Research on the Acculturation Effect of Chinese Ancient Costume Idol Dramas on Teenagers' Cultural Identity

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Abstract: In the past two years, under the influence of the epidemic situation, China's economic growth has shown a trend of slowing down, and the audience's demand for entertainment and cultural projects is increasing. This coincides with the increase in the number of domestic ancient costume idol dramas. Domestic ancient costume idol dramas not only cater to the needs of the audience, but also popularize the traditional culture of various dynasties to a certain extent. They are popular with young people, and have a positive impact on the cultural identity of young people. Through the theory of cultural identity and the theory of acculturation, this paper analyzes the impact of domestic costume idol dramas on the cultural identity of young people, analyzes the imperceptible, long-term and far-reaching impact of costume idol dramas on the cultural input of young people, and summarizes the frequency, number The degree of cultural restoration of ancient costume idol plays is a key factor affecting teenagers.

Keywords: Cultural identity, ancient costume idol drama, acculturation theory

1 Introduction

At the beginning of 2022, the epidemic situation in the whole country showed a trend of multi-point distribution. China's economy was affected by the epidemic situation, and the society began to suffer from the pressure of reduced economic growth. Staying indoors became the normal state during the public epidemic. In this context, the demand of teenagers for cultural communication has been further enhanced, and some ancient costume idol dramas have performed well in the domestic market. As one of the four ancient civilizations, China's ancient life hundreds or thousands of years ago has attracted many young people's curiosity and yearning. The ancient costume idol drama has also become a type with a very high market share in the TV drama market, and has a very high topic popularity among young people. We have observed that the cultural elements in ancient costume idol dramas are more easily noticed and recognized by young people than other publicity methods. Although China's TV dramas have limited influence overseas, young people are more confident in the cultural publicity ability of ancient costume idol dramas. Topics such as "Canglan Jue's overseas influence" and "Japanese and Korean netizens marvel at the costumes in Jade Mansion Spring" have been hot searched on microblogs for many times. We are curious about this: what is the reason for the unique cultural appeal of ancient

costume idol dramas? What inspiration does this have for China's cultural propaganda?

2 Literature Review

2.1 A review of studies on the effect of acculturation

The acculturation theory is also called cultivation theory, cultivation theory, acculturation hypothesis and acculturation analysis. It was first put forward systematically by Gerber. In 1967, Gerber and his colleagues began their systematic research on television content at the Annamburg School of Communication, University of Pennsylvania, with the support of the National Commission on the Causes and Prevention of Violence. We are not only concerned about the quantity of violence in TV programs, but also about its quality. The "acculturation" effect of television: that is, the subtle effect. It has been more than 40 years since the first book on acculturation was published. In recent years, the research field of acculturation theory has been expanding, with a broader vision and more diverse themes.

The effect of acculturation has been studied from multiple perspectives in domestic academic circles. At the same time, the research objects began to focus on the special group of teenagers. Zhang Lijuan, a scholar, made a general analysis of the acculturation effect of new media from the perspective of young people's reading behavior, pointing out that digital technology can "acculturate" young people's reading behavior, but it can never change the importance of reading. Yang Jun, a scholar, combined the actual phenomenon of Chinese TV dramas affecting the values of teenagers with the theory of acculturation, and proposed that the audience's viewing behavior and involvement degree are positively related to the acculturation effect of the values in the drama. The longer the audience's viewing time is, the deeper the involvement degree is, the more they agree with the values in the drama, that is, the more obvious the value acculturation effect is. Zhang Lijuan, a scholar, combines the practical phenomenon that the emergence of new media in China has a profound impact on the reading behavior of young people with the theory of acculturation, and puts forward that mobile phone reading has a significant impact on the social behavior of young people. Scholar W James Potter objectively analyzed the value of acculturation theory for generating insight, and found that acculturation theory would increase the audience's understanding of the media process and effect. Scholar L J. SHRUM starts from the influence of television on the audience, and with the help of the development history of acculturation theory, summarizes that the boundary conditions and potential process mechanisms will further weaken the faith of television viewers. From the perspective of non-traditional political communication, the scholar Morgan, M. analyzed the acculturation relationship between political communication and media entertainment, and concluded that entertainment communication will also affect politics. The focus of political communication research often reflects the focus of media.

To sum up, the current research does not study the acculturation phenomenon from the perspective of cultural identity, so it does not answer the question about the acculturation effect of domestic costume idol dramas on the cultural identity of young people.

2.2 A Summary of Studies on the Communication of Ancient Costume Drama

The ancient costume idol drama involves many elements, and the story background is also huge. It reproduces the intersection of modern culture and history, including the game of competing for imperial power, the intrigue of loyal officials and good generals, as well as the chivalrous plots of the Jianghu and love stories. The plot elements are complex, the costumes are gorgeous and delicate, and the dynasties can be restored, which can be said to take history as a mirror, history as a joy. Zhou Dayi, a scholar in China, has made more detailed research on the strategy of popular ancient costume dramas in China from the perspective of "knowledge archaeology" TV dramas. His research shows that the popularity of "knowledge archaeology" TV dramas is by no means a simple compilation of youth subculture by mainstream culture and commercial culture, but a dynamic balance achieved in cultural conflict and negotiation. Li Ruixin, a scholar, combines the actual phenomenon of summarizing the connotation of Chinese film and television culture, ancient costume drama and ancient costume film and television culture, and teenagers' moral education with the theory of social observation and learning, and puts forward the view that ancient costume film and television culture is a very important carrier of teenagers' moral education. Yi Lin, a scholar, has conducted a more detailed study on the spread and cultural impact of Chinese ancient costume TV dramas in Thailand. His research shows that in the international environment where countries are competing to use TV dramas to export their own culture and values, in order to achieve the sustainable prosperity of China's cultural industry and enhance the international influence of China's culture, it is necessary to actively understand the needs and feedback of target market audiences and improve the overall quality of TV dramas, Taking advantage of the policy, let China establish its international status as a cultural power on the basis of a big economic and political country.

To sum up, although these studies have studied the influence of costume dramas on adults, they have neglected the influence of costume dramas on the cultural identity of teenagers. This paper can make up for the blank of this kind of research to a certain extent.

2.3 Research questions

Based on the above research review, this paper will start from the theory of cultural identity and the theory of effect, and try to answer the following questions: Why does the particularity of ancient costume idol drama appear? What is the impact of the special culture of ancient costume idol dramas on teenagers? What other factors have changed the influence of the special culture of ancient costume idol dramas on teenagers?

3 Method

3.1 Questionnaire survey method

This paper attempts to answer the above questions by questionnaire. The following research

assumptions are proposed:

H1: The more often teenagers watch ancient costume idol dramas, the higher their sense of identity with traditional culture;

H2: The more teenagers watch ancient costume idol dramas, the higher their sense of identity with traditional culture;

H3: The higher the aesthetic requirements of teenagers on ancient costume idol dramas, the higher their recognition of traditional culture;

H4: The higher the teenagers' demand for cultural restoration of ancient costume idol dramas, the higher their recognition of traditional culture.

In order to prove the hypothesis, this study adopts the questionnaire survey method, sampling the population and making a questionnaire.

The corresponding research object of this hypothesis is the adolescent group.

First, we selected students as the research population by representative sampling of the group;

Secondly, we compile the overall sampling frame based on the students' classes;

Thirdly, we conduct stratified multistage sampling for the sampling frame with 95% confidence interval and 3% sampling error. 240 students were selected as samples. In case of refusal of access, the next student shall be found in turn.

The survey will complete the data collection, sorting and analysis process on October 11, 2022. The survey mainly focuses on open and closed questions. The main contents are: (1) Confirmation of basic information: including age and gender. (2) Dimension reduction sentence part of independent variable aesthetic requirements (3) dimension reduction sentence part of dependent variable traditional cultural identity. This questionnaire contains 9 questions, including 8 single choice questions and 1 multiple choice question. It is distributed online and offline through WeChat friends circle, QQ space, questionnaire star sample library and offline.

4 Results

(Description of sample characteristics) More than 60% of the samples are female, and 36.25% of the samples are male. From the perspective of the frequency distribution of ancient costume dramas, most of the samples are "frequently watched", with a total of 197, accounting for 82.08%. From the distribution of the number of ancient costume dramas, most of the samples are "20 or more", with 213 in total, accounting for 88.75%. More than 70% of the samples required for cultural restoration of ancient costume idol dramas choose "70% restoration".

4.1 Multiple types and frequencies of contact, doubling the effectiveness of sea drama tactics

The number and frequency of watching ancient costume idol plays can effectively improve the cultural identity of young people, and H2 was established. The number of costume idol dramas on the market is undoubtedly a key factor. The increase in the number will expand the coverage of costume idol dramas. The more teenagers watch, the richer the culture input will be, and the acculturation effect will grow exponentially. Teenagers' understanding of ancient culture can

be obtained from theory, but they lack a sense of picture. However, film and television works can just make up for the lack of a sense of picture. Teenagers can achieve a sense of immersive experience through watching, and the accumulation of the number will enable them to form their own thinking mode for cultural identity. Watching ancient costume idol dramas frequently will form multiple memory cycles in the mind, and the recognition of ancient culture will be greatly improved, so H1 was established. The frequency of teenagers watching ancient costume plays will also have an impact on cultural identity. The higher the frequency, the deeper the memory points and imagination space will be, and the understanding and identification of culture will be further improved. Teenagers' endless reverie of history from theory can be visualized through the frequency of viewing, so as to understand the development history of the Chinese nation, spread Chinese excellent culture, and continue our long historical memory.

4.2 Aesthetic requirements reflect user needs and determine the quality of the story

Teenagers' aesthetic requirements for domestic ancient costume idol dramas are user feedback on film and television works, which has promoted the quality upgrading of film and television works to a certain extent, so H3 is not established. The higher the audience's aesthetic requirements for film and television works, the more perfect the film and television works must be in the sense of obedience and historical restoration, which is difficult to achieve in the real environment due to various factors. If the film and television works fail to meet the aesthetic requirements of the audience, the audience will not recognize and agree with each detail of the film and television works, and then refuse to accept the cultural input of such film and television works, so there is no acculturation process.

4.3 Pursue the degree of cultural restoration and improve the accuracy of cultural popularization

This study conducted a theoretical study of cultural identity on the special phenomenon of ancient costume idol dramas through questionnaire survey, trying to answer what the impact of the special culture of ancient costume idol dramas on young people is. Through the research, it is found that the H4 is established, the higher the degree of cultural restoration of ancient costume idol drama, the higher the degree of cultural identity of teenagers, and the more obvious the acculturation effect. Film and television works can popularize culture more intuitively and vividly. For example, the Han costume culture in "Star Han Splendor" has set off an upsurge of Han costume among young people, making the process of young people's identification with this culture have a long tail effect. Therefore, in the production process of domestic ancient costume idol dramas, it is necessary to restore the authenticity of the ancient costumes as much as possible, ensure that the cultural transmission process can attract more young people, and combine theoretical knowledge to maximize the acculturation effect and bring about positive effects. The higher the frequency of watching ancient costume idol plays, the higher the frequency of watching ancient costume idol plays, and the higher the degree of recognition of traditional culture, while the higher the aesthetic

requirements of teenagers for ancient costume idol plays, the higher the degree of recognition of traditional culture does not hold water. This is mainly because the degree of cultural restoration of ancient costume idol dramas, the frequency and number of teenagers watching ancient costume idol dramas will directly affect the cultural identity of teenagers.

5 Summary and reflection

This study proposes that the domestic costume idol drama has an acculturation effect on the cultural identity of young people, which reflects the improvement of the richness of the culture contained in the domestic costume idol drama in recent years. On the other hand, it also provides conditions for the diversification of domestic costume idol dramas in the epidemic environment of modern China. However, it is worth noting that this study also found that the acculturation of the cultural identity of young people in domestic costume idol dramas will bring about the negative impact of young people's excessive imitation of the plot... This is worthy of vigilance and reflection. However, due to the number of samples and the epidemic environment, this study also has some one-sided, affected by the general environment and other factors. In the future research, researchers in the field of domestic costume idol dramas may need to pay more attention to the acculturation of cultural identity of young people in domestic costume idol dramas, as well as the research and practice of expanding the number of samples and controlling environmental variables.

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