

Research on the Programming Strategy of Henan TV—2023 “Qingming Wonderful Tour” as an Example

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How to cite this paper: Zhu, Y. T. (2023). Research on the Programming Strategy of Henan TV—2023 “Qingming Wonderful Tour” as an Example. *Open Journal of Social Sciences*, 11, 464-469.
<https://doi.org/10.4236/jss.2023.116030>

Received: May 29, 2023

Accepted: June 26, 2023

Published: June 29, 2023

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Abstract

There are few programs that promote traditional culture in China’s provincial TV stations to break through the communication circle and form a modern high-frequency communication of traditional culture. 2021 Henan TV Spring Festival Gala program “Tang Palace Night Banquet” “out of the circle” started the production of a series of high-quality programs for traditional culture communication in Henan TV. Based on the development of Henan TV’s cultural programs, the paper explores the strategies of Henan TV’s traditional cultural programs in terms of content, format and technical means, and the significance of the cultural value to the development of the times.

Keywords

Cultural Confidence, Out of the Circle, Cultural Programs, Provincial TV

1. Introduction

Since its launch, China’s provincial TV stations have shown a trend of stratification. Henan TV has adopted “cultural TV” as its slogan, but the brand effect is not satisfactory, whether it is broadcasting variety shows, holding parties or TV dramas, the popularity is not high. Under the background of national rejuvenation and cultural confidence, Henan TV became famous in 2021 with the program “Tang Palace Night Banquet”, which attracted wide attention. After that, Henan TV launched a series of “Festival Wonder Tour” again out of the circle, triggering the “out of the circle” effect.

2. The Development of Cultural Programs on Henan TV

2.1. “The Fledgling” Opera Class Culture Column—“Liyuanchun”

In this era of microeconomics, the excessive encouragement of entertainment capital on the attention economy has led to the same kind of homogeneous programs with poor creativity flooding the screen, overdrawing the public’s entertainment enthusiasm and highlighting the collective poverty of television media in creativity (Liu, 2012). Henan TV is committed to break through the status quo, as early as 1994, Henan TV opera cultural program “Liyuanchun” started, in the early stage of its founding, its positioning is: dissemination, inheritance of Henan opera culture. 1999 “Liyuanchun” revamped, the column became more dynamic, in China’s mainland of the same type of column in the general downturn of the background, Henan TV continuous practice and innovation, finally figured out a way to combine TV means and Henan traditional opera TV means and Henan traditional opera combination of the road, but also very characteristic set the opera fans tournament, for every opera fans enthusiasts to participate in the program way, “Liyuanchun” column ratings continue to rise. Henan TV “Liyuanchun” opera column creatively combines Chinese traditional drama culture and modern media to cross, for the modern survival of Chinese traditional opera culture unified a new perspective and a new way (Guo, 2016).

2.2. “Emerging” Martial Arts Cultural Programs—“Martial Arts”

In the twenty-first century, technology and information technology are developing rapidly, and the era of media integration has arrived. Under the technical support of new media, martial arts cultural activities present a new face, and martial arts combat TV programs are one of the products of the combination of martial arts and modern media (Li & Li, 2016). Henan TV never stops at cultural programs. After the success of the opera program “Liyuanchun”, Henan TV launched the combination of traditional Chinese martial arts culture and modern TV art in 2004 with the launch of “Martial Arts Style”, with martial arts routines, combat scenes, cultural heritage and celebrity support, making the Martial Arts Style The martial arts routines, combat scenes, cultural heritage and celebrity support make “Martial Style” grow rapidly into a resounding business card of Chinese martial arts culture. At the same time also to the international leaning, and continue to launch the international tournament, by the audience’s unanimous praise.

2.3. “Sharp and Clear” Chinese Characters Cultural Program—“Chinese Characters Hero”

Henan TV before the success of the two types of programs, it seems that Henan tasted the sweetness, but also to seize the audience’s vision of expectations, in the cultural column began to work. 2013 Henan TV began to cooperate with Aiki Yi to create a Chinese character class cultural variety show column “Hanzi Hero”, different from the past, this time the audience focused on seizing the

youth group, the audience is not only the viewership, but also the promotion of our cultural traditions. The mobile software of the same name of “Chinese Character Hero” was also launched simultaneously, providing another interactive way for the audience and bringing a different experience effect. The success of the first season of the program was followed by the launch of the second season in 2014. The program’s first season was a success, followed by the second season in 2014. We analyze the communication logic of streaming video platforms that are linked to social communication, analyze their communication order in mobilizing and organizing information resources, and consider the brand positioning of provincial TV stations from an “out-of-the-loop” perspective (Liu, 2018).

3. Analysis of the Current Situation of Henan TV Programs

3.1. Bottlenecks in the Development of Henan TV

In recent years, in addition to the “evergreen” “Happy Camp” has been standing, many variety shows have been affected by the impact of online variety. The earliest effective online variety show is “The Odd Couple”, which started in 2015 and is loved by viewers for its different styles of mentors and different show formats. In addition to this there is a talk show planned by Li Dang, “Spitting Image Conference”, and after the first season there is “Talk Show Conference”. The development of web series and web dramas is attributed to the maturity of the technology of “production and broadcast separation”, and the video platform represented by Ai YouTeng has created three systems of “web drama, web drama and web variety”. The most popular, Henan TV is the impact of the video platform, as the last TV station, homogenization has always been the inherent problem of television stations.

3.2. Analysis of the Main Features of Henan TV

The main feature of Henan TV is its positioning: cultural China, which has a precise positioning for itself. When all the major TV stations are marching towards entertainment and starting to focus on traffic, advertising and other more substantial and direct interest factors, Henan TV still did not choose to transform, as always, adhere to the route of promoting traditional culture, regardless of the ratings, the quality of the program has been online. The famous variety show “Chinese Character Dictation Conference” and “Idiom Conference” are actually the later ones, the first one to start a competitive language and writing stage program is Henan TV’s “Chinese Character Hero” and its sister “Idiom Hero”. In addition, “Liyuanchun” is also the leader of Chinese opera programs, “Martial Arts”, heritage identification program “Huayu’s Gate”, and no sponsorship, no flow of purely original and unique low ratings “Shaolin Heroes” quality as online. It is also so Henan TV with this success out of the circle, our excellent traditional culture has also gained a new life, to promote the excellent traditional culture.

3.3. Innovation Path of Henan TV

Henan TV to “Chinese festivals” as the hand, around the Chinese civilization, the Yellow River culture, colorful Henan and other local characteristics, “Qingming Wonderful Tour” to the Qingming Festival as a carrier, the national spirit to present, inherit and develop the excellent traditional Chinese Qingming culture. In fact, the Qingming culture is the culture of filial piety, ritual culture, talking about the need to respect, respect and love the elderly. After the “Tang Palace Night Banquet” explosion, the audience expects the vision to reach a super high degree, “Qingming Wonderful Tour” before a series of “Festival Wonderful Tour”, can bring the audience a sense of freshness is an extremely difficult thing; content and form of the two is unified, digging connotation is Henan TV’s “lining”. The combination of content and form is the combination of content and form, both complement each other; make full use of new technology, so that the new technology for the program to add a solemn piece of this is also one of its out-of-the-loop strategy.

4. On Henan TV Program Strategy with “Qingming Wonderful Tour”

4.1. Digging Deeper to Inspire Cultural Confidence

The “Qingming Wonderful Tour” explores the cultural connotation and makes the audience feel the cultural confidence once again. The dance “Luoshui Yiren” renders the traditional Chinese trekking culture to the extreme, adding a touch of spiritual solace to the sorrow of remembering relatives at Qingming, the dance is both feminine and masculine, and the beauty of neutral and coordination that Chinese culture is concerned with is fully reflected, deeply tapping the connotation of traditional culture and manifesting The dance is a reflection of the traditional culture, the Chinese spirit, Chinese values, Chinese power, and the good image of China as a nation of manners. The success of Henan TV’s “out of the circle” is based on the background of cultural self-confidence, the deep excavation of the connotation of traditional culture, not just on the surface, but the profound expression of cultural self-confidence, evoking our sense of recognition of the five thousand years of Chinese culture, the connotation behind the excavation, but also evoke the national self-confidence, people’s the resonance of the people. This is also a successful example of combining excellent traditional culture with radio and television in the context of national rejuvenation and cultural self-confidence.

4.2. Innovative Forms, Injecting Cultural Vitality

Henan TV from the initial program slightly “young”, to the “festival clever tour” the latest work “Qingming wonderful tour” through Henan TV, elephant news network platform and the audience to meet, “Chinese festival”. The success of the series is evident. The “Chinese Festival” series has been following the principle of this format, using the way of “web drama plus web variety” to express

the traditional Chinese culture. After that, it is the script setting, adding the knowledge points related to traditional festivals, the program “Izhou Changge” traditional and modern combination, not only ancient musical instruments and modern songs, but also the combination of ancient and modern people, really found a form that young people are excited about, let people immerse in it, in a new form to let young people find resonance in traditional culture (Li, 2021). Not only the feelings resonate now, is the confidence of traditional culture, is the cultural perseverance is not easy, but also pay tribute to the heritage and development of China’s excellent traditional art, is a solemn stroke of national rejuvenation, the new form of the culture thoroughly played alive. And the combination of excellent connotation and perfect form completely live the culture, deep into the hearts of people, this is Henan TV worthy of our deep thinking, innovation is linked to the audience of the times, with the youth can accept the way, so that traditional culture put on “new clothes”.

4.3. Technology to Provide a Visual Feast

With the “Tang Palace Night Banquet”, Henan TV has gained numerous fans, and the series of works led by Henan TV to spread the culture of the Central Plains has also received wide attention, which has strongly promoted the spread and influence of traditional culture (Xin, 2021). From the beginning of the Spring Festival Gala “Tang Palace Night Banquet”, Henan TV’s “Wonder Tour” series has completely overturned the public’s established impression of the evening program and stage performance mode, no host to do the string and rhythm control, the team found a larger “stage” outside the indoor studio. The program team found a larger “stage” outside the indoor studio—through modern technology to change multiple scenes, creating a visual spectacle that transcends space and time, intersecting reality and reality, and breaking the wall of the next dimension (Fang, 2021). The program “Fuxi Painting” is also based on the concept of “technology plus”. Yin and Yang is the spiritual symbol of traditional Chinese culture since ancient times, and is a symbol of good luck, but it is unreal. Henan TV uses technology to create the image of Taiji through the new technology of the times, not only that, but also to reproduce the spectacular spirit of Yin Yang Taiji on stage as real, riding on the fast train of the development of the times, combining new technology with ancient culture, with a full sense of technology. Technology is a product of the times, and radio and television, as the traditional mass media, ride on the express train of the development of the times. Make full use of the new technology and let it add a solemn touch to the program. Although many programs like, but Henan TV but these technologies used just right, with “new” to “old” made alive, this is Henan TV “out of the circle” strategy of the third, of course, also Inseparable, the staff pre-conception and late hard work, it’s “out of the loop” is not overnight, there are many places worth exploring.

5. Summary

In short, through the cultural connotation, form innovation, and technology use

can propose a feasible strategy for the program, as early as 2017, General Secretary Xi Jinping pointed out that achieving the great rejuvenation of the Chinese nation is the most recent Chinese nation greatest dream. Since the 18th National Congress, the Xi Jinping General Secretary Xi Jinping has talked about traditional Chinese culture on many occasions, expressing his recognition and respect for traditional culture and traditional ideological value system. The field of broadcasting and media is also exploring how to deeply integrate traditional culture into programs, which inevitably leads to aesthetic fatigue among viewers due to the increasing homogenization of program content (Chen & Zhu, 2021). Henan TV's cultural program "out of the loop" is not only the result of the program team's subtle narrative conception and artisanal visual display of traditional culture, but also in line with the national renaissance, cultural confidence of the times, national culture, excellent traditional culture has become the national trend. The success of Henan TV also provides other provincial TV stations with a visible and tangible strategy that works and can be borrowed from, moreover, in the trend of the times, promoting cultural confidence, arousing the national pride of a new generation of young people, and injecting strong vitality into the country's cultural development.

Conflicts of Interest

The author declares no conflicts of interest regarding the publication of this paper.

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