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When Red Classics Meet Generation Z: A Study on the Peak Experience and Repurchase Behavior of Dance Dramas——A Case Study of "The Eternal Wave"

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Abstract:

As of February 22, 2026, the red-themed dance drama "The Eternal Wave," produced and performed by the Shanghai Song and Dance Ensemble, has completed over 800 commercial and public performances nationwide. With its profound ideological content, exquisite artistic presentation, and strong emotional resonance, it continues to lead the domestic red-themed stage art market. It has gradually grown into a phenomenal benchmark work that combines ideological height, artistic precision, and market popularity. It is also a classic paradigm for how high-quality new-era red literary and artistic works can achieve cross-circle dissemination and long-term operation. This research report takes the dance drama "The Eternal Wave" as its core empirical case. From an interdisciplinary perspective encompassing cultural industry management, art communication, consumer behavior, and youth culture studies, it systematically integrates and comprehensively applies multiple research paradigms, including bibliometric research, in-depth analysis of typical cases, large-sample questionnaire surveys, in-depth interviews with industry professionals and audience groups, and big data mining analysis based on new media platforms and ticket consumption data. The study focuses on the communication dilemmas and breakthrough paths for new-era red dance dramas within the youth cultural field. It systematically and deeply explores key theoretical and practical issues, such as: how red dance dramas can precisely reach and deeply move the core Gen Z audience; how to effectively achieve a closed loop of conversion from the first viewing experience to sustained repurchase consumption behavior; and how to promote the rejuvenation, fashionization, and popularization of classic red IPs in the context of youth subcultures.

The report, based on a comprehensive review of relevant research on red literary and artistic communication and youth cultural consumption both domestically and internationally, combines the growth background, values, aesthetic preferences, and consumption habits of Generation Z. It deeply analyzes the internal logic, value propositions, and emotional core of their cultural consumption behavior, precisely extracting and systematically explaining the core characteristics and behavioral patterns of Gen Z cultural consumption. With this premise, the report uses user experience theory and the peak experience model as its analytical framework. From multiple dimensions such as narrative construction, audiovisual language, emotional narrative, value transmission, and interactive experience, it meticulously deconstructs the multi-layered, immersive, and highly recognizable "peak experience" system that "The Eternal Wave" has carefully designed and crafted for Gen Z aesthetic preferences and reception habits. It reveals the internal mechanism of breaking through the traditional red-themed narrative paradigm and achieving value guidance through artistic expression.

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Concurrently, integrating consumer decision theory and fan culture theory, the study deeply explores the core driving mechanisms that prompt Gen Z audiences to repurchase dance dramas, actively spread them, and even form community identity. It systematically identifies the practical obstacles and deep-seated bottlenecks that restrict the enhancement of repurchase willingness and the expansion of dissemination scope.

Furthermore, based on the current overall development ecology of the red dance drama industry, the report, through horizontal comparison and vertical analysis, summarizes the common problems and structural shortcomings existing in the industry concerning content creation, market operation, brand building, technology application, and audience cultivation. Considering both macro-industry perspectives and micro-practical levels, it proposes a series of optimization and improvement strategies and development paths that are both theoretically scientific and practically operable. These cover content innovation and upgrading, narrative paradigm innovation, deep integration of digital technology, construction of omni-channel precision marketing strategies, refined operation of youth fan communities, and development of IP derivative ecosystems.

The core objective of this research is to provide solid theoretical support, a scientific analytical framework, and a replicable practical paradigm for the rejuvenated dissemination, innovative transformation, and creative development of new-era classic red literary and artistic works. It aims to further enrich the theoretical research system of red literary communication and stage art industry development, help red dance dramas break through thematic barriers and audience limitations, achieve the organic unity of artistic value, social value, and market value, promote the high-quality development of the stage art industry towards excellence, diversification, rejuvenation, and marketization, and ultimately help red culture take root and be passed down among the youth of the new era, achieving more vital, infectious, and influential long-term dissemination.

Keywords:

Generation Z; Red Dance Drama; Peak Experience; Repurchase Mechanism; Rejuvenation of Red Classics

1.Research Background and Core Questions

1.1 Research Background

1. New Trends in Gen Z Cultural Consumption:

Generation Z (in the Chinese context, generally defined by academia as the youth group born between 1995 and 2009), as "digital natives" who grew up alongside the full iteration of internet technology, the popularization of smartphones, and the maturing social media ecosystem, have their growth trajectories deeply intertwined and resonating in sync with the evolution of digital media technologies. This unique developmental context has not only shaped this group’s diverse and inclusive value systems and personalized aesthetic preferences, but also forged a consumer cognition framework, decision-making logic, and behavioral paradigms vastly different from those of previous generations (Generation X, Millennials). In the field of cultural consumption, as Generation Z gradually breaks through the limitations of age and spending power, rapidly rising from a "potential group" in the cultural consumption market to become the "core consumer subject" and "trendsetter of consumption trends", their dominant consumption preferences are comprehensively deconstructing and reconstructing the underlying logic of contemporary cultural consumption at the demand, supply, and communication levels. This has given rise to three major new trends in cultural consumption

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centered on: "self-pleasuring consumption with emotional value as the orientation", "deep integration of social attributes and consumption behavior, mutual empowerment of symbolic consumption and identity recognition", and "normalization of experiential consumption and scenification of immersive consumption". This transformation has not only brought new development opportunities for the creative innovation, communication upgrading, and market growth of red cultural products, but also posed severe challenges for red cultural products to adapt to Generation Z's consumption logic, align with their value demands, and meet their aesthetic expectations

From the perspective of cultural consumption theory, the cultural consumption behavior of Generation Z is essentially a dual superposition of symbolic consumption and emotional consumption. Their consumption decisions are no longer limited to the use value of the product itself, but place greater emphasis on the emotional satisfaction, status display, and social value obtained during the consumption process. This is highly consistent with the core viewpoint of Baudrillard's theory of symbolic consumption that "consumption is the construction of meaning".

As "digital natives" of the digital era, Generation Z's information acquisition methods are characterized by fragmentation, scenification, and interactivity. Their acceptance thresholds for cultural products have become more diverse: they show obvious rejection of homogenized and didactic cultural expressions, while demonstrating strong receptivity and willingness to spread cultural products that are personalized, emotional, and immersive.

This shift in consumption logic has broken the underlying structure of traditional cultural consumption, in which "supply dominates demand", driving the in-depth transformation of the cultural consumption market from "product-oriented" to "user-oriented". It has forced cultural product suppliers to break traditional creative paradigms, and reconstruct the content system, expression forms, and communication paths of cultural products based on the consumption characteristics and pain points of Generation Z

Specifically, the reconstruction of the underlying logic of Generation Z's cultural consumption is first reflected in the core shift in consumption motivation: from "passive acceptance" to "active choice," and from "functional satisfaction" to "emotional empowerment." "Pleasing oneself" has become the core demand of their cultural consumption, and the ability to deliver emotional value has become a core indicator for measuring the competitiveness of cultural products. This means that red cultural products need to break out of the single expression of "grand narratives," balance ideological content with emotional resonance, and realize value guidance through emotional connection.

Second, it is reflected in the in-depth expansion of consumption scenarios. The popularity of social media has made cultural consumption no longer limited to offline scenarios; the "full-scenario consumption" model that integrates online and offline has become mainstream. Consumption behavior is deeply intertwined with social behavior, and cultural products have become important symbols for Generation Z to build social relationships and express identity. This requires red cultural products to strengthen their social attributes, build diverse communication scenarios, and achieve a virtuous cycle of "consumption as communication."

Finally, it is reflected in the upgraded demand for consumption experience. Generation Z has significantly higher requirements for the sense of experience and participation in cultural consumption. Immersive, inter-

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active, and participatory consumption scenarios can effectively stimulate their consumption willingness and repeat purchase behavior, providing a clear direction for red cultural products to integrate digital technology and innovate presentation forms.

In conclusion, the rise of Generation Z is not only a demographic structural change in the cultural consumption market but also a systematic reconstruction of the underlying logic of cultural consumption. This reconstruction has broken the traditional communication barriers and audience limitations of red cultural products, while also providing a new entry point for the creative transformation and innovative development of red culture. How to accurately grasp the underlying logic of Generation Z's cultural consumption and adapt to their consumption preferences and value demands has become the key for red cultural products to break through communication dilemmas and gain popularity among youth groups.

(1)"Pleasing Oneself" and the Primacy of Emotional Value

At its core, consumption behavior is an individual's deep care for their own needs and compensatory satisfaction of inner emotions. Under the current development trend of cultural consumption, the core meaning of consumption is no longer limited to the functional acquisition of goods or services and the exchange of practical value. Instead, it has gradually evolved into an important social practice for individuals to express emotional demands, relieve real-life pressures, and achieve psychological healing and spiritual comfort.

Relevant consumption data shows that Generation Z has become the core demographic in the cultural consumption market, with their consumption decisions clearly reflecting a value orientation of "paying for emotional value" and "paying for pleasurable experiences." When choosing and consuming cultural products, this group no longer prioritizes the product's practical functions, material attributes, or instrumental value. Instead, they place greater emphasis on whether the cultural product can deliver immersive, enjoyable experiences, evoke strong emotional resonance, and enable effective emotional catharsis and psychological release.

For mainstream cultural and artistic products such as red-themed dance dramas, whether they can effectively address Generation Z's emotional needs, provide sustained and sufficient emotional value, and enable audiences to achieve deep psychological satisfaction, emotional comfort, and spiritual resonance during the viewing experience has become the key factor determining their market appeal, stimulating consumption intention, and driving cultural consumption conversion.

(2) Deep Integration with Social Attributes: Consumption as Social Infrastructure in the Digital Age

Against the backdrop of iterative upgrades in digital technology, the accelerated popularization of digital infrastructure centered on 5G, big data, artificial intelligence, and virtual reality (VR) has fundamentally transformed human social interaction patterns. It has driven a shift from the traditional social form of "offline-dominated, online-supplemented" to a new social paradigm of "deep online-offline integration and normalized digital socializing." This reconstruction of social forms has directly propelled an exponential expansion and qualitative upgrade in the social attributes of cultural consumption. According to relevant survey data, over 90% of Generation Z are willing to share their cultural consumption experiences, aesthetic preferences, and value judgments on mainstream social media platforms such as Douyin, Xiaohongshu, and Weibo. "Social currency" has gradually replaced traditional consumption incentives, becoming a core variable and

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key lever influencing Generation Z's cultural consumption decisions.

From a theoretical origin perspective, the core concept of "social currency" was first proposed by French sociologist Pierre Bourdieu in his theory of cultural capital. Essentially, it is an extended form of cultural capital, referring to the cultural resources that individuals possess in social interactions to maintain relationships and gain recognition. The concept has since been further expanded and extended in the field of marketing. Currently, its connotation is clearly defined as all kinds of resources, information, experiences, or symbols that individuals circulate and spread in social network spaces to achieve social interaction, gain others' recognition, and construct self-identity. Its core value lies in the display of individual identity and the strengthening of social relationships through dissemination in social scenarios

In the digital context, cyberspace has become the core arena for Generation Z to engage in social interaction and realize self-worth. Individuals' learning, work, leisure and entertainment, identity construction, and even self-actualization all exhibit distinct characteristics of digital embeddedness. Digital presence has become a core prerequisite for an individual's social presence. If an individual lacks a sense of belonging and participation in digital network spaces, they will fall into the predicament of social invisibility, which is essentially equivalent to "virtual disappearance" in the contemporary social relationship network. This digital transformation of social interaction mainly presents three core characteristics:

1. The comprehensive improvement of digital infrastructure has provided solid technical support and scenario carriers for social digitalization. The deep integration of mobile internet, smart terminals, and social platforms has built a full-scenario, all-time social digital ecosystem, lowering the social barriers for Generation Z and improving social efficiency.

2. Individuals in the digital context exhibit the characteristic of symbolic deconstruction. Their aesthetic preferences, value pursuits, and consumption choices are all disassembled into social symbols that can be displayed, disseminated, and recognized. These symbols have become the core carriers for Generation Z to construct self-images and realize social interactions.

3. The precise empowerment of big data algorithms has strengthened the aggregation effect of circle-based socialization. By accurately capturing and analyzing individual users' behavioral data, interest preferences, and consumption trajectories, algorithms realize personalized content recommendations and matching with like-minded groups. This locks individuals into specific interest circles and social communities, continuously strengthening their sense of belonging, identity, and dependence on the circles. As a result, social attributes are deeply embedded in the entire process of consumption behavior, becoming an inseparable core component of cultural consumption.

Dance drama, as a stage art form that combines aesthetic value, artistic connotation, and a sense of ritual, has gradually become a scarce, highly communicable "high-value social currency" in Generation Z's cultural consumption market, thanks to its immersive artistic experience, high-standard aesthetic expression, and strong emotional resonance. Specifically, for Generation Z, watching a high-quality red-themed dance drama is not only an opportunity to obtain an artistic and aesthetic experience, but also a way to display social identity and express cultural literacy. Sharing viewing experiences of red-themed dance dramas in social circles, and interpreting the works' artistic connotations and spiritual values, can effectively showcase one's aes-

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thetic taste, cultural pursuits, and value orientation. This, in turn, helps gain recognition and resonance from like-minded peers in the circle, achieving emotional satisfaction and identity affirmation at the social level.

Against this backdrop, the creation and dissemination of red-themed dance dramas must fully align with Generation Z's social needs and consumption logic. It is essential to deeply explore the works' social attributes and symbolic value, and integrate the ideological connotations of red culture with Generation Z's social needs and aesthetic preferences. This will help build cultural carriers that combine artistic value, ideological value, and social value, turning them into "social symbols" that Generation Z is willing to share actively and spread spontaneously. Ultimately, leveraging the communication effects of social networks will enable red culture to break through to youth audiences and achieve long-term, sustainable dissemination.

(3) The Rise of Experiential and Immersive Consumption: The Essential Leap from "Buying Things" to "Buying Experiences"

1. Driven by the dual forces of the deep penetration of digital technology and the continuous evolution of social culture, the cultural consumption behavior of Generation Z (born between 1995 and 2009), as digital natives, is undergoing a paradigmatic and fundamental transformation. It has completed an essential leap from "possession-based consumption" to "experience-oriented consumption."

The core manifestation of this transformation is that the central logic of consumption decision-making has shifted from the traditional focus on "acquiring ownership of physical goods/services" to "pursuing immersive sensory experiences and emotional resonance." The essence of consumption behavior has evolved from the narrow definition of "Shopping" to the broader concept of "Sensing/Feeling" — that is, obtaining unique perceptual experiences, emotional triggers, and identity affirmation through consumption.

The core demands of Generation Z for cultural consumption now focus on a deep sense of participation, unique scarcity, and a strong sense of presence. They are no longer satisfied with passively receiving cultural content, but actively seek immersive, interactive, and participatory cultural experience scenarios. This has directly propelled experiential and immersive consumption to become the dominant paradigm in contemporary cultural consumption, reconstructing the value evaluation system for cultural products and the underlying operational logic of the consumer market.

2. From the perspective of consumption theory, the core essence of experiential and immersive consumption lies in the fundamental shift in the dimension of consumption value — a profound transition from "Having" to "Being/Presence." Its core value is no longer limited to the physical attributes and use value of the consumption object, but focuses instead on the multi-sensory feast, deep emotional resonance, and full-scenario immersive experience during the consumption process. Specifically, this consumption model presents three core characteristics:

- Scarcity: The experience is unreplicable and irreplaceable, often deeply tied to a specific time, space, and setting.

- Uniqueness: An individual's perceptions, emotions, and memories in a specific experience scenario are

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one-of-a-kind and cannot be duplicated.

- Immediacy: The realization of the experience's value and emotional feedback are completed instantaneously during consumption, providing a strong sense of immediate gratification.

These three characteristics together form the core barrier of experiential consumption, endowing it with a sense of authenticity, immediacy, and emotional penetration that online virtual experiences (regardless of technological advancements) can hardly match. This has made it a core pursuit in Generation Z's cultural consumption.

3. As a core carrier of stage art, dance drama's artistic form and presentation are inherently aligned with the essential nature and high-level demands of experiential and immersive consumption. It occupies the highest tier of immersive consumption in the hierarchy of cultural consumption experiences, achieving a high degree of resonance and precise alignment with Generation Z's cultural consumption needs. From the perspective of artistic presentation logic, dance drama uses dance as its core narrative language, integrating diverse artistic elements such as music, choreography, lighting, costumes, and props to construct a full-dimensional, immersive artistic space. This presentation fundamentally breaks the unidirectional and fragmented nature of traditional consumption scenarios, transforming the audience from passive "spectators" into active "immersive participants." Through the coordinated creation of visual, auditory, tactile, and other senses, the stage space fully envelops the audience's perceptual field, allowing them to truly "be present" in the core scenes of the artistic narrative and achieve a deeply immersive experience where body and mind are united.

4. More critically, dance dramas can provide Generation Z with the extreme emotional experiences and spiritual resonance that are hard to obtain in daily life scenarios. Unlike the fragmented, lightweight expression of digital content, dance dramas can accurately capture and amplify the universal emotional core of humanity (such as patriotism, ideals and beliefs, and the radiance of human nature) through the performers' body language, emotional delivery, and artistic narrative construction, creating intense emotional tension and spiritual shock. This ultimate emotional experience includes both empathetic resonance with lofty spirits and in-depth perception of life experiences. Its emotional intensity, depth, and penetration far exceed ordinary forms of cultural consumption. For Generation Z, who pursue emotional value and spiritual fulfillment, dance dramas offer not just an artistic performance, but also a soul-touching immersive emotional experience. This experience satisfies their core demand for "sensing/feeling consumption" while building core competitiveness and irreplaceability that distinguish them from other consumption forms through unique emotional value and spiritual connotations, making them highly attractive immersive experience carriers in Generation Z's cultural consumption.

5. In summary, the essential leap of Generation Z's cultural consumption from "material possession" to "experience acquisition" is essentially a reconstruction of the core of consumption value. With its fully sensory immersive presentation form and uniquely extreme emotional experience value, dance dramas precisely align with Generation Z's core pursuit of "presence" experience, becoming a typical representative and high-quality carrier of the immersive consumption paradigm. They provide a highly promising practical path for the youth-oriented communication and value realization of high-quality cultural content such as red cultural products

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(4) Policy Orientation: Inheriting the Red Gene, Promoting the Creative Transformation and Innovative Development of Red Culture

From the strategic height of advancing cultural construction and inheriting the red gene in the new era, the Report to the 20th National Congress of the Communist Party of China clearly states:

"We should combine the regular and long-term application of theory with the study and education of Party history, guiding Party members and cadres to learn history to understand theories, increase confidence, learn morality, and practice, so as to pass on the red gene and carry forward the red bloodline."

This important statement clarifies the core direction and establishes the fundamental guidelines for the inheritance and development of red culture in the new era, demonstrating the country's strategic resolve to promote the long-term dissemination of red culture and strengthen ideal and belief education. In terms of connotation interpretation, carrying forward the red bloodline is essentially the core proposition of cultural inheritance in the new era. Its core meaning lies in systematically inheriting the glorious traditions, fine work styles, and spiritual pedigree formed by the Communist Party of China during its century-long struggle, realizing the intergenerational transmission and eternal development of the red spirit, fundamentally consolidating the spiritual foundation of the red country, ensuring the stability and continuity of the red political power, and providing strong spiritual support for the modernization of the national governance system and governance capacity.

To earnestly implement the strategic plan of the 20th National Congress to carry forward the red bloodline and inherit the red gene, the state has built a comprehensive, multi-level, and systematic policy support system and guarantee mechanism, leading the high-quality development of red culture through top-level design. Among them, national-level cultural support projects such as the National Art Fund have played a core guiding and leveraging role. Through targeted financial support, professional creative guidance, and diversified promotion, they focus on cultivating and supporting the creation, production, and market-oriented dissemination of excellent red stage art works, injecting strong impetus into the innovative development of red cultural products.

Policy orientation clearly requires creators to base themselves on the treasure trove of red cultural resources, deeply explore the spiritual connotation and contemporary value in red history, and transform red resources into vivid teaching materials for ideal and belief education that combine ideological, artistic, and appreciative qualities, breaking the narrative barriers and expression limitations of traditional red-themed works. At the same time, policy actively guides creators to practice the core principles of "creative transformation and innovative development", base themselves on the aesthetic needs of the new era and the special characteristics of youth audiences, promote the deep integration of red culture with modern artistic expression, digital technology applications, and market operation models, and realize the dual upgrading of the connotation and presentation of red culture. This allows red culture to radiate new vitality in the new era, truly realizing the living inheritance and long-term dissemination of the red gene, and providing solid policy support and development opportunities for the creation and dissemination of red stage art works (such as red-themed dance dramas).

Based on the overall national development strategy and the core demands of cultural inheritance and de-

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velopment, the Report to the 20th National Congress of the Communist Party of China clearly states: "We must continue to integrate theoretical education with regular, long-term Party history learning and education, guiding Party members and cadres to constantly learn history to understand theories, increase confidence, learn morality, and practice, so as to pass on the red gene and carry forward the red bloodline." This important statement establishes a strategic framework for the deep integration of theoretical education with regular, long-term Party history learning, providing fundamental guidelines and an action plan for the inheritance of red culture, ideal and belief education, and the continuation of the red gene. It demonstrates the Party Central Committee's strategic resolve and firm determination to promote the inheritance and development of red culture.

Analyzed from both theoretical and practical dimensions, the core meaning of carrying forward the red bloodline lies in establishing a regular, long-term mechanism for red cultural inheritance. This involves passing down and perpetuating the glorious traditions, fine work styles, and spiritual pedigree formed by the Communist Party of China over its century-long struggle, ensuring their intergenerational transmission. Its fundamental goal is to uphold the political nature of the red regime, consolidate the spiritual foundation of the red nation, ensure the stability and continuity of the red political power, and provide strong spiritual support for the modernization of the national governance system and governance capacity.

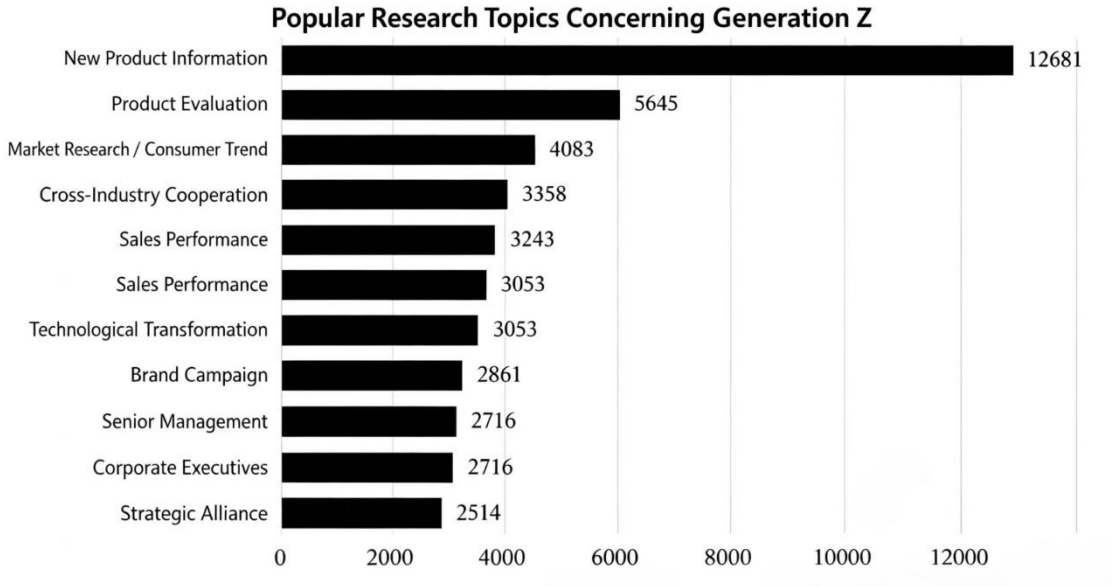
To earnestly implement the requirements of the 20th National Congress Report for inheriting the red gene and carrying forward the red bloodline, the state has constructed a comprehensive, multi-level, and systematic policy support system based on top-level design. Through coordinated efforts such as policy guidance, resource allocation, and institutional safeguards, it drives the implementation of red cultural inheritance and development. Among these, national-level cultural support vehicles such as the National Art Fund and special support projects from the Ministry of Culture and Tourism continue to provide empowerment. Focusing on the two core links of the creation/production and dissemination/promotion of red stage art works, they implement targeted and differentiated support strategies, providing solid policy support and resource guarantees for the incubation, creation, and dissemination of outstanding red stage art works.

Driven by both policy guidance and resource support, the state clearly guides creators to establish the creative philosophy of "maximizing the value of red resources," viewing red cultural resources as a core treasure trove for ideal and belief education and cultural inheritance. It encourages them to deeply explore the spiritual connotation, historical value, and contemporary significance of red resources, promoting their transformation from "resource stock" to "value increment," and turning them into vivid teaching materials for ideal and belief education that are simultaneously ideological, artistic, and educational. At the same time, policies explicitly encourage creators to root themselves in the contemporary context, break through the rigid and didactic limitations of traditional red cultural expression, and practice the core principle of "creative transformation and innovative development." This involves making innovative explorations in the narrative expression, presentation forms, and communication paths of red culture, driving its precise adaptation from traditional forms to modern aesthetics and youth needs. The goal is to achieve a dual upgrade of red culture's value connotation and communication forms, allowing red culture to truly integrate into the contemporary social development discourse and become a core carrier for forging national spirit and cultivating ideals and beliefs.

From the perspective of cultural industry development, this policy orientation essentially constructs a

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closed-loop development mechanism of "policy guidance — resource exploration — creative innovation — value realization." Through national-level policy empowerment and resource support, it activates the internal motivation for red cultural creation, driving red stage art works to transition from "quantity supply" to "quality improvement." It strengthens the ideological guidance function and market competitiveness of red cultural products, ultimately achieving the coordinated unification of red culture's spiritual, educational, and industrial values. This provides solid policy support and practical paths for carrying forward the red bloodline and inheriting the red gene.



Popular Topics Related to Generation Z and Total Number of Articles

Source: Huike News Search and Research Database

6. Since its premiere in 2018, this dance drama has become a classic work in the history of Chinese dance drama, thanks to its exquisite artistic standards, innovative narrative style, and profound emotional connotations. Its success is mainly reflected in the following five aspects:

(1) Blockbuster Success

Since its premiere in 2018, The Ever-Fading Radio Waves has embarked on national and even global tours, visiting more than 60 cities at home and abroad. By February 2026, it had staged over 800 performances, setting a new record for the number of performances by a Chinese dance drama.

(2)Recognition by Authorities

The drama has won multiple national-level awards, fully demonstrating its dual artistic and ideological value. These honors represent high-level recognition from the state for both its artistic and ideological value. They powerfully prove that the drama not only achieves top-tier standards in artistic creation within China's dance drama field, but also effectively conveys ideological connotations in the dissemination of red culture. It has achieved a high degree of unity of ideology, artistry, and appreciation, setting a benchmark for subsequent red-themed literary and artistic creation

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(3)Market and Reputation Performance

It has received high ratings on both major platforms and is widely known as "the ceiling of Chinese dance drama." Its excellent reputation is mainly due to the audience's high recognition of the drama's artistic standards, narrative techniques, and emotional expression. Young audiences, in particular, have given extremely positive reviews, stating that the drama "overturns people's perceptions of red-themed dance dramas" and "brings that period of red history to life vividly and movingly."

(4)Cross-Over Effect

The viral performance on the Spring Festival Gala sparked nationwide attention, enabling a leap from a niche art form to a mass cultural symbol. The breakout success of Morning Light (from the dance drama) turned the once niche work The Ever-Fading Radio Waves into a topic of national discussion. It attracted a large number of young audiences who had never watched a dance drama before, achieving the transformation from "niche art" to "mass cultural symbol" and making red-themed dance dramas a new choice in Generation Z's cultural consumption.

(5)Typical Value: A Successful Practice of Rejuvenating Red Classics, Providing Reference for the Industry

The innovations in this drama's stage design, narrative style, character shaping, and value communication offer replicable and referential ideas for the rejuvenated dissemination of red classics. Analyzing core questions such as Generation Z's acceptance mechanism of red-themed dance dramas, how to craft peak experiences, and the drivers of repeat viewing behavior, also provides the most typical research sample.

1.2 Formulation of Core Research Questions

Combined with the new trends in Generation Z's cultural consumption, the policy and market demands for red culture communication, and the phenomenal success of The Eternal Radio Wave, this study focuses on two core research questions:

Question 1: How can red dance dramas resonate with Generation Z through innovation?

This question explores how to precisely meet Generation Z's aesthetic preferences and emotional needs through the dual innovation of artistic creation and market operation.

Question 2: How to realize the transformation from "one-time viewing" to "spontaneous dissemination"?

This question analyzes the transformation path for red dance dramas to drive audiences from one-time attendance to repeat visits and spontaneous dissemination, from the dimensions of product innovation and user operation

1.3 Research Methods and Technical Route

To ensure the scientificity, systematicity, and empirical validity of this study, we comprehensively employ multiple research methods and construct a complete technical route of "theoretical review – data collection – case analysis – mechanism exploration – strategy proposal" to comprehensively address the core research questions.

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1. Research Methods:

(1) Literature Research Method

This study first systematically reviews and analyzes relevant theoretical achievements, academic papers, and industry reports in fields such as red culture communication, consumer behavior, peak experience, Generation Z cultural consumption, and dance drama art management. It focuses on sorting out Maslow's "peak experience" theory, Kahneman's "peak-end rule," the theory of crafting "peak experience" in behavioral design, as well as research on Generation Z consumption behavior, and policies and research results related to the creative transformation and innovative development of red culture. This lays a solid theoretical foundation for the research and clarifies its theoretical framework and analytical perspective.

(2) Case Study Method

Taking The Ever-Fading Radio Waves as the core research case, this study conducts multi-dimensional and in-depth analysis based on materials related to its creative background, artistic characteristics, market operation, and communication paths. By analyzing links such as stage design, narrative methods, character creation, peak experience building, fan operation, and marketing promotion of the drama, it explores the core factors that resonate with Generation Z and achieve high reputation and high tour attendance, providing specific case support for the research on product innovation and user operation of red-themed dance dramas.

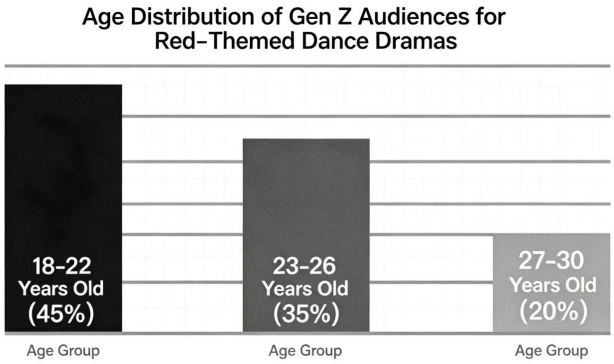
(3) Questionnaire Survey Method

To quantitatively analyze Generation Z's consumption behavior, attitudes, viewing motivations, and repurchase intentions toward red-themed dance dramas, this study designed and distributed questionnaires targeting the Generation Z group. Using online platforms such as Wenjuanxing, Xiaohongshu, Weibo, and Douyin for widespread distribution, we ultimately collected over 500 valid samples. The questionnaire covers comprehensive content, including Generation Z's demographic characteristics (e.g., age, education, occupation, region), channels of first exposure to The Ever-Fading Radio Waves, viewing motivations, evaluations of the drama's peak experience, repurchase intentions, repurchase barriers, and social media sharing behavior. This provides quantitative empirical data for the research.

(4) In-Depth Interview Method

Based on the questionnaire results, this study selected more than 30 representative Generation Z audience members for one-on-one in-depth interviews, focusing on viewers who had watched the drama twice or more, those who consistently followed red-themed dance dramas, and those who had shared their viewing experiences on social media. The interviews adopted a semi-structured format, exploring topics such as true viewing experiences, specific feelings about peak experiences, core motivations for repurchasing, main barriers to non-repurchase, and suggestions for improving red-themed dance dramas. This approach delves into the deep psychological motivations and experiences of Generation Z audiences, providing qualitative empirical data to complement the limitations of the questionnaire's quantitative findings.

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(5) Big Data Analysis Method

Using web crawler tools, we collected large volumes of audience comments, bullet-screen messages, notes, and discussion data about The Ever-Fading Radio Waves from social media and ticketing rating platforms popular among Generation Z, including Douyin, Bilibili, Xiaohongshu, Weibo, Damai, and Douban. These data include over 1.5 billion views on Weibo topics, nearly 20 million plays on Douyin topics, and a high rating of 9.5 on Douban, with more than 100,000 valid data points collected in total.

We performed data cleaning on the raw crawled data, including deduplication, denoising, and filtering out invalid information; conducted coding operations covering sentiment coding, thematic coding, and repurchase behavior coding; and then carried out statistical analysis. This process aims to uncover the audience's key evaluation focuses, critical nodes of peak experiences, core paths of social media dissemination, and relevant influencing factors of repurchase behavior. It provides massive big data support for the research, making the research conclusions more aligned with market realities.

Technical Route

This study carefully constructs a clear and complete technical route that organically integrates research methods and research content to ensure the orderly progress of the study and guarantee the scientific validity of its conclusions. The specific technical route is as follows:

Step 1: Problem Formulation and Research Definition

Combining the new trends in Generation Z's cultural consumption, the policy orientation guiding red culture communication, and actual market demands, and drawing on the great success of the case The Ever-Fading Radio Waves, this study clarifies the core research questions, research significance, research objects, and research scope, thereby determining the overall framework of the study.

Step 2: Literature Review and Theoretical Construction

Systematically review relevant literature and theoretical results in the fields of red culture communication, Generation Z cultural consumption, peak experience, and consumer repurchase behavior. This aims to build

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the theoretical analysis framework of this study and provide theoretical support for subsequent case analysis, data interpretation, and mechanism exploration.

Step 3: Multi-Source Data Collection

This study comprehensively uses the questionnaire survey method, in-depth interview method, and big data analysis method to carry out multi-source data collection in an orderly manner: First, distribute and collect questionnaires through online platforms; second, select representative audiences for in-depth interviews and record the content in detail; finally, use crawler tools to collect relevant data from social media and ticketing platforms, thereby forming a comprehensive data sample combining quantitative, qualitative, and big data.

Step 4: Data Processing and Analysis

Systematically process and analyze the collected multi-source data: Specifically, conduct statistical analysis (descriptive statistics, cross-tabulation analysis, etc.) on the questionnaire data to sort out Generation Z audience's profile characteristics, viewing motivations, and repurchase intentions; organize and code the in-depth interview data to deeply explore the audience's underlying psychological motivations and experience perceptions; clean, code, and conduct thematic analysis on the big data to comprehensively summarize audience evaluation focuses, communication paths, and factors related to repurchase behavior.

Step 5: In-Depth Case Analysis

Taking The Ever-Fading Radio Waves as the core case, and closely combining the processed multi-source data with the constructed theoretical framework, conduct an in-depth analysis of the drama's artistic creation innovation, peak experience design, and marketing strategies, accurately deconstructing the core logic of how it resonates with Generation Z.

Step 6: Repurchase Mechanism Exploration and Problem Analysis

Based on case analysis and data interpretation, this study deeply explores the core mechanisms driving Generation Z's repurchase of red-themed dance dramas, and systematically identifies the existing barriers in the transformation process from repurchase intention to actual behavior. At the same time, closely considering the current industry situation, it comprehensively analyzes common problems in the red-themed dance drama industry in terms of content creation, marketing, and fan operation.

Step 7: Proposal and Verification of Improvement Strategies

Targeting the explored repurchase mechanisms, repurchase barriers, and common industry problems, and drawing on the successful experience of The Ever-Fading Radio Waves in content innovation, technological integration, and artistic expression forms, this study proposes improvement strategies in areas such as content upgrading, technological integration, precision marketing, and fan operation. Combined with actual cases and research data, it verifies the feasibility and effectiveness of these strategies.

Step 8: Research Conclusions and Prospects

Summarize the core conclusions of this study, elaborate on theoretical contributions and practical implications, analyze the research limitations, and propose prospects for future research directions to provide refer-

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ences for subsequent studies

Analysis Dimension	Primary Indicator	Secondary Indicator	Tertiary Indicator	Reference Count	% of Upper Dimension
Repurchase Status & Intent (78)	Behavioral Stage (68)	Completed Repurchase	—	40	58.8%
		Potential Repurchase	—	28	41.2%
	Loyalty Performance (10)	Cross-city Viewing	—	7	70.0%
		Derivative Consumption	—	3	30.0%
Repurchase Drivers (163)	Peak Aesthetic Experience (68)	Visual Impact	—	40	58.8%
		Artistic Taste	—	28	41.2%
	Deep Emotional Resonance (53)	Spiritual Edification	—	22	41.5%
		Emotional Release	—	31	58.5%
	Brand & Lead Cast (42)	Specific Lead Acto	—	23	54.8%
		Cast Comparison	—	19	45.2%
Peak Experience Characteristics (48)	Immediate Psychological Perception (28)	Immersion	—	20	71.4%
		Transcendence	—	8	28.6%
	Experience Duration (20)	Lasting Impact	—	11	55.0%
		Value Reconstruction	—	9	45.0%

Motivation Category	Specific Motivation	Core User Perception	Typical Verbatim Evidence
Peak Aesthetics & Audiovisual Compensation	Capturing Stage Details	Audiovisual Sensory Stimulation	"Deeply recognize the choreography, lighting, and scene design; pursue the ultimate live viewing experience and cinematic quality. Amazed by the stage design, which uses lighting and partitions to express the plot. The choreography, lighting, and music are all stunning, creating a fully immersive experience."
Brand, Cast & Collecting Psychology	Following Specific Lead Actors	Cast Comparison (Collecting Casts)	"Top-tier casts leave nothing to be desired, creating an exceptional viewing experience; different casts offer differentiated experiences. I'm completely hooked on Ms. Zhu and Wang Jiajun; every detail is perfect. From the elegant group to the soaring lead, I've seen three different casts and the difference is night and day."

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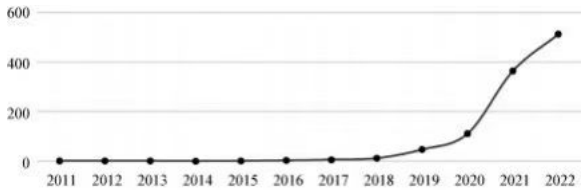
Motivation Category	Specific Motivation	Core User Perception	Typical Verbatim Evidence
Deep Emotional Resonance & Edification	Spiritual and Ideological Resonance	Emotional Catharsis and Therapy	"Deeply moved by the predecessors, generating strong patriotic sentiment; the theater becomes an emotional sanctuary to release pressure. Shedding tears for the love and faith of the pioneers; watching the show three times, I am both shocked and healed."
Peak Experience Feedback	Immersion and Presence	Lingering Effect & Repeat Viewing Appeal	"Front-row seats allow me to catch the actors' micro-expressions, feeling completely immersed; the work has lasting appeal, with new details discovered each time. From the front row, I can even see the breath and emotional nuances of the duet dancers; the show stays with you long after you leave, and even watching it again after four years still brings tears to my eyes."
Value Reconstruction & Transcendence	Meaning Seeking	Transcending Personal Emotions	"Elevated to reflections on life and faith. Like a long river flowing silently, only love and faith remain eternal."

1.4 Research Significance

1. Theoretical Significance

(1) Expanding the application scenarios of peak experience theory in the field of red-themed art consumption.This study systematically applies the "peak experience" theory, which originates from commercial contexts, to the consumption of red-themed dance dramas for the first time. It deconstructs the core dimensions and construction paths of peak experiences in red-themed dance dramas from the perspective of Generation Z. This expands the application scenarios and research connotations of peak experience theory, providing a theoretical basis for the design of peak experiences in subsequent red-themed artworks.

(2) Attempting to construct a repurchase driving mechanism model for red-themed dance dramas targeting Generation Z, based on massive empirical data and case analysis.



(Chart: Annual Publication Trend of Papers on the Topic of "Generation Z" in CNKI, Source: CNKI)

(3) Deepening research on the youth-oriented communication of red culture.

Focusing on Generation Z as the core research subject, this study systematically analyzes the core characteristics of their cultural consumption, and deeply explores the internal logic and communication paths through which red-themed dance dramas resonate with them. Furthermore, it reveals the core laws behind the effective dissemination and high repurchase rates of red classics among Generation Z, providing new empirical support and research perspectives for studies on the youth-oriented communication of red culture.

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2.Practical Significance

(1) Providing practical references for the creation of red-themed dance dramas.

As a phenomenal dance drama loved by audiences, The Ever-Fading Radio Waves has completed over 500 performances since its premiere in 2019, covering 42 cities and attracting 610,000 viewers. Based on the true deeds of martyr Li Bai, the drama uses highly refined choreographic narrative to recreate the heroic image of martyrs who sacrificed their lives for the national liberation cause. The dance drama has not only received high praise from experts artistically, but is also deeply loved by young audiences, becoming a classic among red-themed dance dramas. This study deconstructs the paths of artistic innovation and peak experience construction in the drama, sorts out common problems in the creation of current red-themed dance dramas, and proposes improvement strategies such as content upgrading, narrative innovation, and technological integration. It provides specific practical references for red-themed dance drama creators, helping them produce works that better meet Generation Z's aesthetic preferences and demands.

(2)Providing strategic guidance for the market operation and fan management of red-themed dance dramas.

This study deeply explores the repurchase driving mechanisms and communication patterns of red-themed dance dramas among Generation Z, and proposes strategies such as precision marketing, fan operation, and cultural and creative development. It provides systematic strategic guidance for the operation of red-themed dance dramas, helping to increase repurchase rates, stimulate spontaneous dissemination among audiences, and achieve the unity of commercial and social values.

(3) Providing practical paths for the youth-oriented communication of red classics.

This study uses red-themed dance dramas as an entry point to explore the core logic and practical methods of the youth-oriented communication of red classics.

2.Deconstructing "Peak Experience" for Generation Z

(1) Theoretical Foundations of Peak Experience

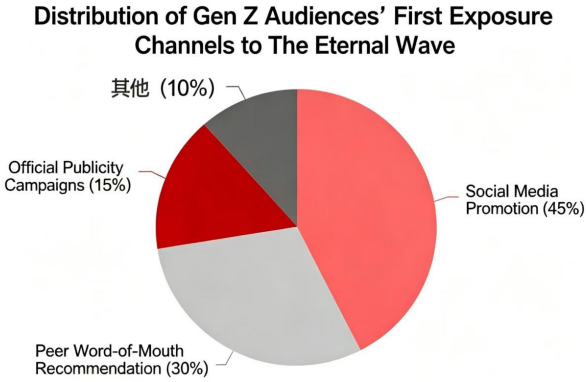
The theoretical system of peak experience integrates three core theories, providing a theoretical cornerstone for building peak experiences in red-themed dance dramas:

1.When constructing his hierarchy of needs theory, humanistic psychologist Abraham Maslow proposed the important concept of "peak experience." It refers to the transient, joyful, and transcendent perfect experience people feel in the process of pursuing self-actualization. In a state of peak experience, individuals often feel intense happiness, a sense of achievement, and belonging, transcending the trivialities and troubles of daily life to achieve a high degree of harmony with themselves, others, and the world. Maslow believed that peak experience is an advanced psychological experience of human beings and an important symbol of self-actualization. Its main causes are usually related to individuals participating in challenging and creative activities, or encountering beautiful art and natural landscapes.

2.Behavioral economist Daniel Kahneman proposed the "peak-end rule," which forms the core logic of

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experience design. This is of considerable guiding significance for the creation and operation of cultural products. If red-themed dance dramas want to resonate with Generation Z audiences, it is necessary to precisely craft the peak moments during the viewing process and optimize the experience at the ending, so that the audience can form positive memories and give high evaluations.



(2) Multidimensional Deconstruction of Peak Experience in Red-Themed Dance Dramas for Generation Z

The Ever-Fading Radio Waves precisely integrates the core of the three theories, creating a comprehensive, multi-dimensional peak experience for Generation Z across four dimensions: Delight, Cognitive Impact, Pride, and Connection. This deeply aligns with their consumption needs and aesthetic preferences:

The First Dimension:

1. Delight: Sensory Impact — Immersive Experience Through Stage Design and Music

The drama creates visual spectacles on stage through cinematic stage design, realizing a cinematic expression of narrative rhythm. A fusion of classic and original music combines timeless melodies like Fisherman's Song with the plot, enhancing auditory appeal and emotional resonance. Meticulous detail work recreates the atmosphere of old Shanghai, including stone-gate houses, costumes, and props, offering a "time-travel" immersive experience. Breaking the stereotype of dance dramas as "niche and boring," it caters to Generation Z's demand for high-quality audiovisual experiences.

2. Connection: Deep Emotional Resonance — Humanized Portrayal in Narrative and Characterization

Breaking free from the clichéd "larger-than-life" hero narratives of traditional red-themed works, the drama focuses on individual emotions to flesh out vivid, relatable heroes. Using dance as its core medium, it conveys strong narrative power and emotional tension through key segments such as farewell duets. It incorporates imperfect, everyday details to narrow the psychological distance with the audience, abandoning didactic expressions and instead conveying beliefs through emotion. This achieves a deep emotional connection between the audience, the characters, and red history, serving as a key engine driving repurchase and dissemination.

3. Cognition: Youthful Expression of History and Value Transmission — Inspiring Cognition and Elevat-

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ing Values

By packaging serious historical themes with the beauty of art, the drama lowers the psychological barriers for Generation Z to engage with red history. It breaks the stereotypical labeling of historical figures, restoring their true multi-faceted identities and making red history more vivid. By connecting revolutionary history with contemporary society, it inspires the audience to reflect deeply on faith, life values, and the relationship between the individual and the nation. Red values are conveyed subtly, allowing the audience to achieve ideological elevation through emotional resonance and promoting the contemporary inheritance of red culture.

4. Pride: Social Interaction and Group Identity — Creating "Social Currency" on Social Media

The high-quality dance drama viewing experience is transformed into "social currency" for Generation Z, igniting word-of-mouth and building fan communities via platforms like Douyin, Weibo, and Xiaohongshu. By sharing their viewing experiences, audiences showcase their aesthetic taste and cultural literacy within their social circles, gaining recognition and praise. At the same time, identification with red culture fosters national pride and cultural confidence, creating exclusive "pride" moments

Second Dimension:

Sensory Impact — Creating "Delight" Moments Through Immersive Experiences Brought by Stage Design and Music

The dance drama The Ever-Fading Radio Waves delivers extreme sensory impact to Generation Z audiences through its unique artistic style and narrative techniques. Achieving a perfect fusion of red culture and modern artistic innovation, it presents the audience with an immersive audiovisual spectacle that transcends everyday life, through top-tier cinematic stage design, classic musical arrangements, and meticulous attention to detail.

1. Cinematic Stage Design: Creating "Visual Spectacles" on Stage, Achieving Cinematic Narrative Rhythm

In traditional dance dramas, stage scenes are usually single and transitions are relatively slow. However, The Ever-Fading Radio Waves uses rapid multi-scene switching, flexible stage installations, and immersive lighting projections to turn the stage into a "flowing movie screen." When depicting scenes of Li Xia’s underground work, the stage relies on light and shadow changes and rapid scene movements to build the suspense and tension of spy-war stories.

2. Classic Music Perfectly Integrates Emotional Resonance with the Plot, Enhancing the Infectious Power of the Auditory Experience

Music plays the role of the soul in a dance drama, serving as a key factor in creating sensory impact and triggering emotional resonance.

The dance drama The Ever-Fading Radio Waves cleverly combines classic melodies such as Fisherman's Song with original music, creating works that are both contemporary and full of emotional tension. In the Morning Light segment, the melody of Fisherman's Song lingers, complementing the dancers' graceful movements and the soft stage lighting, creating an audiovisual feast brimming with Eastern aesthetics that instantly

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immerses the audience in the gentle mood of old Shanghai. In dance segments depicting the tense atmosphere of spy operations and character recognition, the drama uses tightly paced, emotionally charged original music. Through the rises and falls of the music and shifts in rhythm, it amplifies plot conflicts and emotional intensity, leaving the audience deeply shaken on an auditory level and in profound emotional resonance with the characters.

The fusion of classic melodies and original music gives the score of The Ever-Fading Radio Waves both a contemporary feel and nostalgic charm, aligning with the aesthetic pursuits of modern audiences. For Generation Z, even though they have never personally experienced 1940s Shanghai, the beauty of the classic melodies and the infectious power of the original music allow them to cross the divide of time and space to feel the atmosphere and emotions of that era. The perfect integration of music with the plot and dance further deepens their viewing experience, creating an intense sensory peak.

3. Attention to Detail: Recreating the Style of Old Shanghai for a "Time-Travel" Immersive Experience

The key to an immersive experience lies in "authenticity," which is often created through meticulous attention to detail.

The dance drama The Ever-Fading Radio Waves successfully recreates the style of old Shanghai through carefully designed stage sets, costumes, props, and the performers' body language and expressions, transporting the audience back to 1940s Shanghai. This detailed portrayal of history and precise grasp of details not only revives the cultural backdrop of the era but also provides the audience with a truly immersive experience. For Generation Z, who are passionate about immersive experiences, this extreme attention to detail allows them to fully integrate into the drama’s scenes and plot, escape the trivialities of reality, and step into a world brimming with historical charm and artistic atmosphere. In doing so, they achieve a "delight" peak experience that transcends everyday life.

4. Appeal to Generation Z: Meeting High-Quality Audiovisual Demands and Breaking the Stereotype of Dance Dramas as "Niche"

The drama achieves cinematic-level standards in stage design. The musical arrangements are not only aesthetically pleasing but also highly evocative, and the meticulous attention to detail makes the experience even more immersive. All of this lets Generation Z audiences perceive that dance drama is not a "niche and boring" art form, but an immersive entertainment product that delivers an ultimate audiovisual experience.

Third Dimension: Emotional Resonance — Humanized Portrayal in Narrative and Characterization, Creating "Connection" Moments

If sensory impact is the "stepping stone" for The Ever-Fading Radio Waves to attract Generation Z audiences, then emotional resonance is the core element that deeply resonates with them and fosters profound identification. Breaking free from the clichéd "larger-than-life" hero narratives of traditional red-themed works, the drama focuses on individual emotions to flesh out vivid, relatable characters. Using delicate narrative techniques, it grounds heroic figures, transforming the audience from passive observers into active participants who are "immersed in the drama." This achieves a deep emotional connection with the characters, the plot, and red history, forging the "connection" moment peak experience in behavioral design. For Generation

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Z, who value emotional fulfillment, this profound emotional resonance acts like a key, opening the door to emotional satisfaction and lasting bonds with the work. It is also a crucial engine driving their repurchase intentions and word-of-mouth dissemination.

1.Focusing on Individual Emotions: Breaking the "One-Dimensional Hero" Paradigm to Portray Fleshed-Out Characters

The drama also depicts the inner resolve of these underground workers in the face of danger, their determination when facing sacrifice, and their profound love for their families, comrades, and motherland. In the story, Li Xia is not only a steadfast revolutionary, but also a husband deeply devoted to his wife and a comrade who cares for his teammates. Lan Fen is not only Li Xia's revolutionary partner, but also a brave, resilient, and wise woman.

2.Dance Drama as an Art Form That "Speaks Through the Body": Dance as the Core Medium for Expressing Emotion and Telling Stories

The farewell duet performed by Li Xia and Lan Fen is not meant to showcase technical prowess, but to convey narrative power and emotional tension. It gradually advances the narrative logic from the lingering tenderness of the external form to the resolute sacrifice of the inner spirit, accurately capturing the characters' internal shift from personal feelings to mission-driven resolve. Although Generation Z audiences have not lived through the revolutionary era, they share common emotional perceptions of love, parting, and sacrifice. Many viewers have noted that Li Xia and Lan Fen's farewell dance allowed them to experience the deepest love and the greatest sacrifice, leaving them deeply moved long after the performance ended.

3. To make characters feel more authentic and relatable, it is essential to retain the "imperfect" details of daily life, thereby narrowing the psychological distance with the audience.

Take The Ever-Fading Radio Waves as an example. In the scene where Li Xia and Lan Fen bid farewell, the detail of the hairpin falling out as Li Xia adjusts her collar becomes one of the most touching moments in the entire drama. Similarly, the performers' body language is not limited to stylized dance movements, but incorporates many everyday gestures—such as the way they walk, handle objects, or express themselves. These seemingly "imperfect" and lifelike details, which appear to contradict the "artistry" of dance drama, in fact represent a pursuit of ultimate authenticity.

4. Moving Beyond "Didacticism": Conveying Belief Through Emotion to Achieve Subtle Value Expression

Traditional red-themed works often suffer from didacticism in their value expression, using explicit slogans and forced plotlines to convey red values. This can trigger resistance in audiences, particularly among Generation Z, who are especially averse to didactic methods. They prefer to understand and identify with red values through their own experiences and feelings. Conveying belief through emotion aligns with Generation Z's acceptance habits, allowing them to achieve ideological elevation while gaining emotional satisfaction. This leads to higher evaluations of the work and deeper emotional attachment to it.

Fourth Dimension: Cognitive Inspiration — Youthful Expression of History and Value Transmission, Cre-

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ating "Cognition" Moments

The Ever-Fading Radio Waves not only presents Generation Z audiences with an ultimate sensory feast and deep emotional resonance, but also guides them through the artistic appreciation process to reflect anew on red history, the power of faith, and the relationship between the individual and the nation. This achieves a leap in cognition and ideological elevation, forging the "cognition" moment peak experience in behavioral design. For Generation Z, who possess independent thinking abilities and pursue spiritual growth, this cognitive inspiration constitutes an important value pursuit in their cultural consumption. It is also a core element for red-themed dance dramas to realize social value and promote the inheritance of red culture.

1. Using the Beauty of Art to Package Serious Historical Themes, Effectively Lowering the Psychological Barrier for the Public to Accept History

Based on the true deeds of underground workers like Li Bai, the drama tells the spy-war stories of Shanghai's underground operatives in the 1940s. This history, full of tension, danger, and sacrifice, is inherently highly narrative. For Generation Z, the beauty of art serves as a "bridge" to accepting red history. Through this bridge, they can transcend the barriers of time and space to form a deep connection with red history

2. The Ever-Fading Radio Waves breaks away from stereotypical portrayals, restoring historical figures to real individuals with multiple identities. They become flesh-and-blood characters full of emotion and story, making red history more vivid and tangible. The drama depicts Li Xia's multiple identities, making his image three-dimensional and alive—he possesses the resolute and brave qualities of a revolutionary, fearless in the face of danger and willing to sacrifice everything for the revolutionary cause; at the same time, he also has ordinary people's emotions and concerns: deeply loving his wife, cherishing friendships with comrades, and having a passion for life. This approach allows Generation Z to gain a deeper understanding and memory of red history, encouraging them to cherish the happy life bought with the blood and lives of revolutionary predecessors.

3. Stimulating In-Depth Thinking: Connecting History with the Present, Prompting Audiences to Reflect on Faith and Life Values

Although the drama tells a story from the revolutionary era, the values conveyed—faith, perseverance, sacrifice, and commitment—are universal to contemporary society. While watching the performance, Generation Z audiences naturally compare the choices made by revolutionary predecessors with modern life, pondering questions such as: "What kind of faith should we uphold in peacetime?" "What is the relationship between personal ideals and the fate of the nation?" and "How can we realize our own life values?" Through this deep reflection, Generation Z audiences achieve spiritual growth and cognitive elevation while enjoying artistic and emotional satisfaction. Cognitive inspiration transforms red-themed dance dramas from mere entertainment products into spiritual carriers that guide youth growth and convey positive values, achieving a high degree of unity between commercial and social value.

4. Value Elevation: Subtle Value Transmission for the Contemporary Inheritance of Red Culture

A key task of red-themed dance dramas is to pass on red genes and values, ensuring red culture continues to flourish in the new era. Instead of relying on explicit slogans to convey red values, the drama uses charac-

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ters' fates, choices, and emotions to help audiences naturally identify with red values such as patriotism, dedication, honesty, and kindness through emotional resonance and deep reflection, including ideals and beliefs, courage to take responsibility, and a spirit of willing sacrifice

Fifth Dimension: Social Interaction — Leveraging Social Media to Ignite Word-of-Mouth and Build Communities, Creating "Pride" Moments

In the cultural consumption context of Generation Z, a high-quality cultural experience is not only a personal spiritual enjoyment, but also a form of "social currency" that can be displayed, shared, and exchanged within one's social circles.

3.Construction of a Repurchase Driving Mechanism Model for Red Dance Drama Among Generation Z

Combining the case of "The Eternal Wave" with the consumption characteristics of Generation Z, a three-layer repurchase mechanism model of "basic drive - core drive - reinforcement drive" is constructed from four core dimensions: experience, emotion, social interaction, and value, accurately matching the behavioral logic of Generation Z from "one-time attendance" to "repeat consumption".

The core relies on the dance drama to create a fourfold peak experience of 'joy, connection, cognition, and pride,' forming experiential memory anchors—high-quality audiovisual sensory experiences and emotionally rich resonance experiences—allowing Generation Z to develop the perception that 'watching performances is a high-quality experience,' which becomes the underlying basis for repeat purchases. At the same time, the meticulous details of the dance drama (such as Old Shanghai scenery and choreography) create differentiated memory points, distinguishing it from other revolutionary literary and artistic works and reducing the cost of repeat purchase decisions.

Core Drive: Deep Binding of Emotion and Value

1. Emotional level: Breaking the stereotypical narratives of red-themed subjects, the portrayal of a more common-people hero allows Generation Z to project personal emotions, transforming their empathy for the characters into emotional identification with the dance drama, turning 'watching the show' into 'following the show,' driving repeated attendance to deepen the emotional experience;

2. Value Level: The dance drama conveys red beliefs in a subtle and imperceptible way, aligning with the cultural confidence and value pursuits of Generation Z, making repurchasing a form of 'expression of values' rather than mere cultural consumption, thereby enhancing the initiative to repurchase.

Region	Population Share	2024 Consumption Expenditure Share	Forecasted 2030 Consumption Expenditure Share	Core Characteristics
Global	Nearly 25%	17%	19%	"Largest scale, highest diversity"
Sub-Saharan Africa	Relatively High	About 30%	About 30%	Consumption power comparable to Millennials
Latin America		About 20%	About 20%	Sustained steady growth

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Asia-Pacific Region		About 20%	About 20%	Rapid growth trend
North America	27%	About 15%	About 15%	Lower proportion than other regions
Europe		About 15%	About 15%	Lower proportion than other regions

Strengthen the drive: continuous empowerment of social attributes

1.Social currency upgrade: A high-quality experience from a single performance visit creates a desire to share among Gen Z in their social circles, and new experiences after repeat visits (such as subtle differences in different showtimes and changes in actors' performances) can continuously generate new social topics, making the dance drama a long-term social currency;

2.Strengthening Circle Identity: The repeat purchase behavior of red dance dramas allows Generation Z to gain higher status recognition within circles of shared interests, forming a circle consensus of "repeat purchase = deep cultural identification," thereby driving continuous repeat consumption;

3.Word-of-Mouth Viral Growth: Positive sharing by repeat customers will create a word-of-mouth effect, and the act of repurchasing itself will also turn users into spontaneous promoters of the dance drama, further reinforcing their own consumer identity during the promotion process and driving repurchases in return.

Core logic of the model

Basic experience retention → emotional value binding → reinforcement of social circles, the three layers of drivers are superimposed on each other, enabling Generation Z to transition from 'one-time attendance' to 'active repurchase' and then to 'long-term consumption,' with each layer of driving force being able to reciprocally empower the previous layer, forming a closed loop of repurchase.

4.Summary of the Current Core Issues in the Youth-Oriented Communication of the Red Dance Drama Industry

Combining the successful experience of 'The Eternal Wave' with the general situation in the industry, from the four dimensions of creation, dissemination, operation, and audience engagement, this analyzes the common problems in the red dance drama industry in touching Generation Z and achieving younger-oriented communication, while clarifying that the core issue lies in the disconnect between 'stereotypical expression' and 'Generation Z's needs':

Creative aspect: The narrative and expression still appear rigid, lacking youthful innovation.

1.Heroic narrative solidification: It still focuses on the 'tall, rich, and perfect' hero image, ignoring individual emotions and everyday details, making it difficult for Generation Z to resonate emotionally, and falling into the pitfall of 'slogan-style' red expression;

2.Artistic presentation is singular: The stage design, music, and dance choreography lack innovation, often using the traditional forms of dance dramas. They do not incorporate the immersive, cinematic, and interactive experiences preferred by Generation Z, resulting in dance dramas still being labeled as 'niche and boring.'

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3.Rigid historical expression: The interpretation of red history is overly dogmatic, failing to connect history with the contemporary life and value pursuits of Generation Z, reducing their willingness to accept it, and turning red dance dramas into 'pure historical popular science,' lacking artistic appeal.

Communication level: Low adaptability of communication channels and methods, making it difficult to break through boundaries

1.Single channel: Still mainly relies on offline theater promotions and traditional media coverage, neglecting short video platforms, social platforms, and niche interest communities (such as Hanfu circles and dance circles) where Generation Z gathers, resulting in low communication reach;

2.Content Homogenization: The disseminated content mostly focuses on "plot introduction and awards," without exploring the detailed highlights of the dance drama, points of emotional resonance, or social discussion topics. This makes it difficult to generate viral spread on social media and lacks "potential to become a hit".

3. Chaotic communication rhythm: The dissemination is not refined based on the performance cycle of the dance drama or key hot spots, mostly consisting of 'one-time publicity,' lacking continuous content output, and failing to maintain the attention of Generation Z.

Operational level: Ignoring the consumption characteristics of Generation Z, with outdated operational thinking.

1. Lack of experiential operations: Focus only on the basic aspect of 'ticket sales and viewing,' without creating immersive peripheral experiences around dance dramas (such as themed pop-ups, offline check-in points) or derivative products (such as cultural and creative products, digital collectibles), making it difficult to meet Gen Z's experiential and immersive consumption needs;

2. Insufficient socialized operations: Does not align with Gen Z's social attributes, no platform built for post-viewing communication or interest circles, making dance drama consumption a 'solo experience,' unable to convert viewing into social behavior, thereby losing opportunities for social-driven dissemination;

3. Weak user operations: Has not established Gen Z user profiles, lacks continuous research and feedback on user needs and viewing experiences, unable to adjust creation and operation strategies according to Gen Z's demands, resulting in a 'closed-door' approach.

Audience Engagement Level: Insufficient understanding of Generation Z, mismatch between supply and demand

1. Partial understanding of Generation Z's consumption characteristics: They are only defined as 'seeking novelty,' ignoring their core needs for emotional value, cultural value, and social value, resulting in creation and promotion that diverge from Generation Z's core demands;

2. Awkward integration of red culture communication with Generation Z values: The connection between red beliefs and Generation Z's cultural confidence, personal growth, and sense of social responsibility has not been identified, making the value transmission of red dance dramas appear as 'didactic indoctrination,' pro-

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voking rejection from Generation Z;

3. Imbalance between ticket price and experience value: Some red dance drama tickets are relatively expensive, but the artistic presentation and viewing experience do not meet Generation Z's expectations, leading them to perceive 'red dance dramas as poor value,' reducing both consumption and repeat purchase intentions.

5.Improvement Strategies for the Youth-Oriented

Dissemination of Revolutionary Dance Dramas (Dimension-Based Implementation Strategies)

In response to the above industry challenges, and drawing on the successful experience of The Eternal Wave, this section proposes actionable youth-oriented communication strategies across four dimensions: creation, dissemination, operation, and audience engagement. These strategies are centered on the core principle of "meeting the needs of Gen Z while achieving a creative transformation of revolutionary culture," while maintaining a balance between preserving the essence of revolutionary culture and adopting youth-friendly forms of expression:

Creation Dimension: Innovating Forms of Expression to Make Revolutionary Dance Dramas "Warm, Fresh, and Relatable"

1.Young-oriented Narrative:

Break away from the "grand, flawless, and largerthanlife" heroic narrative. Focus on the individual emotions and everyday details of the heroes, portraying them as fleshandblood, relatable, commonperson heroes. Connect revolutionary history with Gen Z's contemporary lives and values, bringing history to life. For example, uncover youthcentric stories from revolutionary history that resonate with Gen Z's own comingofage experiences.

2. Youth-Oriented Artistic Presentation:

Incorporate cinematic, immersive, and interactive forms of expression preferred by Gen Z. For example, adopt stage designs with rapid multiscene shifts, immersive lighting and shadow effects, and stage technologies that blend virtual and real elements. Fuse classic revolutionary music with pop music and Guofeng (Chinese traditionalstyle) music to create melodies that are easy to share and remember, breaking the niche stereotype of dance drama.

3.Refinement of Details to the Utmost:

Accurately reproduce the period details of revolutionary history (such as scenery, costumes, and props) to enhance the artistic quality of the dance drama, meeting Gen Z's demand for high-quality audiovisual experiences. At the same time, incorporate youth-oriented expressions into choreography (such as Guofeng dance and contemporary dance elements), making the dance movements more impactful and shareable.

Dissemination Dimension: Precisely Aligning with Gen Z Channels to Build a "Shareable, Viral, and Memorable" Communication System

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1. Channel Precision:

Focus on short-video platforms where Gen Z congregates (Douyin, Kuaishou, Xiaohongshu), social platforms (Weibo, WeChat Video Channels), and niche interest communities (dance circles, Hanfu circles, cultural and creative circles). Abandon the one-way communication model of traditional media and adopt a "community penetration + platform virality" communication model. For example, collaborate with dance bloggers and Guofeng (Chinese traditional style) influencers to produce derivative creations (e.g., fan edits) of dance drama segments and behind-the-scenes commentary, thereby breaking out of niche circles and achieving cross-community resonance.

2. Content Socialization:

Identify social talking points, emotional resonance triggers, and standout details within the dance drama to produce easily shareable short-form video content — for example, classic dance excerpts, behind-the-scenes stories of the performers, and interpretations of historical details — while avoiding rigid plot summaries. Transform the viewing experience into "social currency" by launching hashtags such as #WaveCheckChallenge (inspired by The Eternal Wave) and #IconicRevolutionaryDanceDramaScenes to encourage Gen Z to share and interact on social media platforms.

3. Rhythm Refinement:

Develop a sustained communication cadence aligned with the performance schedule of the dance drama and key thematic milestones (e.g., National Day, CPC Founding Day, Youth Day), enabling a full-cycle communication strategy of "pre-launch teaser – mid-term (viral ignition) – long-tail sustained engagement".

Operation Dimension: Aligning with Gen Z's Consumption Characteristics to Build an "Experiential, Social, and Diversified" Operation System

1. Experiential Operation:

Create immersive peripheral experiences around the dance drama. For example, set up revolutionary-themed photo spots and pop-up stores in the vicinity of the theater, and launch immersive historical experience exhibitions. Develop a diverse range of derivative products, such as dance drama cultural and creative goods, digital collectibles (NFTs), and Guofeng (Chinese traditional style)-themed merchandise. Extend the theater-going experience into offline consumption scenarios, thereby meeting Gen Z's demand for experiential consumption.

2. Social Operation:

Build platforms for Gen Z audience interaction, such as creating dance drama fan groups on social media platforms and organizing offline post-show sharing sessions, transforming dance drama consumption into a social activity. Launch activities like "Check-in for Likes" and "Friends' Group Discounts" to align with Gen Z's social nature, encouraging users to attend performances and share their experiences together with friends.

3. Rationalized Commercial Operation:

Tailor pricing strategies to Gen Z's spending power by introducing tiered ticketing options, such as student

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tickets, youth tickets, and early-bird discounts, thereby lowering the financial barrier for young audiences. At the same time, enhance the viewing experience corresponding to different price points — for example, offering premium ticket holders added-value services such as backstage tours or autograph sessions with the performers — to improve perceived value for money. This approach helps Gen Z develop a sense that the experience is "worth the price."

Audience Engagement Dimension: Deeply Understanding Gen Z's Needs to Achieve "Precision Alignment, Two-Way Interaction, and Value Resonance"

Through methods such as surveys, in-depth interviews, and big data analysis, deeply explore Gen Z's consumption characteristics, aesthetic preferences, and value pursuits to establish accurate user personas. These personas provide data-driven support for the formulation of strategies in creation, dissemination, and operation. Continuously track shifts in Gen Z's needs and adjust strategies in a timely manner to avoid misalignment between supply and demand.

1. Achieving a Youth-Oriented Transmission of Revolutionary Values:

Identify the points of connection between revolutionary faith and Gen Z's cultural confidence, personal growth, and sense of social responsibility. Transform the core essence of revolutionary culture into forms of expression that Gen Z can easily embrace — for example, interpreting the revolutionary spirit as "youthful perseverance and staying true to one’s original aspiration," which aligns with Gen Z's own aspirations for growth and self-development. This enables a shift from "dogmatic indoctrination" to "subtle transmission" of values.

2. Establishing a TwoWay Interactive Feedback Mechanism:

Collect Gen Z's viewing experiences, opinions, and suggestions through social media, offline surveys, and post-performance questionnaires, and promptly integrate the feedback into the creation and operation of the dance drama. Enable Gen Z to participate in the creative and dissemination process of revolutionary dance dramas — for example, by organizing activities such as "Creative Submission for Dance Drama Details" and "Revolutionary Story Sharing" — thereby enhancing Gen Z's sense of involvement and identification.

6.Core Research Objectives and Value

This study, through an in-depth analysis of The Eternal Wave, uncovers the core mechanisms that drive Gen Z's repeat consumption (repurchase) of revolutionary dance dramas. It identifies the existing barriers to repurchase conversion in revolutionary dance dramas, as well as the common industry-wide problems in areas such as content creation, marketing, and fan operation. Based on these findings, the study proposes improvement strategies including content upgrading, technology integration, precision marketing, and fan operation. The ultimate goal is to support innovation in the creation and operation of revolutionary dance dramas, promote the creative transformation and innovative development of revolutionary classics in the new era, achieve the youth-oriented dissemination of revolutionary culture, and advance the high-quality development of the stage art industry.

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At the end of the report, relevant references are appended, providing theoretical and data support for the research.

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