

Reconstructing the Chivalric Temperament of Li Bai's Poetry in Modern Broadcasting and Hosting: A Study on Cultural Empowerment

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Abstract: This paper explores the innovative integration of the chivalric temperament, a core aesthetic and spiritual element in the poetry of the Tang dynasty poet Li Bai, into the theory and practice of modern Chinese broadcasting hosting. Although Li Bai's literary genius is universally recognized, his potential to empower contemporary media has not been fully explored. This study first deconstructs the chivalrous temperament into three constituent dimensions. Then, it critically examined the lack of these qualities in contemporary broadcasting, attributing it to commercialization, homogeneous training, and disconnection from deep cultural roots. The core of this article proposes a practical reconstruction model, which details the application strategies in script creation, voice and body expression, host role shaping, and program packaging. Through conceptual case studies, this article demonstrates how this integration enhances the cultural depth, artistic appeal, and social influence of broadcast content. The study concludes that the reconstruction of Li Bai's chivalrous spirit provides a feasible way for the cultural empowerment of the broadcasting industry, becoming a mechanism for inheriting and innovating traditional Chinese culture, improving program quality, and enhancing national cultural confidence in the media landscape.

1. Introduction

In the long river of Chinese cultural history, the poetry of Li Bai (701-762) is like a brilliant pearl, renowned for its unrestrained artistry and unique chivalrous temperament. This temperament embodies a heroic temperament, pursuit of justice, patriotic enthusiasm, and transcendent individualism. Li Bai's poetry is not only a reflection of the geography and society of the Tang Dynasty. They are a profound exploration of the values that have long defined the ideal of Chinese heroes. As an important spiritual heritage, this chivalrous spirit has had a profound impact on later literary and artistic creations. The establishment of institutions such as the Sichuan Li Bai Cultural Research Center at Mianyang Normal University marks a structural and technological effort to study, protect, and creatively transform this cultural heritage. Meanwhile, the radio hosting

discipline responsible for training national broadcasters, hosts, and journalists holds a crucial position in the mass media ecosystem. It undertakes the social tasks of information dissemination, public opinion guidance, and crucial cultural promotion. In an era of fierce media competition and increasing demand for content with unique cultural characteristics, it has become crucial to seek new sources of artistic and spiritual vitality in broadcasting. However, there are significant research gaps. Although there has been extensive research on Li Bai both domestically and internationally, covering literary, historical, and philosophical analyses of his chivalrous spirit, its direct application to modern media practices, particularly radio hosting, is still in its infancy. Most studies consider culture as a historical artifact rather than a living resource for contemporary creative industries.

Therefore, this article believes that the deliberate reconstruction and practice of the chivalrous temperament in Li Bai's poetry can serve as a powerful form of cultural empowerment for modern radio hosts. This study aims to bridge the gap between traditional literary culture and modern media research by developing a practical integrated framework. The core research question is how to systematically deconstruct and effectively reconstruct the core dimensions of Li Bai's chivalrous temperament in the art and practice of radio hosting, in order to enhance its cultural and artistic influence. By addressing this issue, this study not only seeks to inject the charm of traditional culture into media content, but also seeks to contribute to the sustainable development of cultural heritage and the broadcasting industry.

2. Deconstructing the Chivalric Temperament in Li Bai's Poetry

The accurate deconstruction of Li Bai's chivalrous temperament is a prerequisite for its effective application. This study extracts it into three interdependent dimensions.

2.1 The Spirit of Heroic Individualism and Transcendence

The characteristic of this dimension is a strong, confident, and transcendent self-image. Poems like 'Drinking Wine' proclaim, "God has given me a talent that must be utilized". This is a profound belief in a person's inner value. For the broadcasting industry, this translates into unwavering confidence, calmness, and a knowledgeable image in front of the camera. It is this inner resilience that enables hosts to guide programs with firm beliefs and elegant postures under pressure.

2.2 The Sense of Social Justice and Responsibility

Li Bai's chivalry, also known as the benevolent hero, combines benevolence with righteousness. In 'The Song of the General', the sentiment of 'I am willing to draw my sword from my waist and kill the leader of Loulan' reflects my patriotic desire to contribute to national security and social order. [3] This dimension is crucial for modern hosts as it is directly related to the media's role as social supervisors and promoters of positive values. It cultivates a sense of responsibility to uphold truth, defend justice, and serve the public interest, surpassing mere entertainment and achieving higher social functions.

2.3 The Unrestrained and Romantic Aesthetic Pursuit

Li Bai's artistic style is characterized by grand scale, infinite imagination, and strong emotions. His descriptions are grand and powerful, as shown in "The Difficulties of the Shu Road". "The road to Sichuan is harder than climbing the blue sky".[4] His ability to blend reality and fantasy creates a sublime aesthetic experience. This artistic sensitivity can inspire broadcasting companies to break free from formulaic language and expression. It encourages the use of more vivid, imaginative, and

emotionally resonant narratives to transform simple reports into captivating stories, enhancing the audience's auditory and visual experience.

3. A Model for Reconstructing the Chivalric Temperament in Broadcasting and Hosting

To systematically translate the theoretical dimensions of Li Bai's chivalric temperament into professional practice, a clear and actionable model is essential. The following framework (Figure 1) outlines the core components and their practical applications in broadcasting and hosting.

Core Dimension of Chivalric Temperament	Practical Application in Broadcasting Hosting
1. Heroic Individualism & Transcendence	<ul style="list-style-type: none">- Persona: Confident, authoritative on-camera presence.- Narrative: Bold, insightful commentary and storytelling.
2. Social Justice & Responsibility (Ren Xia)	<ul style="list-style-type: none">- Content: Choosing themes of justice and public interest.- Ethos: Upholding media responsibility and truthfulness.
3. Unrestrained & Romantic Aesthetic	<ul style="list-style-type: none">- Expression: Vivid, imaginative language and vocal delivery.- Packaging: Grand, symbolic visual and sound design.

Figure1: A Framework for Reconstructing Li Bai's Chivalric Temperament in Broadcasting Hosting

4. Reconstruction in Scriptwriting and Narrative

The protagonist and writer can blend in the grandeur and philosophical depth of Li Bai's language. For example, ending a segment about a successful entrepreneur overcoming adversity with the following sentence: "I walked out the door with a smile.How can someone like me be among ordinary people and great people" adds cultural significance and inspirational power. Adopting a narrative process that reflects Li Bai's poetry creation - starting from specific points, expanding to grand reflections, and then returning can create a more attractive and unpredictable program structure.[1]

4.1 Reconstruction in Vocal and Physical Expression (Biao Yan)

The host's voice transmission must become a tool for the emotional spectrum of chivalry, from the powerful and projected resonance required for the heroic passion of "Bring Wine" to the soft, intimate, and contemplative tone that is suitable for the profound reflection of "Quiet Night Thoughts". [2] Mastering this sound modulation is the key to deep transmission. At the same time, the actual existence of the owner should reflect the "heroic spirit" through an upright, open, and elegant posture, in which gestures are decisive and meaningful, conveying confidence rather than tense energy, and maintaining a direct, firm, and expressive gaze.

4.2 Reconstruction in Host Persona Shaping

The public persona of the host can be consciously cultivated to embody the chivalric ideal: the wen xia (scholar-chivalry) figure who is both deeply knowledgeable and morally principled. This involves demonstrating intellectual curiosity, cultural literacy, a commitment to social justice, and

personal integrity both on and off the screen. This builds a credible and respected public image that audiences can trust and admire.

4.3 Reconstruction of Program Packaging and Aesthetics

The visual and auditory identity of a program can be comprehensively designed to reflect knight aesthetics, including visual design using a palette of dark blue, white, and metallic tones - evoking moonlight, sword blades, and vast skies - complemented by bold, free-form calligraphy in graphics and titles. This visual element complements the sound design, which utilizes traditional instruments such as guqin, xiao, or powerful drums to create a soundscape that transitions from contemplation to heroism. In addition, the set design contributes to this immersive experience by creating an environment with a sense of space and grandeur, combined with symbolic elements from Chinese landscape painting or architecture.[5]

5. Conceptual Case Studies and Impact Analysis

This paper uses conceptual case studies as a tool to systematically evaluate the impact of key decisions or innovations on the art of broadcasting and hosting.

5.1 Case Study1: Cultural Documentary Series-Journey with Immortal Poets

A master who embodies the chivalrous personality of a scholar travels to the immortal place in Li Bai's poetry.[6] Narrative (script writing) interweaves historical context, poetic recitation, and modern reflection. When reciting heroic lines, the host's expression (vocal expression) sometimes has a strong declarative nature, and when thinking naturally, sometimes has a gentle reflective nature. Visual packaging (aesthetics) features scenery captured by drones, imitating the huge scale in Li Bai's mind, and accompanied by traditional music scores. This method transforms historical documentaries into an inner experience of chivalry, enhancing cultural education and aesthetic appeal.

5.2 Case Study2: Current Affairs Review Program

The host, as a modern 'justice fighter', introduced a segment about social issues and quoted Li Bai's relevant quotes to construct a moral dimension. During the commentary, the host's body language (body language) is calm and firm, with a direct gaze, demonstrating an unwavering image of principles. This analysis is bold and insightful (reflecting heroic individualism), but always based on social welfare (social justice).[7] This makes the program a trusted authoritative voice in a crowded media environment, enhancing its credibility and social influence. The reconstruction of knightly temperament is expected to have significant impacts in multiple aspects. It directly improves the quality of the program by injecting unique cultural features and artistic depth, thereby distinguishing the content and attracting more discerning audiences. At the same time, it strengthens the authority of the host, as embodying these principles can cultivate a more credible, trustworthy, and engaging image, thereby deepening the connection with the audience. On an industrial scale, this approach drives innovation by providing a new creative paradigm that goes beyond imitation of Western formats and cultivates a unique Chinese broadcasting style. Ultimately, by showcasing the relevance and power of traditional culture, this reconstruction plays a crucial role in cultivating cultural confidence and instilling a sense of pride and identity among media creators and consumers.[8]

6. Conclusion

This study suggests that rebuilding Li Bai's chivalrous temperament is an important strategy for cultural empowerment of modern radio and television hosts. By deconstructing this poetic spirit into a feasible theoretical framework and proposing a specific model for its application in various aspects of production and performance, this study bridges the critical gap between traditional culture and contemporary media practices.

The fusion of Li Bai's heroic individualism, social responsibility, and romantic aesthetics provides a powerful antidote to the cultural monotony and pressure that plague the modern media industry. It makes the host not only a communicator, but also a modern cultural, principled, and persuasive voice. This method not only enhances the artistic and cultural status of radio and television content, but also actively participates in the living inheritance and innovative transformation of China's intangible cultural heritage.

Future research should focus on empirical testing of this model through longitudinal case studies of specific programs, content analysis of audience acceptance, and development of targeted training modules for broadcast students and professionals. The ultimate goal is to cultivate a new generation of media professionals who can use Li Bai's immortal spirit to inform, inspire, and illuminate the modern world, thereby consolidating the role of broadcasting as a cultural confidence and cornerstone of social progress.

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