CCTV COVERAGE OF TRADITIONAL CULTURE TOPICS

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Modern online media in China are actively developing and have a great impact not only on the formation of public awareness, but also on shaping society's ideas about traditional Chinese values. Chinese traditional culture topics in the coverage of CCTV are analyzed. Some genre and thematic features of the researched content are revealed.

Key words: online media; media coverage; Chinese traditional culture.

ТЕМЫ ТРАДИЦИОННОЙ КУЛЬТУРЫ В ОСВЕЩЕНИИ CCTV

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Современные интернет-СМИ в Китае активно развиваются и оказывают большое воздействие не только на формирование общественного сознания, но и на представления общества о традиционных китайских ценностях. В статье анализируются материалы традиционной китайской тематики в освещении кампании CCTV. Выявляются жанрово-тематические особенности исследуемого контента.

Ключевые слова: интернет-СМИ; освещение в СМИ; китайская традиционная культура.

The emergence of online media as the primary platform for disseminating information, facilitated by the continuous development of global informatization and internet technology, has revolutionized communication and interaction across time and space. In China, the rapid growth of online media has significantly impacted the country's politics, economy, and culture, including traditional culture, accumulated over thousands of years, being of great interest

in its promotion and dissemination through online media. This study focuses on the role of CCTV Online Media, a leading mainstream media outlet in China, in promoting traditional culture by examining the features of its coverage of Chinese traditional topics. As a product of the integration of traditional media and the internet age, CCTV Online Media benefits from inherent advantages, including absolute authority and discourse power as a governmental media, state-of-the-art news editing and broadcasting equipment, and a high-level content production team [1]. Additionally, it has strengthened technical input, optimized user experience, innovated content distribution forms, and utilized various media formats such as words, pictures, audio, and video.

To evaluate the communication power of CCTV Online Media on traditional culture, this study utilizes statistical analysis of reported content and genres, topic classification and arrangement, and reading volume analysis. In special periods, such as the outbreak of the COVID-19 epidemic in 2019, CCTV Online Media played a crucial role in reporting and promoting the deeds of fighting against the epidemic and Chinese traditional culture. Therefore, this study aims to investigate the basic state of the Central mainstream media's coverage of Chinese traditional culture during these special periods.

By selecting relevant content on CCTV's online channels and conducting statistical analysis from January 1, 2020, to December 31, 2021, we identified 1,010 pieces of excellent traditional culture reports that were sufficient to ensure the quality of our research. Chinese scholars evaluate new mainstream media based on communication power, guiding power, influence, and credibility, emphasizing both novelty and mainstream nature [2]. The results of this study can have practical implications in mass media studies, communication, and culture studies, making them more pragmatic and referential.

1. Overview of CCTV Channels

Established in 1958 as Beijing Television and later renamed China Central Television (CCTV) in 1978, CCTV is the leading state-run television broadcaster in China, operating 15 channels, which play a crucial role in shaping public opinion and promoting Chinese culture. Its wide range of cultural programmes are comprehensively covered on channels such as CCTV-1, CCTV-3, CCTV-4, CCTV-8, CCTV-9, CCTV-10, CCTV-11, CCTV-14, and CCTV-15 and its online platform extends the reach of its cultural programming to a broad audience both domestically and internationally. A key characteristic of CCTV's cultural coverage is its emphasis on promoting Chinese identity and national pride, particularly evident in its positive presentation of traditional culture as a vital aspect of China's cultural heritage, and its connection to modern China [3]. CCTV's coverage also includes government-led initiatives and events, such as the "National Intangible Cultural Heritage Exhibition" and the "China

Traditional Culture Promotion Campaign,"which promote the government's agenda of preserving and valorizing traditional culture as part of China's national identity. A 2019 survey by the China Internet Network Information Center (CNNIC) found that cctv.com had over 1 billion monthly active users, demonstrating the significant reach and influence of CCTV in promoting Chinese culture.

2. Changes in the Quantity of Reports

By sorting out the data samples generated in the past two years, a total of 1,010 reports on traditional culture were counted, averaging 42 per month and 1-2 per day. After reading day by day, the news reports and other forms of news content of excellent traditional culture pushed by CCTV Online Media from January 1, 2020 to December 31, 2021 were classified and counted according to year and month. According to the statistics, we found that the quantity of reports in the first half of the year is significantly higher than that in the second half. In particular, February is the month with the most reports in the whole year, followed by September, while June has the least reports, followed by April. As a mainstream Internet media mainly focusing on news information, CCTV Online Media not only pays attention to domestic and foreign news, but also maintains 1-2 traditional culture topics reported every day, which shows that CCTV Online Media has a high degree of attention to traditional culture. The statistics of monthly report data reflects the attention of mainstream media in the mobile Internet era to traditional culture. It can be found that the months with more reports have a coincidence with the traditional festivals in China, such as the Spring Festival and Lantern Festival in February, the Dragon Boat Festival in May, and the Middle Autumn Day in September. However, there are fewer reports in the months without traditional festivals.

3. Analysis of Most Covered Traditional Culture Topics

Based on analysis of relevant data, we can come up with the conclusion that traditional folk culture, traditional art, and historical relics are the most covered topics. Traditional folk culture was the most frequently covered topic, accounting for 17.7 % of the total coverage. This category includes various aspects of traditional folk culture such as traditional cuisine, clothing, etiquette, rituals, customs, and related practices. Traditional art was the second most covered topic, accounting for 11.4 % of the coverage, including diverse forms of artistic expressions such as Chinese Ink Painting, calligraphy, music, dance, drama, and folk art. Historical relics were the third most covered topic, accounting for 15.8 % of the coverage. This category refers to physical objects of cultural significance, including ancient buildings, sculptures, and artifacts. Other significant categories include traditional architecture, literary classics, and moral values.

4. Reading Volume

Over the past two years, spanning 2020–2021, the average monthly reading volume of CCTV Online media has significantly increased, with an overall daily average of 139,523 readings. Notably, in 15 of these months, the monthly reading volume exceeded 120,000, indicating the efficacy of the China's cultural self-confidence policy. This policy has spurred increased attention to traditional culture among mainstream media and government institutions, who have organized various activities to promote its dissemination. The rise in reading volume also testifies to CCTV Online media's dedication to enhancing content quality, which has made it a favored source for traditional cultural content among the public. As a leading mainstream media outlet, CCTV has played a pivotal role in guiding public attention towards traditional culture. The advent of new media has disrupted the traditional one-way communication model of traditional media, empowering ordinary individuals to participate in content creation and dissemination, especially through interactive features [4]. CCTV Online media has likewise embraced audience interaction, facilitating reader comments, sharing, and feedback analysis to improve communication effectiveness.

5. Analysis of Popular genres of CCTV culture reports

Based on the analysis of the popular genres of cultural topics on CCTV in this targeted duration of time, it can be concluded that Chinese audiences have a strong interest in their cultural heritage as well as the modern developments and trends related to it. This is reflected in the popularity of different genres of cultural programming, including news, story, analytic, video, educational, and entertainment programs. To effectively engage audiences with cultural content, it is essential to provide a mix of informative and entertaining programming that meets their evolving expectations [5]. This includes reporting on cultural events and developments, exploring different aspects of culture through narratives and analysis, providing visual presentations of cultural content, offering educational programs that teach about culture, and providing entertaining cultural content such as reality shows, historical dramas, and comedy skits.

Conclusion

CCTV plays a crucial role in promoting and preserving traditional Chinese culture, values, and moral principles, which enhances national pride and identity. With the help of its online presence, CCTV can reach a wider audience and provide detailed and in-depth coverage of culture-related topics, emphasizing the relevance of traditional culture in contemporary society and providing sustained ideological support for high-quality media platforms [6]. Traditional culture is a rich source of audio-visual symbols for Chinese online media; improving the online transmission of Chinese traditional culture requires accel-

erating media platform construction, optimizing broadcasting resources, and developing innovative business models. CCTV Online Media's emphasis on promoting traditional culture provides a reference for transforming traditional mainstream media, highlighting the essence of Chinese culture and finding ways to integrate it into modern society, paving the way for the preservation and promotion of traditional culture in China.

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