

A Brief Analysis of the Innovation Strategies of Cultural Heritage-related Variety Shows - Taking "National Treasures" as an Example

Jiale Ren

Sichuan Conservatory of Music, Chengdu, Sichuan Province, China

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Abstract: Since its launch, the cultural and historical variety show "National Treasure" has attracted widespread attention. It showcases China's culture and history in the form of cultural calling cards and adopts innovative measures for the promotion of museums. Through innovative narrative methods and creative content presentation, it presents this profound and glorious national cultural heritage to the audience. This article will explore the innovative approach of the "National Treasure" program from three perspectives: creative content innovation, diverse narrative innovation, and all-round communication innovation. The program comprehensively explores the value of cultural relics, promotes the dissemination of traditional Chinese culture, and enables the audience to deeply experience the emotional experience brought by cultural relics while providing new directions and ideas for the future development of cultural communication and cultural and historical variety shows.

1. Introduction

As one of the most influential cultural and historical variety shows in China, "National Treasure" has garnered widespread acclaim since its debut. The program showcases China's profound historical and cultural heritage through a dynamic stage presentation, diverse content, and innovative narrative techniques. Simultaneously, it effectively communicates the "soft power" of museums, emphasizes the importance of cultural relics, and enhances public awareness of museum culture, history, and their broader significance. By examining the innovative strategies and creative approaches employed by "National Treasure," this article aims to analyze the evolving development paradigms of cultural and historical variety shows, explore the potential of traditional Chinese culture, foster a stronger sense of national identity among audiences, and investigate innovative pathways for the dissemination of Chinese traditional culture. Accordingly, this article will explore the program's innovative practices from the perspectives of content innovation, narrative innovation, and communication innovation.

2. Innovative Content Development

"National Treasures" conducts an in-depth exploration of ancient Chinese culture and history by

selecting artifacts that are representative and historically significant for presentation. Throughout the program, the production team offers comprehensive and detailed analyses of each artifact's cultural connotations, historical background, and craftsmanship, thereby highlighting the profound cultural heritage they embody and enabling audiences to rediscover and appreciate their historical and cultural value. In contrast to traditional methods of artifact interpretation, which primarily rely on the static display of objects such as metalwork, stone tools, and ceramics, "National Treasures" employs advanced technologies such as virtual reality and visual effects to enhance the visual dynamism of the artifacts and deepen the audience's immersive experience. Furthermore, the program innovatively adopts a dual-narrative structure through the "Past Legends" and "Present Stories" segments, encouraging audience engagement in the process of exploring and learning about cultural relics. This approach effectively enhances public interest in cultural heritage and contributes to the preservation and transmission of traditional Chinese culture in the modern era.

(1) "Culture + Museum": Constructing the Collective Memory of the Nation

"National Treasures" is a cultural program centered on cultural relics, presenting their historical and legendary backgrounds through an innovative narrative approach, while offering a comprehensive portrayal of various dimensions of Chinese culture. The program collaborates with multiple renowned domestic museums to deeply explore the stories behind these relics, integrating the essence of traditional culture with the institutional knowledge of museums. Through this novel synthesis, it constructs a collective memory that resonates across the entire nation^[1].

In contrast to popular cultural programs such as "Chinese Poetry Conference," "The Reader," and "Encountering Tian'anmen," which, despite their cultural appeal, face limitations in terms of audience reach and viewership, programs like "National Treasures" and "New Arrivals at the Palace Museum" represent a new generation of museum-integrated television productions. These programs build upon the strengths of earlier formats while eliminating their shortcomings, forging new creative pathways that achieve a deep integration of culture and museum education, and marking a significant innovation in the evolution of cultural programming.

Firstly, through collaboration with museums, "National Treasures" enriches and enhances the presentation of cultural relics. The program employs narrative storytelling to convey the historical and cultural contexts behind each artifact, not only facilitating a deeper understanding of cultural connotations but also reinvigorating the relics with emotional and symbolic significance. This approach fosters a new emotional connection between the audience and cultural heritage. For instance, in the first season episode "Spring and Autumn Prosperity: The Nine Tripods," the program vividly illustrates the historical context of the "division of vassal states" during the Spring and Autumn period, as well as the symbolic meaning of the Nine Tripods, thereby enhancing viewers' understanding of the political and cultural landscape of that era.

Moreover, "National Treasures" exemplifies a novel collaborative model between media and museums. During its production, the program engaged in extensive partnerships with leading domestic museums, drawing upon their academic expertise and institutional resources to ensure the accuracy and depth of the content. As a result, museums are no longer perceived as distant or inaccessible institutions. Instead, the program successfully delivers both educational and entertaining value, enabling audiences to form new emotional and mnemonic associations with cultural relics and their stories, thereby contributing to the formation of a shared national memory.

Similarly, the program "New Arrivals at the Palace Museum" adopts a fresh and distinctive production concept, presenting the intricate details and historical narratives of the Palace Museum to the public. The once-inaccessible image of the Palace Museum is now conveyed through a more accessible and relatable lens, allowing audiences to develop a shared emotional and cultural connection.

As tangible symbols of China's enduring cultural heritage, cultural relics serve as powerful

triggers for collective memory and national identity. The integration of culture and museums in television programming not only enhances public cultural literacy and artistic appreciation but also actively shapes the collective consciousness of the nation. This innovative approach injects new vitality and momentum into the development of cultural initiatives and the future of museum-related entertainment programming.

(2) Telling Chinese Stories through the "Past and Present" Narrative

Cultural and knowledge-based programs serve as vital platforms for conveying the richness and diversity of Chinese culture. By prioritizing content-driven value and cultural continuity, these programs present Chinese heritage through storytelling, producing experimental, exemplary, and nationally representative cultural masterpieces. These productions not only offer aesthetic experiences to audiences but also subtly enhance public appreciation of traditional culture and reinforce the guiding role of cultural values.

The program "National Treasures" exemplifies this approach by exploring the "past and present" of cultural relics, effectively narrating Chinese stories that enable viewers to grasp the depth and breadth of Chinese civilization. It not only highlights the historical background and cultural significance of these relics but also conveys their deeper cultural meanings through narrative techniques. By integrating relics with storytelling, the program constructs a vivid and immersive cultural narrative.

Firstly, cultural relics are invaluable legacies of historical civilizations, each carrying a unique historical narrative. "National Treasures" approaches these relics from a cultural perspective, skillfully bridging their historical significance with contemporary relevance. This dual-layered interpretation showcases the enduring charm of ancient Chinese culture. For instance, in the third-season episode "Again, the Forbidden City," the program introduces the architecture and relics of the Forbidden City, illustrating the customs and court culture of the Ming and Qing dynasties. This enables viewers to develop a more comprehensive understanding of China's historical and cultural landscape.

Secondly, the program integrates cultural education into entertainment by narrating the stories behind cultural relics. Viewers gain knowledge while engaging with the content in an enjoyable manner. In the second-season episode "The Secret Conversations of the Qing Emperor," the story of the imperial painter Lang Shiheng is told, showcasing the artistic excellence of Qing dynasty court painting while also emphasizing the importance of independent thinking.

Finally, the narratives behind cultural relics are not merely historical accounts but also reflections of social and humanistic values. The program presents these relics from multiple perspectives, employing diverse storytelling techniques to convey their cultural and symbolic significance. For example, in the fourth-season episode "Ancient Art Trade Route," the program illustrates how cultural relics have influenced traditional Chinese craftsmanship and highlights the relevance of these influences in the modern era. Such approaches offer audiences a rich cultural and historical visual experience while deepening their appreciation of China's cultural diversity.

In addition, programs such as "Stories of China" and "Newly Reborn: The Forbidden City" also employ cultural interpretation and historical reenactment to narrate Chinese stories. "Stories of China" allows audiences to experience the emotional depth behind classic works and reflect on the perseverance and resilience of the Chinese spirit. Through these narratives, the program captures the essence of the times and interprets the spiritual identity of the Chinese people^[5]. Similarly, "Newly Reborn: The Forbidden City" selects themes that align with contemporary values while promoting traditional culture, offering a more multidimensional and comprehensive portrayal of the Forbidden City. This enables audiences to explore cultural relics from new perspectives and gain insights into the history, humanity, and stories embedded within them.

Therefore, in the realm of specialized programming, variety shows must adhere to the principle

of "content is king." Only by delivering high-quality and innovative content can they effectively attract audiences and fully demonstrate the cultural value embedded in cultural programming^[4]. In conclusion, "National Treasures" successfully tells Chinese stories through the "past and present" narrative of cultural relics, revealing the profound historical roots and cultural essence of Chinese civilization. Through in-depth exploration and multi-angle presentation, the program captivates audiences and helps them better understand their cultural identity and spiritual heritage in today's rapidly evolving world.

(3) Technology-Enhanced Immersive Stage Experience

With the arrival of the 5G era and the continuous advancement of digital media technologies, emerging tools such as virtual reality (VR), augmented reality (AR), artificial intelligence (AI), and holographic projection are reshaping the ways in which traditional culture is presented, thereby accelerating the process of cultural digitization. The cultural program "National Treasures" serves as a prime example of this transformation. By integrating modern technological innovations with classical Chinese culture, the program delivers a more immersive, diverse, and interactive cultural experience.

The application of advanced technologies significantly enhances the visual impact and presentation quality of the program. Through the use of virtual reality, 3D animation, and holographic projection, "National Treasures" enables realistic reproduction of cultural relics and immersive simulation of historical scenes. These technologies create a visually compelling and emotionally engaging experience that greatly enhances audience engagement and satisfaction. For instance, in the first season's "Weapon Spectrum" segment, the program allowed viewers to experience the craftsmanship and production process of ancient weaponry in a lifelike manner, while vividly reconstructing historical battle scenes, leaving a lasting impression on the audience. Additionally, the integration of laser projection, interactive projection, and AI technologies enhances interactivity and personalization, enabling tailored content delivery and immersive participation for diverse audience preferences. In the second season's "Amber Lotus" segment, viewers were able to "hold" the artifact in a simulated natural environment and virtually travel through different historical settings, thereby deepening both aesthetic appreciation and engagement.

Beyond the visual spectacle, these technologies also contribute to a deeper and more comprehensive cultural interpretation. By combining historical narratives, cultural context, and multi-layered storytelling with digital tools, the program achieves a multidimensional presentation of cultural relics. This approach allows for a more profound exploration of their historical value and artistic significance. For example, in the third season's "Rooster Bell" segment, the program narrated the creation story and historical importance of the bell, and through digital simulation, recreated its original sound, significantly enriching the cultural depth and production quality of the episode.

In conclusion, modern digital technologies—including VR, 3D animation, and holographic projection—have injected continuous innovation into the cultural program "National Treasures." These technological applications not only enable more realistic historical reconstructions and deeper cultural insights but also significantly enhance audience participation and overall appeal. From the use of 3D digital modeling to the development of virtual reality exhibition halls and AI-driven personalized recommendation systems, these innovations facilitate a more comprehensive and immersive presentation of cultural heritage, offering audiences a richer and more interactive cultural experience.

3. Diversified Narrative Innovation

The program "National Treasures" establishes a distinctive narrative atmosphere through its

approachable and natural style, combined with vivid and innovative presentation techniques. This distinguishes it from traditional cultural relic-themed programs, which are often perceived as formal and unengaging. By bridging the perceived gap between cultural relics and the audience, the program enhances accessibility and emotional engagement, a result closely tied to its innovative narrative strategies. Accordingly, this paper categorizes the narrative approaches employed in the program into three dimensions: identity narrative, spatial narrative, and integrative narrative, for in-depth analysis. Through this classification, the study aims to explore the impact of narrative innovation on the program's production framework and to reflect on its broader implications for the development of cultural relic-themed variety shows.

(1) Identity Narration: Different Perspectives, Expanding Multidimensional Interpretation

As a historical and cultural program, "National Treasures" not only transmits historical knowledge but also captures audience attention through its distinctive narrative approach. The program employs four distinct narrative identities—guardians, gatekeepers, narrators, and hosts—each offering a unique perspective that enriches the cultural interpretation of the relics. These diverse viewpoints provide audiences with both intellectual and sensory engagement, enabling them to better understand and appreciate historical culture.

Firstly, guardians, as custodians of cultural relics, serve as key figures in conveying the historical and artistic value of these artifacts. They share behind-the-scenes stories and restoration processes, allowing audiences to grasp the significance of each relic in both historical and contemporary contexts. For instance, in the first season's episode on the "Zhou Li Wu Bronze Vase", the guardian detailed the artifact's manufacturing history, usage, and archaeological importance, offering the audience a deeper understanding of its cultural background. The program also emphasizes the emotional connection between the guardian and the relic. In the case of the "Thousand Li Mountain Painting" housed in the Palace Museum, the selection of Li Chen—a Beijing native—as the guardian reinforced the cultural and personal ties between the individual and the artwork, resulting in a more passionate and emotionally resonant presentation.

Secondly, gatekeepers function as cultural experts who provide professional insights into the artistic and cultural significance of the relics. Their expert interpretations enrich the narrative and offer a deeper understanding of the artifacts. For example, in the second season's episode on the "Western Beauty Stone Statue", gatekeeper Yang Huachao employed professional terminology and in-depth analysis to explain the craftsmanship and artistic style of Greek classical sculpture. This not only highlighted the aesthetic value of the relic but also demonstrated how the program successfully balances entertainment with scholarly content. By engaging audiences through both emotional storytelling and expert commentary, the program fosters a sense of cultural pride, self-awareness, and ultimately, cultural consciousness.

Thirdly, narrators serve as storytellers who bridge the past and present. Typically scholars or professionals with expertise in relevant fields, they weave historical events and personal narratives into compelling stories that reveal the humanistic and historical depth of the relics. In the third season's episode on the "Emperor Qianlong's Imperial Gemstone-Inlaid Belt Pin", the narrator recounted the emotional tale of "The Treasure of Love" between Emperor Qianlong and Empress Chongzhai, illustrating the interpersonal and historical context behind the artifact. This approach underscores the idea that history is not merely a record of the past but a living legacy that continues to shape contemporary cultural identity and innovation.

Finally, the host plays a central role in guiding the audience through the program's historical journey. By synthesizing the various narrative perspectives into a cohesive storyline, the host leads viewers through the cultural narrative, offering explanations and contextual insights that enhance understanding and appreciation. A successful cultural program relies heavily on the synergy between the host and the content. As seen in "The Reader", Dong Qing's refined and classical

demeanor was integral to the program's identity. Similarly, Zhang Guoli, as the host of "National Treasures", not only embodies the program's historical tone but also enhances its atmosphere with his distinctive hosting style, contributing significantly to the show's popularity and cultural impact.

In conclusion, by integrating historical and cultural knowledge through four distinct narrative identities—guardians, gatekeepers, narrators, and hosts—"National Treasures" presents traditional culture in a dynamic and accessible manner. This multidimensional narrative strategy enables audiences to engage more deeply with the stories behind cultural relics, bridging the gap between heritage and the general public. As a result, the program has redefined the cultural variety show genre, earning widespread acclaim and fostering a renewed appreciation for China's rich historical legacy.

(2) Spatial Narrative: Integrating History to Construct Diverse Narrative Spaces

The program "National Treasures" constructs a multi-layered narrative framework by integrating the "past legends" of cultural relics with the "present stories" rooted in contemporary life. It establishes three distinct narrative spaces—form space, stage space, and virtual space—thereby enhancing the depth and richness of the program while enabling audiences to engage with history and cultural heritage from multiple perspectives.

Firstly, the concept of "form space" is derived from Long Diyong's "Research on Spatial Narrative", which defines form space as the overall structural arrangement of a narrative work, presented in a spatialized format^[2]. In "National Treasures", the narrative structure is divided into two major components: the dramatized "past legends" performed by actors, and the real-life "present stories" narrated by individuals connected to the artifacts. The former draws upon historical texts and cultural motifs to dramatize the origins and symbolic meanings of relics such as bronze vessels and calligraphic scrolls, aiming to evoke cultural resonance and provoke reflection across time. The latter focuses on the contemporary research, excavation, and restoration of cultural relics, employing advanced technologies and data-driven analysis to decode their historical significance and material longevity. By juxtaposing these two temporal dimensions on the same stage, the program achieves a seamless integration of past and present, offering a multi-dimensional interpretation of cultural heritage.

Secondly, stage space plays a central role in enhancing audience immersion through visual and auditory engagement. The program meticulously designs stage settings that reflect the historical context of each artifact, incorporating detailed props, backgrounds, and lighting to recreate the era in which the relic was originally produced. Host narration further guides the audience into the historical narrative, facilitating a deeper understanding of the cultural background and symbolic meaning of the artifacts. For instance, in the first episode of Season One, the presentation of the Terracotta Army recreated the dramatic moment of its archaeological discovery, effectively immersing viewers in the historical atmosphere. Through precise spatial arrangement and sensory design, the program presents cultural relics in a more vivid and realistic manner.

Finally, virtual space represents a key innovation in the program's narrative strategy. By leveraging digital technologies, "National Treasures" reconstructs historical environments and cultural contexts within a virtual setting. For example, in the second episode of Season Two, the traditional Chinese folktale of "The Cowherd and the Weaving Maid" was visualized through minimalist and stylized digital graphics, transforming classical cultural elements into a modern visual language. This approach not only reveals the cultural connotations behind the artifacts but also enhances audience engagement by making historical narratives more accessible and interactive.

In conclusion, through the integration of form space, stage space, and virtual space, "National Treasures" successfully constructs a layered and immersive narrative system. This spatial narrative strategy enriches the interpretation of cultural relics, bridges historical and contemporary perspectives, and fosters a deeper public appreciation of China's cultural heritage.

(3) Integrated Narrative: Form Fusion, Presenting a Colorful Stage

As a successful cross-border cultural program, "National Treasures" differs from other cultural relic appreciation programs in its narrative approach. The program combines elements of documentaries, dramas, and variety shows, creating a unique audio-visual experience and presenting a wonderful feast about historical relics. Through this diversified presentation method of "documentary + drama + variety show", viewers can perceive the memories, emotions, and cultural value that historical relics bring to us in an enjoyable atmosphere.

The first scene of the program unfolds in the form of a documentary, with the guardian's camera leading the audience into the museum and allowing them to deeply experience the daily atmosphere of the cultural relics exhibits. The audience can closely observe, touch and feel the physical entities of the relics, listening to the detailed explanations from the guardian and the staff, gradually being attracted by the charm of the relics. This plain and gentle narrative style can alleviate the sense of estrangement brought by the relics' own historical significance, making it easier for the audience to form an emotional connection with the relics. The presentation style of this documentary aims to enable the audience to better understand and appreciate the cultural value of the relics, and also lay a solid foundation for the next scene of drama and variety show presentation. Then, in the drama performance section, the program team meticulously refined the script, including details such as the use of stage lighting, and all of these were carefully considered. To showcase the true historical stories behind the relics, the program team conducted extensive historical research, excavated and verified historical materials, based on real historical events, combined with the innovative creation of content producers, through modern performance techniques, theater-like interpretation, to evoke the audience's memory of the relics' history and establish an emotional connection between the media and the audience.

In addition, the entertainment-oriented trend in the production of the program is also one of the reasons for its popularity. The participation of celebrities is indispensable. Some comedy actors and hosts of variety shows have a wide audience base and strong entertainment attributes. Their involvement can increase the attention of the program. Moreover, the program content also reflects humor, allowing viewers to enjoy the cultural relics while experiencing entertainment and pleasure. For example, in the second episode of the first season, the exhibition of "Yunmeng Shizhu DìQin Jian" saw the guardian, Sa Beining, transform into an official of the Qin Dynasty. His language content and tone were full of mockery and humor, although they did not match the role's identity and historical background, they added interesting to the program and left a deep impression. Through the narrative in an entertainment format, it makes it easier for viewers to accept traditional culture and feel its pulse and vitality.

4. Comprehensive Innovation in Communication

"National Treasures" focuses on Chinese culture and achieves excellent communication results through novel presentation methods, popular cultural elements, and various communication channels. It has attracted a large number of young viewers. Moreover, it has launched different forms of content such as online interaction, museum exhibitions, and book publications, making the essence of Chinese culture more deeply rooted in people's hearts. As a representative of Chinese culture, "National Treasures" enables viewers to have a deeper understanding of Chinese culture, making contributions to the promotion and inheritance of Chinese culture, and providing an important platform for the inheritance and promotion of Chinese civilization.

(1) Mode of dissemination: Comprehensive program format, breaking cultural barriers

Television variety shows inherently possess entertainment value, which is one of the important reasons why they can attract young audiences. The production of cultural relic-related programs

aims to popularize knowledge about cultural relics and, through the introduction and dissemination of cultural relics, enable the public to have a more comprehensive understanding of Chinese culture and enhance national pride. Compared to the past, which was characterized by a lack of interest and heavy didactic elements^[3], "National Treasures" combines diverse program formats, not only eliminating the dull and uninteresting style of flat programs, but also enabling more audiences to break through cultural barriers and actively participate.

Firstly, the form of "National Treasures" is diversified. It not only focuses on the display of cultural relics, but also adopts various methods such as storytelling and historical reconstruction. Through story-telling and expert analysis, it guides viewers to understand the stories behind the cultural relics from different perspectives. At the same time, adding celebrity elements to the program, through the combination of culture and popularity, increases the program's appeal and attractiveness. Secondly, "National Treasures" attempts to break down various cultural barriers that audiences have, allowing more people to learn about the stories behind cultural relics. It expands the dissemination scope of cultural media. For example, the special program "Little National Treasures" with primary school students as the main characters, through hands-on experiences and interactive games, attracts a large number of primary school students to participate and enables them to learn about the legends and historical backgrounds of cultural relics through learning, improving their cultural literacy.

Moreover, during the dissemination process of the program, the book with the same name as the program was also published in society, using diverse carriers to disseminate culture. In the book, in addition to introducing the historical background and cultural connotations of cultural relics, it also pays special attention to explaining the stories behind the characters, historical backgrounds, and modern conditions of the cultural relics. Such reach not only broadens the form of program packaging but also expands the dissemination space of cultural media.

From the conception of the comprehensive program format and the thinking of breaking cultural barriers, the innovation in the mode of dissemination of "National Treasures" provides new perspectives and references for improving the dissemination of Chinese culture. And its more focus on the general public positioning has also enabled people to understand culture while establishing a beautiful pursuit and creative attitude towards culture. This innovative dissemination method not only stimulates the learning and cultural interests of the audience, but also lays a solid foundation for the promotion and dissemination of Chinese cultural media globally.

(2) Communication Channels: Multimedia Promotion Matrix, Promoting Audience Interaction

As a cultural and historical program, "National Treasures" has made various innovations and explorations in its communication channels. Besides being the primary platform on television media, it has established a multimedia promotion matrix to effectively enhance the interaction experience between the audience and the program, thereby achieving a more extensive and in-depth cultural dissemination.

Firstly, the program conducted multi-level publicity and promotion on new media channels. On platforms such as Weibo, WeChat, Douyin, etc., the program used regular updated original content, promotional posters, and celebrity-guest interactions to enhance the audience's attention to and user stickiness towards the program. For example, during the first season's broadcast, the program opened an interactive topic "National Treasures Treasure Hunt" on Weibo. Users could upload personal and ancestral photos and participate in the treasure hunt activity to win physical prizes.

Secondly, the program created an official APP for "National Treasures" on new media platforms and launched a series of related functions and interactive experiences. Through this APP, viewers can watch the program, learn about historical culture, participate in interactive games, and receive prizes in multiple aspects related to the program. "AVG Unlock Treasure Hunt" is an interactive project on this APP platform. Users can participate in unlocking tasks to obtain clues to find the real

cultural relics hidden in various locations and places of interest. The program, through the participation and interactive experience of the audience group, has further promoted the deepening and expansion of cultural dissemination.

Finally, the program used multimedia forms for dissemination and launched a series of large-scale online cultural-themed activities. For example, the "Treasures at Home" online theme exhibition. Users can browse the exhibits of various museums and protected cultural relics through this online cultural theme exhibition and learn about national cultural protection policies and cultural management knowledge. This activity is based on the combination of big data and virtual technology, providing real-time and all-round virtual cultural experiences for viewers, shaping a deeply rooted cultural symbol of the program.

That is to say, "National Treasures" has achieved innovation in communication channels by establishing a multimedia promotion matrix, providing diverse cultural experiences and interactive forms for the audience, and significantly enhancing the program's dissemination effect and influence. Therefore, in the process of cultural dissemination, combining multimedia technology to achieve channel innovation and user interactive experience has profound development significance and practical value.

(3) Communication Effect: Media Technology Upgrade Accelerates Cultural Communication

With the continuous development and advancement of media technology, the traditional methods of cultural communication have failed to meet people's desire for knowledge and culture. This is vividly demonstrated in the dissemination of "National Treasures". The program, through various media forms such as the Internet and television, enables viewers to participate in cultural inheritance at any time and anywhere, achieving a brand-new communication effect and bringing diverse cultural perspectives and experiences to the audience. Moreover, under the large-scale coverage of 5G technology, more and more people are beginning to enjoy a higher-quality and new perspective viewing experience. Advanced AR, VR equipment, high-definition videos, and short videos, among others, have also brought viewers a sensory experience of being there anytime and anywhere, stimulating people's interest and enthusiasm in watching.

Under such circumstances, Chinese culture has also gained new opportunities for dissemination and development space. With the assistance of high-tech such as AR and VR, Chinese culture has been presented more comprehensively and deeply on the international stage. Viewers can use these new technologies to gain a deeper understanding of the connotation of Chinese culture and simultaneously experience the depth and charm of culture. Thus, cultural programs like "National Treasures" have achieved truly popularized communication effects through the development of modern media technology.

Firstly, "National Treasures" has expanded the media coverage through broadcasts on CCTV and video websites on various TV channels, allowing more viewers to come into contact with this program and promoting the popularization of cultural dissemination. In addition, the application of media technology in the program has also achieved good results in promoting the dissemination of Chinese culture. The program adopts various media forms such as high-definition images, virtual reality, AI, big data, etc., presenting traditional cultural carriers through modern technological means, presenting viewers with a richer, more diverse, and interactive cultural experience. For example, in the third season, the program launched the "Digital Museum of National Treasures", allowing viewers to visit the real-scene digital museum through VR glasses and gain a deeper understanding of the history, design, and production details of various cultural relics, thereby enabling viewers to better understand cultural knowledge and increasing international audiences' understanding and respect for Chinese TV programs and cultural elements.

With the application of new technologies in various fields, Chinese culture has also achieved higher-quality dissemination worldwide. On multimedia platforms such as high-definition videos

and short videos, cultural masterpieces have received quick and effective publicity and dissemination, winning wider attention and recognition. It not only transcends the limitations of time and space but also presents Chinese culture to global audiences, promoting cultural exchanges and interactions, and providing new approaches and ideas for the dissemination and promotion of Chinese culture worldwide.

5. Conclusion

"National Treasures" is a pioneering cultural and historical documentary program that explores and disseminates Chinese traditional culture in a unique way. It has produced and aired three seasons of programs so far. In this program, innovation in content, narrative, and dissemination are the key factors for success, and each season has its own breakthroughs and innovations. Among them, the content of the first season focuses on showcasing and telling us what good things our ancestors created and left to us. In the second season, the content is more focused on the present, making us think about what we can do in the current era. Then, compared to the previous two seasons, the biggest change in the third season is the main characters. In the third season's program, the content is no longer limited to a certain museum building or indoor space or exhibits, but selects nine historical cultural heritages across China. Through historical figures and cultural relics, it attempts to restore and activate historical scenes as much as possible, showcasing the unique charm of cultural heritage as a combination of civilization achievements and cultural landscapes, and reflecting the brilliant achievements of Chinese civilization and its significant contributions to human civilization. This dynamic development of vitality is precisely the direction of the advancement of Chinese documentary programs.

Through the exploration and innovation of this program, viewers have a deeper understanding of the profoundness and eternal value of Chinese traditional culture. At the same time, "National Treasures" has brought new methods and ideas to the entire cultural field, expanded the scope and methods of cultural dissemination, brought new opportunities and inspiration for the prosperity and development of cultural undertakings, but the development path of Chinese documentaries still has a long way to go and there are still many deficiencies that need us to explore and improve. Therefore, only by constantly innovating and exploring can we better inherit and develop Chinese traditional culture, allowing it to bloom more vividly and splendidly in the new era.

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