An Empirical Study on the Communication Strategy of Nostalgia Culture Based on Data Mining--The Case of "China in Non-Heritage"

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Abstract. Nostalgia is the common memory of the material images and emotions of the countryside condensed in the minds of the public, and it is the core essence of rural cultural revitalization in the new era. This paper draws on the reverse transcription extraction method in the field of biology, using Hypersnap to intercept the contents of the TV program "China in the Non-legacy" and extract high-frequency keywords to derive the cultural elements of nostalgia. Subsequently, a five-point Likert scale was used to measure the importance of the corresponding nostalgic cultural elements in the minds of the public, and the relationship between the variables was measured with the help of SPSS software and the Pearson correlation test model, so that the cultural genes of nostalgia, such as "person", "thing" and "object", were obtained by reverse transcription extraction. ", "thing", "field" and "situation". Finally, a comparative analysis is made with the presentation of nostalgia culture genes in "China in Non-heritage" to provide a reference for the construction of nostalgia memory in cultural programs.

Keywords: data mining; scale analysis; reverse transcription extraction; Nostalgia Culture Extraction; Television studies.

1 Introduction

Nostalgia not only refers to the emotion of homesickness and nostalgia of people who have left their hometowns but also contains the sense of responsibility and mission of the subject of nostalgia, which inspires the practical action of remembering nostalgia[1]. Through the survey, it is found that in today's Internet era, the media expression of nostalgia has become mainstream, and in terms of film and television, there are CCTV documentaries Remembering Nostalgia and Scenery of the Hometown, and movies Peacock, Springtime, and Hundred Birds Towards the Phoenix, etc. The combination of nostalgia with film and television has shown the world how to remember nostalgia and cherish the past. The combination of nostalgia and movies and television shows the spiritual outlook of contemporary Chinese villages to the world and tells the "Chinese story"[2]. "Nostalgia" + digital media dissemination method leads to "film and television culture" with the characteristics of the local spirit and ultimately reaches

the depth of the integration of culture and tourism. In addition, the short video platform represented by TikTok is also an important path for the digital dissemination of nostalgia, for example, the Shake account "Nostalgia"[3], with more than 24 million followers, has become a representative of the "Three Rural" video track. The content of the video is mostly simple daily life in the countryside, but it can evoke the yearning and beautiful memories of many people, and promote people to return to the countryside to experience life. In this paper, we selected a representative cultural program "China in Non-legacy", extracted the elements of nostalgia culture through data mining and by the process of cultural reverse transcription, combined with Pearson's correlation coefficient to refine the genes of nostalgia culture, and ultimately examined the new features of nostalgia culture in "China in Non-legacy", which is a new video channel for the "Three Agricultural" video track. China in Non-heritage", and finally examined the form of new media communication of nostalgia culture, and drew relevant practical experience.

2   Literature Review

2.1   Theoretical Foundations

Data mining is the process of carefully analyzing large amounts of data to reveal meaningful new relationships, trends, and patterns, which emerged in the late 1980s[9]."Data" is an important driving factor of the fourth industrial revolution. It is difficult to meet the needs of industrial development by simple data acquisition, so data analysis and mining become the core competitiveness of the industry[7]. At present, data mining is developing rapidly in the field of TV and video research, Cai Wei et al. based on the Internet big data to bilibili's sports video as the object of study, and construct the evaluation system to analyze, with a view to provide reference to the creation of related high-quality video[8]. Cui Yuan et al. take the science video of B station as a starting point, from the viewer's point of view, use Python, KH Coder and other tools to obtain the pop-up content, and extract the keyword information, and analyze it to derive the corresponding Video design strategy Shengjie Xu used the web crawler technology of Python to collect the types of TV programs, and then used R language, SQL statement to clean the data and visualization processing, in order to study the personalized recommendation of TV programs[6].

2.2   Nostalgia Culture Information Transfer Reverse Transcription of Subjects

The central law of biology is a theory proposed by British biologist Francis Crick in 1958. It mainly refers to the process of genetic information from DNA to RNA and then from RNA to protein. It reveals the basic laws of transmission and expression of genetic information in living organisms. As shown in Figure 1. Culture, as a kind of transmittable information, also applies the corresponding theoretical framework[5]. The "cultural gene" of nostalgia corresponds to the "DNA" in the central law, and the "cultural gene" not only has stability and strong heritability, but also has a wide range of social

and cultural characteristics[10]. The reverse transcription extraction method is to use "RNA" as a template to retrieve "DNA" containing stable genetic information under the condition of known proteins[4].For example, the nostalgia content of the research object "China in Non-legacy" in this paper, that is, the elements of nostalgia culture, plays the role of protein. The new media of nostalgia is the intermediary of cultural information dissemination, playing the role of "RNA". Finally, after the general public receives the cultural information, it influences people's cultural identity and their practice of rural revitalization, which is the result of the activation of the "cultural gene" of nostalgia. The positioning of the "cultural gene" of nostalgia in reverse transcription extraction is similar to that of "DNA".
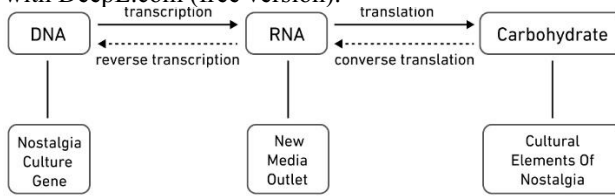
Translated with DeepL.com (free version).

Fig. 1. Illustration of reverse transcription extraction of the culture of nostalgia

3   Data Sources and Data Analysis

3.1   Data Source

Nostalgia is the deep attachment of foreign travelers to their hometowns and homelands, and every blade of grass, tree, and brick in their hometowns have become important symbols that sustain the emotions of people and their hometowns. China in Non-heritage" is a reality cultural program jointly launched by CCTV and the Ministry of Culture and Tourism, which will be broadcast on December 30, 2022 on the CCTV channel. As of October 6, the first season of the program has aired a total of 12 episodes (Table 1), involving twelve provinces and autonomous regions, including Zhejiang, Fujian, and Jiangsu. The core guests of the program are Shan Jixiang, former president of the Palace Museum, host Long Yang, Sabine, and invited singers from different fields, actors, writers, etc. to form a group of guests to experience the non-legacy experience, and jointly appreciate the beauty of China's non-legacy culture. Data statistics show that as of July 24, "China in the non-heritage" has been exposed to more than 7.74 billion people on the whole network, and the cumulative length of time on the list is more than 23,000 hours[11]. This paper takes the representative cultural program "China in Non-legacy" as a sample, with the help of screenshot software Hypersnap, set to take a screenshot every 3s, the broadcasting length of each episode of this program is about 1h30min, and an average of about 2,000 pictures are obtained in each episode. After eliminating the duplicated pictures, we analyzed the contents of the valid pictures with the nostalgia cultural genes, and then came up with 21 nostalgia cultural elements, i.e., family members, neighbors, friends and playmates, teachers, local celebrities and ancestors, work and labor, folklore performances, transformations and

creative behaviors, daily behaviors, recreation and competition, artistic products and crafts, food, buildings, heaven, earth, mountains and water, plants and animals, streets, alleys, interiors, houses and courtyards, mountains and water, forests and woods, and so on. House and courtyard, landscape and forest, field and grassland, periodized venues and scenes. (Table 1).

Table 1. word frequency table of nostalgia culture elements

Nostalgia Cultural Elements	frequency
relative	75
teachers	13
playmates	18
teachers	67
local celebritiesand legends	54
labor and work events	667
folkloric performance activities	221
transformation and Creation Events	167
learning and practicing events	135
life's daily events	118
recreational and competitive activities	105
foods	309
art & craft products	685
landscape	299
flora and fauna	284
building	218
alleys	454
Indoor House Yard	195
mountains and forests	134
field and meadow	96
Modernization of sites and venues	86

The author for 21 Nostalgia Cultural Elements, in October 23, 2023 - October 26, at Hubei University of Technology, Jianghan University, Lanzhou University of Science and Technology, and other colleges and universities issued questionnaires, combined with the Chinese questionnaire filling software questionnaire star, anonymous survey. From 1 to 5 respectively represent the table "not important", "not too important", "more important", "important" and "very important". "A total of 221 valid responses were returned. The reliability analysis test was conducted through the spssau platform, and the synthesis of the 21 variables yielded a value of Cronbach.α equal to 0.928, which proved that there was good internal consistency within the variables. Further, the scale mean was calculated with the following formula:

$$x = \frac{1}{n} \sum_{k=1}^{n} x_k f_k$$

(1)

In the formula: x—the score given by the questionnaire;
f—the number of occurrences of each score;
n—Number of experts.

in it, $\sum_{k=1}^{n} f_k = n$,the results were calculated as shown in Table 2.

Table 2. word frequency table of nostalgia culture elements

Nostalgia Cultural Elements	average value
relative	4.56
teachers	2.69
playmates	3.75
teachers	2.52
local celebrities and legends	2.63
labor and work events	3.01
folkloric performance activities	3.13
transformation and Creation Events	3.32
learning and practicing events	3.34
life's daily events	3.83
recreational and competitive activities	3.23
foods	4.34
Art & craft products	3.35
landscape	3.88
flora and fauna	3.38
building	3.8
alleys	4.22
Indoor House Yard	3.86
mountains and forests	3.75
field and meadow	3.37
Modernization of sites and venues	3.62

4   Pearson's Correlation and Comparative Analysis of "Cultural Genes" of Nostalgia

Encoding elements of nostalgia culture, S1=relative,S2=teachers, S3=playmates, S4=local celebrities and legends,S5= neighbors,S6= Labor and work events,S7= Folk-loric performance activities,S8= Transformation and Creation Events,S9= Learning and practicing events,S10= Life's daily events,S11= recreational and competitive

activities,S12=foods,S13=Art & Craft Products,S14= landscape,S15= flora and fauna, S16= building,S17=alleys,S18=Indoor House Yard,S19=mountains and forests, S20=field and meadow,S21=Modernization of sites and venues. The Pearson correlation test model was used to calculate the correlation coefficients between the variables as shown in Fig.2

** Indicates significant correlation at the 0.01 level (p<0.01).

	S1	S2	S3	S4	S5	S6	S7	S8	S9	S10	S11	S12	S13	S14	S15	S16	S17	S18	S19	S20	S21
S1	1	.261**	.501**	0.086	.143*	.319**	.303**	.320**	.271**	.341**	.237**	.561**	.284**	.440**	.281**	.380**	.550**	.402**	.343**	.218**	.341**
S2	.261**	1	.438**	.293**	.354**	.390**	.314**	.280**	.351**	.205**	.227**	.214**	.322**	.228**	.370**	.311**	.225**	.167*	.234**	.393**	.285**
S3	.501**	.438**	1	.324**	.242**	.321**	.308**	.226**	.362**	.493**	.318**	.477**	.309**	.354**	.315**	.362**	.439**	.302**	.316**	.291**	.310**
S4	0.086	.293**	.324**	1	.520**	.201**	.418**	.428**	.291**	.203**	.194**	.218**	.377**	.239**	.304**	.345**	.267**	.299**	.323**	.387**	.301**
S5	.143*	.354**	.242**	.520**	1	.275**	.368**	.319**	.276**	.197**	.291**	.178**	.340**	.304**	.326**	.372**	.275**	.346**	.278**	.436**	.317**
S6	.319**	.390**	.321**	.201**	.275**	1	.436**	.423**	.486**	.334**	.323**	.327**	.341**	.369**	.438**	.325**	.231**	.282**	.250**	.238**	.329**
S7	.303**	.314**	.308**	.418**	.368**	.436**	1	.645**	.305**	.323**	.322**	.372**	.537**	.519**	.500**	.435**	.370**	.379**	.430**	.389**	.403**
S8	.320**	.280**	.226**	.428**	.319**	.423**	.645**	1	.437**	.310**	.340**	.347**	.471**	.458**	.451**	.385**	.358**	.381**	.329**	.358**	.296**
S9	.271**	.351**	.362**	.291**	.276**	.486**	.305**	.437**	1	.536**	.496**	.371**	.325**	.345**	.476**	.412**	.313**	.296**	.258**	.256**	.211**
S10	.341**	.205**	.493**	.203**	.197**	.334**	.323**	.310**	.536**	1	.594**	.550**	.352**	.492**	.426**	.444**	.431**	.431**	.360**	.303**	.268**
S11	.237**	.227**	.318**	.194**	.291**	.323**	.322**	.340**	.496**	.594**	1	.328**	.410**	.404**	.404**	.396**	.304**	.369**	.380**	.345**	.302**
S12	.561**	.214**	.477**	.218**	.178**	.327**	.372**	.347**	.371**	.550**	.328**	1	.496**	.645**	.454**	.503**	.599**	.525**	.395**	.327**	.317**
S13	.284**	.322**	.309**	.377**	.340**	.341**	.537**	.471**	.325**	.352**	.410**	.496**	1	.665**	.590**	.525**	.473**	.501**	.485**	.578**	.413**
S14	.440**	.228**	.354**	.239**	.304**	.369**	.519**	.458**	.345**	.492**	.404**	.645**	.665**	1	.620**	.599**	.536**	.552**	.589**	.418**	.497**
S15	.281**	.370**	.315**	.304**	.326**	.438**	.500**	.451**	.476**	.426**	.404**	.454**	.590**	.620**	1	.598**	.481**	.532**	.485**	.401**	.528**
S16	.380**	.311**	.362**	.345**	.372**	.325**	.435**	.385**	.412**	.444**	.396**	.503**	.525**	.599**	.598**	1	.553**	.573**	.478**	.555**	.476**
S17	.550**	.225**	.439**	.267**	.275**	.231**	.370**	.358**	.313**	.431**	.304**	.599**	.473**	.536**	.481**	.553**	1	.719**	.505**	.507**	.452**
S18	.402**	.167*	.302**	.299**	.346**	.282**	.379**	.381**	.296**	.431**	.369**	.525**	.501**	.552**	.532**	.573**	.719**	1	.514**	.542**	.529**
S19	.343**	.234**	.316**	.323**	.278**	.250**	.430**	.329**	.258**	.360**	.380**	.395**	.485**	.589**	.485**	.478**	.505**	.514**	1	.415**	.649**
S20	.218**	.393**	.291**	.387**	.436**	.238**	.389**	.358**	.256**	.303**	.345**	.327**	.578**	.418**	.401**	.555**	.507**	.542**	.415**	1	.377**
S21	.341**	.285**	.310**	.301**	.317**	.329**	.403**	.296**	.211**	.268**	.302**	.317**	.413**	.497**	.528**	.476**	.452**	.529**	.649**	.377**	1

Fig. 2. Pearson correlation coefficient analysis

Ultimately, the four dimensions of the cultural gene of nostalgia can be summarized, namely, "people", "things", "objects" and "fields", and the fifth dimension, "situation", can be derived.

4.1   China in Non-Heritage" Reproduces the "Human" Dimension of Nostalgic Memory

As shown in Table 3.According to the author's statistics, the frequency of "people" in the nostalgic memories of "Non-heritage China" is as follows: "relatives" (33.04%), "teachers" (29.52%), "local celebrities and legends" (23.79%), "playmates" (7.92%), and "neighbors" (29.52%). 29.52%), "local celebrities and legends" (23.79%), "playmates" (7.92%), and "neighbors" (5.73%). According to the statistics of the questionnaire results, the mean scores of the importance of each element of "people related to hometown", in descending order, are: "family members" (4.56%), "playmates" (3.75), "teachers" (2.69), "neighbors" (2.63), and "local celebrities and legends" (2.52).

According to the analysis of the questionnaire, memories related to "relatives" are more likely to be triggered, followed by "playmates" and "teachers". Local celebrities and legends, represented by NHIs, appeared most frequently in the program. The program invites municipal, provincial, and even national inheritors of various Nongenetic heritage to the screen and shows the audience the charm of Nongenetic heritage from the viewpoint of the inheritors. For example, Ms. Li Biqing, shows the audience the vivid and lively original dance "Azhimu Scrape", Ms. Qi Baoli Gao, who makes the grassland instrument Matouqin go international, and Mr. Chen Shenghe, innovates traditional Chinese dishes. Most of the inheritors are between 40 and 79 years old, but of course, there is also a certain number of young inheritors. Most of them inherited the

mantle of the older generation of their own families, reflecting the mission to undertake the intention, but also echoed the theme of inheritance of non-legacy. The frequency of "relatives" and "teachers" is the second and the third, far more than "playmates" and "neighbors". The frequency of "family" and "teacher" is the second and the third, far more than "playmate" and "neighbor". It can be seen that the program likes to present characters that play an important role in the development of our values, personality and culture, while the public seems to attach more importance to characters that are close to them in terms of life and have strong social attributes.

Table 3. Comparison of the reproduction data of the "human" dimension of nostalgic memory

Nostalgia Cultural Elements	Average score of importance	arrange in order	Frequency of appearance in the program	arrange in order
relative	4.56	1	33.04%	1
neighbors	2.63	4	5.73%	5
playmates	3.75	2	7.92%	4
teachers	2.69	3	29.52%	2
Local celebrities and legends	2.52	5	23.79%	3

4.2   China in Non-Heritage: A Dimensional Reproduction of "Things" in Nostalgic Memory

As shown in Table 4. The frequency of "events" in the nostalgic memories of "China in Non-Heritage", in descending order, is as follows: "events of labor and work"(47.16%),"events of folklore performance"(15.64%),"transformation and crea-tion" (11.82%), "study and practice" (9.55%), "daily life" (8.35%), "leisure and athletic activities" (8.35%), and "work" (47.16%). and "leisure and competitive activities" (7.48%). According to the results of the questionnaire, the mean scores of the im-portance of each element of "things related to hometown" are, in descending order: "daily life events" (3.83), "study and practice events" (3.34), "daily life events" (3.34), "study and practice events" (3.35), and "leisure and sports activities" (7.48%). (3.34), "transforming and creating events" (3.32), "recreational and athletic activities" (3.23), "folkloric performance activities" (3.13), "recreational and athletic activities" (3.14), and "recreational and athletic activities" (3.15). " (3.13), and "labor and work events" (3.01).

The frequency of "labor and work events" in the program is as high as 47.10%, but the importance of "labor and work events" is at the bottom of the list in the question-naire survey (3.01). Secondly, "daily life events" ranked first in terms of mean score, and "learning and practicing events" ranked second in terms of mean score, while the frequency of both of them in the program was in the middle to lower range. "Leisure and Athletic Activities" is at the bottom of the list, while "Folk Show Activities" is

ranked fifth in terms of mean score and second in terms of frequency. This reflects that the public focuses more on micro, individual, and daily activities, and is not sensitive to collective activities with a weaker sense of participation. However, to increase ratings, TV programs will present more group, dramatic, and innovative events, which are more appealing to the viewers and trigger an emotional touch. In addition, the ordering of the two data of transformation and creation events is consistent with the fact that the program not only shows the Chinese wisdom of the new-age craftsmen but also presents the contribution of the craftsmen to the development of their hometowns, i.e., the use of non-heritage skills to help revitalize the countryside.

Table 4. Comparison of the reproduction data of the dimension of "things" in nostalgic memories

Nostalgia Cultural Elements	Average score of importance	arrange in order	Frequency of appearance in the program	arrange in order
Labor and work events	3.01	6	47.16%	1
Folkloric performance activities	3.13	5	15.64%	2
Transformation and Creation Events	3.32	3	11.82%	3
Learning and practicing events	3.34	2	9.55%	4
Life's daily events	3.83	1	8.35%	5
Recreational and competitive activities	3.23	4	7.48%	6

4.3   The Dimensions of "Objects" in the Memory of Nostalgia In "China in the Non-Heritage"

As shown in Table 5. The frequency of "things" in the nostalgic memories of "China in Non-Heritage", in descending order, is as follows: "art and craft products" (38.16%), "food" (17.21%), "landscape" (16.66%), "plants and animals" (15.82%), and "buildings" (12.15%). 17.21%), "landscape" (16.66%), "plants and animals" (15.82%), and "buildings" (12.15%). According to the results of the questionnaire, the mean scores of the importance of each element of "objects related to hometown" were, in descending order, "food" (4.34), "landscape" (3.88), "buildings" (12.15%), "food" (4.34), "plants and animals" (15.82%), and "buildings" (12.15%). 3.88), "buildings" (3.8), "plants and animals" (3.38), and "art and craft products" (3.35).

The frequency of "arts and crafts" in the program is the highest, and "food" is the second most frequent. The questionnaire shows that "food" is considered the most important, while "crafts and art products" is considered the least important. This fully demonstrates that in recent years, our country has made great efforts to promote traditional folk crafts through a variety of measures, and has achieved constructive results. Those rural handicrafts and artistic products that we have neglected or paid little

attention to in the past are gradually being revitalized. On the other hand, it is difficult for most people to intersect with crafts and art products in their lives, and it is more difficult to leave a deep impression on them. Their integration into life requires the cooperation of the government, the market, and the society, as well as the good presentation of cultural works. The dissemination of food culture, the former "tongue on the Chinese" has achieved great success, in other areas of society and has produced a wave of traditional Chinese culture to promote the "tip of the tongue effect"[12], the existing "tongue on the countryside", "delicious non-heritage" and other food program preparation and popular broadcast, all illustrate the "food" related content on the "food" to the "food" related content on the "food" of the "food" of the "food" of the "food" of the "food". Food-related content has a great attraction to the audience. They not only contain the natural essence of the countryside but also the warmth and friendship of the hometown, demonstrating the local sentiment of "always thinking of a handful of soil in the hometown, not thinking of ten thousand taels of gold in other places", which has become an important carrier for conveying the sentiment of nostalgia and constructing collective memory.

Secondly, "Heaven, earth, mountains and water" ranked second in terms of importance, and was presented relatively more often in the program. Green mountains and green water to build a bridge of communication between man and nature, to bring people peace and comfort, is out of the traveler's inner side of the pure land. At the same time is also the cradle of inspiration for non-legacy creations, such as paper-cutting in Wenling, Zhejiang Province, the inheritors of the unique local marine culture to extract elements made of exaggerated romantic, unique art products, to achieve the purpose of living heritage. The average score of "buildings" is higher than the frequency of occurrence, and both traditional houses and landmarks have their unique features, which are some of the most common cultural carriers for the general public.

Table 5. Comparison of the reproduction data of the dimension of "objects" in nostalgic memories

Nostalgia Cultural Elements	Average score of importance	arrange in order	Frequency of appearance in the program	arrange in order
foods	4.34	1	17.21%	2
Art & Craft Products	3.35	5	38.16%	1
landscape	3.88	2	16.65%	3
flora and fauna	3.38	4	15.83%	4
building	3.8	3	12.15%	5

4.4   A Dimensional Reproduction of the "Field" of Nostalgic Memory in "China in the Non-Heritage"

As shown in Table 6. The frequency of "fields" in the Nostalgic Memory of China in Non-Heritage, in descending order, is: "streets and alleys" (47.05%), "indoor houses and courtyards" (20.21%), "mountains, waters and forests" (13.88%), "fields and meadows" (9.95%), and "modern venues and sites" (8.91%), "landscape and forest" (13.88%), "field and grassland" (9.95%), and "modern sites and venues" (8.91%). According to the results of the questionnaire, among the "scenes related to hometowns", the mean scores of the importance of each element, in descending order, were: "streets and alleys" (4.22), "indoor houses and courtyards" (3.86), "modern sites and venues" (8.91%), and "modernized sites and venues" (13.88%). 3.86), "landscape" (3.75), "fields and meadows" (3.62), and "modern venues" (3.37).

The order of importance of "scenes related to hometown" is the same as the order of mention rate in the program, which shows that the construction of scenes is very crucial, and is extremely important to the development of cultural dissemination and the creation of the atmosphere of the program. Among them, "streets and alleys" ranked first in terms of importance and mention rate, and "modernized sites and venues" ranked the lowest, which shows that traditional cultural scenes are an important means of constructing relevant collective memory, and the protection, development and inheritance of the atmosphere of traditional scenes are more and more emphasized by the state and industry institutions. It can be seen that traditional cultural scenes are an important means of constructing relevant collective memory, and the protection, development, and inheritance of traditional scene atmosphere are more and more emphasized by the state and industry organizations, and the recognition of the society is also getting higher.

Table 6. Comparison of the reproduction data of the dimension of "field" in nostalgic memories

Nostalgia Cultural Elements	Average score of importance	arrange in order	Frequency of appearance in the program	arrange in order
alleys	4.22	1	47.05%	1
Indoor House Yard	3.86	2	20.21%	2
mountains and forests	3.75	3	13.88%	3
field and meadow	3.62	4	9.95%	4
Modernization of sites and venues	3.37	5	8.91%	5

5   Conclusions

There are three modes of collective memory: "folk memory", "memorial memory", and "mediated memory", and mediated memory is predominant in postmodern societies where digital media is the main form of communication[13]. This paper analyzes the popular reality TV cultural program "China in Non-legacy" in 2023, and verifies that the collective memory of nostalgia is "people", "things" and "objects", The collective memory of nostalgia is the result of the four dimensions of "people", "things", "objects" and "scenes", among which characterization and scene construction are particularly important.

Specifically, the TV program should focus on constructing the collective memory of nostalgia, in the dimension of "people", the author believes that we can think of a multi-dimensional presentation of the content of the inheritors, and the program team can use intertextuality to construct multi-party discourse to guide the youth values[14], the non-heritage TV program should be more to show the status of the inheritors of all walks of life and the understanding of non-heritage, which is conducive to the establishment of a role model in the young people. It is conducive to setting up role models and triggering emotional resonance among young people. The molding of the inheritor needs to be presented through multi-dimensional thinking, such as the origin of the inheritor and the non-heritage? What kind of hometown sentiment drives him to the inheritance path? Create a three-dimensional character image, more infectious and persuasive. Secondly, it can be a breakthrough from the characters who have frequent social contact with the program characters, which is easy to stir up the memories of the audience, and at the same time, it will also strengthen the positive influence of the non-legacy on them.

In the process of constructing the "field" dimension, the program needs to incorporate modern elements into the traditional scene presentation to enrich the expression form of the work and realize the development of inheritance rather than innovation. We should also try to avoid the destruction of the traditional scene memory ecology by the modern urbanization construction, follow the national policy trend, and actively promote the improvement of the social and cultural status quo. Through the construction of scenes, the rendering of digital technology, and the advantages of the media memory mode, we can finally present the audience with a "realm" that connects the past and the bright future. Just as "China in Non-legacy" explicitly conveys a strong regional cultural atmosphere through the display of various non-legacy projects, cultural interpretation, etc., and embodies a warm humanistic atmosphere by showing the warm, simple, united and loving interactions between people, the presentation of the unique natural landscape in the countryside constitutes a green ecological atmosphere, and the descriptions of the revitalization of the countryside and the hometown's changes with the times, combined with the theme of innovation and inheritance of non-legacy, constitute a spiritual atmosphere of innovation and inheritance. The content constitutes the spiritual atmosphere of innovation and inheritance, adhering to the promotion of cultural self-confidence and self-improvement, so that the audience can feel the glittering power of China in the new era, and the sense of national pride and hometown belonging is also born. In this way, the program can reach a virtuous circle relationship with the audience, so that the public can meet the nostalgia through the program, remember the nostalgia,

and inspire a strong emotional motivation to build up their hometowns and give back to their hometowns.

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