Innovation and dissemination of Henan TV's "Wonderful Tour" series in the context of new media

Yilin Zhu *

Qingdao Agricultural University,Qingdao,Shandong 266000

* Corresponding Author Email: 471685507@qq.com

Abstract. Henan TV's "Wonderful Tour" series of programs has frequently been out of the loop, opening a new chapter in traditional cultural programs. It is a clever fusion of traditional culture and modern technology, based on traditional culture and historical facts, empowered by technology, broadening the means of communication and dissemination, so that more young people like traditional culture, bringing inspiration to the heritage and dissemination of traditional culture in Chinese cultural programs.

Keywords: Henan TV; Wonderful Tour Series; Traditional Culture.

1. Introduction

With the development of society and the advancement of technology, the mass media has entered the era of new media, and traditional TV programs are facing huge challenges. Many programs choose to purchase the copyright from abroad for secondary creation and produce a series of programs, resulting in varying degrees of pan-entertainment and homogenization, and over time such programs no longer have a strong appeal. Nowadays, with the change of time, television variety shows have undergone huge innovations in terms of content and dissemination. Traditional cultural programs have changed from a popular and straightforward form of presentation to one that incorporates music, dance, art, performance, and other arts in an immersive and interactive way.

In February 2021, Henan TV's Spring Festival Gala dance show "Palace Banquet in Tang Dynasty " was launched, with a novel presentation of traditional culture, recreating the cultural style of the Great Tang Dynasty, which combines modern technology and traditional culture, applying virtual scenes to the real stage and successfully presenting the traditional cultural image of the Great Tang Dynasty on stage. The show has created a wave of popularity among new media such as Tik Tok, Bilibili, and Weibo. Traditional culture has been disseminated through new media, spreading traditional culture in a new way with new content, and at the same time making more young people pay attention to and love traditional culture. Subsequently, Henan TV continued to make efforts to create a series of programs with the theme of Chinese festivals - the "Wonderful Tour" series. For example, "Wonderful Tour of Duanwu Festival", "Wonderful Tour of Double Ninth Festival" and "Wonderful Tour of Qixi Festival ". The "Wonderful Tour" series has inspired how to better integrate traditional culture into TV programs.

2. Innovative content of cultural communication

Traditional culture has always been a serious and elegant image in the public's view, which makes many viewers think that traditional culture is "No within reach", but Henan TV has changed the public's perception of only bringing customs and records to the screen, and integrated emotional expression into the program, as the program's general director As Qian Linlin, the program's chief director, says: "By adopting elements that young people like and putting the emphasis on emotion and cultural expression, young people will naturally enjoy and empathize with the program. In the program "Palace Banquet in Tang Dynasty ", the Tang Sancai music figurines from the museum are used as prototypes, showing national treasures such as Women's Good Owl Zun, Lotus and Crane Square Pot, Jiahu Bone Flute, Hairpin Lady. There is also the teasing of the partner next to her with a flute, the tassel adorning the flute causing her to sneeze loudly, these little emotions and gestures

truly show some of the lovely moments between the friends, the teasing and joking of the young girls makes the whole show look playful and cute without losing the ancient style and charm. In order to restore the image of the voluptuous women of the Tang Dynasty, the actors also stuffed cotton into their clothes and mouths. The highly recreated make-up, costumes, and physique will pull people into the Tang Palace as soon as they can, and they will feel the rich history and culture of China while enjoying the night banquet.

The main theme of "Wonderful Tour of Qixi" is women, both from thousands of years ago and from the modern era as well as the present day, telling the story of the good qualities of women we are familiar with or unfamiliar with throughout history and lengthening the depth of the storytelling. The "Wonderful Tour of Duanwu Festival" breaks through the traditional process of a literary evening, without crosstalk, and moves the evening into the famous monuments of Henan, with a "web drama + web variety" format for the program. In the Chinese style dance “Qi”, the dancers, clad in the five-colored haze, are constantly framed by the water, and the beautiful dance is a beautiful interpretation of the underwater flying sky as if they were astonished by the gracefulness of a dragon, making people feel as if the ancient God of Luo had come to them, narrating a thousand-year conversation. These traditional cultures are very popular among young people, not only because of the creative expression of the program itself but also because of the strong cultural heritage behind the program.

3. Diversified communication methods

In the contemporary fast-paced life, the rise of new media is in line with the trend of the times, with fragmented reading to meet the demand for information dissemination. The success of the "Wonderful Tour" series is largely due to the fragmented dissemination of internet media platforms such as Tik Tok, Weibo, and Kuaishou. 2021's "Wonderful Tour", jointly produced by Henan Radio and Television and Youku, and produced by Henan Radio and Television's All-Media Marketing Planning Centre, was broadcast on People's Daily's new media matrix, Daxiang news client, Youku, and on Henan TV. On Tik Tok, Daxiang News, which has 20 million followers, has streamlined each of the Wonderful Tour programs into a few dozen seconds of video into a related compilation, with stage content and interviews from front to backstage. On Weibo, Henan TV has split the entire program into 4-5 minute purely enjoyable compilations for easy viewing, while short video compilations of a few tens of seconds are also released in tandem with Daxiang News and included in separate compilations to make it easier for the public to find and watch. Without the help of traffic stars, the video was rapidly gaining popularity, with #HenanTVKillingMad# hitting the number one spot and #DuanwuWonderfulTour #is the 8th search with 340 million readers across the internet on Weibo.

Not only that, but mainstream media also reported on it, with China Daily, Xinhua News Agency, and CCTV News retweeting it one after another, self-published media also fragmented it on social media platforms, and even the spokesperson of the Ministry of Foreign Affairs also retweeted and liked it on Twitter, and a song called "A Thousand Miles Together" sung by children in ten languages was also retweeted on the 2022 "Mid-Autumn Wonderful Tour". In addition to this, outstanding programs such as "Dance for a Thousand Years" and "Dragon’s Gate Diamond" generated lively discussions on YouTube, which greatly increased the impact and allowed more people to learn about the rich history and culture of the 5,000 years of Chinese history and the special sense of ritual and unique romance of the Chinese people towards traditional festivals, as well as gaining recognition and praise from many foreign netizens, making these outstanding traditional cultures a phenomenon and spread. Henan TV has seized the characteristics of the times and actively embraced new media, splitting individual programs into clips and actively adapting to the fragmented communication methods of small and vertical screens, promoting the interconnection, interaction, interoperability, and sharing of various communication channels.

4. Technology-enabled artistic creation

When traditional cultural programs make use of the media to disseminate traditional culture, the previous inherent program formats and dissemination methods no longer have an advantage. The old didactic, popular science and lecture style programs, with their single visual effect and unchanging recording venues, are difficult to get the public to buy them. Therefore, it is necessary for technology to empower the program, so that the program can follow the progress of technology and make diversified improvements in visual and auditory aspects, thus creating a vivid and lively work.

The “Palace Banquet in Tang Dynasty” uses 5G and VR technologies to combine virtual and reality, placing the dancers in the museum and mingling with the surrounding artifacts, giving life to the artifacts and presenting the whole museum to the public while creating an immersive experience. The program "Dragon's Gate Diamond" in Wonderful tour of Qixi, digitally scans the Dragon’s Gate Grottoes and creates a 3D model, while after researching a great restoration of the colors and their saturation, virtual restoration technology recreates the original appearance of the Dragon’s Gate Grottoes, virtual scenes and dancers for VR integration, using bullet time technology to strengthen the slow-motion, bullet technology has a strong visual impact of 360 degrees, 360 degrees to record the dance movements of the actors, magnifying the limited frame infinitely. The program "Star River" uses a combination of XR and virtual filming to expand the space while achieving a special environment. The limited water surface in the XR studio makes a sweeping effect, while the water surface incorporates changes in weather and environment to achieve effects that cannot be achieved with live-action filming. 2022 "Mid-Autumn Wonder Tour" uses China's self-developed 3D sound technology (Audio Vivid) to achieve 360-degree sound surround without any dead angle. Applying XR extended reality technology to the 360 stage, the virtual landscape and the natural landscape filmed on location are cleverly integrated to create a world feast of technology + national tide. In the "Yu Jian" ethnic instrumental music program, full of technology, the city's exterior is outlined in neon strips: tall buildings, billboards, advertising screens, and so on are combined with traditional ethnic instruments on stage, such as the guzheng, suona, and konghou, bringing a strong impact on both the visual and auditory senses. This collision of ancient beauty and modern technology presents the romance and shock of traditional culture across the millennium.

5. Innovative program formats

In recent years, whether it is a variety show or a cultural evening, the host is a very important part of the show, playing the role of crosstalk and guiding the flow of the program. The Fantastic Tour series has pioneered a new program format of "web drama + web variety", with no crosstalk throughout the program, using the web drama as the main storyline and linking the thematic programs one by one. Each program can stand alone, but together they form a complete story.

In the Wonderful Tour of Mid-Autumn, the opening episode, "Star Wishes", takes the perspective of Change and the Jade Hare and introduces them to the folklore and customs of the Mid-Autumn Festival: moon sacrifice, moon worship, and making wishes to the moon. The Jade Hare wants to go to earth but has to work in the moon palace because he has not yet fulfilled people's wishes, which not only expresses the blessing that wishes will definitely be fulfilled but also leads naturally to the next program, “Fireworks in the world” . The play also incorporates elements of opera, with the comedian Chui Nalisha adding a comic touch to the few minutes of the skit. The sketches of the Mid-Autumn Festival program range from a wish for a star to a lost wish to a wish for a return to China to a wish for Change at the end, from a personal emotional wish to regret the loss of cultural relics abroad to a wish for the return of wanderers to the early reunification of the two sides of the Taiwan Strait, a wish of every Chinese, and finally to the realization of the dream of the ancients to fly to the sky, not only linking the whole program but also giving a good hope for the realization of the commonwealth of the world. A song is sung in different languages, and people all over the world share a moon, sending the blessing of free reunion to people all over the world. The five short scenarios of a few minutes sublimate the main theme and at the same time meet the appetite of young

people, while incorporating the advertisements of the program sponsors into the scenarios, giving a sense of refreshing experience without broadening. This caters to the aesthetics and rhythm of modern youth, allowing more young people to pay attention to and enjoy traditional naturalization, expanding the program's audience and making the program's dissemination more efficient.

6. The program out of the circle to help the IP industry

The out-of-the-loop Henan TV Wonder Tour series has also seen many IP derivatives, driving the development of the IP industry chain. This is not only to raise the awareness of Henan TV but also has a deep significance for the value output of the cultural content conveyed by the program itself. After the image of Tang Xiaomei became popular, Henan TV's Henan Tang Palace Cultural and Creative Media Co Ltd also quickly launched related cultural and creative products. The company has established an "online + offline" marketing model. At the 4th Grand Canal Culture and Tourism Expo, a Tang Palace Night Banquet exhibition hall was set up for many people to stop by, accompanied by a dance performance and a continuous output of the program itself. In addition to this, co-branding was also done with major brands, such as the Tang Xiao Mei blind box co-branded with Bubble Mart, the co-branded jewelry with Mengxiang Yin, and the setting up of an offline national trendy spot in conjunction with MINISO where many young people dressed up in Chinese costumes to take photos and send the photographs to social media. At the same time, Henan TV channels also launched an online marketing model, opening an online mall, a Taobao shop, and a Taobao live broadcast. Weibo Aesthetics, in conjunction with Weibo Art and Weibo Hotspot, launched the #Palace Banquet in Tang Dynasty hand-painting competition#, in which a large number of painting enthusiasts enthusiastically participated, while Weibo netizens actively interacted with and praised the show, and the paintings of different styles received the love of a large number of young people while also increasing the interactivity and bonding between the show and the audience. The series of programs has been so popular that the museums have become crowded and many of the products are available for purchase by appointment only. Tourists have added Henan museums to their journey's hit list, and the number of visitors to scenic spots such as Kaifeng Qingming Shanghe Garden, a famous attraction featured in the program, has surged, driving the development of the local tourism industry, a successful case of IPing traditional culture and leading a new wave of consumption.

7. Summary

In the era of rapid development of the Internet, people are living at a faster and faster pace, while traditional culture has been in a slow and time-consuming state in the public's mind, which undoubtedly brings a certain impact on traditional culture. However, the development of the Internet has brought a great opportunity for the dissemination of traditional culture, which is able to spread information rapidly in a short period of time, and Henan TV has created traditional culture twice, seizing the characteristics of the Internet to spread quickly and widely, making the program out of the circle again and again, and also bringing a lot of inspiration, putting the profound cultural heritage in a fashionable shell to attract more young people's love, the slow-paced The program has been streamlined and streamlined, and the public has been led to take the initiative to learn more about it while spreading the word.

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