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Navigating traditional TV and digital platforms in the global gastronomic landscape

Abstract. *This article delves into the dynamic transformation of culinary media, examining the evolution of cooking programs from traditional TV formats to the burgeoning landscape of digital platforms. With a focus on both cultural and technological shifts, the narrative unfolds the changing demands of modern audiences and the innovative responses from producers. Exploring the interplay between entertainment and education, the article navigates through the fusion of local and international culinary cultures, the rise of sustainability and ethical considerations, and the integration of cutting-edge technologies. It also emphasizes the role of social media trends, user-generated content, and the influence of food influencers in shaping the narrative of cooking programs. The exploration extends to the impact of international collaborations and the growing global appreciation for diverse culinary traditions. Finally, the article envisions future trends, foreseeing a convergence of functionality and communication features, increased audience interactivity, and the potential integration of AI-generated content. As cooking programs continue to serve as a bridge connecting food, culture, and technology, the article aims to provide a comprehensive understanding of the digital age's influence on this vibrant and evolving genre.*

Keywords: *cooking programs; media comparison; cultural exchange; audience interaction; future trends; augmented reality (AR); virtual reality (VR).*

Традиционные телевизионные и цифровые платформы в глобальном гастрономическом пространстве

Аннотация. *В статье описано динамичное преобразование кулинарных медиа, эволюцию кулинарных программ от традиционных телевизионных форматов к цифровым платформам. Сделан акцент на изменяющиеся запросы современной аудитории и инновационные ответы производителей, роль трендов социальных медиа, контента, созданного пользователями, и влияние пищевых инфлюэнсеров на формирование сюжета кулинарных программ, а также уважение к разнообразным кулинарным традициям. Рассмотрены будущие тренды, слияние функциональных и коммуникационных возможностей, повышенная интерактивность*

аудитории и потенциальная интеграция контента, созданного искусственным интеллектом. Поскольку кулинарные программы продолжают служить мостом, соединяя еду, культуру и технологии, раскрыто влияние цифровой эпохи на этот яркий и развивающийся жанр.

Ключевые слова: *кулинарные программы; сравнение медиа; культурный обмен; взаимодействие с аудиторией; будущие тренды; дополненная реальность; виртуальная реальность .*

In recent years, with the improvement of people's living standards, the audience's demand for spiritual consumption is also increasing. Many food programs jump out of the fixed cycle mode of "cleaning-cooking-cooking" to help food establish a different narrative logic, so that the kitchen is no longer the only cradle of feeding stories, and the extension of food is constantly expanding. However, with the passage of time, these programs began to incorporate more entertainment elements, such as celebrity chef confrontation, food travel exploration and so on, in order to attract a wider audience. In the 21st century, with the rapid development of Internet and social media, cooking content has begun to flourish on platforms such as TV, Tik Tok or other digital media platforms. These emerging platforms are characterized by their high interactivity and immediacy, which provide brand-new opportunities for the innovation of cooking programs and audience participation [1, p. 81]. Modern audiences not only pursue the practicality of recipes, but also look for content that can provide visual feast, share cultural stories and reflect contemporary dietary trends. This change in demand has prompted the producers of cooking programs to explore new narrative methods and creative expressions, such as combining local and international food culture exploration, using innovative shooting techniques to enhance visual effects, and introducing celebrity guests to participate in interaction, so as to attract a wider audience [2, p. 43]. In addition, with the rise of healthy diet and sustainable lifestyle, more and more programs begin to pay attention to these topics, reflecting the public's concern about food sources and production methods.

In 2023, eleven departments, including the National Development and Reform Commission, jointly issued guiding opinions on cultivating traditional superior food producing areas and local specialty food industries, which defined the development goals of traditional superior food producing areas and local specialty food industries. Due to the change of this media environment, CCTV actively responded to the audience's needs and launched a series of wonderful food travel programs. These programs cover from the classic food that the public likes to the special food of the minority, showing the fusion of Chinese and Western food cultures and the authentic folk customs in all parts of China. Through

these programs, the audience can enjoy a visual feast of food while deeply understanding the cultural story and regional characteristics behind each dish. On the other hand, these food programs are not only a delicious audio-visual feast for the audience, but also a journey of exploring culture and tourism. They closely combine food with culture, history and tourism, and show the audience the colorful traditional culture and folk customs of China. For example, some programs may lead the audience into remote mountain villages, explore local traditional cooking methods, or introduce the unique ingredients and cooking skills in a certain area, which not only enriches the audience's knowledge, but also creates a unique business card for local cultural tourism.

In traditional media, especially on TV platforms, cooking programs are often characterized by their professionalism, systematicness and education, with emphasis on teaching cooking skills and spreading food culture. These programs are usually hosted by experienced chefs or food experts, and adopt well-planned scripts and fixed program formats to provide detailed cooking guidance and in-depth knowledge of ingredients. In contrast, new media platforms, such as iQiyi, Weibo and Tik Tok, have brought revolutionary changes to the expression of cooking programs because of their high interactivity and immediacy. The cooking content on these platforms is more diversified and personalized, from fast-paced short videos to real-time interactive live broadcasts, which greatly enhance the audience's sense of participation and interactive experience [3, p. 76].

In the field of traditional TV media in China, cooking programs are famous for their professionalism and education, and have become one of the favorite programs for the vast audience. CCTV's *China on the Tip of the Tongue* is the best in this category. This program is not only a simple display of delicious food from all over China, but also a journey of in-depth cultural and historical exploration. In the program, each local specialty food is endowed with rich cultural connotation and historical background, which enables the audience to enjoy the visual and taste feast, and at the same time, gain an in-depth understanding of the customs and traditions of various regions in China. For example, the program will introduce in detail the historical origin of a certain food, or the production technology of special dishes in a certain region. Through these in-depth introductions, the audience will have a deeper understanding of China's regional culture [4, p. 67]. This in-depth presentation of content, coupled with high-quality production, makes *China on the tip of the tongue* a cultural TV program with far-reaching influence.

Another feature of this kind of traditional TV cooking programs is their fixed broadcast time and format. Different from the instant update and flexibility of new media, this traditional feature of TV programs ensures

the consistency and systematization of content. For example, programs are usually broadcast at a fixed time period, and viewers can arrange time to watch them according to their own schedules. This regularity makes programs more likely to become a part of their lives. At the same time, the fixed format of the program, such as the introduction part at the beginning, the detailed display in the middle and the final summary, makes the content more coherent and easy for the audience to understand and absorb. This combination of professionalism and education, coupled with high production quality, makes the cooking programs on traditional TV media an important channel to spread the food culture and history of China, which is deeply loved and respected by audiences of all ages.

In the field of video streaming media in China, platforms such as Iqiyi and Tencent Video are redefining the concept of cooking programs in their innovative ways. These platforms have invested a lot of resources, not only in traditional cooking teaching and food display, but also in the diversity of program forms and contents. For example, reality show-style cooking competition programs, such as Food Adventure, combine cooking and competition elements to create a new viewing experience. In these programs, contestants not only show their cooking skills, but also complete various challenges within a limited time, which increases the tension and entertainment of the programs. In addition, these platforms have also launched in-depth exploration of food documentaries, such as “Flavor in the World” by iQiyi, which not only shows the ingredients and cooking methods in all parts of China, but also digs deeper into the cultural stories and historical origins behind these foods, providing viewers with a brand-new intellectual audio-visual experience.

Compared with traditional TV media, video streaming media platforms are more flexible and innovative in the presentation of cooking programs. The advantages of these platforms are that they can update the content at any time, and the audience can freely choose the viewing time according to their own schedule, which greatly increases the convenience and selectivity of the audience. In addition, the interactive functions of the streaming media platform, such as comment area and praise function, also provide the audience with opportunities to interact with the program and share their views. This interaction not only enhances the audience’s sense of participation, but also enables the program content to be adjusted and optimized according to the audience’s feedback [5, p. 115]. Therefore, the video streaming media platform is leading the new trend of cooking programs through its technical advantages and innovative thinking, providing viewers with a richer and more diverse experience of food culture.

In the future, cooking projects on TV and social media will further integrate functionality and communication features to create a richer

audience experience. With the continuous progress of technology and the change of media consumption habits, TV cooking programs are expected to pay more attention to interactivity and audience participation, and may provide a more immersive viewing experience by integrating augmented reality (AR) or virtual reality (VR) technologies.

As we embrace the future of culinary media, the integration of augmented reality (AR) and virtual reality (VR) technologies promises to revolutionize the viewer's culinary experience. Augmented reality, in particular, holds immense potential to elevate cooking programs to new heights. Imagine a scenario where viewers can use their smartphones or AR glasses to overlay step-by-step cooking instructions onto their kitchen counters in real-time, guided by celebrity chefs or local experts. This not only enhances the educational aspect but also provides an interactive and immersive experience for the audience. Moreover, AR can transport viewers to different culinary landscapes, allowing them to virtually explore the origins of ingredients, witness traditional cooking methods, and engage with diverse food cultures. The potential for audience interaction within these augmented environments is vast, creating a personalized and participatory experience.

On the other hand, virtual reality (VR) can offer a fully immersive journey, transporting viewers to virtual kitchens or even the bustling streets of global culinary hubs. Cooking programs can leverage VR to create realistic and engaging scenarios, enhancing not only the educational aspect but also the entertainment value of the content. The fusion of AR and VR in cooking programs represents a significant leap forward, ensuring that audiences are not just passive observers but active participants in their culinary exploration.

At the same time, the cooking content on social media platforms will continue to be personalized and diversified, emphasizing instant interaction with the audience and community building, such as live cooking and audience voting for ingredients. In addition, with the application of big data and artificial intelligence technology, the content creation and recommendation of cooking programs will meet the needs of different audience groups more accurately, and cooking projects on TV and social media will continue to innovate to meet the diverse needs of audiences in the digital age and become an important bridge connecting food, culture and technology [6, p. 99].

As we navigate the dynamic landscape of culinary media, it becomes evident that the future is marked by a harmonious convergence of tradition and innovation. Traditional TV cooking programs, known for their professionalism and educational value, are adapting to the changing media landscape by incorporating more interactive elements and increasing

audience participation. The fixed broadcast time and format, once considered a hallmark of traditional TV, now coexist with the flexibility and innovation of new media platforms.

Simultaneously, video streaming platforms continue to redefine the concept of cooking programs. The flexibility and innovation of these platforms, combined with their interactive features, offer viewers a more personalized and diverse experience of food culture. The ability to update content in real-time, coupled with interactive functions like comment sections and live engagements, positions video streaming media as trailblazers in the culinary media landscape.

Looking ahead, cooking programs on both TV and social media are poised to further integrate functionality and communication features, creating richer and more immersive audience experiences. The anticipated use of augmented reality (AR) and virtual reality (VR) technologies will likely transform cooking shows into interactive, educational, and visually captivating experiences. In this ever-evolving landscape, the culinary media serves as a vital bridge connecting food, culture, and technology, catering to the diverse needs of audiences in the digital age.

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