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On the Pathways for Television Media to Promote Minnan Cultural Development (Postprint)

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Abstract

Minnan culture constitutes an important component of traditional Chinese culture and represents a significant element in the current cultural integration and development across the Taiwan Strait. As a communication medium, television media plays a crucial role in facilitating the development of Minnan culture. In the new era, television media in the Minnan region should fortify cultural confidence, seize new directions, pioneer new values, and inject new vitality to foster the prosperous development of Minnan culture.

Full Text

Television Media as a Catalyst for Minnan Culture Development: Strategic Pathways

Abstract: Minnan culture constitutes an essential component of Chinese traditional culture and represents a crucial element in current cross-strait cultural integration and development. As a communication medium, television media plays a vital role in promoting Minnan culture. In the new era, television media in the Minnan region must strengthen cultural confidence, grasp new directions, lead with new values, and inject new vitality to foster the prosperous development of Minnan culture.

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The report of the 19th National Congress states: “Without a high degree of cultural confidence and cultural prosperity, there can be no great rejuvenation of

the Chinese nation.” In August 2018, at the National Conference on Propaganda and Ideological Work, the General Secretary emphasized that propaganda and ideological work in the new era must consciously undertake the mission of holding high the banner, gathering public support, nurturing new talent, promoting culture, and presenting a positive image. Currently, television media remains an influential medium in modern information society, playing a pivotal role in communicating public policies and guiding public opinion. Television media’s cultural confidence is built upon five thousand years of Chinese civilization, drawing from the deep structures of national culture to provide more fundamental, profound, and enduring power for cultural communication. Zhangzhou City, located in the core area of the Minnan cultural ecology protection zone, holds a prominent position in cultural exchanges across the Taiwan Strait and among overseas Chinese. Television media in the Minnan region should strengthen cultural confidence, draw upon rich Minnan cultural resources, learn from experience, and achieve breakthrough innovation to promote the prosperous development of Minnan culture.

1. Grasping New Directions: Identifying Precise Entry Points for Minnan Culture Development

Under the impact of online media, television cultural programs have fallen “half a step behind,” failing to keep pace with audience demands and experiencing a weakening of cultural propaganda. In this new context, television cultural programs must make corresponding adjustments, quickly develop an internet mindset, and identify new directions that align with social development and satisfy audience needs for spiritual and cultural life, thereby achieving precise alignment with television audience demands.

First, television programming must closely align with the themes of the new era. Culture is a product of social development, and cultural development must keep pace with societal progress. As the General Secretary has pointed out, classic literary and artistic works of any era reflect the social life and spirit of that time. Situated on the southeast coast, Minnan culture represents both a convergence point of economic and cultural exchange and a vivid portrayal of the great era of reform and opening up in coastal Southeast China. Zhangzhou’s television media should actively reflect the new era and resonate with it, identifying support points for cultural programs and extracting content materials and thematic nutrients from specific implementation pathways. Through program directors’ comprehension and interviews, they should create Minnan cultural television programs that local residents love, external audiences enjoy, and corporate sponsors find valuable.

Second, television media must address the new needs of the people. The people are both creators of culture and the starting point for cultural development, and cultural creation must confront their evolving needs. As socialism enters a new era, the cultural ecology has undergone corresponding changes. When audiences find that reality shows filling their screens cannot satisfy their spiritual

cravings after the noise subsides, television media should promptly establish cultural variety shows rooted in national cultural heritage, integrating culture with emotional exchange to strike directly at people's hearts and provide refreshing experiences. Leveraging Zhangzhou's advantage as the largest ancestral home of Taiwan compatriots, local television media can draw upon excellent programs such as *Waiting for Me* and *Letters Alive* to actively explore Minnan cultural connotations, serve local people's emotional needs, and build bridges of nostalgia.

Third, television media should excavate the regional characteristics of Minnan culture. Culture is a product of specific economic and social conditions, bearing distinct regional colors and reflecting local people's spiritual confidence. Minnan culture emerged from the integration of Central Plains culture brought by Han migrants during the Qin, Han, Jin, and Tang dynasties with indigenous Minyue and Minnan cultures in the unique geographical environment of Fujian's southeastern coast. Since the Song, Yuan, Ming, and Qing dynasties, it has absorbed excellent foreign cultural elements from Southeast Asia, Arabia, and the West through economic and cultural exchanges and outward expansion, forming an agricultural-maritime cultural fusion with distinct regional characteristics. Television media can learn from excellent program production experiences to fully tap into rich local cultural resources and present the charm of Minnan culture in a categorized, three-dimensional manner.

2. Leading with New Values: Excavating the Rich Value Connotations of Minnan Culture

The value of culture lies in shaping people, and cultural confidence is essentially confidence in Chinese traditional culture accumulated over thousands of years. Minnan traditional culture embodies excellent qualities such as hard-working spirit and daring pioneering attitude, providing sound value orientation. Zhangzhou's television media must conduct in-depth, systematic research on Minnan traditional cultural resources to find the greatest common divisor between cultural value guidance and audience preferences, enabling the broad masses to perceive the value of Minnan culture. This will inspire and influence people through excellent Minnan traditional cultural television works, expand Minnan culture's influence, and effectively contribute to its development.

First, television media must deeply excavate the spiritual core of Minnan culture. Under new circumstances, television media should produce and broadcast more cultural programs with intellectual depth, spiritual height, and cultural thickness to inspire national spirit, lead social trends, enrich television culture's connotations, and fulfill the responsibility of educating people through culture. The spiritual core represents the essence of culture and the driving force behind cultural confidence. Developing Minnan culture first requires clarifying what Minnan culture is. Zhangzhou's television cultural programs should actively promote creative transformation and innovative development, intensifying efforts to elucidate Minnan culture's spirit and connotations while disseminating

historical and cultural knowledge. Through forms that resonate with ordinary people, these programs should enable audiences to gain insights and reflections, thereby excavating the contemporary value of Minnan culture.

Second, television media must apply Minnan cultural values in a targeted manner according to local conditions. The Minnan region is rich in cultural resources, providing ample material for local television media while bolstering local people's cultural confidence. Starting from local cultural resources and excavating unique regional cultural assets represents an important choice for Zhangzhou's television media to assist Minnan culture development and a concrete manifestation of developing Minnan culture and showcasing local people's spiritual outlook. For instance, television media can combine Minnan culture's local characteristics through event planning, conducting investigative interviews of various tulou (earthen buildings) scattered across Zhangzhou to reflect their construction techniques and associated local folk customs. Additionally, media can systematically document various folk cultural activities and intangible cultural heritage bearers across counties and districts, multiplying the effects and influence of these activities through live event coverage and studio guest cultural commentaries, thereby maximizing the application of Minnan cultural values and consolidating its influence and centripetal force.

3. Injecting New Vitality: Adding New Impetus to Minnan Culture Development

Culture develops through exchange, and only by embracing inclusiveness through cultural exchange can it continuously generate vitality. As a communication medium and important platform for cultural exchange, television media promotes Minnan culture's further development with broad cultural vision and an open cultural mindset. Meanwhile, culture is a spiritual product infused with human innovative spirit, and only through continuous innovation can culture develop sustainably.

First, television media should strengthen cultural exchange to stimulate Minnan culture's intrinsic vitality. Cultural development possesses both internal motivation and external motivation formed through mutual exchange. As a convergence point of agricultural and maritime cultures, Minnan culture has continuously gained developmental momentum through East-West cultural exchanges. In today's world, television media provides conditions for cultural exchange, fostering open thinking and broad-mindedness that enable Minnan culture to confidently respond to competition from other cultures and inject Chinese Minnan cultural elements into global cultural exchange. Using outstanding Minnan cultural achievements as a starting point, Zhangzhou's television media should seek and create optimal ways to integrate into world culture through daily television practice, thereby achieving Minnan culture's own cultural confidence. Recently, Zhangzhou's television media has conducted comprehensive, multi-angle publicity on the use of distinctive cultural resources such as puppetry, paper-cutting, and Xiang opera in cultural exchanges with countries along the "Belt and Road,"

promoting local “Maritime Silk Road” culture and effectively advancing in-depth exchanges between Minnan culture, “Maritime Silk Road” culture, and various other cultures. Going forward, television media can further leverage the bonding role of Chinese cultural genes such as shared dialect, hometown sentiments, and common ancestral temples in cultural exchanges with Taiwan, Hong Kong, and Macao. Through vivid program formats including celebrity searches, story recreations, and cross-time connections, media can stimulate Minnan culture’ s vitality and contribute to its development.

Second, television media should strengthen program innovation to stimulate creative vitality in Minnan culture. Culture requires both inheritance and innovation, and Minnan culture development must not become complacent. First, media should innovate program formats. Television represents the mainstream of social visualization, and its artistic life is rooted in contemporary audiovisual technology and image culture. Zhangzhou’ s television professionals must fully grasp the techniques of applying television media characteristics to Minnan culture, incorporate innovative spirit, break through rigid thinking and forms, and avoid the elitist trap of cultural programs. Keeping pace with the times and using innovative spirit to stimulate creative vitality will push Minnan cultural television works toward the masses, making them feel vivid, interesting, and refreshing. For example, Zhangzhou boasts abundant opera resources with over 20 opera genres and more than 100 troupes. Television media can collaborate with these troupes to organize competitive performances featuring “speaking, learning, teasing, and singing,” enabling interaction among contestants, experts, and audiences while digging deep into behind-the-scenes stories and highlights for broadcast. This approach can create “best spokespersons” and “television influencers” for various opera genres, enriching Minnan cultural program content while enhancing interactivity, participation, and watchability. Second, media should strengthen technological innovation. In today’ s era, technological advancement progresses rapidly, and effectively combining cultural development with technological progress constitutes an essential path for promoting culture. Television media technology is complex and updates quickly, so media must actively utilize new technologies and applications to explore diversified, interactive communication. For instance, new visual technologies can bring cultural relics, historical sites, and traditional stories to life, attracting audiences to participate in synchronous answering, discussion, and sharing through popular and social dissemination. This enables the public to spontaneously participate in Minnan culture’ s inheritance and development, comprehensively elaborating on the unique charm of promoting Minnan traditional culture while subtly strengthening people’ s cultural confidence. Third, media should strengthen effective integration with industrial markets. Beyond excavation and publicity, Minnan culture development must explore cultural industrialization by creating and developing cultural products containing Minnan cultural elements. In today’ s competitive landscape, television media can leverage its resource advantages and cooperate with relevant enterprises to develop media-characteristic cultural products for market launch. Through diverse materialized media prod-

ucts, television can assist Minnan culture development. For example, media can capitalize on intangible cultural heritage resources such as Zhangzhou' s cloth bag puppetry and puppet head carving techniques, integrating them into cultural and creative product design and televising and productizing corresponding content. This approach not only effectively publicizes Minnan culture through television media but also transforms Minnan cultural value into economic value, providing new growth points for television media' s economic revenue.

In March 2019, while deliberating with the Fujian delegation at the second session of the 13th National People' s Congress, the General Secretary emphasized the need to explore new paths for integrated development across the Taiwan Strait. Against the backdrop of strengthening cultural confidence, vigorously promoting and developing Minnan culture represents both the era mission for Zhangzhou and the broader Minnan region' s television media and a breakthrough point for their survival and development amid the current transformation of the media landscape.

[1] Wang Yan. The Historical Mission and Practical Challenges of Television Media in Practicing Cultural Confidence[J]. TV Research, 2017(9): 20-22.

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Note: Figure translations are in progress. See original paper for figures.

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