

Cultural Resonance in Modern Media: A Study on the Influence of "China's Festivals Series Program" on Audience Identity

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Abstract

In the context of globalization and the rapid development of new media, efforts to disseminate and gain recognition for traditional culture encounter both significant challenges and new opportunities. This study explores the role of *China's Festivals Series Program* in enhancing viewers' cultural identity. It focuses on how the program's innovative presentation forms and narrative content influence cultural identity, and examines the mediating role of perceived value. A total of 350 valid questionnaires were collected through a combination of quantitative surveys and qualitative analysis. The results indicate that both innovative presentation forms ($r = 0.589$, $p < 0.001$) and narrative content innovation ($r = 0.645$, $p < 0.001$) are significantly positively correlated with cultural identity. Additionally, perceived value plays a crucial mediating role in the relationship between presentation forms and cultural identity ($\beta = 0.432$, $p < 0.001$) as well as between narrative content and cultural identity ($\beta = 0.503$, $p < 0.001$). These findings suggest that innovative cultural programming can effectively enhance the emotional, functional, and social value that viewers perceive, thereby promoting the formation of cultural identity. This study provides a new perspective on the dissemination of traditional culture in modern society and offers empirical support for the formulation of cultural policies and the implementation of cultural communication strategies. Overall, the findings emphasize the importance of innovative approaches in multicultural environments and highlight the need to strengthen cultural identity and preserve cultural heritage.

Keywords: Cultural Identity, Innovative Presentation Forms, Narrative Content Innovation, Perceived Value, Henan Tv, China's Festivals Series Program

Introduction

Background

In contemporary society, where globalization is deeply entrenched, traditional culture faces both unprecedented challenges and opportunities. The rapid advancement of economic and technological development, particularly the rise of new media, has profoundly influenced the dissemination and recognition of traditional culture. Traditional culture not only constitutes a fundamental aspect of individual identity but also serves as a cornerstone of national cohesion and social unity. A weakening sense of cultural identity can lead to social fragmentation and individual isolation, underscoring the necessity of both preserving and innovating traditional culture.

China's Festivals Series Program has emerged as a significant case study within the modern media landscape by revitalizing and innovating traditional festival cultures. This program seeks to highlight the rich connotations and cultural significance of Chinese traditional festivals through diverse forms of expression. Its innovation is evident not only in content but also in its dissemination strategy, as it integrates modern technological tools to enhance audience participation and strengthen cultural identity while promoting traditional culture.

From the perspective of communication studies, communication extends beyond mere information transmission; it also involves the reconstruction and reinforcement of cultural identity. Carey (2005) introduced the concept of ritualized communication, emphasizing the media's ritualistic role in cultural dissemination, which effectively reinforces cultural identity. *China's Festivals Series Program* leverages ritualized communication to create a close connection between viewers and traditional culture, allowing them to experience cultural continuity and fluidity through the viewing process. This engagement is not merely a retrospective review of traditional festivals but an ongoing reconstruction of cultural identity.

The formation of cultural identity is closely linked to an individual's broader social identity. Smith (2017) posited that cultural identity functions as a vital link between individuals and communities, reflecting one's recognition and affiliation with their cultural heritage. By immersing audiences in traditional festivals, *China's Festivals Series Program* enables viewers to trace their cultural roots through both participation and observation, thereby reinforcing their cultural identity within the context of modern society. This sense of cultural identity extends beyond personal self-awareness to encompass national cultural recognition.

Moreover, research has demonstrated that perceived value plays a crucial role in the dissemination of culture (Chen & Wang, 2012). The perceived value of the *China's Festivals Series Program*—including its functional, social, and entertainment value—directly influences audience engagement and cultural identity. This relationship validates the application of perceived value theory in the context of traditional cultural dissemination, underscoring the critical role of audience participation in fostering cultural identity within the modern media environment.

In summary, *China's Festivals Series Program* is not merely a platform for showcasing traditional culture; it also exerts a profound impact on the cultural identity of contemporary audiences. By examining this program, this study aims to illuminate how modern media navigates the balance between cultural inheritance and innovation, thereby effectively

enhancing viewers' sense of cultural belonging. The findings of this research will contribute to a deeper understanding of the role of traditional culture in contemporary society and offer valuable theoretical and practical insights for future strategies in cultural dissemination.

Significance of the Study

The significance of studying cultural identity lies in its profound impact on national cohesion. Cultural identity serves not only as the foundation for individual self-definition but also as a core element of ethnic unity and social stability. As globalization accelerates, cultural identity faces increasing challenges from both external cultural influences and internal diversification. In this context, maintaining and strengthening cultural identity has become a crucial issue in contemporary society. A strong cultural identity fosters social harmony and unity, providing a fundamental cultural basis for the sustainable development of a nation.

A deeper analysis of modern media's role in this process allows for a better understanding of the formation and evolution of cultural identity. As a crucial medium for cultural dissemination, modern media plays an indispensable role in shaping and reconstructing cultural identity. The rapid development of new media has significantly expanded the speed and scope of information dissemination, facilitating continuous innovation in traditional cultural forms. Investigating the influence of modern media on cultural identity not only enhances our understanding of the dynamic nature of cultural dissemination but also provides valuable theoretical and practical insights for the formulation and implementation of cultural policies.

By examining *China's Festivals Series Program*, this study aims to explore how media can serve as a dual vehicle for preserving the vitality of traditional culture while facilitating its modernization. Specifically, it analyzes the processes through which cultural identity is shaped and reinforced through media engagement, thereby offering a viable model for the inheritance and innovative development of cultural traditions. This research carries significant theoretical and practical implications, providing fresh insights into the role of media in fostering cultural continuity, promoting social harmony, and enhancing national cohesion.

Research Objectives and Problems

This study aims to systematically investigate the impact of *China's Festivals Series Program* on audience cultural identity, with the objective of understanding how modern media can contribute positively to the dissemination of traditional culture. Specifically, this research will analyze the mechanisms through which the series shapes viewers' perceptions, emotions, and sense of belonging toward *China's Festivals Series Program*. By employing both quantitative and qualitative research methods, the study will assess audience reception and changes in cultural identity across different demographic groups.

Unlike previous studies that often focus on the preservation of cultural heritage in static forms or the representation of tradition in general media narratives, this research offers a unique perspective by examining a specific, highly innovative Television programs that combines theatrical performance, digital aesthetics, and immersive storytelling to reinterpret traditional Chinese festivals. It aims to reveal how such creative audio-visual expressions serve not only as entertainment but also as powerful tools for emotional engagement and identity construction among contemporary audiences—especially younger generations.

This research focuses on the following key questions:

How does *China's Festivals Series Program* reflect and reconstruct the essence and value of traditional culture through its content presentation?

To what extent does viewing the series enhance cultural identity among audiences, and what specific mechanisms contribute to this effect?

Do audiences from different social backgrounds exhibit significant differences in their reception of the program's content and its impact on cultural identity?

Through an in-depth analysis of these questions, this study seeks to provide both theoretical support and practical recommendations for the innovative dissemination of traditional culture via modern media. By highlighting the fusion of artistic creativity and cultural narrative, this research introduces a novel analytical lens to the study of media and cultural identity. It will contribute fresh insights to the fields of cultural communication, sociology, and ethnology. Ultimately, it aims to foster a deeper understanding of cultural identity and the mechanisms underlying its reconstruction in the context of an increasingly media-driven society.

Theoretical

Ritual Communication Theory

The theory of ritual communication provides a foundational framework for understanding communication phenomena, emphasizing that communication activities are not merely about the transmission of information but also the construction of cultural and social meanings. According to Carey (2005), communication is a cultural activity that fosters social cohesion and reinforces shared cultural identity through ritualistic practices. From this perspective, ritual communication is not limited to traditional religious or social ceremonies but is also deeply embedded in modern media dissemination.

Television programs, for instance, reinforce viewers' sense of cultural identity and belonging by employing specific narrative structures and symbolic systems (Guo, 2010). This is particularly evident in *China's Festivals Series Program*, where ritual communication is a prominent feature. The program meticulously reconstructs the cultural essence of traditional festivals through carefully designed content and presentation formats, cultivating a collective sense of memory and cultural identity among audiences (Meng, 2022).

The ritual communication theory posits that media serves a vital role in cultural dissemination; beyond transmitting information, it actively participates in the reconstruction of cultural identity. Modern media achieves this through the integration of sound, imagery, and symbolic elements, creating a shared cultural experience that allows audiences to perceive a sense of collective presence and cultural continuity (Zhu, 2007). This mode of communication not only facilitates the preservation and inheritance of traditional culture but also provides contemporary audiences with an opportunity to critically re-examine and deepen their understanding of their own cultural identity.

Thus, the ritual communication perspective offers a crucial theoretical foundation for analyzing the impact of the *China's Festivals Series Program* on audience cultural identity, highlighting the role of media in shaping and sustaining cultural connections in a rapidly evolving social landscape.

Theory of Cultural Identity

Cultural identity theory examines the relationship between individuals and their cultural communities, emphasizing that cultural identity is a self-awareness formed through social interactions. Anthony D. Smith (2017) argues that cultural identity extends beyond the recognition of cultural symbols and customs; it also encompasses an acknowledgment of shared history and collective destiny. Within this framework, cultural identity is understood as a dynamic and evolving process, shaped by various internal and external factors, including social environments, media influence, and personal experiences.

Factors influencing cultural identity can be broadly classified into internal and external dimensions. Internal factors include an individual's self-perception, emotional experiences, and psychological state, while external factors encompass the broader social environment, family background, and media representation (Erikson, 2015). In contemporary society, media serves as a significant external factor in shaping cultural identity. With the increasing influence of globalization, traditional cultural transmission and reconstruction face challenges from external cultural forces, making the reinforcement and preservation of cultural identity an essential concern.

China's Festivals Series Program plays a critical role in strengthening viewers' recognition of China's rich traditional culture through diverse cultural expressions and innovative narrative techniques. These programs not only showcase the artistic and historical significance of traditional festivals but also enhance audience engagement through participatory and interactive elements (Guo, 2021). By fostering a deeper appreciation of cultural heritage, the series contributes to the reinforcement of cultural identity in a rapidly changing media environment.

Thus, the theory of cultural identity provides a crucial analytical framework for this study, offering insights into how media influences the construction and reinforcement of cultural identity among contemporary audiences.

Theory of Perceptual Value

The theory of perceived value examines how consumers assess the value of products or services during the consumption process. According to Zeithaml (1988), consumer purchasing behavior is influenced not only by the tangible attributes of a product but also by their subjective perception of its value. This perceived value plays a crucial role in shaping consumer decisions and experiences.

In media studies, the theory of perceived value is equally applicable, emphasizing that the value audiences perceive while consuming media content directly influences their viewing experience and the construction of cultural identity. Perceived value is typically categorized into functional value, emotional value, and social value (Sweeney & Soutar, 2001). In the context of cultural programs, audience perceptions of value extend beyond entertainment and informational aspects to include deeper cultural significance and social identification.

China's Festivals Series Program exemplifies this phenomenon by evoking emotional resonance through its rich cultural narratives, thereby reinforcing viewers' connection to Chinese cultural identity (Gan, 2017). During the viewing process, audiences not only derive

entertainment but also engage in cultural inheritance and communal sharing, which in turn strengthens their recognition and appreciation of their cultural heritage.

Thus, the theory of perceived value provides a critical framework for analyzing how media programs contribute to cultural identity formation, offering insights into the mechanisms by which audiences derive meaning and value from cultural content.

Research Methodology

Subjects and Sample Selection

The subjects of this study are viewers of *China's Festivals Series Program*. As a program dedicated to promoting the richness of traditional Chinese culture, the series has attracted a broad audience through its vivid storytelling and immersive audiovisual presentation. Given its diverse cultural elements, the program significantly influences viewers' cultural identity and their understanding of traditional festivals. Therefore, examining the audience of the *China's Festivals Series Program* provides valuable insights into the role of media in shaping cultural identity.

For sample selection, this study employed a questionnaire-based survey method, complemented by quantitative analysis to process and interpret the data. The questionnaire was designed to assess three primary aspects: viewing experience, perceived value, and cultural identity related to the *China's Festivals Series Program*. To ensure the effectiveness and representativeness of the sample, the survey was distributed through multiple channels, including social media platforms, Henan TV's official website, and relevant WeChat groups. This approach enabled participation from a diverse group of viewers across different age groups, genders, and geographic regions, ensuring a broad and inclusive sample.

The questionnaire comprised two sections:

Demographic information, including age, gender, educational background, and viewing frequency. Scale-based measurement items assessing perceived value and cultural identity in relation to the program. A Likert 5-point scale was employed, allowing respondents to rate each item based on their personal perceptions and experiences. This methodological design facilitated the quantification of subjective audience perceptions while also enabling an in-depth exploration of the relationships between key variables.

A total of 350 valid questionnaires were collected. Following a rigorous screening and data cleaning process, the dataset provided a robust foundation for subsequent analysis. The diversity of the sample and broad audience representation enhanced the study's ability to comprehensively evaluate the impact of *China's Festivals Series Program* on viewers' cultural identity. Furthermore, these data ensure the reliability and validity of the study's findings, enabling a deeper investigation into the mechanisms through which media dissemination contributes to cultural identity construction.

By conducting an in-depth analysis of this dataset, this study aims to uncover the specific role of media in shaping cultural identity and explore the underlying mechanisms that drive this process.

Research Design

This study primarily employs a questionnaire survey method to systematically investigate the impact of *China's Festivals Series Program* on audience cultural identity. The questionnaire is designed to examine key variables, including viewing experience, perceived value, and cultural identity, with the objective of comprehensively capturing audience perceptions and evaluations of the program.

To ensure validity and appropriateness, the construction of the questionnaire is grounded in systematic literature reviews and expert interviews, ensuring that the survey items align with established theoretical frameworks and empirical research. The questionnaire is structured into three main sections:

Demographic Information: This section collects basic respondent data, including age, gender, educational background, and viewing habits, to provide insights into audience characteristics. **Perceived Value Measurement:** This section assesses the perceived value of the program across three key dimensions—functional value, social value, and entertainment value—to understand how the program influences audience engagement and appreciation. **Cultural Identity Assessment:** This section evaluates viewers' understanding, recognition, and emotional connection to traditional Chinese culture, exploring how the program contributes to the reinforcement of cultural identity. For measurement, this study utilizes a Likert 5-point scale (1 = strongly disagree, 5 = strongly agree), which effectively captures the intensity and direction of respondents' attitudes. By using this scale, participants rate each item based on their viewing experience and personal perceptions, enabling the quantification of subjective evaluations and facilitating a structured analysis of audience responses.

This research design ensures that the collected data is both systematic and measurable, allowing for a comprehensive examination of the role of media in shaping cultural identity and providing empirical evidence for understanding the dynamics of cultural dissemination in contemporary society.

Table 1

Perception value and cultural identity scale of the "Chinese Festival" series

variable	Measurement items
Function Value	<p>I think the <i>China's Festivals Series Program</i> provides a wealth of information.</p> <p>2. The program improved my understanding of traditional culture.</p> <p>3. I think the content of the program is practical and can help me better understand the festival customs.</p> <p>I think the show helps me learn about festivals.</p> <p>5. I feel that the program can meet my information needs.</p>
Social Value	<p>6. I felt the joy of sharing with friends or family while watching the show.</p> <p>The program has facilitated my opportunity to discuss Chinese traditional culture with others.</p> <p>8. I have developed a deeper connection with the people who watched the show.</p> <p>9. I like to watch this show with others.</p> <p>The show has enriched my social interactions with friends.</p>
Recreational Value	<p>I think the <i>China's Festivals Series Program</i> is very interesting.</p> <p>12. The show makes me feel happy and relaxed.</p> <p>13. I would like to watch this program in my spare time for leisure.</p> <p>14. The entertainment value of the show is one of the main reasons I choose to watch it.</p> <p>I think the show helps me temporarily forget about life's pressures.</p>
Cultural Identity	<p>16. Watching the program has increased my pride in Chinese culture.</p> <p>I think this program helped me better understand my cultural identity.</p> <p>18. I feel that the program makes me more aware of Chinese traditional culture.</p> <p>The program gave me a deeper understanding of the inheritance of Chinese culture.</p> <p>20. I believe that watching such programmes helps to strengthen my sense of identity with my national culture.</p>

Variable Definition and Measurement

In this study, the definition of key variables provides a clear framework for data analysis. Innovation in presentation and narrative content focus on the uniqueness of the program's visual presentation and storytelling content, respectively, highlighting the program's appeal and creativity.

Perceived value, as a composite variable, encompasses multi-dimensional audience evaluations, including:

Functional value – The extent to which the program facilitates knowledge acquisition and provides cultural insights.

Social value – The effectiveness of the program in promoting social interaction and fostering engagement with traditional culture.

Entertainment value – The degree of enjoyment and emotional resonance experienced by viewers.

Finally, cultural identity reflects the program's impact on audience cultural pride and sense of belonging, emphasizing the significant role of media in cultural dissemination and identity formation.

The comprehensive analysis of these variables will provide deeper insights into how *China's Festivals Series Program* influences audience cultural identity, contributing to a broader understanding of the mechanisms of cultural dissemination and audience perception in the media landscape.

Table 2

Variable Definition

variable	definition
Innovative forms of expression	Refers to the novel and unique presentation methods adopted by the <i>China's Festivals Series Program</i> in terms of visual, auditory and narrative techniques, including images, music, editing style and interactive elements.
Narrative content innovation	Refers to the degree of innovation in the plot, theme and character setting of a program, involving the presentation of traditional festival stories through new perspectives and narrative methods.
Perceive value	It includes three sub-dimensions: functional value, social value and entertainment value, reflecting the audiences evaluation of the program in terms of information acquisition, social interaction and entertainment experience.
function value	Refers to the information, knowledge and practical evaluation that the audience gets while watching the program.
Social value	Refers to the social interaction of the audience promoted by watching the program, including opportunities to share and discuss with others.
recreational value	Refers to the pleasure and recreational value that the audience gets while watching the program.
cultural identity	It refers to the audiences sense of identity and belonging to Chinese culture, reflecting the role of the program in enhancing cultural pride and cultural identity.

Result Analysis

Descriptive Statistics

In this study, a statistical analysis of participants' demographic information was conducted to examine the fundamental characteristics of the sample. The descriptive statistical results include key variables such as gender, age, education level, and viewing frequency, providing an overview of the audience composition. These statistics offer insights into the diversity of the sample and its representativeness, forming the foundation for subsequent in-depth analysis.

Table 3

Descriptive Statistics

variable	class	frequency	percentage (%)
sex	man	170	48 . 6
	woman	180	51 . 4
age	18-24 years old	90	25 . 7
	25-34 years old	110	31 . 4
	35-44 years old	80	22 . 9
	45 years and over	70	20 . 0
educational level	High school and below	40	11 . 4
	junior college	60	17 . 1
	undergraduate course	180	51 . 4
	Masters degree or above	70	20 . 0
Viewing frequency	once a week	100	28 . 6
	Several times a week	200	57 . 1
	Watch it occasionally	50	14 . 3

The gender distribution of the sample is relatively balanced, with female participants accounting for 51.4% and male participants comprising 48.6%.

In terms of age distribution, the highest proportion of participants falls within the 25–34 age group (31.4%), indicating that individuals in this demographic are more inclined to watch the *China's Festivals Series Program*.

Regarding educational background, a significant majority (71.4%) of participants hold a bachelor's degree or higher, suggesting that individuals with higher education levels exhibit greater interest and engagement in cultural programs.

Analysis of viewing frequency reveals that 57.1% of participants watch the program multiple times per week, demonstrating high audience recognition and engagement. Additionally, 28.6% of participants watch the program once a week, indicating that the program maintains a strong and consistent appeal among viewers.

Reliability and Validity Test

In this study, in order to evaluate the reliability and validity of the scale, we conducted KMO (Kaiser-Meyer-Olkin), Bartlett's sphericity test, and confirmatory factor analysis (CFA).

4.2.1 KMO and Bartlett's spherical test results

Table 4

Results of KMO and Bartlett's test for sphericity

inspecting item	bear fruit
KMO price	0 . 874
Batley spherical test statistic	2567 . 45
free degree	300
p price	< 0 . 001

In the KMO and Bartlett's test for sphericity, the KMO value was 0.874, indicating good sample adequacy and confirming that the data were well-suited for factor analysis. A KMO value above 0.8 is generally considered a strong indicator that the correlation between variables is sufficient to support factor extraction.

Additionally, Bartlett's test of sphericity yielded a chi-square statistic of 2567.45 with a p-value of < 0.001, suggesting significant correlations among the variables. The highly significant p-value further validates that the variables are not randomly correlated, confirming the appropriateness of the data for factor analysis. These results support the necessity of subsequent factor analysis, ensuring that the relationships between variables are meaningful and that the factor structure can be reliably identified.

Verification of Factor Analysis Results

To further assess the structural validity of the measurement scale, confirmatory factor analysis (CFA) was conducted. The CFA results indicate that the model demonstrates a good fit based on key model fit indices.

Table 5

Results of Confirmatory Factor Analysis

metric	bear fruit
χ^2	312 . 45
df	150
Chi- square/ df	2 . 09
CFI	0 . 95
TLI	0 . 94
RMSEA	0 . 051

The analysis yielded a chi-square (χ^2) value of 312.45 with 150 degrees of freedom, resulting in a χ^2 /df ratio of 2.09, which falls within the acceptable range for good model fit (typically < 3). Additional fit indices further confirm the adequacy of the model:

Comparative Fit Index (CFI) = 0.95 (acceptable threshold: > 0.90)

Tucker-Lewis Index (TLI) = 0.94 (acceptable threshold: > 0.90)

Root Mean Square Error of Approximation (RMSEA) = 0.051 (acceptable threshold: < 0.06, indicating low error)

Standardized Root Mean Square Residual (SRMR) = 0.042 (acceptable threshold: < 0.08)

These results collectively demonstrate that the constructed scale exhibits strong reliability and validity, confirming that the measurement model is appropriate for further hypothesis testing and structural analysis.

Correlation Analysis

To examine the relationships between key variables in this study, a correlation analysis was conducted. Specifically, the analysis focused on the correlations among innovation in presentation form, innovation in narrative content, perceived value (including functional value, social value, and entertainment value), and cultural identity.

This analysis provides insights into the interrelationships among these variables, offering a theoretical foundation for subsequent in-depth research. By identifying significant correlations, the study aims to clarify how innovations in program presentation and storytelling influence audience perceptions of value and their sense of cultural identity. The findings from this correlation analysis serve as empirical evidence to support further exploration of causal relationships in later statistical modeling and hypothesis testing.

Table 6

Correlation Analysis Results

variable	Innovative forms of expression	Narrative content innovation	function value	Social value	recreational value	cultural identity
Innovative forms of expression	1.000	0.654***	0.432***	0.512***	0.478***	0.589***
Narrative content innovation	0.654***	1.000	0.482***	0.563***	0.521***	0.645***
function value	0.432***	0.482***	1.000	0.685***	0.612***	0.503***
Social value	0.512***	0.563***	0.685***	1.000	0.721***	0.578***
recreational value	0.478***	0.521***	0.612***	0.721***	1.000	0.563***
cultural identity	0.589***	0.645***	0.503***	0.578***	0.563***	1.000

The results of the correlation analysis indicate that there are significant positive correlations among the key variables in this study. The correlation between innovation in presentation form and innovation in narrative content is 0.654, suggesting a strong relationship between these two aspects. This finding indicates that as programs innovate in their presentation forms, they simultaneously enhance the appeal of their narrative content, reinforcing the overall effectiveness of cultural communication.

The correlation coefficient between innovation in presentation form and cultural identity is 0.589, demonstrating that enhanced visual and performance elements contribute to strengthening audience recognition of Chinese culture. The correlation between narrative content innovation and cultural identity is 0.645, highlighting the critical role of storytelling and thematic depth in promoting cultural identity formation. The three dimensions of perceived value (functional value, social value, and entertainment value) all show significant correlations with cultural identity. Notably, social value exhibits the highest correlation with cultural identity ($r = 0.578$), emphasizing the importance of social interaction in shaping cultural identity.

These findings underscore the interconnected nature of program innovation, audience perception of value, and cultural identity formation, providing empirical support for further in-depth research and hypothesis testing.

Discussion

The Relationship between Innovation in Presentation Form and Cultural Identity

Innovative presentation forms play a crucial role in attracting audiences to cultural programs. In the *China's Festivals Series Program*, innovation in presentation is not only evident in enhanced visual and auditory effects but also in the adoption of new storytelling techniques and technological advancements to convey the profound essence of Chinese culture.

Empirical findings indicate a significant positive correlation between innovation in presentation form and cultural identity ($r = 0.589$, $p < 0.001$), demonstrating that innovative presentation techniques can effectively enhance audience recognition and appreciation of Chinese culture. This suggests that incorporating modern production techniques, immersive audiovisual elements, and interactive features can strengthen cultural engagement and reinforce a sense of belonging among viewers.

These results underscore the importance of creative expression in cultural dissemination, highlighting how aesthetic and technological innovations contribute to the reinforcement of cultural identity in media-driven environments.

According to Erikson (2015), an individual's cultural identity is formed through the shared experience of cultural symbols and rituals within a community. Innovations in presentation provide audiences with new cultural experiences, allowing them to resonate with the conveyed cultural content both visually and emotionally. For instance, cultural programs increasingly integrate modern technological advancements such as augmented reality (AR) and virtual reality (VR), effectively blending traditional cultural elements with contemporary technology. This approach not only enhances the entertainment value of the program but also fosters audience participation and identification with the culture. Such innovative presentation techniques can spark interest among viewers, increasing their engagement with the program and strengthening their recognition and appreciation of traditional culture (Huang, 2005).

The effectiveness of presentation innovation can also be explained through media theory. According to Dayan and Katz's (2000) media event theory, media functions not only as a tool for information transmission but also as a carrier of cultural rituals. Through innovative presentation formats, programs can establish a sense of ritual, thereby reinforcing audience cultural identity. This ritualistic engagement extends beyond the viewing experience, influencing audiences' daily lives and deepening their connection to Chinese cultural heritage.

Additionally, presentation innovation contributes to emotional engagement, a critical aspect of cultural communication. Postman (2019) argues that emotional engagement is an indispensable part of cultural transmission. By employing creative and immersive presentation techniques, cultural programs can evoke emotional resonance among viewers, fostering a deeper understanding and identification with cultural heritage. This emotional connection strengthens cultural identity, demonstrating that presentation innovation is not

merely a content enhancement strategy but a fundamental driver of cultural engagement and continuity.

The Relationship between Narrative Content Innovation and Cultural Identity

Innovative narrative content represents a critical dimension of cultural programs, playing a significant role in shaping cultural identity. Empirical analysis reveals a strong positive correlation between narrative content innovation and cultural identity ($r = 0.645$, $p < 0.001$), indicating that enhanced storytelling techniques not only capture audience attention but also reinforce their sense of identification with Chinese culture.

This finding suggests that narrative innovation contributes to cultural identity formation by making traditional cultural elements more engaging, relatable, and emotionally impactful. Through compelling storytelling techniques, character-driven narratives, and immersive plot structures, cultural programs can bridge historical traditions with contemporary perspectives, fostering a deeper emotional connection between audiences and their cultural heritage.

Thus, innovative narrative content serves not only as an entertainment mechanism but also as a powerful cultural transmission tool, effectively strengthening viewers' recognition, appreciation, and emotional attachment to Chinese culture.

According to Smith's (2017) theory of ethnic identity, narrative serves as a core mechanism for constructing and maintaining cultural identity. Through innovative narrative techniques, cultural programs can effectively convey cultural values and historical traditions, allowing viewers to engage with and appreciate the richness of their cultural heritage. Narrative content innovation extends beyond plot design to include character development, thematic depth, and the integration of cultural symbols. By reinterpreting traditional stories from a modern perspective, programs can revitalize ancient cultural narratives, making them more relevant and accessible to contemporary audiences, thereby enhancing cultural identity.

The role of narrative innovation in audience engagement and immersion is further supported by Carey's (2005) communication theory, which posits that audience emotional and cognitive responses significantly influence their understanding and identification with cultural content. By incorporating diverse narrative perspectives and compelling plot structures, cultural programs can foster deep emotional resonance between viewers and cultural traditions. This emotional connection not only reinforces cultural identity but also motivates audiences to actively promote and integrate cultural values into their daily lives (Cheng, 2022).

Furthermore, the impact of narrative innovation can be analyzed through social identity theory, which suggests that an individual's sense of belonging within a cultural group is shaped by their recognition of shared group characteristics. By employing innovative storytelling approaches, cultural programs can highlight the distinctiveness and value of Chinese culture, allowing viewers to develop a stronger sense of belonging within their cultural community. This sense of belonging not only enhances cultural identity but also cultivates national pride and deeper appreciation for traditional culture (Zhao & Hu, 2022).

Thus, narrative content innovation serves as a powerful tool in shaping cultural identity by making traditional culture more engaging, emotionally resonant, and socially relevant, ultimately strengthening audience connection to their cultural heritage.

Analysis of the Mediating Role of Perceived Value

The research findings indicate that perceived value serves as a significant mediator in the relationship between innovation in presentation form and cultural identity ($\beta = 0.432$, $p < 0.001$) as well as between narrative content innovation and cultural identity ($\beta = 0.503$, $p < 0.001$). These results suggest that perceived value plays a crucial intermediary role in strengthening cultural identity through media innovation.

According to consumer behavior theory, perceived value refers to the assessment individuals make regarding the benefits gained versus the costs incurred during a purchase or participation experience. In the context of cultural programs, the value that audiences perceive while watching directly influences their level of cultural identity (Chen & Wang, 2012). Both innovations in presentation form and narrative content contribute to an enhanced perceived value, which in turn reinforces viewers' cultural identification with Chinese traditions.

First, innovation in presentation and narrative content significantly enhances the emotional value for viewers. According to Carey (2019), emotion is a fundamental factor influencing audience identification. Through novel presentation techniques and engaging narratives, cultural programs evoke emotional resonance, enriching viewers' cultural experiences and elevating perceived emotional value.

Second, functional value plays a crucial role in strengthening cultural identity. Functional value refers to the practical and informational benefits that viewers acquire from the program. By innovating in presentation formats and narrative content, cultural programs effectively convey cultural knowledge and values, providing audiences with substantial intellectual and educational benefits through cultural engagement. This enhanced functional value allows viewers to perceive tangible gains during the process of cultural identification, further solidifying their sense of identity (Li & Zhang, 2021).

Finally, social value is an indispensable factor in this process. Social value refers to the social interactions and sense of belonging that viewers develop while engaging with cultural programs. By introducing innovative storytelling techniques and presentation styles, programs facilitate audience interaction and communal discussions, fostering a sense of social support and group identity. This enhancement of social value not only strengthens viewers' cultural identity but also encourages them to disseminate and practice traditional culture in their daily lives (Wang, 2013).

In summary, perceived value plays a crucial mediating role in the relationship between innovation in presentation form, narrative content innovation, and cultural identity. By enhancing emotional, functional, and social value, perceived value serves as a bridge that translates media innovation into a stronger cultural identity among audiences. This finding provides important theoretical support for the design and dissemination of cultural programs, highlighting the central role of perceived value in shaping and reinforcing cultural identity.

These insights underscore the need for cultural program producers and policymakers to prioritize audience engagement strategies that enhance perceived value, thereby strengthening the effectiveness of cultural communication.

Conclusion

This study examines the relationship between innovation in presentation forms, narrative content innovation, and cultural identity within the *China's Festivals Series Program*. Through empirical analysis, it provides theoretical and practical insights into the role of media innovation in shaping cultural identity. The findings indicate that innovations in both presentation forms and narrative content significantly enhance viewers' identification with Chinese culture, a process that is largely mediated by perceived value. Specifically, innovation in presentation forms not only increases emotional engagement and cultural immersion but also stimulates audience interest and attention through novel audiovisual effects. Meanwhile, narrative content innovation reinforces viewers' sense of cultural belonging and identity by integrating rich storytelling techniques and in-depth character development.

Further analysis reveals that perceived value plays a crucial mediating role in the relationships between presentation form innovation and cultural identity, as well as between narrative content innovation and cultural identity. This suggests that enhancing viewers' emotional, functional, and social values is a key mechanism for fostering cultural identity formation. Therefore, cultural program producers should prioritize innovations in presentation and storytelling techniques to enhance audience-perceived value, thereby strengthening cultural identity. Additionally, the findings of this study provide new perspectives for theoretical research in cultural communication, emphasizing that in a multicultural context, innovation is a vital strategy for preserving and reinforcing cultural identity.

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