

Research on the Development Problems and Countermeasures of Cultural TV Programs

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Abstract

With the rapid development of TV programs and other types of TV programs, especially the development of TV news collection and broadcasting technology is also more mature. Although there are a lot of cultural TV programs at present, there are few really high-quality ones. Therefore, it is necessary to constantly speed up the innovation of cultural TV programs and create more and better literary and artistic high-quality programs. Under this background, this paper studies the development of cultural TV programs, analyzes the development status and existing problems of cultural TV programs, and puts forward countermeasures and suggestions to promote the development of cultural TV programs.

Keywords

Cultural TV Programs; Development Status; Countermeasure.

1. Introduction

Chinese traditional culture is the soul of Chinese culture and the foundation and source of Chinese TV to maintain national characteristics. The culture contained in TV programs in each country is inseparable from its own history and tradition, and the development of Chinese TV culture can not be separated from traditional culture. TV cultural programs take modern electronic technology as the means of communication and words, sound and pictures as the symbols of communication to report and present cultural events. With the development of the times, TV cultural communication has penetrated into people's daily life. The authority and cognition of TV communication have accumulated rich experience in cultural communication media. In recent years, cultural TV programs have set off an upsurge of development. Some cultural TV programs have received extensive attention by virtue of high-quality production level and effective communication, forming a unique TV culture phenomenon. TV cultural programs involve a wide range of subjects and a variety of broadcasting forms. They can make brief and objective reports or detailed and in-depth reports, and also express exclusive opinions and views on the facts. While spreading cultural information, TV cultural programs also play an important role in social education, public services and improving cultural taste.

2. Development Status and Existing Problems of Cultural TV Programs

2.1. Development Status of Cultural TV Programs

Under the background that the state attaches importance to carrying forward traditional culture, the superior competent department of TV media requires to produce more high-quality programs reflecting the characteristics of Chinese culture. Therefore, major TV stations have produced and launched cultural programs, and a large number of cultural TV programs have appeared on TV screens, including many high-quality cultural programs, such as *Good Stories of China*, *Good Poems of China*, *Wind and Cloud Society of Tang Poetry*, *Tang Palace Banquet*, *China in Classics*, *The Most Beautiful Central Axis*, *Riding Alone for Thousands of Miles*, *China in Calligraphy and Painting*, *Wonderful ink Chinese Heart*, etc, Leading the viewing trend of the

majority of TV viewers, thus setting off a trend of hot broadcasting of TV cultural programs in a short time. From the perspective of the development process of China's TV cultural programs, TV cultural programs can be divided into four types: Lecture cultural programs (such as "100 forum"), reading cultural programs (such as *Chinese Poetry Conference* and *Reader*), documentary cultural programs (such as *Where Do Guests Come From*) and interview cultural programs (such as *Art Life*). The current cultural TV programs mainly have two characteristics. One is the diversification of the communication subject. In recent years, the guests and audience groups have played the role of the communication subject to some extent, and the communication subject is no longer limited to the TV station and the program itself. This phenomenon has expanded the communication scope of the program and greatly improved the attention of the program. The second is the interactivity of the communication process. With the development of modern media technology, the communication channels of TV cultural programs have been greatly widened in recent years. The interaction between program producers and audiences and between audiences are constantly strengthened, and the communication effect of programs is improving day by day.

With the help of modern electronic technology and the emergence of TV, TV cultural programs have gradually developed from scratch and from weak to strong, and continue to follow the methods and skills of production and communication from newspapers, magazines, films, radio and other communication tools. Since its birth, TV cultural programs have drawn on the strengths of others and have unique advantages in terms of sound and picture images. They have come from behind in many media and developed very fast. However, looking at the development of TV cultural programs in China, it has experienced many ups and downs, until it is hot again in recent years. The popularity of Chinese character hero is an important symbol. From CCTV to major satellite TV stations, they have successively produced and broadcast a large number of excellent cultural programs, such as *Chinese Idiom Conference*, *Chinese Poetry Conference*, *Chinese Family Names*, *Chinese Bridge*, *World Collection*, *National Beauty and Natural Fragrance*, *Idiom Hero*, *Chinese Good Poetry*, *Chinese Face*, *King of Poetry*, *Favorite is China*, etc., providing a spiritual and cultural feast for the majority of TV viewers. With the rapid development of modern media technology, major TV stations try their best to find and produce excellent TV programs, and explore the innovation of existing programs. China's excellent traditional culture not only glowed with charm in ancient times, but still exudes charming brilliance today. Many of its contents are still integrated into our daily life. Under this background, cultural TV programs have appeared on the TV screen with a new look in recent years. The continuous innovation of form and style has brought new vitality and vitality to this kind of programs, thus ushering in the hot and popular phenomenon again.

2.2. An Analysis of Problems Existing in Current Cultural TV Programs

TV culture program is a program form with strong vitality and development potential. With the continuous improvement of the taste and quality of this kind of TV program in recent years, the popularity of the audience is also gradually increasing. For example, TV cultural programs represented by "see words like face" and "reader" have innovated the content and form of the program with the help of current advanced media technology, and the taste and quality of the program have been greatly improved, so it is not difficult to get a good reputation. It can be said that the overall improvement of the taste and quality of cultural programs is an important internal reason why such programs are hot again. However, the hot appearance of cultural TV programs can not cover up the problems behind them. The main problems include the scarcity of columns and lack of brand advantages, and the impact of foreign introduced programs on self run programs, which are mainly reflected in the following trend, serious homogenization and lack of interest.

First, there are few columns and lack of brand advantages. At present, although there is a hot situation in TV cultural programs, the apparent prosperity is still difficult to cover up the dilemma of the lack of columns and brand advantages. For example, the popular cultural program “Chinese character dictation conference” is not a real independent brand, but comes from a reality spelling show called “national spelling bee” in the United States. This program in the United States has been held every year since it was launched in 1925. It has a history of nearly 100 years. In this regard, China’s TV cultural programs still have great deficiencies and deficiencies. Second, the introduction of foreign programs has impacted the self run programs. In recent years, more and more major TV stations have “introduced” foreign programs to our TV screens. In the process of setting up programs, TV stations do not pay enough attention to their own programs, but are keen to buy copyrights. The usual practice of TV stations is to buy the popular foreign TV programs and make them into a Chinese version of foreign programs for external broadcasting after a slight transformation. At present, the introduced programs still occupy a considerable share in the domestic market, which makes the self run programs suffer a great impact, which is not conducive to the long-term development of cultural programs. Third, the homogeneity of the program is serious and lack of interest. It is an important problem that the programs follow the trend and homogenize seriously. For example, when *Chinese Character Hero* and *Idiom Hero* were first launched, they created a viewing miracle. The audience paid great attention to these two cultural TV programs, and even surpassed the popular talent show variety shows for a time. However, when the two programs were broadcast in the second season, the equivalent quality programs of *Chinese Character Congress* and *Chinese Idiom Congress* had followed the trend, resulting in a significant decline in the ratings of the two programs in the second quarter and being left behind by the variety shows in the same period. This shows that the audience is “fond of the new and tired of the old”. The emergence of a large number of homogeneous programs will lead to the lack of interest of these programs, and their attraction to the audience will be greatly reduced.

3. Countermeasures and Suggestions for Promoting the Development of Cultural TV Programs

Under such circumstances, SARFT constantly promotes the sustainable and innovative development of cultural TV programs within the radio and television industry, will carry forward and inherit excellent traditional culture, improve the cultural cultivation and civilized quality of the whole nation, and clarify the cultural and social responsibilities of TV media. Therefore, cultural programs have attracted more and more attention. If TV cultural programs want to achieve good development, they first need to control the communication content and form. The primary goal of this control is to pursue the continuous improvement of the quality of TV cultural programs, so as to improve the communication effect and continuously meet the spiritual and cultural needs of TV viewers.

3.1. Strengthening the Cultural Independence and Cultural Guidance of the Program

On the one hand, cultural TV programs should start from stimulating the interest of the audience and arouse people’s cultural genes. Cultural gene is the spiritual pillar of a nation, country or region and the ideological foundation for the extension of individual identity. Cultural TV programs cut into traditional culture, such as Chinese characters or poetry, which fundamentally activates the cultural genes in many people’s bodies and deepens the cultural identity of Chinese people to Chinese traditional culture. On the other hand, the theme selected in the content of cultural TV programs should be easy to touch the inner feelings of the audience and make people unconsciously feel the cultural charm. For everyone, Chinese culture can touch the depths of their hearts. It is the common value of Chinese people and the most stable

cohesion of the country. Grasping the emotional factors in Chinese culture and through emotional resonance, the audience can have a deeper understanding of culture.

3.2. Changing the Way of Shallow Television Transmission

In terms of changing the shallow communication of TV, TV programs have rich resource advantages, such as talent advantages and network advantages. In the long-term practical work, TV practitioners have accumulated a lot of rich working experience and become more familiar with the law of cultural communication. Especially for TV cultural programs that have been broadcast for a long time, journalists are mostly required to have more in-depth knowledge and skills in a professional field. Such journalists are responsible for the reporting of counterpart industries, which can not only improve the reporting quality, but also enable journalists to become experts in relevant aspects in the accumulated practice of writing, so as to realize the common growth of journalists and programs and continuously improve the quality of news programs. On this basis, the TV market space should be actively extended, integrate its own space into the network field with the help of technology, build a multi-media platform, and actively adapt to the communication law of the Internet, so as to change the shallow communication of TV and maximize its own value.

3.3. Improving the Level of Meeting the Spiritual and Cultural Needs of TV Audiences

For the improvement of the effect of current TV cultural programs, we should constantly optimize and innovate in the content, form and channels of cultural communication, maximize the cultural value of the programs, and constantly meet the spiritual and cultural needs of TV audiences. In this regard, TV cultural programs should strive to improve their core competitiveness, pay attention to shaping the brand image of programs, and pay special attention to the management of program brands. At the same time, we should also establish a talent introduction mechanism, make full use of the support of national policies, accelerate the professional reorganization of programs, pay attention to the innovation of program operation mechanism, and strengthen the public relations, publicity and packaging of programs, so as to improve the communication effect in an all-round way and meet the spiritual and cultural needs of the majority of TV viewers.

3.4. Strengthening the Research on the Form Planning Strategy of Cultural Programs

The production of TV cultural programs needs to be reasonably planned and arranged in advance before broadcasting. In this process, the content of effectiveness, entertainment and sharing should be reasonably added to the program, so as to achieve the arrangement effect that is more acceptable to the audience. Specifically, it needs to be arranged in combination with culture and public acceptance habits, so as to make a breakthrough in improving the timeliness and depth of the content. It can also change the narrative structure and order of the program. Generally, it can strive to improve the quality according to the principle of simplifying the quantity. In the choice of cultural content, we should constantly push through the old and bring forth the new, and look for valuable cultural themes. In the program, we should focus on the rich social practice of the people, and more choose and reflect the fresh cultural content from the grass-roots people. In short, especially in the realization of innovation strategies, we should pay attention to the promotion, so that the audience can more feel the connotation and value of cultural programs.

4. Conclusion

TV cultural programs take modern electronic technology as the means of communication and words, sound and pictures as the symbols of communication to report and present cultural events. TV cultural programs involve a wide range of subjects and a variety of broadcasting forms. They can make brief and objective reports or detailed and in-depth reports, and also express exclusive opinions and views on the facts. While spreading cultural information, TV cultural programs also play an important role in social education, public services and improving cultural taste. Under the background of the increasingly rapid dissemination of information in modern society, TV, as the mainstream media, needs to carry the banner of inheriting excellent culture and constantly produce and launch more excellent cultural TV programs.

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