditional dance. In the era of convergent media, traditional media must constantly adapt to the development trends of new media, integrate with their high-quality features, and promote the development of traditional culture. Henan Satellite TV has its own official accounts on multiple social media and has gained a large number of fans through continuous operations. Henan Satellite TV's official Weibo currently has 2.511 million fans, and it is constantly updating Weibo to interact with fans. Henan Satellite TV's official account on Bilibili's website has 503,000 followers. The official TikTok account of Henan Satellite TV has 3.133 million followers, and the official TikTok account of Henan Radio and Television Elephant News has 22.403 million followers. The establishment of the official account has attracted a large number of fans, so Henan Satellite TV has a relatively stable audience on the new media platform, thus promoting its follow-up development.

4.2. Promoting Sustainable Development of Traditional Culture Based on Its Own Features

Since the Spring Festival Gala in 2021, Henan Satellite TV has continuously developed a series of programs based on its own unique traditional culture to promote its development and the spread of traditional culture. Excellent traditional Chinese culture itself has historical value. An important reason why excellent traditional culture has been paid more and more attention to is that it is an IP rich in traffic value and monetization ability [11]. Henan Satellite TV constantly promotes continuous theme planning, creates its content IP, and continuously promotes follow-up development [12]. Henan has a profound cultural heritage, and excellent traditional culture is the foundation of a good program. Henan Satellite TV is based on the local culture and is constantly broadcasting new cultural works. In addition to the 2021 Spring Festival Gala, Henan Satellite TV has continuously launched new cultural and creative works during the Qixi Festival, Mid-Autumn Festival, and Double Ninth Festival to create a content IP model of "Chinese festivals". In addition to innovating the program form and basing itself on the culture itself, Henan Satellite TV also develops the cultural environment, and further promotes the continuous spread of the culture.

5. Conclusion

Henan Satellite TV has continuously launched a series of works since the "Tang Palace Night Banquet" in 2021, promoted cooperation with multiple media platforms, carried out online publicity, and promoted its development. Henan Satellite TV uses Henan's unique cultural heritage to create its cultural IP. Through advanced science and technology, the ancient culture is "rejuvenated", and the culture and beauty are integrated so that the audience can indulge in the visual feast brought by the program. The success of Henan Satellite TV in the era of convergent media provides a reference for the development of other traditional media to a certain extent. However, it is worth considering how to integrate traditional and new media to better sustain development. Henan Satellite TV

suddenly gained a lot of attention after the "Tang Palace Night Banquet", and became famous for a while. And the show after that has also received relatively large attention. But, in the last few evening shows, Henan Satellite TV's popularity on the Internet is not as good as before. It seems that the audience is relatively "tired" of this form of Henan Satellite TV. How to maintain the good development of traditional media needs further exploration and research. This paper only makes appropriate suggestions for the transformation of traditional media based on Henan Satellite TV's program forms and publicity methods, but this paper does not point out how to make traditional media develop continuously and better. In future research, issues related to the sustainable development of traditional media will be explored, and new media trends will be explored to promote the spread of excellent culture.

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