

Strategies for Traditional Culture TV Programs to Break out in the Digital Media Era —— Taking Henan TV's "Tang Palace Night Banquet" as an Example

Xiaoyi Wang

School of Literature and Communication, Nanguo Business School, Guangdong University of Foreign Studies, major in Broadcasting and Hosting Art, Guangzhou, Guangdong, 510545, China

ABSTRACT

With the rapid development of digital media, traditional cultural TV programs are undergoing unprecedented transformations. While facing numerous challenges in their evolution, these programs also present new opportunities for growth. Taking Henan TV's production "Tang Palace Night Banquet" as a case study, this paper delves into the strategies for breaking through traditional boundaries in the digital media environment. The research identifies three key communication strategies: First, actively engaging diverse audience groups to expand viewership; Second, achieving cross-platform interactive communication through media convergence; Third, driving digital transformation in television media by utilizing advanced technologies to enhance audiovisual effects and interactive experiences. These innovations not only make "Tang Palace Night Banquet" unique but also provide crucial references for reforming traditional Chinese cultural programming. This holds profound significance for promoting the inheritance and innovative development of contemporary Chinese traditional culture.

KEYWORDS

Traditional culture TV program; Digital media; Tang palace night banquet; Circle strategy

1 Introduction

With the rapid advancement of technology and the continuous growth of internet penetration, people's lifestyles and entertainment patterns are undergoing unprecedented profound transformations. The rise of new media and the advent of the internet era have not only significantly expanded information access channels but also fundamentally reshaped public leisure preferences and consumption habits. Against this backdrop, traditional media with deep historical roots is facing unprecedented challenges. In this new landscape, how to fully leverage their unique strengths and improve program production quality in this evolving environment has become a critical issue that China's media industry urgently needs to explore.

As a bridge connecting past and present, the Chinese Traditional Culture column shoulders the responsibility of inheriting and developing the nation's outstanding traditions. These works showcase the brilliance of Chinese civilization through unique artistic forms and profound cultural heritage. However, due to their monotonous formats, outdated content, and lack of interactivity, they struggle to attract young audiences in the digital age, leading to shrinking viewership and diminishing influence. Against this backdrop, China's media industry urgently needs to leverage the advantages of digital media for revitalization, which has become a critical challenge requiring urgent resolution ^[1].

2 Analysis of the reasons for the low attention of traditional culture TV programs

2.1 The influence of pan-entertainment

In the digital media era, the "pan-entertainment" phenomenon is sweeping across society with unstoppable momentum. This trend has permeated traditional sectors including film, music, gaming, as well as news, education, and technology. It has driven users to undergo significant changes in information consumption behavior, increasingly relying on short, high-quality videos to satisfy their instant entertainment needs. For instance, with the rise of various short video platforms, "video scrolling" has gradually become a new leisure activity. Characterized by relaxation, humor, and quick consumption, it stands in stark contrast to traditional serious cultural programs.

Cultural programs like historical documentaries, opera performances, and classical concerts require audiences to invest considerable time for immersive experiences, demanding high cultural literacy and discernment. However, the prevalence of "pan-entertainment" culture has led most viewers to prefer content that demands no deep engagement, causing traditional cultural programs to gradually lose their audience base. Take a popular short video platform as an example: its content focuses on comedy, food, and fashion, with average viewing durations under two minutes. In contrast, traditional cultural TV programs feature longer durations and demand greater viewer attention. This disparity makes it difficult for traditional TV programs to win over audiences.

2.2 Lack of interest and interaction

From the perspective of performance forms, content innovation and ideological connotation, traditional cultural programs often lack interest and interactivity, which is one of the main reasons for their audience loss. Many traditional cultural programs still use the old production mode and performance techniques, lack novelty and characteristics, and are difficult to attract the attention of audiences ^[2-3].

For instance, some documentaries still adhere to conventional narrative patterns and camera techniques, lacking innovative storytelling that makes them feel monotonous. However, traditional operas and classical concerts with their exquisite craftsmanship and outstanding performances have gained widespread recognition and popularity due to contemporary audiences' aesthetic preferences and cultural demands. Moreover, Chinese cultural programs generally lack interactivity. Many TV shows remain stuck in a one-way information delivery mode without audience engagement. This communication approach not only fails to ignite viewers' enthusiasm but also creates a sense of "alienation" and "distance." Nevertheless, certain new media programs enhance audience participation through interactive features like bullet comments, discussion sections, and voting systems, thereby strengthening engagement and fostering a sense of identity.

"Feast in the Tang Palace" stands as a landmark production that pioneers innovative approaches to performance art. Breaking free from traditional dance conventions, it seamlessly integrates virtual reality technology to create an ethereal artistic atmosphere. By blending contemporary and popular cultural elements with traditional art forms and modern aesthetic sensibilities, the show significantly enhances its appeal. Furthermore, leveraging social media platforms for audience interaction allows viewers to actively engage with the narrative, thereby amplifying the drama's impact and public engagement.

2.3 Cultural confidence needs to be strengthened

In today's society, people's sense of identity with their own culture still needs to be improved. Some people lack a sense of identity and belonging to traditional culture, so they pay little attention to traditional cultural programs. However, the inheritance and development of Chinese traditional culture is closely related to TV communication.

Cultural confidence manifests across various domains. On one hand, some young people lack understanding of traditional culture, often dismissing it as outdated and showing little enthusiasm for learning and preserving it. On the other hand, they blindly follow foreign cultures while overlooking their unique charm and value. The prevalent "cultural inferiority complex" in contemporary society not only weakens individuals' sense of identity and belonging to traditional culture but also diminishes its global influence and competitiveness in today's world ^[4].

The study conducted a questionnaire survey on college students' understanding of traditional Chinese culture. The findings revealed that over half of the respondents' knowledge of traditional culture remained confined to textbook content and festival customs, with insufficient comprehension of its deeper meanings and cultural value ^[5,7-8]. Meanwhile, many students showed greater preference for foreign cultures, perceiving them as more fashionable and entertaining. Due to a lack of cultural confidence, college students demonstrate low engagement with traditional culture—a phenomenon that hinders universities' efforts in preserving and developing this heritage.

2.4 Poor publicity effect

The lack of effective promotion and insufficient promotional efforts are the main factors leading to the small audience of TV advertisements. In the face of increasingly fierce market competition, without an effective marketing method, it is difficult to stand out among many TV programs and win the favor of audiences.

On one hand, some traditional cultural program producers lack innovative approaches in promotion, remaining entrenched in conventional publicity models and methods that fail to attract audience attention. For instance, certain programs solely rely on traditional formats like TV commercials and posters for promotion, lacking clear positioning that makes it difficult to achieve desired effects. Moreover, funding shortages in advertising channels have resulted in limited dissemination impact. Due to insufficient budgets and restricted advertising channels, theatrical performances and folk shows in some regions often remain confined to small-scale events and local trends, struggling to expand their influence and popularity. Take a provincial TV station as an example: they once launched a program based on Chinese traditional culture. However, before and during its broadcast, CCTV lacked innovation in promotional strategies. Currently, apart from brief TV promotions, China has not utilized other media platforms for in-depth promotion in this regard. This has led many people to be unaware of the program or unfamiliar with it, affecting its viewership and influence. If promotional efforts could be expanded through new media platforms like social media and short video platforms, it might attract more audience attention.

3 Analysis of the round strategy of Tang Palace Banquet

3.1 Attractiveness of multiple groups: blending ancient and modern, breaking boundaries

Through innovative storytelling and conceptual design, *Tang Palace Night Banquet* transcends temporal boundaries to resonate deeply with audiences. Featuring Tang Dynasty poetry-inspired dance performances, the show transports viewers into a fantastical world of imperial splendor. By exploring cultural heritage and artistic imagery, it not only satisfies viewers' curiosity about historical culture but also ignites their passion for Chinese civilization.

"Feast in the Tang Palace" has captivated young audiences through its unique charm, skillfully blending contemporary art with pop culture symbols. Take the dance performances as an example: dancers clad in Tang Dynasty attire harmonize perfectly with modern music and choreography, achieving a seamless fusion of classical and modern elements. This innovation not only breathes new life into traditional culture but also allows younger viewers to appreciate the distinctive appeal and value of Chinese heritage while enjoying the show. Meanwhile, the program's multi-dimensional strategies including cross-media promotion and marketing collaborations have driven exponential growth in its audience base. The synchronized promotional campaigns across major platforms, leveraging a comprehensive multi-channel approach, have continuously expanded the reach of "Focus Interview", attracting viewers from diverse age groups and professions ^[6].

According to a survey of the show, 60 percent of its audience, ranging from young to middle-aged people, watched it through social media and short video platforms. The number is enough to prove that the show is a very successful work that can provide diversified services for viewers.

3.2 Application of media convergence: cross-platform communication to enhance influence

Amid the media convergence landscape, "Tang Palace Night Banquet" has been continuously expanding its influence and audience reach through multi-platform collaboration and cross-border marketing strategies. By leveraging satellite TV networks, digital platforms, and social media channels for coordinated promotion, this cross-platform approach not only attracts a broader audience but also significantly boosts the show's visibility and cultural impact.

"Feast of the Tang Dynasty Court" has sparked heated discussions online through its exquisite short videos and behind-the-scenes footage, successfully attracting more viewers via extensive sharing across major platforms. The show also leverages social media to facilitate topic discussions, collect audience feedback, and enhance participation and sense of belonging. Meanwhile, through collaboration with mainstream media organizations, the brand influence of "Feast of the Tang Dynasty Court" has significantly increased. For instance, partnering with a leading domestic e-commerce platform under the theme "Feast of the Tang Dynasty Court" garnered widespread positive reviews from netizens. This business model not only generated substantial economic benefits for the program but also expanded its audience reach and amplified its influence.

3.3 Digital transformation practice: technology empowerment and innovation communication

The Tang Palace Feast has made groundbreaking innovations in this field. By integrating advanced technologies like AR and 5G, it seamlessly blends virtual and physical realms to deliver immersive visual experiences. The application of digital technology not only elevates viewing quality but also enhances audience engagement and interactivity. Currently, AR technology has been widely adopted in stage arts. Through this technology, audiences feel as if they are transported into the Tang Dynasty imperial palace, blending seamlessly with authentic court settings ^[9]. This immersive visual experience transports viewers into a magical and romantic era of the Tang Dynasty, significantly enhancing the viewing experience.

The widespread adoption of 5G networks has established a robust foundation for real-time communication and interactive experiences in live television broadcasts. During live events, viewers can instantly access content through mobile devices like smartphones while engaging with fellow audiences via bullet comments and message boards. This interactive approach not only immerses viewers in the program's atmosphere but also enhances both dissemination effectiveness and audience engagement. Leveraging big data analytics and user profiling technologies, the TV series "Tang Palace Night Banquet" achieved precise audience segmentation, significantly improving campaign relevance and impact. The production team conducted in-depth analysis of viewer data to identify preferences and viewing patterns, enabling them to develop customized promotional strategies tailored to different demographic groups. Such personalized interactions not only amplify the reach of information dissemination but also boost viewer satisfaction and loyalty.

4 Conclusions

The tremendous success of "Tang Palace Night Banquet" in the digital media era is closely tied to its diversified

audience demographics, integrated media strategies, and digital transformation. These innovative approaches not only served as the cornerstone of its triumph but also provide valuable insights for developing traditional cultural works. Moving forward, we must maintain cultural confidence, showcase profound cultural depth, pursue continuous innovation, stay attuned to contemporary trends, and intensify promotional efforts to achieve broader and deeper cultural impact.

To succeed, television programs must possess cultural confidence and profound heritage. To attract viewers and gain recognition, they need to deeply explore and showcase these cultural elements. Furthermore, continuous innovation can help traditional programs better meet audience demands. To establish a solid foothold in television, it's essential to actively explore program formats, persistently innovate content, and leverage new media applications to enhance integration with digital platforms. Additionally, expanding the reach of folk art works is key to improving dissemination effectiveness. Therefore, attracting more viewers requires multi-channel advertising campaigns through diverse formats.

In the future development process, traditional cultural programs should continue to innovate and try the above strategies and directions, so as to meet the development needs of digital media era, and make greater efforts for the inheritance and development of traditional culture.

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