

# Analysis on the media presentation and dissemination path of cultural variety shows

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**Abstract:** Chinese traditional culture and history have always been titled as "treasures standing in the East" in the world. Inheriting excellent traditional culture is a long-term process, characterized by timeliness and diversity, which requires continuous injection of vitality, continuous promotion and development as well as continuous innovation and publicity. The inheritance of excellent traditional culture includes the subject and object of inheritance, as well as multiple elements such as media, content, and environment. From 2016 to 2022, cultural variety shows undoubtedly have always been maintaining a "unique" status in this project. With the continuous breakthrough and improvement of radio and television, the integration of various media and the diversification of communication methods, many of these "new ideas" have attracted more young people's attention to such "cultural popular" programs. Under the exposure and influence of such cultural variety shows, the youth of today will become more firm in cultural identity and cultural self-confidence.

**Keywords:** media presentation; cultural variety show; creativity and innovation

## 1. Introduction

Culture is a spiritual force that can lead people to understand the world, transform the world, and have a profound impact on the development of society, which will be reflected in the history of nations and countries. With an increasing demand for a high-quality life among Chinese people, cultural variety shows have gradually appeared, frequently occupying hot searches on major platforms, and exerting their power in traditional media, to make own contributions to the improvement of national aesthetics. So how to strengthen the media presentation of cultural variety shows and increase the way of communication? This also needs to proceed from a multi-dimensional and multi-faceted perspective.

Making cultural hobbies into the mainstream of culture is a problem that media people should ponder over today. Meanwhile, putting an effort to turn questions into reality is also the responsibility of the times that media people need to undertake.

## 2. Cultivating both inside and outside : creating a feast of dual senses and sowing cultural interests

Nowadays, with the rapid development of integrated media, new media and the Internet, history, culture, and Chinese stories are presented to users around the world from the most intuitive perspective.[1] Cultural variety shows with Chinese cultural characteristics exhibit great potential for development, which can promote national confidence and go global. To make a successful cultural variety show, excellent and exquisite external conditions are seen as a golden key for the audience to open up a new world of culture. In order to make a cultural variety show stand out, it is first necessary to innovate and create a kind of "beauty of sound and picture": the ultimate dual-sensory feast, to be exact, the feeling of watching and listening. This first impression has become one of the main conditions for whether the audience is willing to "stop and stay". From the point of view of perception, the most direct presentation medium is to combine gorgeousness and culture softly through garment design, wear it on the body and see it in the eyes, giving people the strongest and ultimate impact in the shortest time, and foreshadowing the audience's "love at first sight" with cultural variety shows. From the perspective of audience listening, most importantly, variety shows can take the lead in attracting audience's attention through background music, host language, actors' lines, recitation of poems, etc., to complement picture effects, so as to awaken the audience's inner voice at the fastest speed.

### **2.1. "Double Senses Feast" - Perception Experience**

Cultural variety shows have grown out of nothing and are changing with each passing day. They are very colorful in terms of quantity and subject matter, which has also brought pressure to many cultural variety show groups. Therefore, how to let young people find unique shining points in numerous shows? This is a question worth exploring. On July 16, 2022, "Encountering Civilization" curated by Professor Yu Dan, and hosted by Wang Shilin, Ren Luyu, etc. gave us a good answer from the perspective of external skills.<sup>[2]</sup> In order to better present spiritual civilization and cultural history in front of everyone's vision in a more suitable medium, the program adopts the "technology + art" presentation method, and reproduces the "Prosperity Map of Suzhou" in the studio with AR technology, allowing everyone to clearly see the whole picture. The "Prosperity of Suzhou" is 12.25 m in length, more than double the length of "Across the River during the Qingming Festival". There are more than 10,000 people and 400 boats in the painting, which is extremely lively and magnificent. The important exhibitions he participated in have very few restrictions on the length of scrolls, and the scrolls are presented on the screen in a way of integrating art and technology. In addition to being clearer and higher-definition than the exhibition images on the Internet, such a method also adds a detailed portrayal and vivid interpretations, such as the champion cake sold in the snack bar in the city, the champion paper sold in the shop; a greedy little black dog behind the fishermen... The people on the scroll are no longer static, but start moving around under the leadership of technology and innovation. In spite of the offline exploration and research that can not be completed by the audience, here they could appreciate the charm of water towns and the fireworks of the world in an artistic way. For many young viewers, compared to the cursory glimpse of offline art exhibitions, this extreme experience of perception and subtle knowledge also greatly reduce the phenomenon of impetuosity and swallowing. In addition to the technical upgrade, the upgrade of program interpretations is also the key to improving the level of perception and gaining a large number of young fans.

"National Treasure" is a cultural and museum-themed exploration program produced by China Central Radio and Television Station, which has received rave reviews among young people. In view of its program style setting, the column group has adopted an emotional way to attract people's attention, rather than the usual narrative and didactic style. Each episode is centered on a museum, showing three cultural relics to everyone, and invites celebrity guests in line with its temperament and legend to tell or interpret the stories hidden behind cultural relics through the packaging of costume. 8,000 years ago, among the thousands of pieces of painted pottery unearthed in Dadiwan, there was a gourd-shaped pottery vase. According to legend, a pair of brother and sister from ancient times depended on each other. Suddenly, the sister was seriously ill one day, but at this time there was no trace of the brother.

If you just hear this story, you may not be able to fully empathize with it, but when an actor appears on the stage, he seems to be standing in the desert, wearing ancient costumes and holding colorful pottery to us. At this moment, cultural relics not only come to life for the audience, but also bring them an immersive experience. Or it is presented in front of everyone in the media mode of "situation drama", which is very popular among young people. Through the construction of tents, storytelling or interpretation, scene reproduction, the perception and experience of young audiences can be enhanced in a moderately entertaining way, so as to enter the hearts of young people in a more approachable and youthful way.

### **2.2. "Double Senses Feast" - Listening Experience**

Scientific research has shown that watching is faster than listening, so a good listening experience will increase our standard for judging a program. "Elephant King's Journey" composed by Guan Dazhou, as a very popular national style music work on social media Douyin and Weibo, was included in "National Treasure Special Program" as the opening song of the program.<sup>[3]</sup> It was also a pure musical work that was loved enthusiastically by young people at that time. The "Dafa" used in the music represents the roar of the elephant king, which means nobility. The whole piece is majestic and recreates the glory of the Tang Dynasty. It may be difficult for us to fall in love with a piece of music because of a show, but we may explore a show because of a piece of music. This is also a manifestation of "love me, love my dog". The show team did not choose which part to "favor" because of the nature of cultural variety shows, but adopted a two-pronged approach, both internal and external. With the popularity of "Elephant King's Journey", a large number of young people have gradually become aware of this program, thus opening the door to such culture. In addition to the peripheral effects brought by the music, the performance of actors' lines is also shocking. In the series of past and present stories of "National Treasure Season 1", Liang Jiahui performed Sima Guang with passion. With the double

assistance of garment design and scene construction, he expressed that, "Many people say that we have no faith, but the faith of the Chinese nation is based on its own culture and history", which is deeply touching. It has also changed young groups' perception of cultural variety shows as dull and tasteless. Subtle understanding or personal experience in the immersive theater is just like watching a drama or a high-quality movie. Appropriate sound effects, a large section of shocking lines, and heart-warming explanations can all enable the audience resonate on the basis of recalling old memories at the sight of familiar scenes. The two are indispensable, and only when they complement each other can an ultimate "double-sensory feast" be created..

### **3. Diverse forms: entertaining , multi - faceted union**

#### ***3.1. Moderate entertainment and integration***

Voices from all walks of life have different opinions on the word "entertainment", but if they stick to the unchanging traditionalization, it is often unfavorable for cultural variety shows in the new era. We can see it as a double-edged sword. Excessive entertainment will lead to the shallowness and lack of a long and profound history. However, moderate entertainment can enhance the fun and activeness of programs, improve the ideological creativity and innovation level of traditional media, and to some extent, it can also promote the integration of cultural knowledge, cultural stories as well as cultural spirit.

Henan Satellite TV's "Heroes of Chinese Characters" is the first large-scale cultural variety show co-organized by online and TV stations in China.<sup>[4]</sup> It attracts numerous young people to watch and participate in the entertainment modes of "guarding and breaking through game levels", which closely combines entertainment and the history of Chinese characters, thereby applying entertainment elements to practical teaching activities. In today's impetuous 21st century, the frequency of "typing" for young people is much higher than the frequency of "writing". There are common things that often happen, such as: scribbling over when signing expressing bills, forgetting how to write when taking notes and unable to recognize uncommon Chinese characters. While this interesting medium form of game breakthrough has attracted a large number of young people to focus on Chinese characters. Only through the exciting and lively experience, can they vividly learn about the evolution and history of Chinese characters. This invisibly adds little serenity to this impetuous era, and also continues the spirit of inheritance. The knowledge that needs to be learned in a whole week or even a whole month can be understood and absorbed in this kind of fully integrated program in the shortest time with the most efficiency. The content popularized by such programs usually is rigorous, multi-faceted, logical, and easy to organize and remember.

"Heroes of Chinese Characters" has been in the public eye for nine years since its first broadcast in 2013. Now, we can use the "old to bring new" model, and create more parallel programs with the popularity of the show's "second recovery", not only limited to Chinese characters, but produce more cultural variety shows suitable for all ages with the combination of this model and new ideas. Through injecting more new power into parallel programs, the attention of young groups can be strengthened.

#### ***3.2. The linkage between Chinese animation and Chinese culture***

With the rise of Chinese animations adapted from Chinese legends such as "Nezha" and "Big Fish", many young people are impressed by the excellence of Chinese animations, and inadvertently export Chinese culture, so that people at home and abroad can further appreciate Chinese legends. As of August 19, 2022, the box office of "Nezha" has reached as high as 5.036 billion, and the cumulative box office of "Big Fish" is 575 million from its premiere and re-screening. The influence of such Chinese animation films should not be underestimated. If cultural linkage is carried out, it will attract a number of national animation fans. There was a hot topic on Weibo about whether Chinese animation and Japanese animation achieve mutual success or compete with each other. In fact, the combination of Chinese animation and China's five thousand years of history and traditional culture is a good trend for future development. Through linkage, China can open up its own way, find valuable materials in history, conduct innovative explorations, and then go to a higher level.<sup>[5]</sup> If this linkage is applied to cultural variety shows, it will not only meet the general needs of young audiences' desire for "national comics", but also draw on historical stories to improve the quality of the whole people, which is called killing two birds with one stone. It is also possible to create cultural creations around the program by combining the form of movie peripherals, and apply Chinese animation elements to surrounding

environment of characters popularized by the program, which can greatly satisfy the collection hobbies of the Chinese animation youth and promote the application of Chinese animation in real life for implicit publicity. In the face of overseas students, it is a good souvenir for external publicity, national confidence and culture.

### ***3.3. Keep pace with the times, update and upgrade***

Today, China's media industry is faced with a situation of "rivalry between new and old". The emergence of new media has changed the communication state of traditional media, from one point to more points to more points to more points, which is a key to the reform of traditional media, so as to timely grasp the bonus period brought by new media. The combination of art cross-border interpretation and cultural interview is a common form of collocation in current cultural variety shows. The spiritual value of connotation can be interpreted from a multi-dimensional perspective, such as deeply focusing on the theme of the program and breaking away from the homogeneity of the same type of cultural variety shows, which is bound to be welcomed by young people. What needs special attention is that such a program form has high requirements for pre-production and post-production, and is suitable for broadcasting in traditional media. Therefore, it is necessary to make improvements in publicity and keep pace with the times. According to a set of data, the proportion of young people aged 18-29 watching cable TV was only 31% in 2017, maintaining a downward trend. However, the ratings of online TV and short video apps have gradually increased in recent years. Throughout all kinds of video software, it can be found that bloggers in the field of "movie commentary" or "variety show commentary" often use a form called Vlog mixed cutting, thus opening up a column of Chinese culture: Chinese culture from the perspective of Vlog, large editing of cultural variety shows, etc. , which can ignite the audience's interest and passion in a shorter period of time. The market has proved that young people show their strong interest in this type of video, and the like rate is often as high as one million. Therefore, the column team of cultural variety shows can also engage in the development of "new and old media" together, and create their own official account to output some previews to the audience while ensuring the quality of the program. Similarly, we can also attach more importance to the positive influence brought by cultural variety shows to expand the development of public welfare activities, such as "Action to protect cultural relics", "Walk into major primary and secondary schools to appreciate the civilization of five thousand years and so on. In today's society, with abundant material civilization, everyone's demand for spiritual civilization is also higher. Compared with one-sided output of recorded and broadcast programs, the two-way feedback of approaching the audience and getting close to young people is also one of the ways to attract more young people. In the eyes of many young people, the protection of cultural relics seems to be out of reach. The development of related public welfare activities provides an opportunity for Chinese youth who love Chinese culture to both practice and learn, such as: carrying out donation activities for the maintenance of cultural relics, collecting volunteers from museums in various provinces, etc. , which can help increase the path to realize their cultural public welfare ideals, so that those who love culture will no longer feel helpless. In view of the above-mentioned, we can produce peripheral programs through adding some short video eggs, public welfare special programs, etc. , so as to increase more exposure without excessive cost of human and material resources, and also give the public more choices. The difference in emphasis can also increase the choice of audiences, allowing them to choose their favorite fields to watch. Grasping hot topics and materials to keep pace with the times, broadening fields and expanding forms of presentation can be a good policy and an important measure to increase young people's understanding of channels and content, as well as the common progress of traditional media and new media.

## **4. Important content and methods of dissemination**

### ***4.1. Concept dissemination***

If concept dissemination is likened to a pyramid, double-layered physical and mental pleasure obtained through the communication of variety shows is only regarded as the bottom of the most basic. The most important point of the waist and abdomen is to promote the fullness and connotation of its content, and the top needs to let the audience perceive humanity sublimation as well as spiritual deposits. The cultural variety show "Chinese Poetry Conference" independently developed by China Central Radio and Television Station and Science and Education Channel has been implemented very well in terms of concept dissemination.<sup>[6]</sup> This program can timely and accurately capture the public's love and enthusiasm for Chinese poetry culture. It adheres to the principle of "running through ancient

and modern China and foreign countries, integrating into the rigid needs of the times, to make ancient poems come alive and new." Based on its concept spread, the program takes both refined and popular appreciation as the foothold, and adds luster to the times as the goal, which has won praise from a large number of audiences, especially the youth group. By answering a series of questions and gathering wonderful interpretations of fans at home and abroad, the concept of making the audience receive great physical and mental pleasure has laid a solid foundation for "Chinese Poetry Conference" to receive praise. Incorporating Chinese stories of urban construction, a better life in the countryside, the improvement of national aesthetics, and the promotion of the times into ancient Chinese poetry can make the content rich and abundant. Meanwhile, keeping a foothold on the land of China, promoting Chinese culture, and activating the vitality of the times are the sublimation concepts of the program's output to the public. And it is precisely because of these high-spirited but not "fake and empty", approachable but "not superficial", logical, focused, cultural and profound dissemination ideas, the public can build a sense of responsibility that cultural development promotes the prosperity of the country. The dissemination of excellent and quintessential cultural variety show concepts is only basic to generate interest among young groups and audiences. It is the most important thing to promote cultural self-confidence and open up the fundamental veneration of the cultural and ecological background of the current era.

#### ***4.2. Let college students approach the studio and realize the dual combination of large screen and small screen***

With the vigorous development of the media industry today, more and more college students have participated in the recording of programs in traditional media. such as "Today in the History of the Party", "Chinese Poetry Conference", etc. , and cultural variety shows, as an important carrier for disseminating new voices and inheriting innovation, must also be inseparable from the contributions made by college students. College students, as the main force in the youth group, not only create a platform for them to exercise themselves and participate in social practice by driving their peers to learn and listen with their own explanations and publicity, but also play a "parallel communication role" of positive energy. Such measures are not only in line with the innovation of concepts and the feasibility of actions, but also can contribute to producing more innovative programs that can represent the youth, win the praise of young people, and rely on the power of the youth, and further facilitate the large-scale work construction of "the back waves of the Yangtze River push the front waves" in terms of culture. Nowadays, the comprehensive quality of college students is very strong, and there are a high proportion of people who spend their spare time on self-media and video editing. They closely combine Chinese cultural output with their excellent abilities to realize the common communication medium of "big screen and small screen", which not only can further improve personal ability and display individual talents, but also allow more people and more groups to see and know, and join this "cultural action".

## **5. Conclusions**

From the emergence of cultural variety shows to today's splendid splendor, its theme and ideas have made great publicity and positive guidance in the society, and its influence should not be underestimated. However, it is inevitable to encounter certain bottlenecks in production and broadcasting, like strong preaching, boredom, serious homogeneity, single model, inaccurate proofreading, wrong knowledge, etc.<sup>[7]</sup> In this case, as a group of young people, we should have the courage to be advocates of cultural consciousness, promoters of cultural diversity, as well as practitioners of cultural innovation, and meanwhile suggest that more young people join this cultural action, brainstorm more ways, and create more means of communication media, which can surely strengthen the flourishing and prosperous development of China's cultural variety shows..

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