



The Impact of a Cultural Documentary on the Tibetan Jump Cao Gai Ceremony
to Enhancing Student Learning Outcomes

Yezhu Song

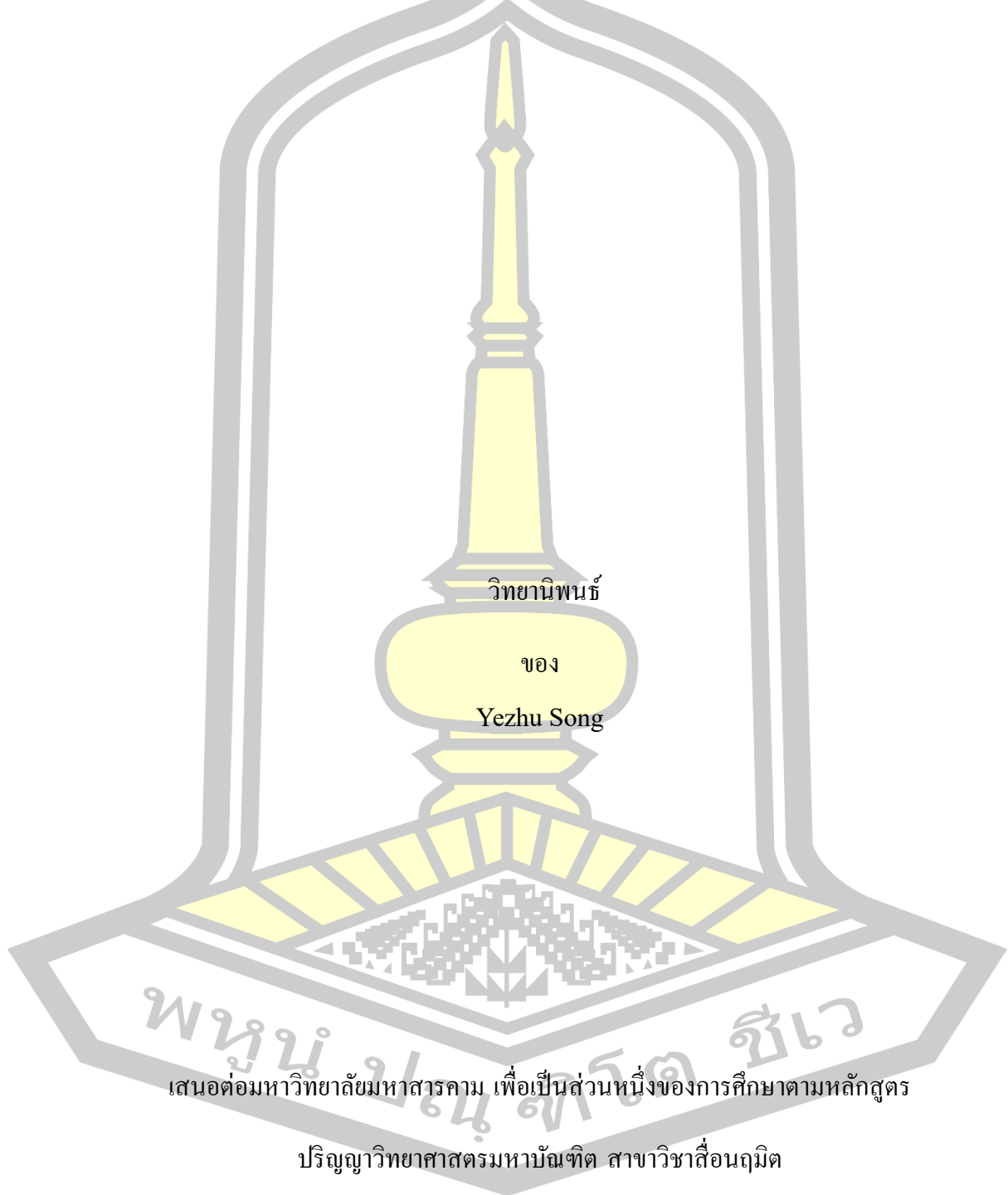
พหุบัณฑิต ชีวา

A Thesis Submitted in Partial Fulfillment of Requirements for
degree of Master of Science in Creative Media

June 2025

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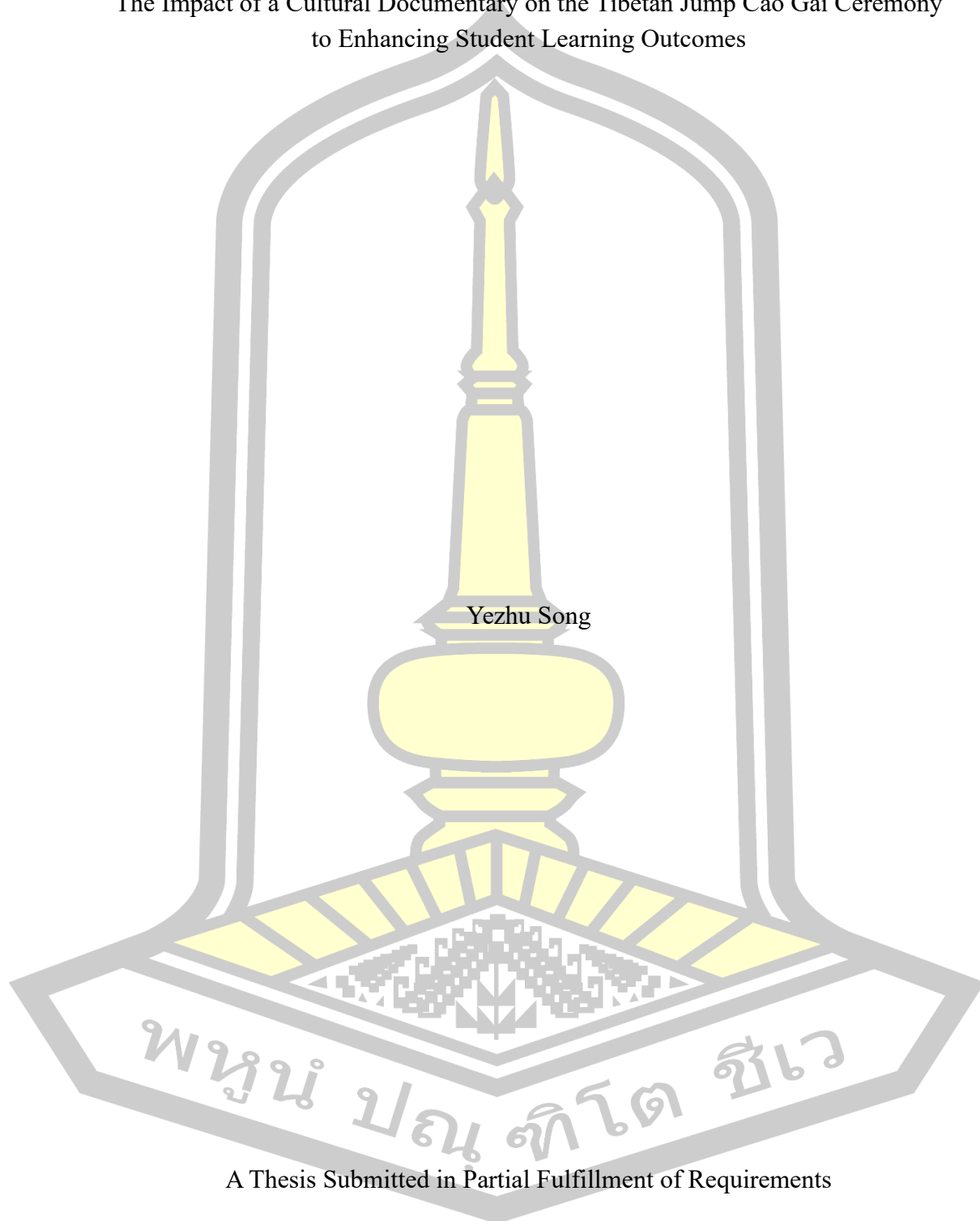
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A Thesis Submitted in Partial Fulfillment of Requirements

for Master of Science (Creative Media)

June 2025

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The examining committee has unanimously approved this Thesis, submitted by Ms. Yezhu Song , as a partial fulfillment of the requirements for the Master of Science Creative Media at Maharakham University

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TITLE	The Impact of a Cultural Documentary on the Tibetan Jump Cao Gai Ceremony to Enhancing Student Learning Outcomes		
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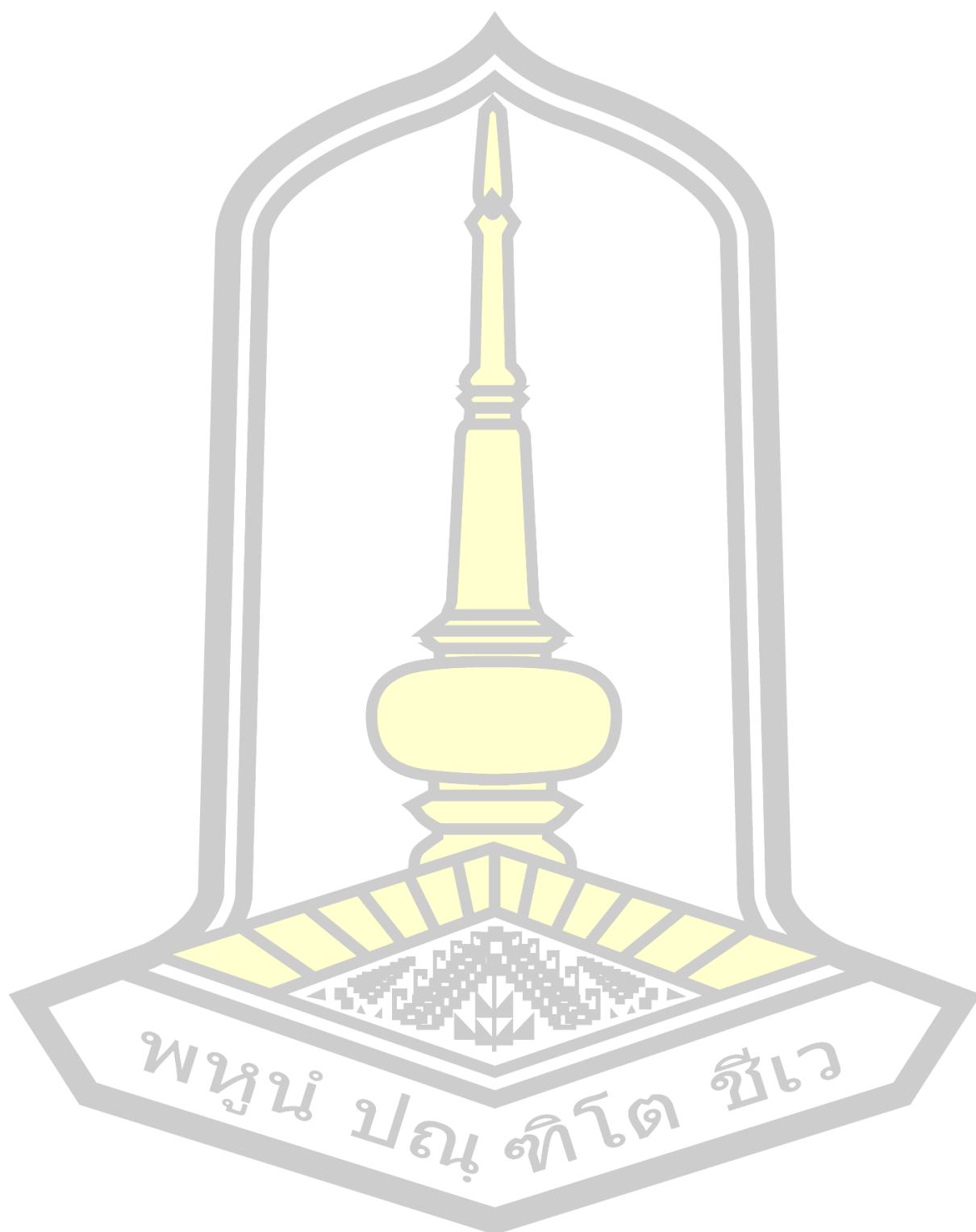
ABSTRACT

The cultural documentary takes "Jump Cao Gai" as the core image, begins with the Baima Tibetan Cao Gai ceremony as the cultural coordinate, through the handmade mask process of the national non-genetic inheritor Tian Huta as the narrative anchor, which finally leads to the modern inheritance problem of "Jump Cao Gai" and triggers the audience's deep thinking. The research on the impact of a cultural documentary on the tibetan Jump Cao Gai ceremony to enhancing student learning outcomes aims to: 1) study the important elements affecting success in "Jump Cao Gai" culture documentaries 2) produce a culture documentary of "Jump Cao Gai" 3) study the Student Learning Outcomes after watching the culture documentary. The sample group consisted of 30 students, selected by Cluster random sampling. The research instruments included 1) Interview form 2 Questionnaire 3) Culture documentary 4) Quality assessment of culture documentaries 5) Learning outcomes assessment form 6) Perception assessment form 7) Satisfaction assessment form. Statistical methods used were percentage, mean, and standard deviation. The research results showed that the effectiveness index of the cultural documentary on the tibetan Jump Cao Gai was 0.9010, indicating an 90.10% improvement in learning outcomes in students. Perception after watching the documentary was at the high level and satisfaction was at the high level too.

The study shows that the documentary has significant educational effect in the three dimensions of cognitive activation, emotional infiltration and value identity, which proves that cultural documentary does affect students' learning results to a certain extent.

Keyword : Culture documentaries, White Horse Tibetan, Jump Cao Gai, Learning

Outcomes, Satisfaction



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Time, such as gurgling streams, inadvertently has been dripping over the long years of master's career. When I draw the last full stop for this paper with painstaking effort and sweat, my heart is full of emotion and gratitude, Those who give me support and help on the academic road, like stars lit up my long journey.

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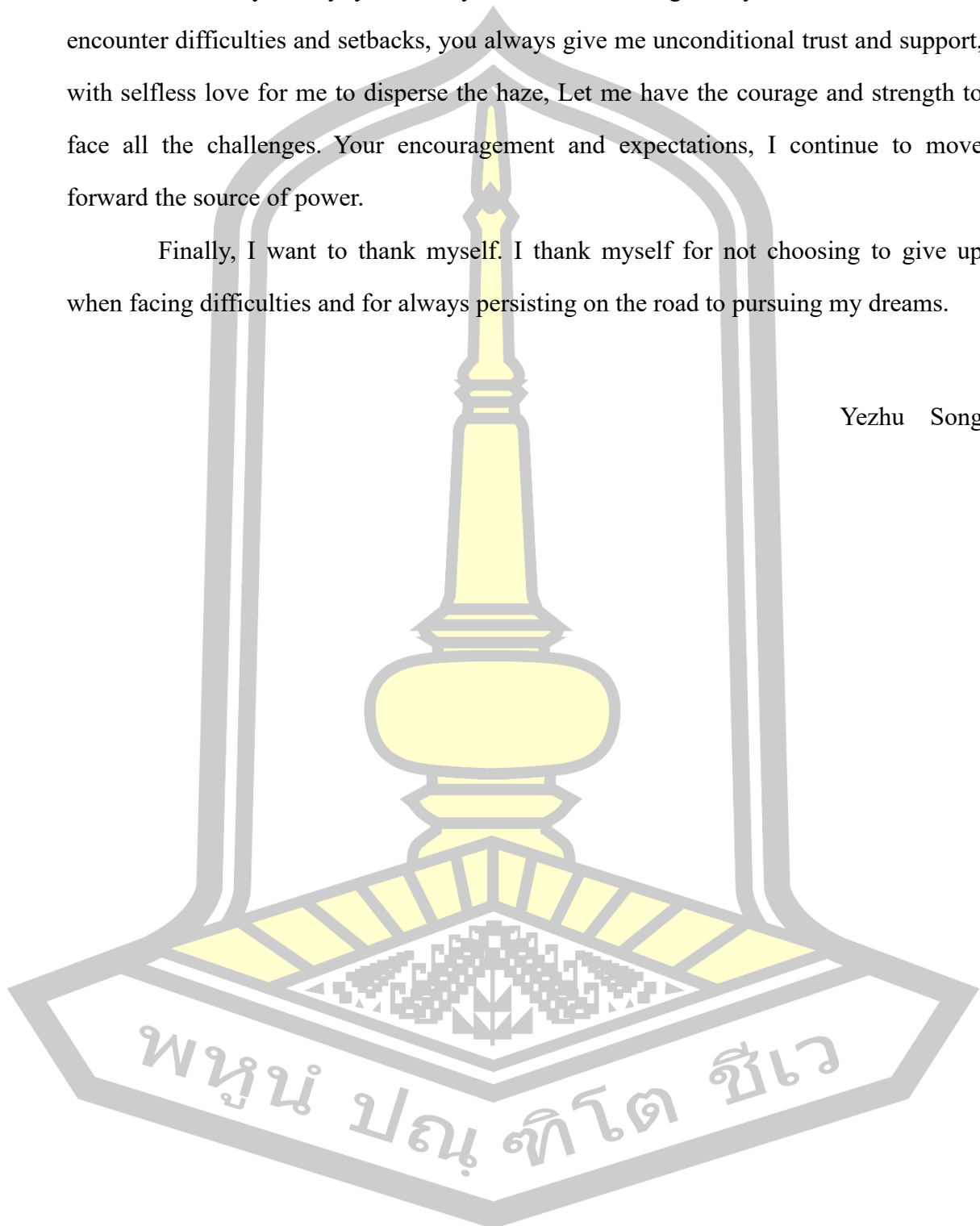


TABLE OF CONTENTS

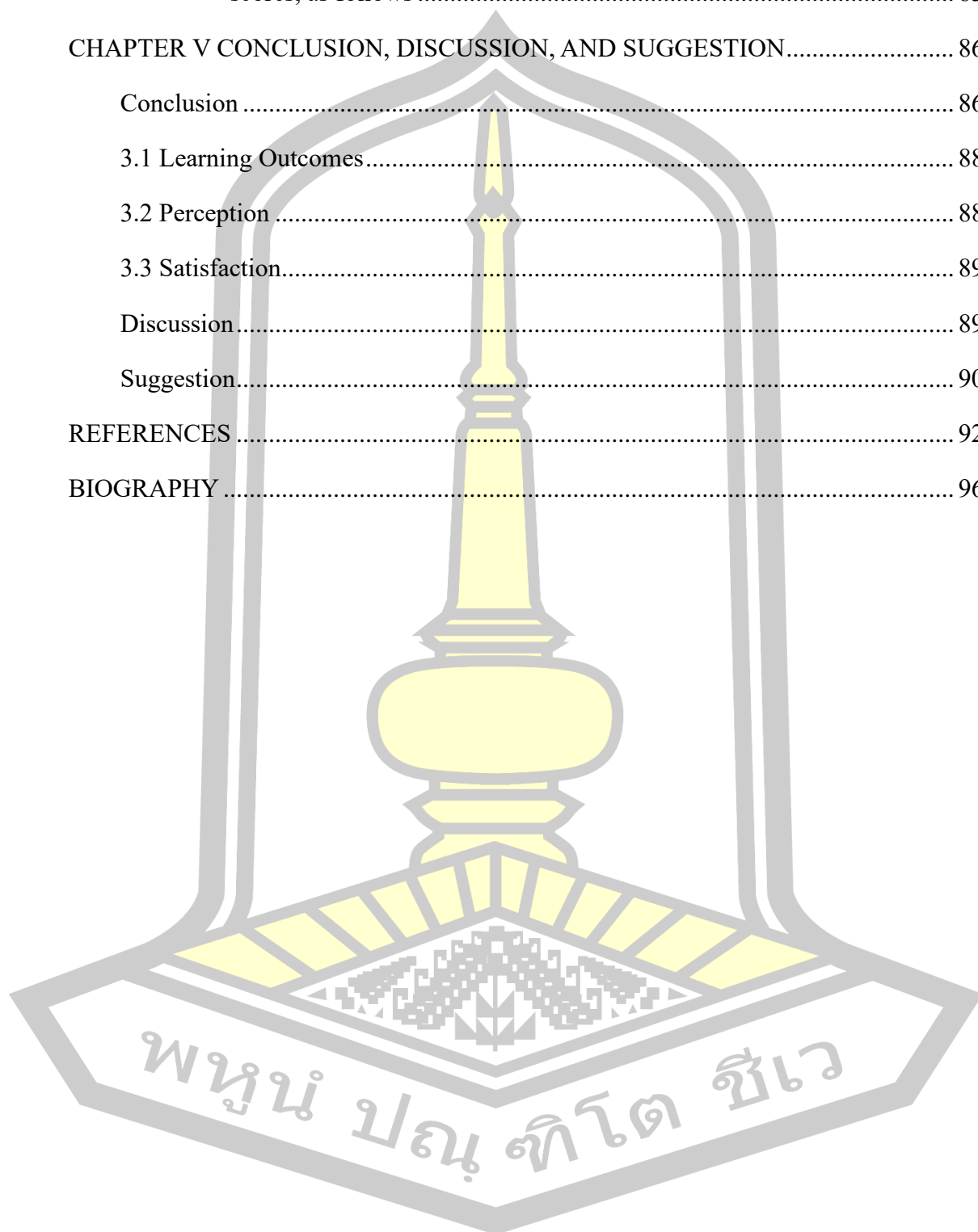
	Page
ABSTRACT.....	D
ACKNOWLEDGEMENTS.....	F
TABLE OF CONTENTS.....	H
CHAPTER I INTRODUCTION.....	1
1.1 Research Background.....	1
1.2 Research Question.....	2
1.3 Research Objectives.....	3
1.4 Scope of Research.....	3
1.5 Terminologies.....	4
1.5.1 Culture documentaries.....	4
1.5.2 White horse Tibetan.....	4
1.5.3 Jump Cao Gai.....	5
1.5.4 Learning outcomes.....	5
1.5.5 Satisfaction.....	5
1.5.6 Impact of a Cultural Documentary.....	5
CHAPTER II LITERATURE REVIEW.....	6
2.1 Culture Documentary.....	6
2.1.1 Features of culture documentaries.....	6
2.1.2 Definition and characteristics of cultural documentaries.....	7
2.1.3 The significance of cultural documentaries.....	8
2.1.4 The development trend of cultural documentaries.....	9
2.1.5 The documentary of Baima Tibetan Jump Cao Gai in Pingwu, Sichuan has far-reaching significance.....	10

2.2 Video Culture Documentary in Youku.....	11
2.2.1 Cultural documentary in Youku Video.....	12
2.2.3 Opening section of the cultural documentary	13
2.2.3 Narrative narrative of cultural documentaries	15
2.2.4 The End of a cultural documentary.....	17
2.2.5 The future outlook of cultural documentaries in Youku Video.....	18
2.3 Creative theory support.....	20
2.3.1 Creative concept	20
2.3.2 Narrative strategy.....	22
2.3.3 Filming technique	23
2.3.4 Technical application	24
2.3.5 Creative theory in cultural documentaries	25
2.4 Media acceptance.....	30
2.4.1 Diversity of media selection	31
2.4.2 Frequency of media use	32
2.4.3 Media Content Preferences	33
2.4.4 Media Impact and Problems	34
2.4.5 Coping strategies.....	35
2.5 White horse Tibetan and Jump Cao Gai	37
2.5.1 The origin of history	37
2.5.2 Process and content of the ceremony.....	38
2.5.3 Cultural symbolism.....	41
2.5.4 State-of-the-art	42
2.5.5 Influence of rituals on local culture and society	43
2.6 E.I.....	45
2.6.1 Concept analysis	45

2.6.2 Type of key indicators.....	45
2.6.3 Data collection and evaluation methods	46
2.6.4 Practical significance of efficiency improvement.....	46
2.6.5 Challenges and solutions	47
2.7 learning outcomes	47
2.7.1 Concept	47
2.7.2 Components	47
2.7.3 Measurement criteria	48
2.7.4 Function and meaning.....	49
2.7.5 Impact and meaning.....	49
2.8 Theory about satisfaction.....	50
2.8.1 The meaning of satisfaction	50
2.8.2 Concept of satisfaction.....	52
2.8.3 Criteria for evaluating satisfaction.....	53
2.9 Related researches.....	54
2.10 Conceptual framework.....	57
CHAPTER III RESEARCH METHODOLOGY	58
3.1 The group providing information.....	58
3.2 Population and sample	60
3.3 Research Variables	60
3.4 Research Instrument	60
3.5 Creating Research Instrument.....	60
3.6 In Experimental Procedures.....	68
3.6.1 Pre-test	68
3.6.2 Video Intervention	68
3.6.3 Post-test.....	69

3.6.4 Perception assessment form.....	69
3.6.5 Satisfaction assessment form.....	69
3.6.6 Data collection and analysis.....	69
3.7 Data Collection and Data Analysis.....	69
3.8 Statistics used to analyze data.....	70
CHAPTER IV DATA ANALYSIS RESULTS.....	71
4.1 Data analysis results: To study the important elements affecting success in “Jump Cao Gai”culture documentaries.	71
4.1.1 Pre producing the video, the researcher conducted the following actions	71
4.1.2 Producing the video, the researcher conducted the following actions...	71
4.1.3 Post producing the video, the researcher conducted the following actions	72
4.1.4 Summarize the successful experience of 10 documentaries.....	73
4.2 Results of quality analysis (Quality level)of a culture documentary of “Jump Cao Gai” by 3 experts.The mean and standard deviation of the documentary quality level were calculated by analyzing and interpreting the mean scores using the following criteria.....	74
4.3 Data analysis results:To study the Student Learning Outcomes after watching the culture documentary.....	77
4.3.1 Pre-trial scores and post-learning outcome scores of 30 subjects were analyzed and equally compared using the valid index (E.I).....	77
4.3.2 By using the criteria of analysis and translation of average score data, conduct the perception analysis of the content of 30 samples, and the mean (mean) and standard deviation (SD) of the perceived level of documentary content are calculated, as follows	80
4.3.3 Satisfaction assessment of 30 people after watching the documentary. The mean and standard deviation of the satisfaction level were	

calculated by using the standard analysis and translating the average scores, as follows	83
CHAPTER V CONCLUSION, DISCUSSION, AND SUGGESTION.....	86
Conclusion	86
3.1 Learning Outcomes.....	88
3.2 Perception	88
3.3 Satisfaction.....	89
Discussion.....	89
Suggestion.....	90
REFERENCES	92
BIOGRAPHY	96



CHAPTER I

INTRODUCTION

1.1 Research Background

Baima Tibetan, also known as the white horse, is living in Gansu province, shazhong ningqiang county and pingwu county, A ba Tibetan and qiang autonomous prefecture of jiuzhaigou county border minshan eastern heaven ridge of a group, a population of more than 20000 (2020 years) (The Pingwu County Government Network, Sichuan Province, China,2022) , national language for white language, belief for nature worship, benzene, Buddhism.

"Cao Gai" is the white horse language, which originally refers to the mask. In the ceremony, it refers to "the person wearing the mask of Cao Gai". "Jump Cao Gai" is a sacrificial dance performed by the Baima Tibetan at the end of the year. The basic structure is a sacrificial dance performed by 5-7 people wearing "Cao Gai" masks and accompanied by the religious profession "White mother". The "jump" lasted 24 hours, starting when the sun sets on the fifth day of the Spring Festival and ending at noon on the sixth day of the day. The period includes the worship of heaven, god, ancestor worship, exorcism ceremony and sacrificial dance. (Min Lu, Thesis, Sichuan Conservatory of Music, Study on the ceremony of "Jump Cao Gai" in Pingwu, Sichuan, p10-25, 2024)

Baima people in Pingwu County, Mianyang City, Sichuan Province, are good at singing and dancing, which is an integral part of their life. At the same time, Baima Eighteen Village is also a unique scenery line, and also in the Baima Wanglang Reserve, there are many wild animals and giant pandas in the primeval forest. With the development of time, the transportation gradually convenient, these unique conditions gave birth to a tourist resort. Every year May Day, National Day, New Year's Day, Spring Festival, there are a lot of tourists to see the white horse people style, especially the fifth day of the first month, the "Jump Cao Gai" ceremony, the crowd, crowded, white horse people are also very hospitable, take out their own beef and mutton, homemade mead to entertain the guests coming from afar. The tourism industry of Baima ancient village is becoming more and more perfect, and there will be several folk inns in each village, providing accommodation, food, clothing and photography, etc. According to statistics, there are tens of thousands of tourists coming every year, which brings a certain income for the Baima people, and also lays a foundation for the development of Baima culture.

In recent years(Xie Shan, Dissertation, Changchun Normal University, Master of Characteristic Tourism Product Development and Research in the Northern Mountains of Mianyang, p21-25, 2023), the convenience of transportation and the superior beautiful scenery of Pingwu let the Baima people smell the means of making a living, and the Wanglang scenic spot has also become a major factor in the development of Baima people tourism.

With the advancement of modernization, many traditional cultures are gradually disappearing, which are impacted by the rapid urbanization and modern lifestyle. The appearance of documentaries makes these endangered traditional cultures to be recorded and become an important material for future generations to study and study(Huang Jiajia.,Audio-visual,The supporting strategy and practice of documentary in the non-genetic inheritance and development,p4-6,2024).

The Baima Tibetan is a fresh sample of the oldest Tibetan culture on this continent. The existence of the Baima Tibetan, its culture itself, all have unusual significance. The documentary takes the Cao Gai mask in the traditional art of Baima Tibetan, and expounds the traditional culture and art of Baima Tibetan through the production of Cao Gai mask. To a certain extent, deepen the research on Baima Tibetan traditional culture and enrich the research content of Baima Tibetan traditional culture.

The documentary will feature the Tianhu Tower, the heir of the intangible cultural heritage, to shoot the mask making process and ceremony process, showing the unique artistic charm of Cao Gai Mask and the significance and function of the Cao mask in the sacrificial activity of "Jump Cao Gai" in Baima Tibetan folk culture. Understanding the folk customs of Baima Tibetan and the unique mask art of Baima Tibetan, make more people understand the production of Cao Gai mask, make people more familiar with the intangible cultural heritage of Cao Gai mask, so as to better promote its protection and research.

Baima Tibetan has its own unique religious beliefs, clothing customs, music and dance and other cultural elements, which is an important part of national identity. The production of documentaries not only stimulates the pride of ethnic minorities in their own culture, makes them rethink their cultural values and strengthen their national identity, but also makes more people know about them, reduce the existence of racism, and improve the inclusiveness and sharing of society.

The production and broadcast of documentaries can not only convey information, but more importantly, they can attract social attention and discussion. When the traditional culture of Baima Tibetan is facing a crisis, the display of documentaries can arouse people's attention to the problem, and then promote the joint efforts of the society to protect and inherit the traditional culture.

The study of this cultural documentary "Jump Cao Gai" can bring about many changes, such as the public's cognition of traditional culture, the increase of social attention and discussion, the promotion of cultural inheritance and innovation, the promotion of cultural tourism and economic development, and the enhancement of national pride and cultural confidence.

1.2 Research Question

1.2.1 What are the appropriate elements of a culture documentary

1.2.2 How to create a high-quality cultural documentary

1.2.3 To what extent do culture documentaries to Enhancing Student Learning Outcomes

1.3 Research Objectives

1.3.1 To study the important elements affecting success in “Jump Cao Gai” culture documentaries.

1.3.2 To produce a culture documentary of “Jump Cao Gai”.

1.3.3 To study the Student Learning Outcomes after watching the culture documentary.

1.4 Scope of Research

1.4.1 The group providing information on the content of the ritual consists of:

Look for three sources of information, 1 person from community representative in the field, 1 person from village philosophers who are experts in performing ceremonies, 1 person from cultural inheritors.

1.4.2 Watch ten documentaries from the last decade to analyze the reasons for its popularity

Excellent cultural documentaries usually attract the attention of the audience with an engaging opening, such as quickly bringing the audience into the thematic atmosphere through stunning visuals, engaging feature segments or engaging narration. Shortly after the opening ceremony, the documentary will provide a background introduction about the theme culture, including its historical origin, regional characteristics, cultural significance, etc., to build a clear cognitive framework for the audience.

The story-based narrative technique is adopted to transform the complex cultural phenomenon into vivid story plots, so that the audience can resonate with the content emotionally. At the same time, through the multi-angle, multi-level narrative, let the audience have a deeper understanding of the culture. Experts and scholars are invited to conduct interviews and interpretation to increase the knowledge and authority of documentaries.

At the end of the documentary, it usually causes the audience to have a profound reflection and enlightenment on the cultural phenomenon, and encourages the audience to have a deeper thinking and understanding of the traditional culture.

1.4.3 Expert panel providing advice on documentary filming, which includes: 3 people providing information on culture documentaries.

1.4.4 Population and sample

1) Population: The group included those who watched it. This group will be produced in the 18-year-old senior three students. There are a total of 250 students in Zitong High School.

2) Sample group: Using Cluster random sampling, select One class, Class one, senior three, with 30 students.

1.4.5 Research Instrument:

- 1) Interview form
- 2) Questionnaire
- 3) Culture documentary
- 4) Quality assessment of culture documentaries
- 5) Learning outcomes assessment form
- 6) Perception assessment form
- 7) Satisfaction assessment form

1.5 Terminologies

1.5.1 Culture documentaries

The documentary records in detail the whole process of the traditional dance "Jump Cao Gai" in the form of video, including its historical origin, ritual process, body language, instrumental rhythm, etc., leaving valuable cultural materials for future generations. As an educational tool, it will spread the cultural connotation and national characteristics of "Jump Cao Gai" to the local teenagers and tourists, and enhance their understanding and pride in the local culture. At the same time, by showing the unique charm of this cultural activity, more and more people become interested in it and participate in its dissemination. The broadcast of the documentary may attract more tourists to watch the "Jump Cao Gai" performance, thus promoting the development of local tourism. The increasing number of tourists will promote the prosperity of the local economy and bring more employment opportunities and income sources to the villagers.

1.5.2 White horse Tibetan

Baima Tibetan, also known as Baima, lives in an ethnic group in Wenxian County, Longnan City, Gansu Province, China, Ningqiang County, Hanzhong City, Shaanxi Province, and Sanshan junction of Pingwu County, Mianyang City, Sichuan Province, and Jiuzhaigou County, Aba Tibetan and Qiang Autonomous Prefecture. According to statistics, as of 2020, the white horse living here is about twenty thousand, In their early days, they were relatively closed and had no language of their own, making it more difficult to communicate with other ethnic groups. They lived in

the mountains, so inconvenient transportation and the ethnic attribute led to never communication with other ethnic groups. They make a living in their settlements, and they live with nature. They believe in the sacred mountains behind them, and they believe in all living things.

1.5.3 Jump Cao Gai

"Cao Gai" is a word translated by the Baima voice. Since the Baima people have no words, the word "Cao Gai" written in Chinese originally refers to the mask, which specifically refers to "the person wearing a mask" in the sacrificial ceremony. "Cao Gai" refers to the ritual ceremony held from the fifth to the sixth day of the next lunar month through the consultation of the selected year. The most core is a sacrificial dance performed by a team of single people (usually no more than 11 people) each wearing a "Cao Gai mask".

1.5.4 Learning outcomes

Learning results refer to the specific achievements and progress made in the learning process through knowledge absorption, skills mastery and thinking development. Learning excellent cultural documentaries can bring various learning results, which not only enrich personal knowledge reserve and skill level, but also promote the all-round development of emotion, values, cross-cultural communication ability, innovative thinking and personal growth.

1.5.5 Satisfaction

Satisfaction is a state of mind. It is the pleasure of feeling after the customer's needs are satisfied, and it is the relative relationship between the customer's prior expectation of the product or service and the actual feeling after the actual use of the product or service. If you use numbers to measure this mental state, this number is called satisfaction, customer satisfaction is the basic condition of customer loyalty.

1.5.6 Impact of a Cultural Documentary

Cultural documentaries not only play an important role in cultural communication, social cognition, educational enlightenment and other aspects, but also can promote cross-cultural exchanges, drive the development of tourism, and stimulate social change and innovation. An excellent cultural documentary has many influences on students' learning ability, including broadening knowledge horizons, stimulating learning interest, improving cognitive ability, cultivating critical thinking and promoting cross-cultural communication ability.

CHAPTER II

LITERATURE REVIEW

2.1 Culture Documentary

Culture documentary is a documentary that introduces the landscape, culture, history, folk customs and other contents along the way. Through vivid images and unique perspectives, this kind of documentary allows the audience to appreciate the natural beauty and cultural customs of different regions, with high ornamental value and practicality(Chen Dong,Thesis, Changchun University of Technology,Cultural tourism documentary "Weishan",p5-7,2020).

Cultural documentary is a documentary type based on historical culture, national culture and cultural landscape to show the life existence and spiritual will of a certain nation or group(He Jinyan, master's thesis of Hebei University, Multi-modal Discourse Analysis of the historical and cultural documentary Hexi Corridor, p1-15,2023). This kind of documentary has the characteristics of documentary, humanistic and aesthetic, which is easy to realize the most direct, vivid and efficient cultural communication and resonance, and has a unique and important function in the construction of national image.

Culture documentary as an important form of documentary, with tourism culture, tourism culture, the resource advantage into industry advantage, promote tourism image, promote the development of local tourism, carry forward the unique history and culture, promote the development of tourism industry innovation, is of great significance to promote the local economic development. As a cultural tourism documentary that records the mark of The Times and social changes, it is of great value for reviewing the history, reflecting the present and looking forward to the future.

2.1.1 Features of culture documentaries

Culture documentaries pay more attention to the exploration of rich and symbolic things in the landscape, and clearly show the artist's emotional tendency and ideological intention(Hao Dana,Journal of Weinan Normal University,Take the travel program "Walker" as an example,p93-94,2016).

The core of cultural documentary is to deeply explore and display all aspects of culture, including history, tradition, customs, art, belief and so on. They not only show the external expression of culture, but also aim to reveal their internal logic, values and social functions, so as to present the depth and breadth of culture.

Based on documentary records, cultural documentaries strive to restore the true appearance of cultural phenomena through real video materials, interviews, explanations and other explanations. At the same time, they also pay attention to artistic expression, and use superb photography skills, editing techniques and music and other artistic elements, to enhance the appreciation and appeal of the film.

It is often unique in its narrative structure and expression mode. They may adopt linear narratives or nonlinear narratives, showing the complexity and diversity of the culture through the interweaving of multiple story lines or character threads. At the same time, they are also good at using rhetorical devices, such as symbols and metaphors, as well as close-up, slow-motion and other shooting techniques, to enhance the expression and appeal of the film. This unique narrative structure and expression makes cultural documentaries more fascinating, allowing the audience to think deeply about the connotation and value of culture while appreciating the film.

As an important carrier of cross-cultural communication, cultural documentary has the characteristics of promoting the understanding and respect between different cultures. By displaying the cultural phenomena and cultural heritage of different regions, different nationalities and different times, the audience can intuitively feel the diversity and uniqueness of the culture. At the same time, they also help the audience to understand the differences and commonalities between different cultures by revealing the historical, social and political factors behind the cultures, so as to enhance cross-cultural exchanges and understanding.

Cultural documentaries also have a strong educational and enlightening function. They use vivid video materials and in-depth interpretation to teach the audience historical knowledge, cultural knowledge and life wisdom. At the same time, they also stimulate the audience's emotional resonance and thinking by showing the stories and characters behind the cultural phenomena. This educational and enlightening function makes cultural documentary become an important resource for school, family and social education.

2.1.2 Definition and characteristics of cultural documentaries

Cultural documentaries deeply explore and present the historical culture, national culture and cultural landscape through the video language, showing the unique charm and spiritual outlook of a nation or group. Through high-definition video and sound technology, cultural documentaries make real and comprehensive records of the intangible cultural heritage, permanently preserving these precious human cultural heritage. This way of recording overcomes the limitations of traditional written recording, and enables the essence and charm of cultural heritage to be completely passed on to future generations. Documentary not only records the cultural heritage, but also presents the traditional cultural elements with a new perspective and form through innovative expression techniques and narrative methods, so as to make the

traditional culture radiate new vitality. At the same time, through the extensive dissemination and broadcast, the documentary has built a solid bridge for the popularization and inheritance of cultural heritage, and promoted the inheritance and development of culture.

Documentary: with real events or characters as the material, through on-site shooting and interviews, to truly record and present cultural phenomena and historical events.

Humanity: Focus on human cultural inheritance, values, life style and other aspects, and convey humanistic care and thinking through documentaries.

Aesthetic: using the aesthetic characteristics of image language, improve the aesthetic experience of the audience through picture composition, color collocation, music score and other means.

2.1.3 The significance of cultural documentaries

Cultural documentary is an important carrier of cultural inheritance and protection. By recording and displaying the cultural phenomena and cultural heritage of different regions, different nationalities and different times, they have left precious cultural memories for later generations. Such records can not only help to protect and inherit the endangered cultural heritage, but also to promote cultural diversity and richness.

By holding festivals and folk singing and dancing activities, it can not only carry forward the local history and culture, but also meet the tourist motivation of foreign tourists to seek novelty and novelty. Tourists come to go sightseeing, let the tourists understand the tourist destination, can also effectively protect these precious culture Heritage, enrich the cultural life of local residents, so as to build a harmonious social environment for tourist destinations(Gu Bingyan,dissertation, Zhejiang Gongshang University,Study on the scene dissemination of intangible cultural heritage,p28-32,2023).

Through high-definition image technology and exquisite picture texture, the documentary completely records every detail of the intangible cultural heritage, such as exquisite carving technology and vivid folk art performance. At the same time, advanced sound technology also enables documentaries to capture and restore the unique sound elements in cultural heritage, such as ancient singing, original instrument playing, etc., so that the audience can feel personally on the scene and personally feel the charm of these cultural heritage.

By revealing the historical, social, political and other factors behind the cultures, documentaries help the audience to understand the differences and similarities between different cultures. At the same time, they also display the universal values in the cultural phenomenon and the common spiritual pursuit of human beings to stimulate the emotional resonance and thinking of the audience, so as to promote the

in-depth development of cross-cultural communication and understanding.

By telling the stories and characters behind cultural phenomena, the documentary stimulates their emotional resonance and thinking. At the same time, they also guide the audience to establish a correct world outlook, outlook on life and values by displaying the excellent traditions and values in the culture. This educational and enlightening function makes cultural documentary an important resource for school, family and social education.

By revealing the social problems and contradictions behind the cultural phenomena, such as environmental problems, the dilemma of cultural inheritance, etc., the audience will pay attention to and think about the practical problems. This kind of reflection helps to improve the public's social cognition level and promote social progress and development.

With the increase of audiences' demand for cultural documentaries and the continuous expansion of the market, more and more production agencies and creators invest in the creation and production of cultural documentaries. This not only enriches the types and forms of cultural products, but also drives the development of relevant industrial chains, such as photography, post-production, distribution, etc. At the same time, excellent cultural documentaries can also drive the development of tourism in relevant regions and inject new vitality into the local economy.

By documenting and presenting traditional culture and national culture, cultural documentaries can help inherit and protect these precious cultural heritages and avoid them from gradually disappearing in the process of modernization (Li Ying, Master's thesis of Chongqing University, Create the Strategy of Intangible Cultural Heritage documentaries from the perspective of ethnology, p23-16,2020).

By displaying the unique cultural phenomena and spiritual views of a nation or group, the audience's sense of identity and pride in the culture is enhanced, and the national unity and social stability are promoted. As an important carrier of cross-cultural exchanges, cultural documentaries can promote the cultural exchanges and understanding of different countries, and enhance mutual friendship and cooperation. Some cultural documentaries showing natural scenery and cultural landscapes can attract audiences to the scene and promote the development of local tourism industry.

2.1.4 The development trend of cultural documentaries

Cultural documentaries have broader themes, covering the natural sciences, social sciences, humanities and historical sciences. From exploring the mysteries of the universe to documenting the development of society, from telling individual stories to reflecting the lives of groups, documentaries provide audiences with rich knowledge and information with their unique perspective and in-depth excavation. With the growth of audiences' demand for high-quality content, cultural

documentaries pay more attention to the depth and breadth of content production, and present more comprehensive and profound content to the audience through in-depth exploration of historical events, social phenomena and cultural heritage.

As a form of media with a strong sense of social responsibility, cultural documentary undertakes the cultural mission of recording history, spreading knowledge and enlightening ideas. With the development and progress of the society, cultural documentaries will play a more important role in achieving this mission. While inheriting traditional culture, cultural documentaries also pay attention to innovation and development. By excavating and presenting the essence and connotation of traditional culture, cultural documentaries show the diversity and innovation of contemporary culture, and inject new vitality into the inheritance and development of traditional culture.

The development trend of cultural documentaries is content diversification and in-depth mining, technological innovation and audio-visual experience upgrading, platform diversification and enhance audience interaction, international communication and cooperation, social responsibility and cultural inheritance. Together, these trends will jointly promote the continuous prosperity and development of the cultural documentary industry. With the further development of globalization and the increasingly frequent cultural exchanges, cultural documentaries will pay more attention to cross-cultural exchanges and international expression. In the future, cultural documentaries may pay more attention to the integration and innovation of diverse cultures, and present more colorful cultural phenomena and historical events through different perspectives and narrative ways. At the same time, with the continuous progress of science and technology and shooting technology, the production level of cultural documentaries will continue to improve, bringing more shocking and profound viewing experience to the audience (Zhao Xi, Zhang Yishu, Contemporary TV, Innovation and Development of Documentary in China in the past five years, p15-17,2019).

2.1.5 The documentary of Baima Tibetan Jump Cao Gai in Pingwu, Sichuan has far-reaching significance

The documentary truly records the complete process of the intangible cultural heritage of Baima Tibetan dance, including mask making, dance performance, sacrificial ceremony, etc., leaving valuable cultural materials for future generations. This not only contributes to the inheritance of Baima Tibetan culture, but also provides a model for other ethnic groups and regions to learn from. With the spread of documentaries, more people will understand and pay attention to the unique national cultural phenomenon of Baima Tibetan Jump Cao Gai, so as to improve their social awareness and influence(Li Xueqi, the master's degree thesis of Shandong Normal University, accepted the aesthetic perspective of the research on the video expression

of the Intangible Cultural Heritage Documentary, p61-66,2023).

Through the cultural tradition and national spirit of Baima Tibetan, which can enhance the sense of identity and pride of Baima Tibetan people in their own culture, and thus promote national unity and social stability. As an important carrier of cultural exchange, documentary can promote the cultural exchanges and understanding between different ethnic groups and different regions, and enhance the friendship and cooperation between each other.

Documentary films can be used as auxiliary textbooks for school education to help students understand and learn the cultural traditions and historical backgrounds of different nationalities, and cultivate students' multi-cultural literacy and global vision. For scholars in folklore, anthropology, sociology, and other fields, the documentary provides a wealth of field research data and data support, helping them to deeply study the cultural traditions and social changes of the Baima Tibetan people.

The creation of intangible cultural heritage documentary is based on the group gene and cultural spirit of the nation, based on historical facts Reasonable imagination, through the modern technique of expression to restore the real historical scenes, character events, will Intangible cultural heritage is presented to the audience in front of the screen. In recent years, with the encouragement of national policies, the record The creative group scope of the film is increasing day by day, and they have devoted themselves to the creation of intangible cultural heritage documentaries and recorded them with images And the rescue of intangible cultural heritage, and constantly produce exquisite quality, rich cultural connotation and spirit of the intangible cultural heritage newsreel. Therefore, the power of cultural memory to the intangible cultural heritage documentaries not only enriches the cultural connotation of the videos With the cultural spirit, it also awakens the audience's identification of the excellent traditional culture of the Chinese nation, and finally makes the image realize the effective protection and continuation of the intangible cultural heritage.

2.2 Video Culture Documentary in Youk

With the continuous popularity of the Internet, the development of video websites continues to meet the spiritual needs of people in all aspects. In the early days, traditional video websites represented by Tencent and Tudou are mainly based on UGC user original content. Nowadays, many video websites gradually begin to change to the production mode of PGC Internet professional content, and the quality of a series of self-made programs has been continuously improved, attracting the attention and praise of the audience. However, there are also problems such as self-made programs, plot plagiarism, and rampant embedded advertisements. It is necessary to strengthen supervision and guidance, standardize and improve, invest and outreach, guide consumption with advanced concepts, and achieve interaction and

win-win situation.(Ma Rong. (2023). Research on the brand construction of homemade programs on video websites. Journal of Qiqihar University (Philosophy and Social Sciences edition) (11),131-134.doi:10.13971/j.cnki.cn23-1435/c. 2023.11.028.)

In the background of media integration, the content transmission mode of TV has also changed a lot, and it begins to rely more on network communication. Traditional TV media is facing the dilemma of internal troubles and foreign invasion. The Internet has had a profound impact on the historical process of media convergence and the development direction of traditional TV media. In order to adapt to the changes brought about by media convergence, the traditional TV media is actively responding to the comprehensive transformation of the Internet.(Zhu Xun. (2023). Audio-visual content Internet, so that TV to a new height. Cloud (38), 119-121.)

In recent years, Youku has been deeply engaged in the creation of traditional culture, not only taking history and culture as the core track of documentaries, but also focusing on creating high-category high-quality historical and cultural programs. It has launched a series of "Inheritance" to carry forward traditional culture, inherit Chinese cultural genes, and show Chinese aesthetic style. We have made some achievements in showing the cultural legends of the East, the heroic praises of the strength of the nation, and the realistic themes of The Times. With the popularity of traditional culture in people's hearts, more and more films and television works have integrated intangible cultural heritage elements. Youku also arranges diversified themes to keep intangible cultural heritage enduring in the inheritance.

2.2.1 Cultural documentary in Youku Video

1) A wide range of content and themes

Cultural documentaries in Youku cover history and culture, food, intangible cultural heritage skills, natural scenery and other fields. Usually in multiple areas to meet the interests and needs of different audiences. For example, "Great Civilization Site" combs the important cultural archaeological discoveries of China in the past hundred years to witness the shining moment of Chinese civilization; "A Bite of China" shows the ritual and ethical culture of food to the life of Chinese food, and "Qiyi Tiangong" digs into the traditional Chinese skills, such as fragrant gauze dyeing and finishing technique, Miao batik, to tell the story of knowledge and interest.

2) Diverse narrative techniques

Youku's cultural documentaries use a variety of narrative techniques to enhance the audience's viewing experience. On the one hand, the documentary presents complex historical events or cultural phenomena to the audience in the form of vivid stories through story-based narrative techniques. For example, Daming Palace shows the glory and fall of the Tang Dynasty by telling the rise and fall of Daming Palace. On the other hand, documentaries also use various forms of expression, such as

documentary + stage plays, documentary + short videos, etc., to show cultural content in a more flexible and diverse way.

3) The combination of technology and art

Youku's cultural documentaries are also quite innovative in their technology application. For example, "Wow ancients in Talk Painting" uses AI, CG and other technical innovation programs to express, through CG technology to restore the painting scene, AI restore ancient paintings and ancient voices, reproduce the fresh life of the ancients, let the silent ancient paintings "open" to tell the legend. In addition, "The Great Civilization Scene" also uses XR technology to restore cultural relics, delicately display the state of cultural relics, bringing audiences a more immersive viewing experience.

4) Good audience feedback

Youku's cultural documentaries perform well in the market and have been widely praised by the audience. These documentaries not only have profound cultural heritage and unique artistic value, but also can arouse the audience's thinking and resonance. By watching these documentaries, the audience can have a deeper understanding of the essence and charm of Chinese culture, and enhance their cultural confidence and identity.

5) Social responsibility and cultural inheritance

Youku's cultural documentaries also actively undertake social responsibilities and are committed to the inheritance and development of Chinese culture. These documentaries promote the modern transformation and innovative development of traditional culture by exploring and showing the unique charm of Chinese culture. At the same time, they also pay attention to hot social issues and people's livelihood issues, convey positive energy and mainstream values, and contribute to social harmony, stability, development and progress.

2.2.3 Opening section of the cultural documentary

1) A fascinating opening scene

For example, "I Repair Cultural Relics in the Forbidden City" may be introduced with the magnificent scene of the Forbidden City or the lens of the cultural relic restorers focusing on work, coupled with the melodious guzheng song, instantly bringing the audience into the mystery and solemnity of the Forbidden City. "If National Treasures Can Talk" may use a close-up shot of a national treasure, along with a magnetic narration, to directly point out the theme and stimulate the audience's curiosity.

At the beginning of National Treasure, it usually introduces the overall background and purpose of the program, such as "exploring the richness and depth of Chinese civilization to bring national treasures alive", and setting a grand narrative framework for the audience. "The Great Chinese Color" may start from the traditional

Chinese color culture, and through a colorful animation or live scene shooting, it leads to the unique charm and cultural connotation of the traditional Chinese color.

2) Emotional resonance

The beginning of *I Am in Dunhuang* often shows the magnificent scenery and long history of Dunhuang, and inspires the audience's yearning and awe for Dunhuang culture. *"A Bite of China"* through showing attractive food pictures and warm family scenes, quickly evoke the audience's memory of food and hometown, establishing emotional resonance. The opening of the Art may focus on the exquisite craftsmanship of a traditional craftsman and the story behind him, emphasizing the importance of humanistic spirit and the spirit of craftsman.

3) Suspense setting

"If National Treasures Can Talk" may begin with a thought-provoking question, such as "What will these silent national treasures tell us?" Cause the audience's thinking and interest. The Rhyme of the Tang Dynasty sets the suspense through a poetic narration and the reproduction of the historical scene of the Tang Dynasty, which makes the audience deeply interested in the glory of the Tang Dynasty culture.

At the beginning, most cultural documentaries will show the highlights and highlights of the documentary in the form of trailers to attract the audience to continue to watch.

4) Dual impact of vision and hearing

In the creation of documentaries, the importance of sound design is self-evident. It is not a simple superposition or splicing of sounds, but an artistic creation through careful planning and design. Sound design can not only enhance the expressive force of the image, make the picture more vivid and three-dimensional, but also deepen the theme, and provide the audience with a deeper understanding and perception. (Shi Pan. (2024). Design and application of sound in documentary creation. *News Gathering & Editing* (03), 89-90.)

Whether it is the magnificent buildings of the Forbidden City, the exquisite details of the national treasures, or the murals of Dunhuang, and the attractive color of the delicious food, the beginning needs to be shown through high-quality pictures to bring visual enjoyment to the audience.

The soundtrack is an integral part of a cultural documentary. The opening score needs to be consistent with the picture and the theme to create a corresponding atmosphere and emotion. For example, the guzheng song in *I Repair Cultural Relics in the Palace* and the brisk ballad in *A Bite of China*.

5) Summary and guide

At the end of the opening section, you can briefly summarize the content shown to pave the way for the following narrative. Through a concise and powerful narration or picture transition, guide the audience into the feature film.

To sum up, the opening production of cultural documentary needs to pay

attention to the introduction setting, emotional resonance, suspense setting, the dual impact of visual and auditory, as well as summary and guidance. Through the use of these means, it can quickly attract the attention of the audience, stimulate the audience's interest and curiosity, and lay a good foundation for the development of the subsequent content.

In addition, with the development and innovation of documentary production technology, the way of opening is also constantly updated and evolving. Therefore, in the process of creation, we should also pay attention to the industry dynamics and technological development, and constantly explore new ways of opening, so as to bring more colorful audio-visual experience to the audience.

2.2.3 Narrative narrative of cultural documentaries

With the rapid development of China's social economy and the remarkable improvement of people's living standards after the 1990s, people's demand for spiritual and cultural life is also increasing. I also have high expectations for the appreciation, entertainment and production quality of film and television works.(Yang Cai. (2024). Research on narrative strategy of Chinese ceramic documentaries (Master's thesis, Shandong Normal University). Master of Arts <https://link.cnki.net/doi/10.27280/d.cnki.gsdsu.2024.000729>doi:10.27280/d.cnki.gsdsu.2024.000729.)

1) In chronological order

Although the film mainly focuses on the restoration process of cultural relics in the Forbidden City, it is often interspersed with the historical timeline of the cultural relics themselves, which indirectly reflects the chronological order by telling the stories of the cultural relics from the discovery, production to the present. Overall, however, it's more of a repair process than a strict timeline.

Each episode of A Bite of China is told in the order that the ingredients are obtained, processed, cooked and served, which is actually a chronological presentation of the complete process of food from the field to the table.

2) Present in the order of events or experiences

"I Repair Cultural Relics in the Palace Museum" clearly follows the work experience and work process of cultural relics restorers. From the reception of cultural relics, the evaluation status, the formulation of the restoration plan to the final restoration, each step is closely linked, forming a complete sequence of events.

Each episode of "If A National Treasure Can Talk" focuses on a national treasure, which is presented through its own "narration" (narration), according to the important nodes of its historical events or experiences, such as production, circulation and discovery.

3) Present the content according to the theme structure

With the theme, "National Treasure" introduces several different categories of

national treasures, such as bronze wares, paintings, calligraphy and painting, porcelain, etc. Through the interpretation and interpretation of experts, it shows the historical and cultural value behind the national treasures, and is them according to different themes on the whole.

As the theme of "Qiyi Tiangong" is also about "traditional skills". Each episode introduces one or several intangible cultural heritage skills, such as embroidery, ceramic making, etc., and shows the charm of traditional Chinese culture through the stories and skill display of the inheritors.

With the theme of "Chinese Color", "The Great Chinese Color" explores the symbolic significance and application of various colors in Chinese culture, classifies them according to different colors or color collocation, and tells the cultural connotation and historical stories behind it.

4) Display according to the position ranking

"Aerial China" shows the natural scenery and cultural landscape of all parts of China through aerial photography. Although each episode covers multiple locations, it is usually displayed according to the order of geographical locations (such as provinces and cities), with a certain sense of spatial arrangement.

Although I in Dunhuang mainly focuses on the cultural relics and art of the Mogao Grottoes in Dunhuang, it may be according to the number or geographical location of the caves, although this order may not be as obvious as aerial photography of China.

5) Present in the order of relationships

The Animation of Ancient Chinese Poetry tells the story behind ancient poetry in the form of animation, which is often presented according to the emotional clues, character relations or the order of story development in ancient poetry. Through the interpretation of animation, the artistic conception and emotion of ancient poetry are more vivid and specific. The Rhyme of Tang tells the culture and history of the Tang Dynasty. Although it is advanced according to the historical timeline, when telling specific events or characters, it also follows the internal logical order such as the relationship between characters and political struggles, showing the complexity and diversity of the Tang Dynasty society.

Explore the story of narrative skills, including the choice of the theme, the design of story conflict, and the details of description, these elements together constitute the intangible documentary promotion as the cornerstone of the story, they not only provide the framework of information transmission, also increase the power and depth of the narrative, through the integrated use of these narrative skills, intangible documentary can more vividly tell the story, more profoundly affect the audience.(Cheng Mengting. 2024). Video narrative research of regional culture in the intangible cultural heritage documentary Master of Arts (master's thesis, Shandong Normal University).

Of course, these categories are not absolute, and some documentaries may use a variety of storytelling methods at once. In addition, due to the flexible and diverse ways of production and editing, the same documentary may also use different ways in different paragraphs or chapters.

2.2.4 The End of a cultural documentary

Innovation means breaking through the existing framework, getting out of the creative comfort zone, and using new media technologies to present completely different audio-visual languages. From the statistical analysis of the content of all samples, we can intuitively feel that there are natural differences in the innovation space of each type of work.(Fan Zhenya. (2024). Research on the creation characteristics of CCTV Micro documentary under the perspective of media convergence Master of Arts (master's thesis, Zhejiang University of Media and Communication).

1) End with a summary

In these light and shadow of documentary and animation works, we seem through time and space corridor, from the ancient of the Forbidden City leisurely to dunhuang murals, from the I repair cultural relics in the palace of ingenuity, to the China on the tip of the tongue of the taste buds, to the Chinese poetry animation in poetry and beautiful fusion, every frame is carrying the depth of Chinese culture and brilliant."If National Treasures Can Talk" allows the silent cultural relics to tell the past, "National Treasure" reveals the unknown story behind the national treasures, and "Qiao Qiyi Tiangong" and "Great Chinese Color" show the unique charm of traditional Chinese craft and color aesthetics."Aerial China" let us appreciate the magnificence of the vast land; "The Rhyme of Tang" and "I in Dunhuang" take us deep into the depths of history and feel the cultural shock spanning thousands of years. This series of works is not only a tribute to the Chinese civilization, but also to the cultural inheritance and enlightenment of future generations, let us not only praise, but also add a deep love for this land.

2) The ending was not surprising

As people immersed in a series of cultural feast, thought that the story is about to warm review and outlook, a documentary called "Chinese ancient poetry animation", it in an unprecedented way, combining ancient cultural heritage and modern science and technology, shows the AI repair ancient murals, 3D printing copy national treasure, virtual reality poetry artistic conception cutting-edge technology in the application of cultural heritage protection. This sudden "future" not only shines, but also triggered a heated discussion on how to balance the relationship between tradition and modernity, technology and culture, making the end of the story full of infinite possibilities and surprises.

3) The problem was finally solved

With the wide spread of works such as "I Repair Cultural Relics in the Palace Museum", the social attention to the protection of cultural relics and cultural inheritance is increasing. The government, enterprises and the private sector have joined in to explore new ways for the protection and inheritance of cultural heritage. In the end, a comprehensive cultural heritage protection and development plan arises at the historic moment, the plan combines the scientific and technological innovation, education, tourism development, and other aspects, not only effectively solve the restoration of cultural relics such as insufficient funds, backward technology, also successfully transform cultural heritage into important power to promote the development of local economy, realize the cultural heritage and win-win situation of economic and social development.

4) End with more thinking

When this series of works slowly come to the end, it leaves us not only visual and spiritual shock, but also profound thinking about culture, history, inheritance and innovation. We can not help but ask: in the rapidly changing modern society, how to better preserve and inherit those precious cultural heritage? Can the power of technology find a perfect balance between protection and innovation? And what role can everyone play in this journey of cultural inheritance? These questions, like the brightest stars in the night sky, lead us to move forward, find answers in exploration and practice, and let the bright light of Chinese civilization always shine on the path of mankind.

2.2.5 The future outlook of cultural documentaries in Youku Video

In the environment of intelligent media, the content creation of online documentaries presents distinct characteristics and development trend. However, how to stand out from the mass of content and maximize commercial value is still a challenge. Through systematic research, it deeply analyzes the creation characteristics of online documentary, and points out that cross-platform creation, VR and other technology application, portrait documentary will become the future development direction, in order to provide reference and reference for the innovation and development of online documentary content creation. (Tea swallow. (2024). Intelligent media and network born documentary content creation. Cultural Industry (23), 116-118.)

1) Technological innovation leads to content upgrading

With the continuous development of virtual production and AI technology, Youku cultural documentary will use more advanced technologies to enrich the form of expression, and improve the visual effects. For example, AI animation technology to restore historical scenes and characters, so that the audience can feel the charm of history and culture. In the future, Youku Culture documentary will pay more attention to the interactive experience with the audience. Through the introduction of VR, AR

and other interactive technologies, the audience can be more deeply involved in the content of the documentary, and enhance the sense of immersion and participation in watching.

2) Expand the depth and breadth of the content

Youku will continue to dig deep into the connotation of the excellent traditional Chinese culture, and launch more high-quality and in-depth cultural documentaries. These documentaries will cover a wider range of historical periods and areas, providing audiences with a comprehensive knowledge of history and culture. Strengthen cross-border cooperation and integration with other industries, such as education, tourism, cultural and creative industries, etc. Through cross-border cooperation, Youku will expand the market space and application scenes of cultural documentaries, and promote the diversified development of cultural documentaries. For example, cooperate with educational institutions to launch educational documentaries, and cooperate with tourism agencies to launch tourism documentaries.

3) Precise positioning of user groups and market demand

As young users' interest in history and culture grows, Youku will pay more attention to the needs of young user groups. Through innovative expression methods and interactive experience, to attract more young users to pay attention to and love cultural documentaries. Precise positioning according to the audience's interests and preferences. Through market research and data analysis, we can understand the audience's expectations and needs for cultural documentaries, so as to launch works more in line with the market demand.

4) International communication and influence enhancement

Youku will strengthen the cooperation and exchanges with international documentary production agencies, and introduce more excellent international cultural documentary works. At the same time, it will also promote China's excellent cultural documentaries to the world stage and enhance the international influence of Chinese culture. In order to meet the needs of audiences in different countries and regions, Youku will launch a multilingual version of the cultural documentary. Through translation and dubbing, more and more audiences can understand and appreciate the content of excellent Chinese cultural documentaries.

5) Social responsibility and cultural communication

Youku Culture documentary will assume the social responsibility of cultural inheritance and education. Through high-quality documentary works, the essence and values of excellent traditional Chinese culture will be conveyed to the audience, and the cultural literacy and national pride will be enhanced. Responding to the needs of The Times through topic selection and creation. Through the form of cultural documentaries to record and reflect the social changes and the spirit of The Times, to provide the audience with an in-depth understanding of the social reality and historical context window.

To sum up, the cultural documentaries in Youku will continue to develop and improve in technological innovation, content expansion, user positioning, international communication and social responsibility in the future. Through continuous efforts and innovation, Youku will provide more high-quality and in-depth cultural documentary works for the general audience, and promote the inheritance and development of the excellent traditional Chinese culture.

2.3 Creative theory support

The creative theory support of documentary involves many aspects, including creative ideas, narrative strategies, shooting techniques and technical application, etc(Xiu Xiaoping, Southeast Communication, Preliminary Discussion on creative documentary Creation Methods, p120,2021).

The core of creative theory lies in the word "creativity", which refers to the creation of novel, unique and practical thinking results through unique ways of thinking and innovative means on the basis of existing knowledge, experience and skills. This result can be expressed in products, services, advertising, design and other forms, aiming to meet the needs of the target audience, and arouse their resonance and interest.

Creative theory emphasizes the uniqueness of creativity, that is, the results created must be unprecedented and can be distinguished from other similar products or services, so as to stand out in the market. The core of creative theory lies in innovation, which requires the creators to constantly break through the traditional thinking mode and framework, and dare to try new methods and means, in order to create more competitive creative content. Creative theory not only pursues the novelty and uniqueness of creativity, but also pays attention to its practicality. That is, the creative content created must be able to meet the actual needs of the target audience, and bring the actual value and benefits to it. Excellent ideas can often touch people's hearts and trigger the emotional resonance of the target audience. By digging deep into the inner world and emotional needs of the target audience, creators can create creative content that is more appealing and attractive.

2.3.1 Creative concept

The topic selection of the documentary is the starting point of the creativity. Creators need to select unique, representative and attractive themes from many social phenomena, historical events and character stories, and dig out the stories and truth that the audience has never seen through unique perspectives and novel entry points. The narrative mode of the documentary directly affects the audience's viewing experience. The creator can use various narrative techniques such as suspense, contrast and juxtaposition to sort out the complex events and characters clearly and

orderly, while giving the work with emotion and power. For example, by setting suspense to attract the attention of the audience, or by contrast to highlight the character and fate of the characters. Documentary takes pictures as the main form of expression, so visual creativity is particularly important. Creators can create a unique visual style and atmosphere through the unique shooting Angle, lens movement, light and shadow effects and other techniques. At the same time, we can also use animation, special effects and other modern technology means to enhance the expression and appeal of the picture. Music and sound effects are indispensable elements of the documentary. The Creator can choose or create appropriate music and sound effects according to the emotional tone and narrative rhythm of the work, so as to enhance the emotional expression and atmosphere creation of the work.

Documentary films must follow the principle of documentary doctrine, take real life as the raw material of creation, and show, record, explain and reflect on real events. This is the foundation and core of documentary creation, to ensure the authenticity and credibility of the work(Li Ang, audio-visual field, the subjectivity of documentary creation under the principle of objective truth, p113,2021).

Documentary creation encourages diversified perspectives and novel themes, to explore the same theme through the perspectives of different cultures and social groups, or to develop the stories by comparing the life experiences of different events and characters, so as to increase the depth and breadth of the works.

Countries around the world have different national cultures, regional cultures and different customs. Through real records, the documentary can allow the audience to understand various local customs and national cultures, and enjoy the beautiful scenery of mountains and rivers. At the same time, through the performance of sound and picture, to a certain extent to meet the different audiences of curiosity and prying psychology, which is the charm of documentary.

For an excellent documentary, novel, unique content creativity is very important. The characteristic of documentary is to take real people and events as the object of expression, without any fiction, select the typical from the image of real life itself, refine the theme, and directly reflect life. Truth is the basic characteristic of documentary. In the face of the changing world, documentary creation has a wide range of topics. Only by selecting the unique content from the complicated things and events, can we present the excellent documentary works with both rich ideology and unique artistry. Countries around the world have different national cultures, regional cultures and different customs. Through real records, the documentary can allow the audience to understand various local customs and national cultures, and enjoy the beautiful scenery of mountains and rivers. At the same time, through the performance of sound and picture, to a certain extent to meet the different audiences of curiosity and prying psychology, which is the charm of documentary.

The success of an idea mainly depends mainly on whether it follows the

following basic principles:

1)Innovation: Creativity must bring new elements or perspectives that are different from existing ideas or products.

2)Sense of The Times: Creativity needs to keep pace with The Times, in line with the current social, cultural and technological background.

3)Uniqueness: creativity should have a unique personality and style, can stand out.

4)Shock: creativity should be able to move people, produce a strong emotional resonance or cognitive impact.

5)Contribution new value: Creativity should bring real value or benefits to society, economy or individuals.

2.3.2 Narrative strategy

By setting suspense to attract the interest of the audience, so that the plot is interlinked, arousing the audience's desire to follow it. Through the editing technique, the picture language and story, to achieve "theme event, event story, story character, character detail, detail picture". This editing method helps to improve the visibility and appeal of the work. Documentaries can use methods and theories from different disciplines to explain and analyze real events, such as sociology, psychology, anthropology and so on. An interdisciplinary approach contributes to a deeper mining and understanding of the subject matter, increasing the depth and academic value of the work(Chen Yili, Journal of Nanjing University of Technology, Interpretation of Documentary Story-Based Narrative Strategy, p36-38,2013).

The use of narrative strategy to make documentaries more story is not a tampering with real events, but an external improvement. The flexible movement narrative strategy can make the work more clear and more attractive. According to the documentary type and situation setting, the narrative perspective is flexibly used to create an atmosphere, create suspense, increase the audience's participation, and improve the audience's pleasure of watching the film. In terms of time arrangement, a variety of narrative strategies are used to make the narrative more interesting and targeted, and to make the original boring documentary become vivid and specific, and deeply imprinted on the hearts of the audience.

Documentaries can use unique shooting techniques to enhance the visual effects and expressiveness. For example, using long shots to capture real life scenes and human emotions; using follow-ups and close-ups to highlight details and emphasis; and using aerial and time-lapse techniques to present grand natural landscapes and historical changes. Integrating innovative visual elements, such as animation, chart, illustration, etc., can enhance the intuition and interest of the narrative. These elements can be combined with the live-shot images to form complementary and interactive relationships, thus enriching the audience's visual experience.

Documentary films should make full use of simultaneous sound and live sound effects to enhance the sense of reality and immersion. By capturing the sound elements of the scene, such as character dialogue, environmental sound, etc., the audience can be made closer to the story and scene. The soundtrack is one of the indispensable elements of the documentary. By selecting or creating musical works that fit with the picture content, you can create a specific atmosphere and emotional tone. Creative soundtrack can not only enhance the narrative appeal, but also guide the audience's emotional fluctuations and emotional experience.

2.3.3 Filming technique

Interview and commentary are commonly used techniques in documentaries. Through authoritative interview and appropriate commentary, the persuasion and appeal of the works can be enhanced. At the same time, interviews and commentary can also provide more background information with in-depth interpretation for the audience. Some documentaries use experimental shooting techniques, such as long-term tracking shooting, hidden shooting, etc., in order to obtain more real and vivid picture materials. This shooting technique helps to break the traditional narrative mode and increase the innovation and uniqueness of the work.

Through the comprehensive application of picture processing, sound recording, rhythm control and other technologies, the artistic expression and appeal of documentary can be enhanced. Work hard on dealing with the picture. According to the requirements of the early shooting script, cut the most can reflect the theme, the most can bring visual impact to the audience, strive to do point, point, alternately take different scene, different photography angles, different picture composition of lens, fully excavate the lens motion, lighting, light, can express the connotation, in the most appropriate way, the most accurate picture to show the theme of the documentary. To make a good documentary, the following mistakes should also be avoided. One is to avoid excessive pursuit of skills, or even to play with skills. Some writers and directors regard documentaries as the expression of personal artistic taste, carefully carved, the form is greater than the content, and the aesthetic tendency is prominent. The film excessively pursues the photographic effect and structural arrangement, what the author seems to show is not the content of the documentary, but the skill itself; the second is to avoid sticking to the technique(Lin Wei, Southeast Communication, Discussion on the creation and shooting skills of TV documentaries, p108-109,2014).

With the progress of science and technology, 8K or even higher resolution camera equipment began to be used in documentary shooting, which makes the picture more delicate and the color more real, bringing unprecedented visual feast to the audience. For example, the documentary series on Beautiful China, produced by the China Media Group, uses 8K ultra HD technology to allow viewers to clearly see the details of wildlife life. Such as fisheye lens, macro lens, telephoto lens, etc., these

special lenses can capture the picture that is difficult to capture by the conventional lens, increasing the uniqueness and appreciation of the picture. For example, macro lenses show the wonders of the insect world, while telephoto lenses capture wild animals from a distance.

Drone technology provides a brand new perspective and height for documentary shooting. Through drone aerial photography, you can capture the magnificent natural scenery, city panorama and other grand scenes, adding to the shock of the documentary. The stabilizer technology ensures the stability and smoothness of the picture during the moving shooting process. Whether handheld shooting or following, the stabilizer can effectively reduce shaking and shaking, improve the quality of the picture.

Telling the same story or event through multiple perspectives can increase the complexity and hierarchy of the narrative. For example, in the documentary, the inner monologue of the subject, the perspective of the bystander and the interpretation of the third party are also presented. Through time compression and extension technology, special treatment of time in documentaries can be made. For example, quick editing to show the passage of time or tension; slow motion playback to highlight a critical moment or detail.

2.3.4 Technical application

With the continuous development of technology, documentaries can use new imaging technology to enhance the sense of reality and visual effects. For example, technologies such as virtual reality (VR), augmented reality (AR) and so on can enable audiences to explore the themes and scenarios more deeply. The application of high-definition shooting equipment has significantly improved the picture quality of documentaries, and a clearer and delicate picture helps the audience to better understand and feel the information and emotions conveyed by the works. Post-production technology also plays an important role in documentary creation. Through editing, color mixing, dubbing and other post-production means, the artistic effect and appreciation of the works can be improved(Gao Tian, Contemporary TV, Technology and Reality: The Identity Discussion of VR Documentary, p75-78,2020).

Using intelligent editing software and special effects technology, the shot material can be carefully edited and processed, so as to improve the visual effect and narrative ability of the picture. For example, through color correction, picture synthesis and other technical means, can make the picture more vivid, realistic. Sound is one of the indispensable elements of a documentary. Through professional sound design and soundtrack technology, it can create a unique atmosphere and emotional tone for the documentary. For example, by collecting the field sound effects and making the reality and immersion, the emotional fluctuations and emotional experience.

Interactive documentary breaks the traditional one-way narrative mode of documentary and gives the audience the choice. For example, interactive documentaries such as Ancient Tomb School: Underground Wonderland allow the audience to influence the direction and ending of the story by choosing different paths and decisions, increasing the interest and participation. 3D technology can bring the audience an immersive viewing experience, making the picture more three-dimensional. In documentaries, 3D technology is often used in the shooting of natural scenery, history and other themes to broaden the audience's vision and perception.

2.3.5 Creative theory in cultural documentaries

1) Theme selection and conception in cultural documentaries Innovation and creative theory is the core link in documentary creation, which is directly related to whether documentaries can attract the audience, convey profound cultural connotation and arouse social resonance.

Documentary should select cultural themes with uniqueness and differences, avoid the similarity with existing works, and attract the audience's attention with a novel perspective and a unique entry point. Different cultural perspectives can be presented to the audience by digging into unrecorded cultural phenomena, historical events or character stories.

The theme selection should keep up with the pace of The Times and reflect the cultural changes and values of the contemporary society. We can pay attention to the new trends or new changes of social hot spots and cultural phenomena, and convey the voice of The Times and the pulse of culture through documentaries.

The selected theme chosen should have universal significance and value, can cross the boundaries of regional, ethnic and culture, and arouse the resonance and thinking of the audience. It can show the universality and commonness of culture from the common cultural heritage, values or spiritual pursuit of human beings.

After selecting the theme, we should dig and analyze it deeply to reveal the deep meaning and cultural value behind it. Relevant materials can be collected through interviews, research, literature review and other ways, to provide rich materials and profound insights for documentaries.

The key to conception innovation lies in adopting a novel perspective and a unique way of thinking. The same theme can be interpreted and presented from different angles and at various levels, starting from different subject backgrounds, cultural positions or historical stages.

Concept innovation should also pay attention to the construction of emotional resonance. By telling touching stories, showing real and vivid details, and using infectious language, the audience can stimulate their emotional resonance and spiritual shock.

Cultural phenomena and historical events are presented in a story-based way, and the appreciation and appeal of documentaries are enhanced through plot setting, characterization and conflicts.

Story-based presentation helps the audience to better understand and accept the cultural information and values conveyed by documentaries.

Using new media technology to realize cross-media integration with social media, virtual reality (VR), augmented reality (AR) and other documentaries. Multimedia integration can broaden the communication channels and expression forms of documentaries, and enhance the audience's sense of participation and experience.

Interactive elements are integrated into the documentary, such as QR code links, audience interactive questions and answers, etc., to enhance the audience's participation and interactivity. Interactive experience helps to enhance the audience's sense of participation and sense of belonging, and makes the documentary become a bridge of communication between the audience and the creators.

To sum up, the theme selection and innovative creative theory in cultural documentary are an important part of documentary creation. Through the unique theme selection, in-depth conception innovation and creative practical application, the cultural documentary works with profound cultural connotation and extensive social influence can be created.

2) Narrative structure and story expression in cultural documentaries Creative theory is an important part of documentary creation, which jointly construct the unique narrative style and expression form of documentary.

The gradual narrative structure means that the narrative content of the film is progressive in the relationship of time, space and logic, with certain clues. This structure can clearly show the development context of the event and the growth and change of the characters, so that the audience can gradually have a deeper understanding of the cultural background and theme thoughts with the progress of the story. Documentary "keep a donkey" adopts the time axis, tracking record villagers through the process of the rich, from buying donkey, spring donkey, transport donkey, household donkey, veteran donkey to protect the mother donkey through the hot summer production reproduction, the documentary follow the law of development, enhance the story of the narrative and authenticity.

Parallel plate narrative structure refers to the parallel and parallel space-time relationship of each plate around the same specific theme, which can be constructed in parallel, independently or broken.

Features: This structure can present multiple different but relevant story clues at the same time, reinforcing the theme through contrast and interweaving, and enabling the audience to have a more comprehensive understanding of the cultural context and complex social phenomena. The documentary film "Starlight" takes the lifeline of people as the main line and adopts the order of children, teenagers and old age to

present the life images of different people in different regions after poverty alleviation. Although there is no internal connection between each section, it jointly conveys the hope for life and the future.

The early interview is the key stage to find and dig out the story clues. The director needs to conduct in-depth interviews with the vision of exploration and discovery, and strive to find meaningful, excavated and developmental story clues. Through in-depth interviews with the subjects and desk research of relevant materials, the touching plots and events that can form the story elements are excavated, which constitute the main narrative paragraphs and "shining points" of the film.

On the basis of the preliminary interviews and data collection, the director needs to design the "story" structure of the documentary shooting script. On the premise of ensuring the authenticity of the content, we draw lessons from the story creation techniques of literature and art such as movies and TV dramas, and carefully conceive and arrange the beginning of the script, the various narrative paragraphs and the ending of the script in the middle, so as to form an attractive narrative structure.

Carefully grasp the internal rhythm of the narrative plot, and promote the development of the story through the initiation and transition of the plot and the psychological changes of the characters. Control the "external rhythm" of the narrative process, and create a tense or soothing atmosphere through the switching of the picture and the movement of the camera. Create the "emotional rhythm" of the narrative process, and strengthen the emotional expression through sound effects, music and other means, so that the audience can resonate with the characters in the story.

Excellent photography is the basis for the success of the documentary "storytelling". The picture should be full of changes to mobilize the visual impression of the audience, paying special attention to the shooting and tone design of the "bipolar" picture to express the content of the story. Sound processing is closely related to "storytelling". Through sound enhancement and soundtrack selection to create an atmosphere, promote plot development and strengthen emotional expression.

To sum up, the narrative structure and creative theory in cultural documentaries are important links in documentary creation. Through the reasonable narrative structure design and the application of story-based expression techniques, it can make documentaries more attractive and appealing, and better convey cultural information and themes.

3) Visual language and video creative theory in cultural documentary are an important part of documentary creation, and they together construct the unique visual style and expressive force of documentary.

Visual language is one of the main means for documentaries to convey information, express emotions and create atmosphere. It presents picture composition,

color application, light and lens movement, light and shadow effects and other elements, cultural phenomena, historical events, characters and stories to the audience in an intuitive and vivid way, so that the audience can more deeply understand and feel the cultural connotation and theme ideas conveyed by the documentary.

Picture composition refers to the arrangement and combination of various elements (such as characters, scenery, props, etc.) in the picture in accordance with certain artistic laws and aesthetic principles, so as to form a picture with visual aesthetic feeling and expression. In cultural documentaries, the picture composition should pay attention to the principles of balance, contrast and hierarchy, and highlight the theme, guide the sight and create the atmosphere through the carefully designed composition. For example, symmetry, three-point division, golden division and other composition methods can be used to make the picture more harmonious and beautiful; at the same time, the hierarchical relationship of foreground, middle scene and back scene can also be used to enhance the sense of space and depth of the picture.

The use of color should be carefully matched according to the needs of the theme and the atmosphere. For example, when expressing traditional culture and historical sites, warm colors and soft light can be used to create a warm and nostalgic atmosphere; When showing modern culture and urban life, cool colors and tough light can be used to show modern sense and urban atmosphere. In addition, color contrast, color gradient and other techniques can also be used to enhance the visual impact and expression of the picture.

Light and shadow effect refers to the effect of light and shade contrast, light and shadow change formed in the picture, which can enhance the three-dimensional sense and spatial sense of the picture, and create a specific atmosphere and emotion. The use of light and shadow effects should pay attention to the combination of natural light and artificial light, and capture the changes of light and shadow through the clever light arrangement and the selection of shooting Angle.

The use of lens motion should be carefully designed according to the needs of narrative and emotional expression. For example, push, pull, shake, and shift can be used to show the details and changes of the subject, and the following and aerial photography. Through the flexible use of lens motion, the picture can be more vivid and interesting, enhancing the audience's sense of immersion and immersion.

Visual language and video creative theory in cultural documentary are an important part of documentary creation. Through well-designed composition, color application, light and shadow effects, and lens movement, at the same time, through the application of image creative theory, cultural documentaries can be more unique, vivid and appealing, so as to better attract the attention and affection of the audience.

4) The sound design and music application in cultural documentaries are an indispensable part of the creation process. They not only enhance the artistic expression of the film, but also deepen the theme and enhance the audience's sense of

substitution and immersion.

In cultural documentaries, sound and picture should be a mutually reinforcing whole. Sound design needs to be closely combined with the content of the picture, and strengthen the expression of the picture through the elements of the rhythm, tone and tone of the sound. Sound design also has a narrative function in cultural documentaries. Through the change and combination of sounds, the audience can guide the attention and promote the development of the story. In some cases, sound design can also give a specific symbolic meaning. To imply a certain emotion or theme through a specific sound effect or music to resonate with the audience in the subconscious. For example, when showing the inner struggle of the characters, low and depressed music can be used to create a tense atmosphere, while when showing cultural heritage, national characteristic instruments and melodies can be used to convey the profound cultural heritage.

Through the melody, rhythm and timbre of the music, the emotion and theme that the creator wants to express can be conveyed. For example, when showing the great deeds of historical figures, passionate and magnificent music can be used to celebrate their heroic spirit; when showing the unique charm of traditional culture, melodious and simple music can be used to create a cultural atmosphere. By choosing the right music type and style, the expressive force of the picture can be strengthened, so that the audience can feel more deeply the information and emotion conveyed by the film. Through the ups and downs and changes of the music, the audience's mood and attention can be guided, making the narrative of the film more fluent and coherent.

Sound design and music application in cultural documentaries are an indispensable part of the creation process. Through reasonable sound design and music application, the artistic expression of the film can be enhanced, the theme can be deepened, and the audience's sense of substitution and immersion can be enhanced. Therefore, in the creation of cultural documentaries, we should pay full attention to the creative theory of sound design and music application, so as to achieve better artistic effect and social value.

5) The creative theory of cultural connotation and value transmission in cultural documentary is an important part of documentary creation, which together constitute the profound cultural implication and unique value orientation of documentary.

Cultural documentaries are dedicated to showing the diverse cultures of different regions, different nationalities and different times. By exploring the uniqueness and intrinsic value of various cultures, documentaries provides a platform for cross-cultural communication and promotes the understanding and respect of cultural diversity. It often combines history with reality, examining reality by reviewing history, and reflecting on history by showing reality. This integration not only enriches the cultural connotation of the documentary, but also enables the audience to

have a deeper understanding of the cultural inheritance and development in the contrast. Cultural documentaries focus on the unity of details and the whole. By capturing the subtleties of cultural phenomena, documentaries can more vividly show the charm and depth of culture. At the same time, these details are closely linked with the overall cultural background, and together constitute a complete picture of the culture.

Storybased narrative is an important means for cultural documentaries to convey values. By telling vivid stories, documentaries can arouse the audience's resonance and thinking, so as to convey values more effectively. Character are an important carrier of transmitting values in cultural documentaries. By shaping representative characters, documentaries can more intuitively show the connotation and power of certain values. At the same time, these characters can also arouse the emotional resonance of the audience, so that the audience can emotionally accept and identify with these values. Metaphor and symbolism are another important way to convey values in cultural documentaries. By using metaphors and symbolism, documentaries can express the connotation and meaning of certain values more implicitly. This way of expression not only makes the documentary more artistic and ornamental, but also causes the audience's deeper thinking and perception.

The creative theory of cultural connotation and value transmission in cultural documentary is an important part of documentary creation. By exploring cultural connotation, carefully planning narrative structure, and clever use of audio-visual language, documentaries can show the charm and depth of the culture, and through storytelling, characterization and emotional resonance, metaphor and symbol, documentaries can more effectively convey values and arouse the resonance and thinking of the audience.

2.4 Media acceptance

Social media, as one of the realizations of CMC, has been widely used by more than half of the world's population for the various forms of satisfying the needs and choices of interaction and communication, which is a phenomenon that we can see today. The strengths of social media platforms are able to establish attitudes and intentions that people use, and social media allows individual users to build public or semi-public profiles and illuminate lists of other users they share links with. Social media is easier to navigate, user friendly, popular in its environment, more interactive opportunities, the ability to upload photos and videos and communicate with friends. In addition, social media allows users to create profiles on the site, send messages, and communicate with other users of the site.

The study found that demand factors including individual needs, social needs, tension relief needs and selection factors, namely media richness and critical quality

of social media, have an influence on student acceptance and use of social media.

Young people are the future of the motherland, the hope of the nation, strengthening the ideological and political work of young people is the top priority of school work. In the information age environment, teenagers have developed together with new media, and new media has become an important way for teenagers to understand information and express themselves. In the interviews with teenagers, it is found that new media has become the main channel for teenagers to learn, express, communicate, live and form values. We should strengthen the carrier role of new media from the aspects of mechanism guarantee, vitality guarantee, carrier guarantee, talent guarantee and moral ecological environment guarantee, so that the correct values can be deeply rooted in the hearts of young people.

2.4.1 Diversity of media selection

Teenagers show a high degree of diversity in media selection. They not only have access to traditional media such as TV, radio and newspapers, but also widely use new media such as the Internet, smart phones and social media. How to improve the media literacy of young people under the new media environment has become an urgent concern of the whole society. In the adolescent stage, media literacy has not been fully cultivated, and it is easy to be affected by various adverse effects brought by the Internet, thus causing many social problems.(Zhong Jing. 2024. How to improve the media literacy education of teenagers in the new media environment. The Beijing Youth Study (02), 69-73.)

1) Teenagers also show diversity in their choice of digital media content. They not only focus on the traditional text and picture content, but also are keen on video, audio, live broadcast and other forms of content. Specifically,:

Video content: short video, long video, live broadcast and other forms of content is very popular among teenagers. They can watch videos to get information about news, entertainment, education, etc.

Audio content: Podcasts, audio books and other audio content also provide a rich choice for teenagers. They can listen to this during study, exercise or rest to gain knowledge and relax.

Graphic content: Although the graphic content has been impacted in the digital age, there are still a large number of teenagers like to read articles, comics and other graphic content. These contents provide them with the opportunity to think and learn deeply.

2) Teenagers also show diversity in their information access channels. They not only get information through social media platforms, but also use search engines, news websites, professional forums and other channels to get the information they need. This diversity allows adolescents to have a more comprehensive understanding of the world and form their own views and views.

3) Teenagers show a high level of diversity in the choice of social media platforms. Based on data and surveys from multiple sources, adolescents are active on multiple social media platforms, including but not limited to:

WeChat: As one of the most popular social media platforms in China, WeChat has a large user base among teenagers. They keep in touch with their friends through wechat, share their life and participate in various social activities.

Weibo: Weibo is loved by teenagers with its short and concise content form and extensive communication power. They can follow celebrities and hot events on weibo, and express their views and views.

TikTok, Kuaishou and other short video platforms: These platforms have attracted a large number of young users with their rich short video content and high interaction. They entertain, learn, and socialize by watching and making short videos.

Instagram, TikTok (TikTok International edition): Internationally, social media platforms such as Instagram and TikTok are also popular among young people. These platforms provide cross-cultural communication opportunities that young access to more diverse content.

The diversity of adolescent media choices is influenced by various factors, including personal interests, social needs, cultural background, educational level, etc. In addition, with the continuous development and innovation of technology, new media forms and content continue to emerge, which also provides more choices for teenagers.

2.4.2 Frequency of media use

Teenagers generally use the media frequently, especially in their spare time and on weekends. They obtain information through the media, entertainment, relaxation, social interaction, etc. Under the influence of new media environment, young students form many social problems: being addicted to virtual social interaction, reducing offline activities; sticking to media consensus, reducing social depth; repeating others' views, lack of independent thinking; abusing network language and ignoring social art. These problems not only cause the psychological problems of young students, but also affect the growth and development of young students and their social adaptation. (Liu Lihui. 2024. Social Problems and School Intervention of Young Students in the New Media Era. *Educational Theory and Practice* (23), 15-19.)

Teens also use search engines and news websites frequently when accessing their information. Through these channels, they learn about current affairs, learn knowledge, and solve doubts. The convenience of search engines and the timeliness of news websites make them an important tool for teenagers to obtain information.

The effects of digital media use on adolescents' lifestyle habits and health are complex and multifaceted.

1) Impact on living habits

Teenagers keep in touch with their friends through social media platforms and share their lives, which has changed their traditional face-to-face social approach. Social media became one of the main channels for their social interaction, but it may also lead to their lack of effective social skills in real life.

Teenagers acquire a wide range of knowledge and information through the Internet and digital media, including educational resources, scientific knowledge, cultural information, etc. This provides them with more learning resources and opportunities to expand their vision, but it may also lead them to over-rely on the Internet and ignore the traditional learning methods.

Digital media provides rich entertainment options for teenagers, such as watching videos, listening to music, playing games, etc. Although these activities can bring temporary happiness, excessive addiction may cause them to ignore other important activities, such as outdoor sports, reading, etc.

2) Impact on the health being

Anxiety and depression: Excessive use of social media can lead to psychological problems such as anxiety and depression in adolescents. Social comparisons, cyberbullying, and malicious comments on social media can all have negative effects on adolescent mental health. The study found that teenagers who use social media for more than three hours a day are twice as likely to suffer from depression, anxiety, and more.

Declining sleep quality: Long-term use of digital media may affect sleep quality in adolescents. Blue light from the screen suppresses melatonin secretion, which affects the sleep cycle and sleep quality.

Distraction: The diversity and excitement of digital media may lead to adolescent distraction and low concentration, which in turn affects their academic performance and task fulfillment in daily life.

Vision problems: Staring at the screen for digital media content can lead to eye fatigue, dryness and myopia.

Body problems: poor posture for long periods The use of digital media devices may lead to posture problems such as hunchback and cervical spine problems in teenagers.

Physical Inactivity: Excessive addiction to digital media may lead to a lack of adequate exercise in adolescents, increasing the risk of obesity and cardiovascular disease.

2.4.3 Media Content Preferences

Teenagers have a high interest in entertainment content, such as music, movies, TV series, animation, games and so on. They use the media to find fun and release stress. Social media has become an important platform for social interaction among teenagers. They keep in touch with their friends by publishing status, commenting,

likes and sharing information on life. With the development of the Internet, teenagers also obtain news, information, learning materials and other information through the Internet. They pay attention to current affairs, science and technology trends, showing a strong thirst for knowledge and curiosity.

Optimizing the media communication content and taking the initiative to shoulder social responsibilities can minimize the negative impact of "media dependence" on the contemporary young people. Media, as the media to spread information, is a tool for people to transmit information and obtain information. In the micro era, new media represented by the Internet and computers have achieved rapid development, bringing more convenience to people in their work, study and life. However, as a "double-edged sword", while we see its positive role, we also need to see the key problems to be solved in the application.

1) Short video platform has attracted a large number of young users with its short, concise and rich content. They entertain, learn, and socialize by watching, creating, and sharing short videos.

2) With the rise of online education, more and more teenagers begin to use digital media resources to learn and acquire knowledge. They acquire course materials, participate in online classes and complete homework through online education platforms, educational applications and others. Digital media provides a rich variety of learning resources for teenagers, including video courses, online lectures, electronic books, etc. These resources not only meet their learning needs, but also broaden their knowledge horizons.

3) Teenagers also spend a certain percentage of their playing time in digital media. They play various types of games, such as role-playing, shooting, strategy and so on. These games not only provide recreational ways, but also exercise their ability to react and think. In addition to games, teenagers also watch various entertainment content through digital media, such as movies, TV series, variety shows and so on. This content offers them the opportunity to relax and entertain themselves.

4) In addition, teenagers will also use digital media for online shopping, online payment, access to information (such as news, weather forecast, etc.) and participate in other online activities. All these fields embody the widespread application and importance of digital media in the lives of teenagers.

The areas where teenagers use digital media more mainly include social media platforms, short video platforms, online learning and educational resources, games and entertainment, and other related fields. These fields not only meet the social interaction, learning, entertainment and other needs of teenagers, but also have a profound impact on their lifestyle and habits.

2.4.4 Media Impact and Problems

Positive impact: The media provides a broad source of information and social

platforms for teenagers, which helps them broaden their horizons, increase their knowledge and develop their interests. At the same time, the media is also an important channel for teenagers to express themselves and show their personalities.

Social media platforms provide teenagers with social opportunities across geographical constraints, allowing them to connect with a wider range of people and expand their social circle. By publishing status, sharing pictures and videos, teenagers can show their lives and opinions on media platforms, thus enhancing their self-expression ability and confidence. Digital media provides teenagers with rich learning resources and educational opportunities, such as online courses, e-books, learning applications, etc., which contribute to their knowledge acquisition and skill improvement.

Negative effects: However, the media may also have a negative impact on teenagers. Excessive use of media may lead to Internet addiction and academic impact; bad information may harm the physical and mental health of teenagers; and virtual social interaction on social media may also weaken their real social skills.

Excessive use of social media may lead to psychological problems such as anxiety and depression in adolescents. Social comparisons, cyberbullying, and malicious comments on social media can all have negative effects on their mental health. While social media allows adolescents to stay in touch with others, excessive reliance on social media may lead to a lack of effective interpersonal interaction in real life, resulting in a sense of isolation. The false, perfect life and idealized image displayed on social media are prone to make teenagers develop dissatisfaction and inferiority complex towards themselves, thus damaging their self-esteem.

Looking at the screen for a long time watching digital media content can lead to eye problems such as fatigue, dryness and myopia. The use of digital media devices in poor posture may lead to posture problems such as hunchback and cervical spine problems. Excessive addiction to digital media may lead to a lack of adequate exercise in adolescents, increasing the risk of obesity and cardiovascular disease.

Rich content on social media and other digital media can easily distract teenagers and affect their learning efficiency and focus. Long-term use of digital media may also lead them to neglect their studies and affect their academic performance.

Teenagers may face network security and privacy risks when using the media, such as personal information leakage, Internet fraud, network bullying, etc. These problems may have serious effects on their physical and mental health.

2.4.5 Coping strategies

For coping strategies for teenagers' use of media, comprehensive measures can be formulated to guide teenagers to use media resources rationally in their family, their school, their society and their individual healthy growth.

1) Family level

Set a reasonable use time: Parents should work with their children to make a media use schedule, clear the time and duration of media can be used every day or week, to avoid excessive addiction.

Content screening and guidance: Parents should pay attention to the media content that their children are exposed to, screen the information suitable for their age and growth stage, and guide their children to be exposed to positive and healthy content.

Establish a communication mechanism: parents should maintain good communication with their children, understand the problems and puzzles they encounter in the process of media use, and give timely guidance and help.

Set an example: Parents themselves should use the media reasonably, avoid excessive use of mobile phones, computers and other devices in front of their children, and set a good example for their children.

2) School level

Strengthening media literacy education: Schools should incorporate media literacy education into the curriculum system, and improve students' ability to identify, analyze and criticize media information through classroom teaching and practical activities.

Organize healthy use of media activities: schools can organize colorful extracurricular activities, such as sports, artistic performance, social practice, etc., to guide students to shift their attention from the media to real life and promote their all-round development.

Establish a home-school cooperation mechanism: schools should establish a close cooperative relationship with parents, jointly pay attention to children's media use, and jointly formulate and implement coping strategies.

3) Social level

Strengthening media supervision: The government and relevant institutions should strengthen the supervision of media content to ensure that media information is healthy, positive and beneficial, and reduce the dissemination of bad information.

Promoting the concept of healthy media use of media: All sectors of society should jointly promote the concept of healthy media use of media, and improve the public's awareness and attention to the use of media by means of publicity and education.

Providing a safe network environment: The government and related enterprises should work together to provide a safe and healthy network environment for teenagers, and protect their personal information and privacy security.

4) Personal level

Improve self-management ability: teenagers should learn to manage themselves, arrange the use of media time reasonably, and avoid excessive addiction.

Cultivate interests and hobbies: teenagers should actively participate in various

beneficial activities, cultivate their own interests and hobbies, and enrich their own life experience.

Enhance self-protection awareness: teenagers should improve their self-protection awareness, learn to identify and prevent network fraud, network bullying and other risks, and protect their own safety and rights and interests.

Parents should pay attention to their children's media use habits, communicate well with their children, and understand their online behavior and their influence. At the same time, parents should teach their children how to use the media correctly, protect their personal information and avoid addiction. Schools should strengthen the media literacy education for students, guide students to use media resources reasonably, and improve their ability to distinguish the authenticity of information. At the same time, schools should also pay attention to students' mental health problems and provide necessary psychological counseling and support. The government should issue relevant policies and regulations to regulate the development of the media industry and the media use behavior of young people. At the same time, the government should also strengthen the supervision and governance of the network environment, to create a healthy and safe network environment for young people.

Social media era, "00" after "10" digital native teenagers, the reading behavior appear more medium three-dimensional, personality recommended circles and virtual symbol immersive experience, in reading experience at the same time, there are cognitive confusion, personality closed and virtual boundary fuzzy consequences, need from the standard publishing audit mechanism, rich emotional experience and strengthen social interaction.(Peng Jingxi. (2024). The'of reading behavior in the era of social media era. International Public relations

2.5 White horse Tibetan and Jump Cao Gai

2.5.1 The origin of history

Baima Tibetans live in an ethnic group at the junction of Wenshan County, Longnan City, Gansu Province, Ningqiang County, Hanzhong City, Shaanxi Province, and Pingwu County, Mianyang City, Sichuan Province, and Jiuzhaigou County, Aba Tibetan and Qiang Autonomous Prefecture. According to statistics, as of 2020, the white horse living here is about twenty thousand, their early is a relatively closed people, because its only white language, not only their own words, communication with other ethnic groups is more difficult, deep mountains, traffic inconvenience, plus the attribute of national migration, cause never deep with other nationalities, at the same time, it also gave birth to the honest, kind of white horse. They make a living in their settlements, and they live with nature. They believe in the sacred mountains behind them, and they believe in all living things.

"Cao Gai" is a word translated by the Baima voice. Since the Baima people have

no words, the word "Cao Gai" written in Chinese originally refers to the mask, which specifically refers to "the person wearing a mask" in the sacrificial ceremony."Cao Gai" refers to the ritual ceremony held from the fifth to the sixth day of the next lunar month through the consultation of the selected year. The most core is a sacrificial dance performed by a team of single people (usually no more than 11 people) each wearing a "Cao Gai mask".

2.5.2 Process and content of the ceremony

Believe in the original natural benzene horse, for sacrificial ceremony is very important, they believe in the gods can all evil, bad luck such as bad things, and can blessing, money, happiness to the home, therefore, white horse in "jump cao cover" ceremony dare not a little careless, such as caused the dissatisfaction of the gods, will cause disaster. So white horse people in the "Jump Cao Gai" ceremony has a strict process and system, this system exists in the heart of each villagers, there is no clear words, by the older generation of white horse, chief priest, and white cover a month before the sacrifice according to this year to discuss, most is according to the previous "Jump Cao Gai" process, the overall process will not change greatly, this is for thousands of years of white horse people set "rules".

The sacrificial ceremony is divided into nine steps according to the time order, respectively, preparation, please god, worship god, dance, drive ghosts, village from house to house to eliminate the epidemic, worship the mountain god, patrol the field, send the god, the end.

1) prepare

From the afternoon of the fourth day of the first lunar month to the morning of the fifth day of the Chinese New Year, Baima people began to enter the preparation stage of this year's "Jump Cao Gai" ceremony.

First of all, it is necessary to choose an appropriate position to build the dojo used in "Jump Cao Gai", generally in the largest square in the stockade. The dojo is the most important place for this ceremony, and many subsequent contents need to be here. The dojo uses long wood as a bracket, color cloth winding a shed, shed in addition to prepare stools, food, but also prepare firewood and the whole piece of cowhide, white horse winter is very cold, so the need to timely add firewood heating, cowhide is spread on the ground, for the white cover to sit on the above chanting.

Secondly, every household in the village also needs to go to the mountain to cut down a green hill tree branches, and tied with colorful cloth, finishing and sent to the drying rack near the road.

Thirdly, on the morning of the fifth day of the Chinese New Year, all the villagers in the stockade gathered together and began to do their own assigned affairs in the ceremony.

Finally, Cao Gai, Bai Gai, gunmen and other people prepared their own clothes

and props and instruments to use, here, the sacrificial ceremony is ready to go, the villagers gradually began to get excited, laughter filled the whole white horse stockade.

2) ask for god

Around one o'clock on the fifth day of the Chinese New Year, all the preparations have been completed. At the signal of the chief priest, the gunners fired guns into the air, marking the official start of this year's "Jump Cao Gai" sacrificial ceremony.

White cover a sheepskin drum, one hand shaking "stone" toward the stockade dojo, followed by two teams, is generally white cover a few apprentice, holding the chanting scriptures, carrying "bad", hand "color" closely behind the teacher, another group of people is ordinary villagers, they wear with white horse national costumes, beating the gong, hand cypress such as dojo items, accompanied by the rhythm of the drums neatly to the dojo.

Then, all staff arrived at the stockade after the ashram, according to the priest and white cover, holding various method of the young placed to the designated position, in addition to need to stay in the floor to continue to do disciples, other personnel orderly out of the ashram, the fire in the middle of the dojo, put firewood, after completion of the layout, white cover and his disciples sitting on the seat covered with cowhide, the field of personnel has been arranged.

Several of Bai Gai's disciples needed to take out white paper, fold it in several layers, and then carve stick figures of cattle, sheep, horses and other animals on the white paper with a knife, symbolizing the prosperity of the six animals in the village. Another disciple in the priest and other old guide and cooperate with the production of "Doma", will make good corn flour or buckwheat flour ball hard pressed on the "color", "color" on the design will copy to the flour ball, so "Doma" has been made, printed with all kinds of animals and landscape, etc., waiting for the white cover to the chanting, the dough figurines "flower" is given the power of the gods, used to exorcism, worship the gods. The white cover put the finished "Doma" and the previously prepared "Ecuador" in the northeast corner of the whole ashram, placed the right amount of firewood for the bonfire, all the personnel filled the drinks, take some food, the whole dojo and used props have been arranged.

3) Godliness

Time came to about 7 p. m., the square of the stockade began to live sacrifice. Take the prepared sacrificial sheep to the center of the square, light the cypress branches, turn several circles around the sacrificial sheep, surrounded by fragrance, representing the purest gift to the gods, while removing the spirit of evil.

After the sacrificial sheep was sacrificed, the ribs on the chest were removed and put into the "rea" which represents the soul of the mountain. The suet is hung on the beam of the sacrificial stone platform, and the small holes are drilled in the middle to

symbolize the passage between the human and divine realms. The sheep's heart, liver, lungs and other viscera were hung together on the beam. The sheep's windpipe was blown with air and knotted, placed on Doraemon together with the board, and poured on the homemade wine. The chief priest poured water around him with cypress branches, sprinkled them several times, and then added sheep blood and a small amount of wine as a tribute to the god, representing the sheep presented to the god as a sacrifice.

4)Dance

Time came to 7 PM, the sky is basically dark, the moon appeared, the villagers have basically finished dinner back around the temple, the villagers will firewood placed in the middle of the square lit, white horse people around the bonfire with national characteristics of the dance —— fire circle dance. Men, women and children holding hands around the roaring bonfire in the middle of the square, the surrounding villagers gradually joined in, more and more people, more and more dense.

The work of the dojo never stops, but occasionally stops to rest, eat and drink. In addition to rest, the white cover is still sitting on the cowhide mat reciting the scriptures, the apprentice helps him to knock the gong, and the old man occasionally communicates with the white cover and the chief priest about the content and process of the ceremony.

5)Exorcism

Time came to the sixth day of the zero point, the white horse "Jump Cao Gai" ceremony ushered in the first important node of the sacrifice. Bai Gai holds the ancient Tibetan handwritten scriptures chanting, after reading a book, the gongs and drums sound together, the gunman fired his gun into the air three times, representing the official start of the "ghost exorcism" link.

Cao Gai division slowly walk to the middle of the stockaded square, this is also cao cover in "Jump Cao Gai" ceremony for the first time, nine Cao Gai division body wear sheepskin jacket, wearing a mask, holding the tail dust, feet with white felt leggings, follow the drum, mouth shouted out "ho ho, ho ho" from the edge of the square to the bonfire, the surrounding people have way. Then, Cao Gai imitated the gods to look for ghosts and fight ghosts in the stockade, and his movements and body should be possessed like gods. Respecting gods and exorcising ghosts were the main content and core of the ceremony of "Jump Cao Gai".

6) House-to-house epidemic control in the village

White horse stockade in a night of exorcism ghost, ushered in the New Year's sixth. At about six a. m., all the clergy stopped resting. Bai Gai simply arranged his appearance, changed into a red robe, put on his magic hat, and began to recite the scriptures. The gunman fired three shots into the sky, indicating that the "Jump Cao Gai" ceremony began. The vast procession headed toward the village head, led by Cao Gai, followed by Bai Gai, the musketeers, "cheerleaders" and "cheerleaders" and

some of the villagers followed.

At about 12 o'clock at noon, Cao came out of the last old house, which meant that "house to house in the village" was completed. Cao came back to the village to have a rest and prepare for the next stage, while the villagers gradually gathered in the square, waiting for the later activities.

7) End

The two days of "Jump Cao Gai" sacrificial ceremony on the fifth day of the New Year have ended. On the afternoon of the sixth day, the chief priest, Cao Gai, Bai Gai and his disciples all took off their clothes and props. Cao Gai also removed the heavy Cao Gai mask and put on the clothes worn by the white horse people during the festival. They removed not only the clothes, but also the burden of the body, and the tension gradually eased.

At about 10 o'clock that night, Cao Gai accepted the thanks of the villagers and took his gunmen to the end of the stockade. There, incense paper and cypress branches are lit, and Doma is placed in the center of the flame. The gunmen then fired three shots into the fire, and flames into the sky, illuminating the night sky and sparks rose. This scene symbolizes the complete elimination of the evil ghost and the bad luck. At this point, the "Jump Cao Gai" ceremony officially ended, and all the contents of the ceremony were completed. The next day, the villagers returned to the state of the New Year, but still recalled the details of the ceremony from time to time, lamenting the magic power of Cao Gai division and the blessing of the villagers (the fifth Chun. (2015). On the religious Art value of Baima Tibetan Chegday (dissertation, Northwest University for Nationalities). Master).

2.5.3 Cultural symbolism

On the one hand, the sacrificial ceremony of "jumping Cao gai" reflects the social life of Baima people, which is formed in the long-term life and production of Baima people. It is not difficult to see this from the content of the ceremony, which records the transformation of the living mode of Baima people from hunting life to farming life. On the other hand, it reflects the unique artistic expression form and aesthetic value of Baima people, from the preparation of ritual props and ritual instruments to the ritual procedures, from the selection of costumes to the content of music and dance performance, which all reflect the inheritance of this ancient national to its own culture. At the same time, the sacrificial ceremony of "Jump Cao Gai" is the pursuit in the hearts of Baima people, which is not for performance, nor for form, but to show the unique national cultural spirit and national belief through the sacrificial ceremony, in order to hope for the ancient tribal cultural inheritance and for a better future life.(Yang Feng. (2017). Master of religious anthropology interpretation of Baima Tibetan "Divine Case" (dissertation, Northwest University for Nationalities). Master)

2.5.4 State-of-the-art

1) Cultural inheritance and protection

Cao Gai has been included in the third batch of national intangible cultural heritage list, which reflects the country's recognition and protection of its cultural value. "Jump Cao Gai" is passed down from generation to generation in the Baima Tibetan community through family inheritance and mentoring inheritance, ensuring the continuity of this cultural tradition. With the awakening and revival of national culture, the Baima Tibetan community attaches more and more importance to the ceremony of "Jump Cao Gai", and more and more young people begin to participate in the inheritance and protection of this ceremony.

2) Form and content of the ceremony

The ceremony is usually held at the beginning of the New Year with the stockade, with strong religious color and ethnic characteristics. During the ceremony, participants will wear special masks and traditional costumes, and drive away evil spirits and epidemics through dancing and singing. In the process of inheritance, the ceremony of "Jump Cao Gai" has also experienced some changes and innovations. For example, in order to adapt to the development of modern society, some places have appropriately adapted and simplified the ritual on the basis of retaining the traditional elements to make it more in line with the aesthetic appreciation and acceptance of modern people.

3) Social influence and function

As one of the important activities of the Baima Tibetan community, the ceremony helps to enhance the cohesion and centripetal force within the community, and promote the communication and interaction between the neighbors. By participating in the jumping ceremony, young people can have a deeper understanding of and learning of the history, culture, religious beliefs and customs of the nation, so as to enhance their sense of identity and pride in the national culture. With the rise of tourism, the jumping ceremony has gradually become an important cultural resource to attract tourists. Some places have held activities such as the Caogai Cultural Festival to promote this traditional culture to a broader market and audience.

4) Challenges faced and future prospects

With the acceleration of the modernization process and the impact of foreign culture, the ceremony is faced with challenges such as the shortage of inheritance talents and the dilution of cultural memory. In addition, how to realize its innovative development while protecting traditional culture is also an urgent problem to be solved.

In order to promote the inheritance and development of the ceremony, the joint efforts of the government, communities and non-governmental organizations are needed. On the one hand, we should strengthen the protection and publicity of cultural

heritage; on the other hand, we should actively explore new ways of inheritance and cooperation with the outside world to promote the communication and communication of Baima Tibetan culture.

To sum up, the jumping ceremony still maintains a strong vitality and influence in the Baima Tibetan community, and plays an important role in cultural inheritance, community cohesion and tourism development. However, in the face of the challenges and opportunities in the process of modernization, we need to make more efforts to protect and develop this precious cultural heritage.

Chinese traditional culture is the cultural crystallization of the next five thousand years. It not only enriches people's Daily life, but also enriches people's inner spiritual world."Jump Cao Gai" ceremony held in the third day, then migrant workers white horse back to the foot of the mountain, gathered in the white horse ancient village held a grand ceremony, pray for the coming year good weather, harvest, condensed the white horse heart, as a special group, a ceremony will be scattered outside the white horse people together, all embodies the wisdom of the white horse ancestors. The ceremony of "Jump Cao Gai" is the spiritual sustenance of Baima people, which not only has certain practical value, but also has artistic value.(Ran Lei. (2020). Master of degree on the Communication status of Baima Tibetan Nuo Culture in Longnan, Gansu Province (dissertation, Lanzhou University of Finance and Economics). Master)

2.5.5 Influence of rituals on local culture and society

1) Impact on the local culture

It is a remarkable folk custom in the folk activities of Baima Tibetan people, with strong original characteristics and ethnic characteristics. This ceremony not only carries the historical and cultural memory of the Baima Tibetans, but also continues and carries forward the national culture by passing it down from generation to generation. As a national intangible cultural heritage, the inheritance and protection of cao gai is of great significance to maintaining the diversity and uniqueness of national culture.

With its primitive and primitive nuo culture form, Jump Caogai has become one of the earliest art forms in the folk culture. Its unique performance methods, costumes, masks and so on, all show the wisdom and creativity of the Baima Tibetan people, adding new elements to the folk art form. It is the common spiritual sustenance and cultural symbol of the Baima Tibetan people. By participating in this ceremony, people can enhance their sense of identity and belonging to the national culture, and then promote the unity and cohesion within the nation.

2) Impact on society

The ceremony is usually held at certain times and places, attracting participation from people inside and outside the community. This activity not only enhances the

communication and interaction between the neighbors, but also promotes the harmony and stability within the community. With the rise of tourism, as a unique cultural tourism resource of Baima Tibetan, Tiao Caogai has attracted more and more tourists to come to watch and experience. This not only drives the development of the local tourism economy, but also improves the popularity and influence of the Baima Tibetan people. As a national intangible cultural heritage, its inheritance and protection work has received wide attention and support from the government and all sectors of society. By formulating protection measures and cultivating inheritors, the inheritance and protection of this cultural heritage have been effectively promoted.

To sum up, the ceremony of "Jump Cao Gai" has had a profound impact on the local culture and society. It not only inherits and carries forward the national culture, enriches the folk art form, but also promotes the community harmony, promotes the development of tourism and the inheritance and protection of the intangible cultural heritage.

The exploration of the Baima Tibetan "Jump Cao Gai" sacrificial ceremony is conducive to social harmony, The research and inheritance of intangible cultural heritage of ethnic minorities contribute to enhance cultural diversity, Promote mutual understanding and respect among all ethnic groups, So as to provide a beneficial basis for the harmonious coexistence of the society; Benefit to economic development, The intangible cultural heritage of ethnic minorities, as a unique cultural resource, Can become an important driving force in economic fields such as tourism and handicrafts, To provide new impetus and opportunities for the local economic development; Is conducive to the overall progress of cultural construction, Through the study of the intangible cultural heritage, Can promote the improvement of professional skills and knowledge in related fields, Promote cultural construction in many aspects; It is conducive to building up cultural confidence, The inheritance and development of the intangible cultural heritage of ethnic minorities helps to strengthen the country's cultural confidence, To provide strong support for building a socialist culture with Chinese characteristics; It is conducive to strengthening the education of humanistic spirit, Research and inheritance of intangible cultural heritage can help to strengthen the education of humanistic spirit, Cultivate respect and love for traditional culture, Promote the promotion of social values; conducive to inheriting and carrying forward traditional Chinese culture, The intangible cultural heritage of ethnic minorities is an important part of traditional Chinese culture, Through its inheritance and promotion, It is helpful to protect and inherit the fine traditional culture of the Chinese nation.

It is not easy for the Sichuan Pingwu Baima Tibetan "Jump Cao Gai" ceremony after thousands of years. It is not only the inheritance of national culture, but also the belief of countless white horse people. Thousands of years ago, Baima people did not think of what "Jump Cao Gai" is like today? But a of years later, the white horse people can think of ancestors to defend their homes, defend the nation. After the

baptism of thousands of years of history, the sacrificial ceremony of "Jump Cao Gai" has developed up to now. It is the expression of condensing the national spirit and also a symbol of showing the national culture. Nowadays, the inheritance of the white horse culture has encountered unprecedented challenges. The author can only promote the white horse through the form of words, but its role is minimal. The inheritance of the white horse needs the efforts of all people, and more importantly, the efforts of the next generation of white horse people.(Chen Qian. (2021). The regional characteristics and artistic inheritance of Baima Tibetan folk music. Sichuan Drama (10), 142-144.)

2.6 E.I

The effect index (Effectiveness Index) is an indicator used to measure the effectiveness of a target or plan. It evaluates the degree of goal achievement in a quantitative way, helps decision makers understand the effects of relevant activities, and then adjust and optimize the plan. As a local traditional ceremony, Jump Cao Gai culture enters the classroom in the form of documentary, aiming to help students understand the connotation of intangible cultural heritage. Efficiency index should measure the improvement of students; learning efficiency after watching documentaries, that is, the balance relationship between knowledge mastery, cultural identity and resource input.

2.6.1 Concept analysis

Effectiveness index is a comprehensive assessment tool used to quantify the performance of a measure, project, policy, or system in efficiency (rationality of resource utilization) and effectiveness (quality of goal achievement). To evaluate whether documentary teaching achieves the goal of cultural inheritance in an efficient way, it is necessary to balance the learning efficiency (knowledge acquisition per unit of time / resource) and the learning effect (knowledge depth and attitude change).

The core logic is that:

Efficiency: Focus on the ratio of resource input (e. g. time, cost, labor) to output (e. g. "output per unit cost").

Effect: Measure the matching degree of actual results with expected goals (e. g. "target achievement rate") and quality (e. g. "user satisfaction").

Sustainability: to assess long-term effects or resource renewability (e. g. policy continued influence).

2.6.2 Type of key indicators

Efficiency indicators

Resource utilization rate: output per unit cost, per capita processing task amount.

Process optimization degree: task completion time shortening rate, automation

coverage rate.

Effect class index

Goal achievement rate: project completion rate and policy coverage rate.

Quality indicators: product pass rate, user satisfaction (NPS), and improvement rate of student performance.

Sustainability indicators

Long-term effects: sustained influence after policy implementation (such as carbon emission reduction).

Resource renewability: material recovery rate, energy substitution ratio.

2.6.3 Data collection and evaluation methods

1) Comparison between pre-test and post-test:

Before and after watching the documentary, the knowledge test (such as multiple choice questions + short answer questions) to calculate the improvement.

Through the semantic difference scale (Such as "My interest in the culture" 1-5 score) measure the change of attitude.

2) Quality supplement:

Group interview: draw a sample of high / low efficiency students and analyze the differences in learning path (for example, active data access is more efficient).

Teacher observation log: record the depth of class discussion, students' questions quality and other process indicators.

3) Technical assistance:

The eye tracker tracks attention allocation (efficient learners focus more on cultural symbol resolution fragments).

Data analysis of learning platform: the behavioral data of pause playback and number of notes are related to scores.

2.6.4 Practical significance of efficiency improvement

For the optimization of teaching, take watching cultural documentaries as an example. If "knowledge density per unit time is low", you can clip the essence or add teachers' explanation nodes. If "emotional identity is insufficient", immersive experience links can be designed (such as simulated mask making).

From the perspective of resource allocation, compared with the efficiency index of different schools, priority is given to investing teacher training or equipment support in inefficient areas. Eliminate high-cost and low-efficiency cultural materials, such as 3D animation. Although cool, the knowledge conversion rate is lower than that of actual documentaries, and its production cycle and consumption cost are much higher than that of documentaries.

From the perspective of cultural inheritance, potential cultural inheritors can also be screened through the index of "behavior transformation" to provide targeted

practical opportunities.

2.6.5 Challenges and solutions

Challenge 1: Subjectivity of cultural understanding

Countermeasures: SOLO classification theory is used to evaluate the answer level (such as "former structure single point structure correlation structure").

Challenge 2: Long-term effect tracking is difficult

Countermeasures: Establish alumni culture participation files, and continue to influence through annual return visit statistics.

Challenge 3: Interdisciplinary knowledge integration

Countermeasures: design comprehensive tasks to evaluate the ability of knowledge transfer.

In general, by quantifying the efficiency and effectiveness of documentary teaching, the efficiency index not only improves the quality of the classroom, but also promotes the sustainable inheritance of intangible cultural heritage among the younger generation. Its core value lies in transforming the abstract cultural identity into an optimized educational process, and providing a scientific decision-making framework for the traditional culture education.

2.7 learning outcomes

Learning results theory is a complex system involving many fields, such as educational psychology and learning science, which focuses on the specific achievements and changes that students gain through learning activities.

2.7.1 Concept

Learning results, also known as "learning results", refers to the ability of people to achieve various behaviors through learning. This concept emphasizes the direct output of learning activities and the practical impact on students' behavioral ability. It not only includes the memory and understanding of knowledge, but also covers the improvement of skills, attitude change, and the shaping of values.

In this study, it refers to the knowledge, understanding, feelings and possible behavioral changes that the students gain by watching the cultural documentary. This not only includes the understanding of the Baima Tibetan jumping cao Gai ceremony, but also involves the cognition and understanding of ethnic culture, religious beliefs, social customs and other aspects.

2.7.2 Components

According to the study of the learning psychologist Gagne et al., the learning results can be summarized into five main ability categories:

1) Verbal information: This is the basis of any subject learning, referring to the human ability to store available information in memory and quickly recall key points when needed.

2) Intellectual skills: This is a unique human ability, which involves the use of symbols (such as language, numbers, etc.) to respond to the external environment and communicate with others. Intellectual skills include multiple levels of identification, concrete concept mastery, definition (abstract) concept mastery, rule mastery, and problem solving.

3) Cognitive strategy: This is an ability for people to master their own learning, memory and thinking behavior. It involves students' internal organizational skills that play a role in selecting and guiding in the internal processing process of analyzing and solving new problems, and plays an important role in the quality and efficiency of students' thinking.

4) Movement skills: This reflects people's ability to exercise the speed, accuracy, strength and balance of their body bones and muscles in order to complete a purposeful movement.

5) Attitude: This is the internal state that affects an individual's behavioral choice of something, someone, or something. The strength of a person's attitude towards responding to something can be indicated by the frequency of his choice of it in a variety of circumstances.

2.7.3 Measurement criteria

1) The criteria for measuring learning outcomes usually include the following aspects:

Specificity: Each learning goal should be clearly defined and measured to ensure the accuracy and objectivity of the assessment.

Observability: Learning objectives should be able to be measured and observed through reliable assessment methods, such as exams, assignments, projects, oral reports, etc.

Comprehensive: The evaluation of learning results should take into account students' performance in multiple aspects, including knowledge, skills and attitude, to fully reflect students' learning situation.

Repeatability: The assessment method should be reliable and stable to provide consistent results for long-term tracking and comparison of students' learning outcomes.

2) The criteria for measuring the learning results after watching the cultural documentary can include the following aspects:

Knowledge mastery: Students can accurately describe the origin, development, process, cultural connotation and symbolic significance of the jumping cao cover ceremony.

Emotional resonance: Students have emotional resonance with the Baima Tibetan culture shown in the documentary, and have a deeper understanding and respect for the diversity and uniqueness of the national culture.

Behavior intention: Students show their interest in further understanding and learning of national culture, or they are willing to participate in relevant cultural activities, truthfully visit and read relevant books.

Critical thinking: students can analyze and evaluate the information in the documentary, put forward their own views and opinions, and show their ability to think independently.

2.7.4 Function and meaning

1) Learning achievement theory plays an important role and significance in educational practice:

From the perspective of guiding teaching, the theory of learning results provides clear goals and directions for teaching design, and helps teachers to formulate effective teaching strategies and methods according to the actual needs and level of students.

Through the evaluation and feedback of learning results, students can timely understand their own learning situation and progress space, so as to adjust the learning strategies and methods, and improve the learning effect.

The data and information of learning results can provide the decision-making basis for educational managers and help to formulate scientific and reasonable educational policies and plans.

The research and practice of learning results theory are helpful to promote the in-depth development of educational reform and promote the continuous improvement of education quality.

2) Watching the cultural documentary has the following effects on students' learning results:

To increase students' understanding and understanding of different national cultures, and broaden their horizons and knowledge.

To deepen students' understanding of the diversity and inclusiveness of Chinese culture, and enhance their sense of identity and pride in their own culture.

By watching documentaries, students can improve in knowledge, skills, emotional attitude and other aspects, which contributes to the comprehensive development of their comprehensive quality.

2.7.5 Impact and meaning

1) The learning achievement theory has had a profound impact on the education system, individual students and the society:

It promotes the diversification of educational content and the innovation of

teaching methods, and promotes the improvement of educational quality and the realization of educational equity.

Enhance the students' confidence and learning motivation, promote their comprehensive development and personality growth.

It has improved the social recognition and satisfaction of the quality of education, and promoted the social attention and support for education.

2) Watching the learning results of the cultural documentary is of profound significance:

In terms of cultural inheritance, it is conducive to the inheritance and development of Baima Tibetan culture, and to let more people understand and pay attention to this unique national cultural phenomenon.

In terms of educational value, it provides rich teaching resources for school education, and helps to cultivate students' national pride and cultural confidence. It has enhanced students' cultural confidence and national pride, and stimulated their interest in exploring and learning national culture.

From the perspective of social influence, it promotes the cultural exchange and understanding among different ethnic groups, and contributes to the construction of harmonious social relations and cultural ecology. It promotes the dissemination and exchange of national culture, enhances the social respect and understanding of different national cultures, and helps to build a pluralistic and symbiotic cultural pattern.

To sum up, the learning results after watching the documentary are multifaceted, which not only contributes to students' personal growth and development, but also has profound educational value and social significance.

2.8 Theory about satisfaction

2.8.1 The meaning of satisfaction

Satisfaction has important significance in psychology and life, which can affect individual emotion, behavior and well-being. When individuals achieve their goals and meet their needs, they are more confident and more likely to face challenges and difficulties. Satisfaction can motivate individuals to adopt positive behavior. When individuals are satisfied, they are often more open to social activities, pursue personal development, and are more motivated to achieve their goals. Satisfaction can promote good relationships. When individuals are satisfied, they are often more likely to build close relationships, maintain positive communication, and are more willing to give support and care to others (Lu Jia, Shi Kan, Yang Jifeng, Evaluation Structure and Method for Human Resources Development and Job Satisfaction in China, P1-3, 2001).

Satisfaction is the subjective feeling formed by individuals after the comparison

of the actual situation and personal expectations. It is the pleasure of feeling after the customer's needs are satisfied, and it is the relative relationship between the customer's prior expectation of the product or service and the actual feeling after the actual use of the product or service. Satisfaction also involves the overall customer evaluation of the product or service, depending on the extent of the gap between the customer's expectations and the actual experience. It covers multiple aspects of a product or service, such as quality, price, service, delivery, and reliability.

Satisfaction is usually measured by the weighted calculation of evaluation scores, yielding an index concept of measuring satisfaction (depth). The international prevailing evaluation standard is CSI (user satisfaction Index).

As a measurement tool of service quality, satisfaction survey can help enterprises understand the real feelings and needs of customers, so as to improve products or services, and improve customer satisfaction and loyalty.

The formation of satisfaction is affected by many factors, including the quality of products or services, price, brand image, customer expectation, value perception, etc. The focus of satisfaction varies in different situations.

There are many kinds of satisfaction research models, such as the TCSI satisfaction research model. Through statistical techniques such as path analysis, factor analysis and multiple regression analysis, these models conduct in-depth research and analysis on the satisfaction status of enterprises or products. Different evaluation models are suitable for different situations and needs. You can choose the appropriate evaluation model for satisfaction research and analysis according to your own situation.

Satisfaction is a complex and important concept, which involves multiple aspects and factors. Through scientific evaluation and analysis methods, we can more accurately understand the satisfaction of the audience, so as to develop effective improvement measures and improve the overall quality.

1) Characteristics of satisfaction:

Subjectivity: Satisfaction is the individual's subjective feeling and evaluation, and different people may have different satisfaction with the same product or service.

Relativity: Satisfaction is generated based on the comparison between customers' expectations and their actual experience, and is therefore relative.

Emotion: The external expression of satisfaction is the outpouring of emotions, which can be transmitted and can affect the emotions and attitudes of others.

2) Classification of satisfaction

Satisfaction can be divided into single satisfaction and cumulative satisfaction:

Single satisfaction: refers to the immediate evaluation of a customer after purchasing or using a certain product or service, that is, the customer satisfaction of a particular transaction activity.

Cumulative satisfaction: a customer's overall assessment of all previous

experiences of purchasing or using a product or service, or cumulative customer satisfaction.

The formation of satisfaction is affected by many factors, including the quality, price, service, delivery and reliability of products or services. In addition, customers' personal background, preferences, needs, and market environment will also have an impact on satisfaction.

2.8.2 Concept of satisfaction

Satisfaction refers to the feeling or attitude towards an emotion, experience or result, indicating that the individual is satisfied, satisfied or meets the expectation of the things or situations experienced or obtained. Such feelings are usually based on factors such as individual expectations, needs, values and goals, and may be influenced by factors such as individual emotional state, social environment and cultural background. Satisfaction can be manifested in different aspects of emotional satisfaction, cognitive satisfaction and behavioral satisfaction. It means that an individual feels emotionally happy, happy or satisfied, and has a positive emotional experience of things or situations experienced or obtained. (Liu Jing, Han Qingxin, Journal of Hebei University of Economics and Business, Analysis of the Development Trend of China's Film and Television Industry under the New media environment, P18-21, 2019).

The audience's satisfaction after watching the Baima Tibetan jump documentary can be understood as the audience's satisfaction with the content, production quality and viewing experience of the documentary. The audience shows whether the documentary is accurately and comprehensively showing the cultural connotation, historical background, ritual process and its important position in the community. Whether to dig deep into the unique features of "Jump Cao Gai", so that the audience has a deep understanding and feeling of it. Whether the audience's production elements such as documentary shooting skills, editing techniques, sound effects and music have reached the professional level will bring the audience a pleasant viewing experience to the film. Whether the picture is clear and stable, and can it fully show the visual charm of "Jump Cao Gai".

Whether the audience shows a strong interest in the documentary, whether they think it is a valuable and meaningful work. Whether the audience has a deeper understanding of "Jump Cao Gai" through the documentary, and thus has an interest in and respect for the culture. Whether the audience's documentary effectively promotes the inheritance and protection of the "Jump Cao Gai" culture, and improves its popularity and influence in the society. Whether it inspires more people to pay attention to and participate in the protection and inheritance of traditional culture. Whether the producers are satisfied with the creation process of the documentary, and whether they think it fully expresses their understanding and emotion of the culture of

"Jump Cao Gai". Whether the inheritors and participants of "Jump Cao Gai" are satisfied with their performance and cultural presentation in the documentary.

2.8.3 Criteria for evaluating satisfaction

The criteria and tools for measuring satisfaction are diverse and flexible, designed to accurately assess the satisfaction of individuals or groups with an object (e. g., product, service, working environment, etc.).

1) Measurement criteria

Subjective perception: Satisfaction is essentially subjective, based on a comparison between individual expectations and actual experience. Therefore, the measurement criteria should be able to capture and quantify this subjective perception.

Multi-dimensional considerations: satisfaction often involves many aspects, such as product quality, service attitude, price rationality and so on. Therefore, the measurement standard should be multi-dimensional and can fully reflect all aspects of the evaluated object.

Quantitative indicators: In order to facilitate comparison and analysis, the measurement standards should be transformed into specific quantitative indicators, such as satisfaction index, score, etc.

Reliability: The measurement standard should have reliability, that is, when the same object is measured at different times and in different situations, relatively consistent results can be obtained.

2) Measurement tools

Questionnaire survey method: By designing a series of fixed questions and options, the respondents can choose or score according to their actual situation. This method is easy to measure and measure, and it is able to collect large amounts of quantitative data.

Unstructured questionnaire: provide open questions for respondents to express their opinions and feelings freely. This method is able to gather more abundant information, but the data analysis is relatively complex.

Scale method: such as job description index (JDI), Minnesota Satisfaction scale (MSQ), etc., used to measure employee satisfaction with all aspects of work. These scales usually contain multiple dimensions and items, which can fully reflect the level of employee satisfaction.

Customer satisfaction scale: such as CSAT / PSAT (customer satisfaction / product satisfaction), NPS (net recommended value), etc., is used to measure customer satisfaction with the product or service. These scales quantify the level of customer satisfaction by asking customers about a particular question or aspect.

Interview method: Interview according to the preset questions and outline, and collect the detailed answers and opinions of the interviewees. This approach provides

insight into the inner feelings and opinions of the respondents, but it is longer and more expensive.

Unstructured interview: There are no fixed questions and outline, allowing respondents to freely express their thoughts and feelings. This method is more flexible and open, but the data analysis is more difficult.

The satisfaction level of the assessed subjects was assessed indirectly by observing their behavior, attitude and other aspects. This approach is suitable for situations where it is difficult to ask directly or to measure, but requires attention to the impact of observer subjectivity and bias on the outcome.

Satisfaction evaluation criteria can be formulated according to different situations and purposes, including the accuracy, completeness, depth and breadth of the content. Evaluation of content quality can consider whether all important information covering relevant topics, whether it is accurately reflected in the facts, and whether the depth and breadth of content meets the audience's expectations. Including image quality, sound effect, editing technology and so on. When evaluating the production quality, the clarity of the image, the color saturation, the fidelity of the sound effect, and the fluency and consistency of the editing technology can be considered. Including the degree of emotional resonance of the audience to the content.

When evaluating emotional resonance, we can consider whether the audience has an interest and resonance in the content, whether it causes the emotional fluctuations of the audience, and whether it touches the emotional depth of the audience. Including the overall feeling and experience of the audience during the watching process. When evaluating the viewing experience, we can consider whether the audience feels happy and satisfied, whether they are satisfied with the fluency and rhythm of the watching process. Including the new knowledge and new insights gained by the audience through watching the film. When evaluating information acquisition, whether it has a deeper understanding of relevant topics, and whether it meets the audience's needs for learning and exploration.

2.9 Related researches

2.9.1 "Research on the image shaping of ethnic minorities in Guangxi"(Zhan Guiling; Zhou Xiangdong; Song Ditao,2024):This paper to the necessity of Guangxi minority image shaping as the starting point, from the national symbols, based on national culture and pass the Chinese dream discusses the path of Guangxi minority image shaping, aims to let more people understand and respect the Guangxi minority culture and art, enhance the minority people's cultural self-confidence and identity.

2.9.2 "International communication strategy of ethnic minority

documentaries"(Feng Xiaoqiang,2024):Documentary plays an important role in the field of cultural communication. They play a key role in promoting the spread of ethnic minority culture, highlighting the responsibility and responsibility of the Chinese nation, and promoting the international process of cultural confidence and self-improvement.

2.9.3 "The creation idea of ethnic minority intangible cultural heritage documentary"(Zhang Xue,2023):Combined with the characteristics of documentaries, this paper studies the creation ideas of the minority intangible cultural heritage documentaries from the two directions of text creation and image creation. Based on the historical background of digital development, combining the cultural characteristics and artistic style of ethnic minorities, it seeks new creative inspiration for the minority intangible cultural heritage documentaries.

2.9.4 "The role of documentary in the protection and inheritance of the intangible cultural heritage of ethnic minorities"(Li Jinsong,2023):On the basis of appreciating and analyzing a number of excellent ethnic minority intangible cultural heritage documentaries, this paper puts forward four key roles that documentaries should play in the protection and inheritance of the intangible cultural heritage of ethnic minorities.

2.9.5 "Analysis on the path and characteristics of minority image transmission in Guangxi in 1990s"(Zhang Xingdong, He Yuting,2022): The paper takes the images of ethnic minorities in Guangxi from 1990 to 1999 as the research object, analyzes the transmission path and characteristics of ethnic minority images in Guangxi, draws valuable experience from them, and provides a new methodology for the creation and development of ethnic minority image works in Guangxi in the future.

2.9.6 "The cultural inheritance role of TV documentary in the new media era"(Shen Lifang,2021):TV documentary is not only a form of artistic expression reflecting the real life and social environment, but also a carrier of cultural inheritance. Based on the actual work experience, the author explores the cultural inheritance role of TV documentaries under the background of the new media era.

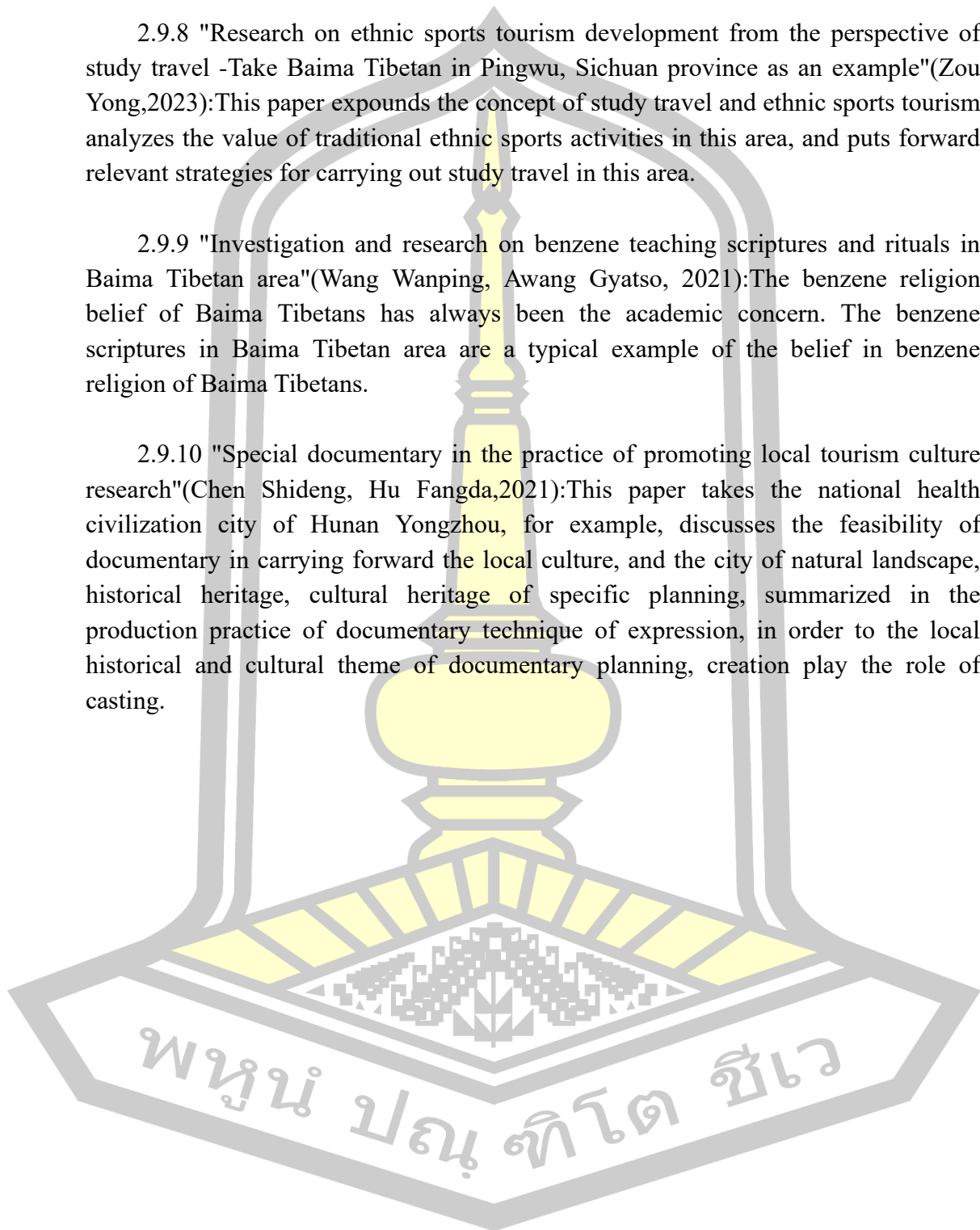
2.9.7 "Aesthetic turn and aesthetic distance of anthropology documentary in China"(Kong Xiangyu, Wu Zhihao,2021):Integrating anthropological documentary into the aesthetic category, clarifying the aesthetic subject of anthropological documentary, and studying the creation, dissemination and acceptance of anthropological documentary from the perspective of aesthetic distance are not only of unique academic value, but also an important path to realize the practical

innovation of documentary, including anthropological documentary.

2.9.8 "Research on ethnic sports tourism development from the perspective of study travel -Take Baima Tibetan in Pingwu, Sichuan province as an example"(Zou Yong,2023):This paper expounds the concept of study travel and ethnic sports tourism, analyzes the value of traditional ethnic sports activities in this area, and puts forward relevant strategies for carrying out study travel in this area.

2.9.9 "Investigation and research on benzene teaching scriptures and rituals in Baima Tibetan area"(Wang Wanping, Awang Gyatso, 2021):The benzene religion belief of Baima Tibetans has always been the academic concern. The benzene scriptures in Baima Tibetan area are a typical example of the belief in benzene religion of Baima Tibetans.

2.9.10 "Special documentary in the practice of promoting local tourism culture research"(Chen Shideng, Hu Fangda,2021):This paper takes the national health civilization city of Hunan Yongzhou, for example, discusses the feasibility of documentary in carrying forward the local culture, and the city of natural landscape, historical heritage, cultural heritage of specific planning, summarized in the production practice of documentary technique of expression, in order to the local historical and cultural theme of documentary planning, creation play the role of casting.



2.10 Conceptual framework

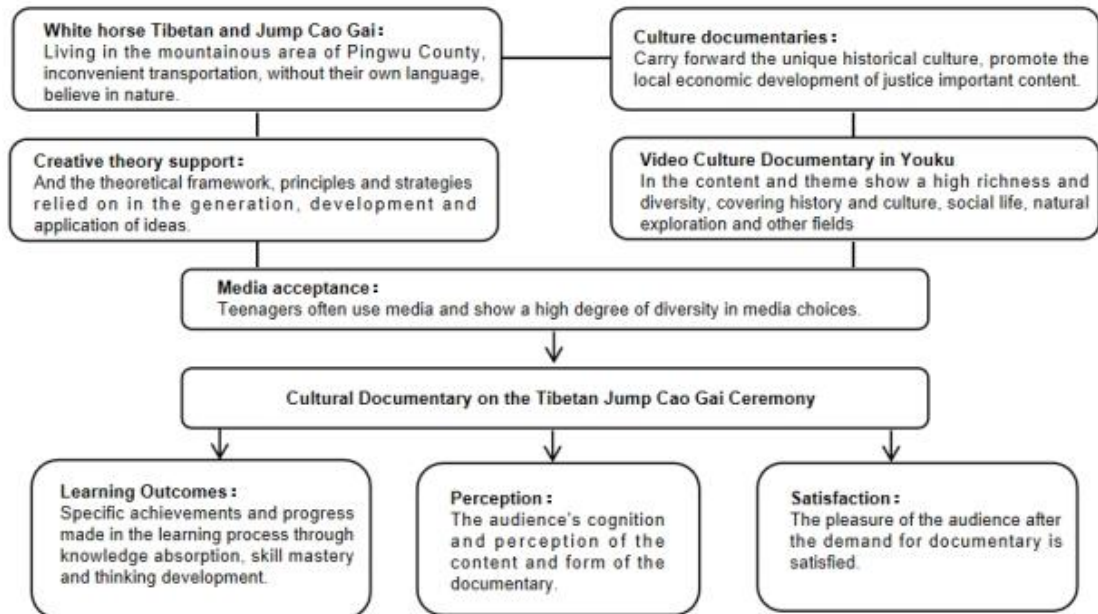


Figure 1: Conceptual framework

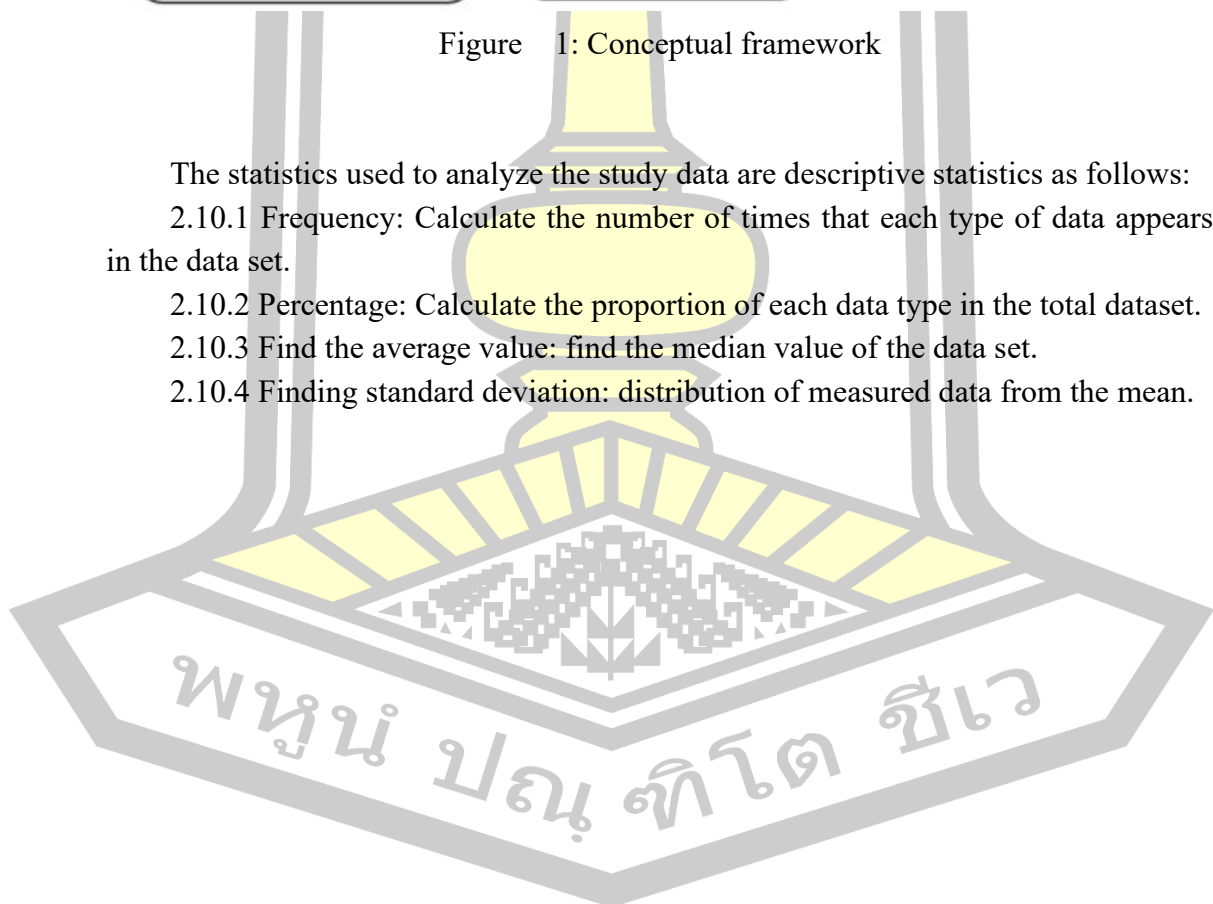
The statistics used to analyze the study data are descriptive statistics as follows:

2.10.1 Frequency: Calculate the number of times that each type of data appears in the data set.

2.10.2 Percentage: Calculate the proportion of each data type in the total dataset.

2.10.3 Find the average value: find the median value of the data set.

2.10.4 Finding standard deviation: distribution of measured data from the mean.



CHAPTER III

RESEARCH METHODOLOGY

3.1 The group providing information

3.1.1 Expert panel providing on the content of the ritual consists of 3 persons of information : 1 person form community representative in the field, 1 person form village philosophers who are experts in performing ceremonies, 1 person form cultural inheritors.

3.1.2 Watch ten documentaries from the last decade to analyze the reasons for its popularity

1) Documentary: I Repair the National Treasures

Focusing on the restoration of the cultural relics in the Palace Museum, the audience will have a deep understanding of the stories behind the protection of the cultural relics. With exquisite lens language and vivid narrative way, the film shows the extensive and profound Chinese culture and the importance of inheritance.

2) Documentary: Every Treasure Tells a Story

Take the national treasure as the clue, through the short and concise narrative way, tells the past life of the national treasure. Each episode focuses on a national treasure, restoring its historical background and production technology with modern technology means, so that the audience can enjoy the charm of Chinese culture in a relaxed and happy atmosphere. The film has won wide acclaim for its unique creativity and exquisite production.

3) Documentary: NATIONAL TREASURE

This is a large-scale cultural exploration program, the program tells the story behind the national treasure, showing the long history and profound Chinese culture. Each program invites well-known actors as "guardians of national treasures". Through the interpretation of the past legend of national treasures, the audience can enjoy the performance and understand the historical value and cultural connotation of national treasures at the same time.

4) Documentary: Xiaoyi Tiangong

Starting from the traditional Chinese color, the fragrant cloud gauze dyeing and finishing techniques, miao batik and other traditional skills are explored to tell the story of the intangible cultural heritage integrating knowledge and interest. Through exquisite shooting and in-depth interpretation, the charm of traditional skills and the importance of inheritance are shown.

5) Documentary: Amazing Chinese Colors

With color as the starting point, it focuses on the life aesthetics of all subjects such as clothing, beauty makeup and home furnishing, and explores the cultural

significance behind each Chinese color. Through exquisite shooting and simple explanation, the audience can appreciate the unique charm and cultural connotation of traditional Chinese colors.

6) Documentary: Chinese Ancient Poetry and Animation

Based on Chinese classical poetry, the film vividly shows the artistic conception and emotion in the poetry in the form of animation. The film in the story, scenes, characters, costumes and other aspects have been carefully researched and production, and strive to restore the historical scene. Its narrative style is beautiful and elegant, full of poetry and imagination, which can stimulate the audience's love and appreciation of classical poetry.

7) Documentary: Aerial China

Overlooking China from the air, China's historical and cultural landscape, natural geographical features and economic and social development and changes in an all-round and three-dimensional way. Through exquisite aerial images and vivid commentary, the film presents the magnificent Chinese mountains and rivers and rich culture to the audience. Its narrative perspective is unique and novel, and the picture is spectacular and shocking, which can bring the audience a strong visual shock and spiritual shock.

8) Documentary: Charm of Tang

On the level of literature, "Tang poetry" is appreciated, and at the same level of culture, "Tang poetry" is regarded as the voice of an era. After a lot of field investigation and shooting, through the background of the characters, deeds to introduce the representative poems. Its narrative style is rigorous and poetic, which can lead the audience to appreciate the unique charm and cultural value of Tang poetry.

9) Documentary: Waiting For Love

By showing the historical, cultural and artistic achievements of Dunhuang, the end of the film often takes the magnificent scene of Mogao Grottoes or the hard work of protection workers, emphasizing the importance of Dunhuang as a world cultural heritage and the urgency of the protection work, and stimulating the audience's sense of responsibility for the protection and inheritance of cultural heritage.

10) Documentary: A Bite of China

Although it mainly focuses on Chinese food, the ending of A Bite of China also tends to rise to the discussion of the Chinese philosophy of life and cultural traditions. Through the carrier of food, the documentary shows the Chinese people's attention to and inheritance of family, affection and traditional culture, leaving the audience with profound thinking on lifestyle and values.

3.1.3 Expert panel providing advice on documentary filming, which includes: 3 people providing information on culture documentaries.

The successful experience will be summarized from the best ten documentaries,

tabulated and submitted to three experts for professional evaluation and suggestions on shortcomings.

3.2 Population and sample

1) Population: The group included those who watched it. This group will be produced in the 18-year-old senior three students. There are a total of 250 students in Zitong High School.

2) Sample group :Using Cluster random sampling, select One class, Class one, senior three, with 30 students.

3.3 Research Variables

3.3.1 Independent variable :Culture documentary on the Tibetan Jump Cao Gai Ceremony

3.3.2 Dependent variable: Learning outcomes, Perception and Satisfaction on the sample group after watching the culture documentary.

3.4 Research Instrument

3.4.1 Interview form: The interview with three people, including the community representative, the inheritors of the "Jump Cao Gai" ceremony, and the research experts, is the guarantee of the authority of the documentary content

3.4.2 Questionnaire: A questionnaire for the three documentary experts ensures that the use of all techniques is conducive to the creation of this documentary

3.4.3 Culture documentary : The creation of the "Jump Cao Gai" ceremony

3.4.4 Quality assessment of culture documentaries : Evaluation of the creation quality of the "Jump Cao Gai" ceremony of culture documentary.

3.4.5 Learning outcomes assessment form : The audience's Learning outcomes evaluation of the professional techniques used in the "Jump Cao Gai" ceremony of culture documentary.

3.4.6 Perception assessment form : The audience's perception evaluation of the professional techniques used in the "Jump Cao Gai" ceremony of culture documentary.

3.4.7 Satisfaction assessment form: The audience is satisfied with the content of the "Jump Cao Gai" ceremony of culture documentary, and whether it can meet their expectations.

3.5 Creating Research Instrument

3.5.1 Interview form:

1) Define the Purpose: Have a deep understanding of the historical origin, cultural

connotation, inheritance status, challenges and future prospects of the "Jump Cao Gai" ceremony.

2) Identify the Experts: According to their professional knowledge, inheritance experience and community influence in the field of "Jump Cao Gai" ceremony, relevant experts, cultural inheritors and community representatives were selected as the interviewees.

3) Develop Key Themes: Understand the history, current situation, inheritance, cultural significance and challenges of "Jump Cao Gai"

4) Craft Open-Ended Questions:

Create questions that encourage detailed responses:

"Can you talk about how the 'Jump Cao Gai' ceremony was passed down from generation to generation in your family or community?"

"What are the elements or rituals that are particularly important and symbolic during the ceremony?"

"In the face of the changes in modern society, what challenges do you think you face in the inheritance of the 'Jump Cao Gai' ceremony, and how did you overcome them?"

"How do community members view and participate in the 'Jump Cao Gai' ceremony? How does this affect their lives?"

"What do you think is the significance of the 'Jump Cao Gai' ceremony to the local culture and society?"

"What are your plans and expectations for the inheritance and development of the 'Jump Cao Gai' ceremony?"

5) Sequence the Questions: Starting from understanding the basic situation and historical background of the ceremony, we gradually transition to more specific and in-depth topics such as the status quo, challenges and future prospects.

6) Pilot the Interview Guide: Conduct mock interviews with colleagues or experts in the cultural field to test the clarity and logic of the questions and collect feedback. Test the questions

7) Revise Based on Feedback: According to the feedback of the pilot interview, adjust the expression of the problem to ensure the effectiveness and relevance of the problem.

8) Prepare for the Interview: Study the relevant materials of the "Jump Cao Gai" ceremony, get familiar with the background of the experts and the topics to be discussed, and prepare the necessary interview equipment.

9) Conduct the Interview: Keep an open and respectful attitude during the interview process, flexibly respond to the new topics that may appear, and dig deep into the opinions and feelings of the interviewees.

10) Analyze the Responses: Carefully transcribe and analyze the interview content, extract key information and insights, and form a comprehensive and in-depth

understanding of the "Jump Cao Gai" ceremony. Also, consider how this information can be used in this study.

3.5.2 Questionnaire:

1) Define Objectives: A clear overview of the types of information you want to collect from the documentary photographers. Including their expertise, shooting experience, industry insights, challenges, technical tools used, understanding of audience trends, and views on future trends.

2) Identify the Target Audience: Accurately define the interviewees, that is, the experts in the field of documentary shooting. Consider their areas of expertise (e. g., Nature, history, society, etc.), years of employment, well-known projects they have participated in, and their position or influence in the industry.

3) Design Questions:

Mixed question types: a combination of multiple choice questions, Likert scales (to assess attitudes or satisfaction), sequencing questions (to prioritize priorities), and open-ended questions (to encourage deep thinking and personalized responses).

Ensure clarity: Each question should be clear and unambiguous, and avoid ambiguity or ambiguity.

Avoid leading questions: Ensure that questions are neutral and do not guide respondents to give specific answers.

Targeted problems: design some problems for the specific links of documentary shooting (such as pre-planning, shooting skills, post-production, marketing, etc.).

4) Pilot Testing: Select a small number of documentary shooting experts for the pilot test of the questionnaire. Collect their feedback, especially the comments on the clarity of the question, its relevance, and the time needed to complete the questionnaire. Based on the results of the pilot test. This may include modifying the expression mode of the problem, increasing or decreasing the problem, adjusting the order of the problem, etc.

5) Administer the Questionnaire: When distributing the questionnaire, clearly inform the respondents of how their answers will be used, and ensure anonymity and privacy protection. Questionnaires were distributed to the target audience through selected channels, and reasonable deadlines were set for data collection.

6) Analyze Data: Organize the analysis results into a report, which may include the summary, data analysis, conclusions and suggestions. This report can be used as a reference basis for subsequent research and decision making.

3.5.3 Culture documentary:

The production process of the cultural documentary is a systematic, complex and creative process, covering many stages such as pre-planning, mid-stage shooting and post-production.

1) Preliminary planning stage

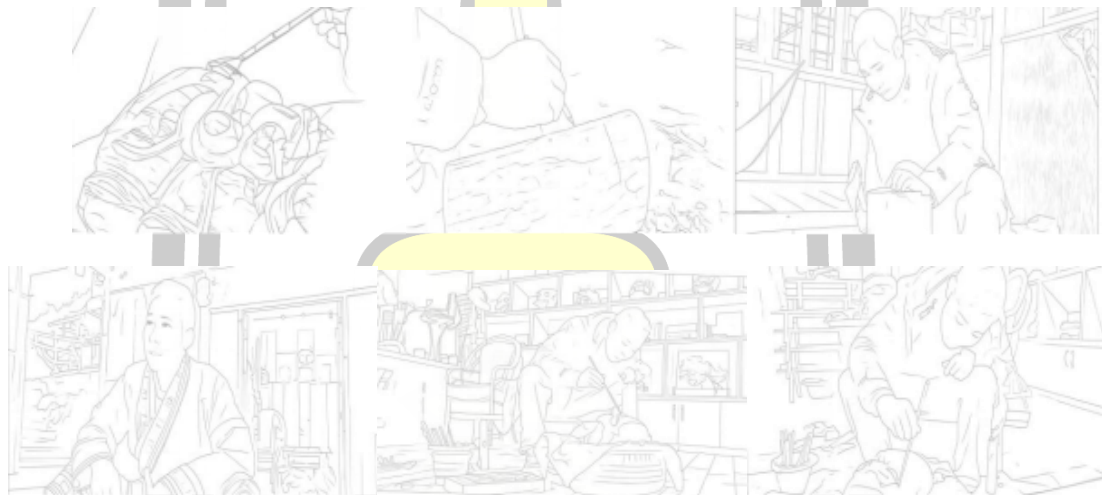
Topic selection and research: the ceremony of "Jump Cao Gai", a ceremony with profound cultural connotation and national characteristics, is determined as the core topic of the documentary. Conduct in-depth cultural background research to understand the historical origin, cultural significance, performance form, inheritance status of "Jump Cao Gai".

Planning plan formulation: According to the research results, formulate a detailed planning plan, including the documentary theme, structure, content framework, narrative style, etc.

Team building and equipment preparation: build a professional production team, including director, photographer, recorder, editor and other key roles.

Prepare the necessary shooting equipment: such as high-definition camera, stabilizer, tripod, recording equipment, lighting equipment, etc.

Shooting plan making: Make a detailed shooting plan, including the shooting location, time, Angle, scene setting, etc.



Make a mask of Cao Gai

Communicate and coordinate with the local cultural departments and inheritors to ensure the smooth progress of the shooting work.

2) Production

Field shooting: Field shooting according to the shooting plan to capture the wonderful moments and moving pictures of the "Jump Cao Gai" ceremony. In the shooting process, pay attention to details and emotional capture, and strive to show the authenticity and appeal of the ceremony.



Interviews and records: conduct in-depth interviews with inheritors, local residents, experts and scholars to record their understanding and views on "Jump Cao Gai". Collect relevant pictures, videos, literature and other auxiliary materials to provide materials for post-production.



Material sorting and screening: the preliminary sorting and screening of the shooting materials, to retain the valuable lens and audio. The content of the interview was organized, and the key information and opinions were extracted.

3) Post-production stage

Editing and production: according to the planning scheme and shooting materials, editing and production, to build a complete documentary narrative structure. Focus on the rhythm of the editing and the coherence of the picture, so that the audience can be immersed in the atmosphere created by the documentary.



Color and soundtrack

Sound soundtrack: Add appropriate sound effects and background music to the documentary to enhance the viewing experience. The choice of sound effects and soundtrack should be coordinated with the theme and atmosphere of the documentary.

Color mixing and packaging: the color mixing of the picture to make the overall tone more harmonious and unified, in line with the style requirements of documentary. Add subtitles and other packaging elements at the beginning and end to improve the

overall visual effect of the documentary.

Film review and modification: invite experts and peers to review the films and put forward suggestions for improvement.

Revised and improve the documentary according to the feedback to ensure the quality of the final product.

3.5.4 Quality assessment of culture documentaries:

1) Define Objectives: What we want to measure is the audience's evaluation of the quality of the "Jump Cao Gai" cultural documentary. This includes the content accuracy of the documentary, the display of cultural inheritance, visual effects, sound design, narrative fluency, emotional resonance and overall satisfaction and other aspects.

2) Identify the Target Audience: Consider the respondent's age, educational background, understanding of the "Jump Cao Gai" culture, and language level.

3) Design Questions :

Multiple-choice questions: used to understand the basic information of the audience and the initial impression of the various elements of the documentary (such as content and visual effects).

Likert scale (Level 5): used to measure the audience's specific evaluation of the quality of the documentary, such as " Are you satisfied with the accuracy and depth of the ' Jump Cao Gai' culture in the documentary?" (Very dissatisfied-dissatisfied-general-satisfied-very satisfied).

Open questions: Invite the audience to share their overall feelings about the documentary, their favorite parts, suggestions for improvement, etc., to get deeper feedback.

Make sure the question design is clear, unambiguous, avoid guiding questions, so that respondents can answer according to their true feelings.

Pilot Testing: A small-scale group similar to the target audience was selected for the questionnaire pilot test. Collect their feedback and check the questionnaire for questions of understanding difficulties, unclear logic or missing important aspects. Modify and improve the questionnaire necessary according to the feedback.

5) Administer the Questionnaire: The questionnaires is distributed to the target audience through appropriate channels (such as online questionnaire platforms or paper questionnaires).

6) Analyze Data: The collected data were analyzed using the statistical tools. The average score, standard deviation and other statistics of each evaluation index are calculated to identify the main trends and differences of the audience's evaluation of documentary quality. At the same time, carefully read and analyze the answers to open questions to extract valuable comments and suggestions.

3.5.5 Learning outcomes assessment form

1) Define Learning Outcomes: It is specified that students should know the cultural knowledge, recognizable cultural elements, and possible cultural understanding and respect attitude after watching and learning the cultural documentary "Jump Cao Gai". For example, students should be able to describe the origin, main characteristics, social significance of "Jump Cao Gai", and how it reflects local cultural traditions and values.

2) Develop Assessment Criteria: Outlines the specific criteria for assessing student learning outcomes, which should be closely related to learning outcomes. For example, the assessment criteria can include the accuracy of the content, the depth of understanding of cultural meaning, the ability to connect the knowledge learned to real life or other cultural phenomena, and the clarity of expressing personal opinions and feelings.

3) Select Assessment Methods: Choose the appropriate evaluation method according to the learning results and evaluation criteria. For cultural documentaries such as "Jump Cao Gai", a learning achievement evaluation form can be used.

4) Create Assessment Tasks: Design evaluation tasks that match the learning outcomes and assessment criteria. For example, students can be asked to write a paper on "Jump Cao Gai" to analyze its status and influence in the local culture.

5) Set Clear Instructions: Provide students with detailed guidelines on how to complete the assessment task. This includes task-specific requirements, submission format, time constraints, scoring criteria, etc. Ensure that students have a clear understanding of the purpose, process, and desired outcomes of the assessment.

6) Pilot Testing: Before the formal implementation of the evaluation, 5 students were selected for the pilot test. Through this process, the possible problems or deficiencies in the evaluation task can be found for timely adjustment and improvement.

7) Administer the Assessment: Implement assessments in a controlled environment to ensure that all students have equal access to the test. At the same time, attention should be paid to protecting students' privacy and rights and interests to avoid unnecessary pressure or negative impact in the evaluation process.

8) Evaluate and Provide Feedback: Score the students according to their questionnaire performance, find out what needs to be improved, and prepare them for later improvements.

3.5.6 Perception assessment form

1) Define perception : It is specified that students should know the cultural knowledge, recognizable cultural elements, and possible cultural understanding and respect attitude after watching and learning the cultural documentary "Jump Cao Gai". For example, students should be able to describe the origin, main characteristics, social significance of "Jump Cao Gai", and how it reflects local cultural traditions and

values.

2)Develop Assessment Criteria:Outlines the specific criteria for assessing student learning outcomes, which should be closely related to learning outcomes. For example, the assessment criteria can include the accuracy of the content, the depth of understanding of cultural meaning, the ability to connect the knowledge learned to real life or other cultural phenomena, and the clarity of expressing personal opinions and feelings.

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8)Evaluate and Provide Feedback:Score the students according to their questionnaire performance, find out what needs to be improved, and prepare them for later improvements.

3.5.6 Satisfaction assessment form:

1)Define Objectives: This satisfaction evaluation form aims to clearly measure the satisfaction of senior three students with the content, presentation method, educational significance and overall experience of the documentary after watching the documentary "Jump Cao Gai". By collecting student feedback, understand the impact of documentary on students, and provide reference for the production of similar works in the future.

2)Identify the Target Audience: The target audience is senior three students. Considering that they are about to face the college entrance examination, they have a high level of knowledge, certain independent thinking ability and strong expression ability. When designing the questionnaire, need to ensure that the questions are

concise and clear, in line with the understanding ability and language habits of senior three students.

3) Design Questions : Ensure clarity and avoid leading questions.

4) Pilot Testing: Before the formal distribution of the questionnaire, a small number of senior three students were selected for the pilot test. Through their feedback, the questionnaire was checked for problems such as difficulties in understanding, unreasonable problem setting or omission of important evaluation dimensions. Modify and improve the questionnaire necessary according to the feedback.

5) Administer the Questionnaire: Through the online platform or paper form, the questionnaire is distributed to the target audience — senior three students. Ensure that each student has easy access to the questionnaire and clearly inform the time and manner of submitting it.

6) Analyze Data: The collected data were collated and analyzed using statistical tools. The average score, standard deviation and other statistics of each evaluation index are calculated, and the distribution of students' satisfaction is intuitively shown in the form of charts. At the same time, carefully read and analyze the answers to open-ended questions to extract valuable information and suggestions. Based on the data analysis results, a detailed satisfaction assessment report is formed to provide feedback and improvement suggestions for the documentary production team.

3.6 In Experimental Procedures

3.6.1 Pre-test

1) Test question design: Based on the preliminary research and the documentary theme, three sets of test questions are compiled, respectively:

* Knowledge test: 20 objective questions related to "Jump Cao Gai", 1 point for each question;

* Perception test: 20 Likert scale questions, used to evaluate students' cognition and attitude towards "Jump Cao Gai";

* Satisfaction test: 20 Likert scale questions used to assess students' acceptance of the documentary format.

2) Test instructions: clarify the test purpose and fill in the specifications to the students, and implement the learning results test before viewing.

3.6.2 Video Intervention

Documentary broadcast: all students of grade three were organized to watch the documentary, and 30 students were randomly selected as experimental samples.

3.6.3 Post-test

Learning outcome assessment: At the end of the viewing, 30 sample students were tested with the same knowledge as the Pretest to evaluate the learning effect.

3.6.4 Perception assessment form

Perception assessment: the sample students were tested to quantify their understanding and attitude change of the cultural connotation of "jumping cao gai".

3.6.5 Satisfaction assessment form

Satisfaction assessment: conduct the satisfaction test of the sample students, and analyze their feedback on the content, form and communication effect of the documentary.

3.6.6 Data collection and analysis

Data collation: collect all data of Pretest, Post-test, perception and satisfaction tests;

Statistical analysis: Descriptive statistics and inferential statistics were used to analyze the data to evaluate the effect of documentary intervention and student feedback.

3.7 Data Collection and Data Analysis

3.7.1 Interview form: The interview objects include community representatives, the inheritors of the "Jump Cao Gai" ceremony, and research experts, which guarantee the content of the authenticity of the documentary. From 3 authoritative interviews, I get professional and authoritative knowledge, which is the most reliable source of information to understand the source, ceremony process and development status of the "Jump Cao Gai" ceremony.

3.7.2 Questionnaire: A questionnaire survey of three documentary experts ensures that the use of all technologies is conducive to the creation of this documentary. Listen to the suggestions on the selection of subjects, production structure, shooting techniques and film theme in the ethnic minority cultural tourism documentaries.

3.7.3 Culture documentary: The length, shooting style, theme and purpose of the documentary.

3.7.4 Quality assessment of culture documentaries: Evaluation of the creation quality of the ceremony tourism documentary. Evaluation of the creative quality of

the shooting techniques and editing techniques.

3.7.5 Learning outcomes assessment form: the audience's perception and evaluation of the professional techniques used in the jumping ceremony culture documentary.

3.7.6 Perception assessment form: As a key tool to evaluate the changes of individuals or groups, including knowledge deepening learning, attitude shaping, value internalization, behavior intention adjustment, and learning process experience, after learning and cultural experience, it plays a very important role for documentary creation teams, educators and cultural guardians.

3.7.7 Satisfaction assessment form: An effective tool for having a comprehensive understanding of learners' changes in knowledge, attitudes, values, behavioral intentions, and learning experience. It can provide valuable feedback and suggestions for documentary production teams, educators and cultural inheritors, and promote the continuous development of the protection and inheritance of cultural heritage.

3.8 Statistics used to analyze data

The statistics used to analyze the study data are descriptive statistics as follows:

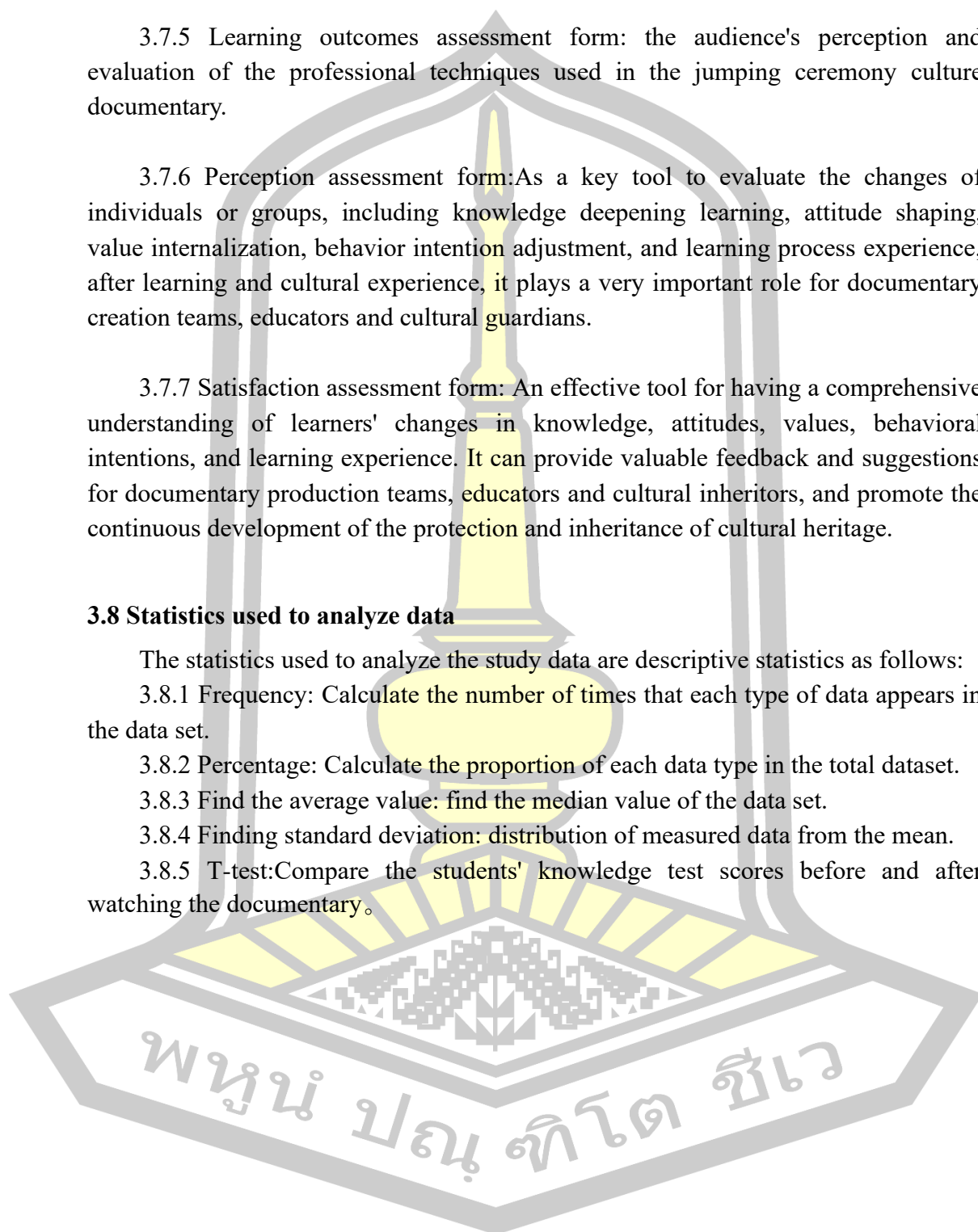
3.8.1 Frequency: Calculate the number of times that each type of data appears in the data set.

3.8.2 Percentage: Calculate the proportion of each data type in the total dataset.

3.8.3 Find the average value: find the median value of the data set.

3.8.4 Finding standard deviation: distribution of measured data from the mean.

3.8.5 T-test: Compare the students' knowledge test scores before and after watching the documentary.



CHAPTER IV

DATA ANALYSIS RESULTS

4.1 Data analysis results: To study the important elements affecting success in “Jump Cao Gai” culture documentaries.

Before shooting the cultural documentary, it is crucial to interview the cultural heirs and documentary experts. The cultural heirs provide first-hand information on the history and significance of the jump to ensure that the content is accurate and respect the culture. Documentary experts will guide the best shooting techniques and techniques to improve the visual and auditory effects of the film. The participation of both not only enhances the professionalism and authority of the documentary, but also makes the film more attractive and educational significance through their experience and knowledge. At the same time, the communication and cooperation with them can help to build trust and ensure the smooth progress of the project. Therefore, these interviews are a key step to ensure the high quality and effective dissemination of the documentary culture.

4.1.1 Pre producing the video, the researcher conducted the following actions:

The theme is the soul of the documentary, requiring clarity and specificity. Through the deep understanding and research of the "Jump Cao Gai" ceremony, while ensuring the novelty, story and value of the theme, but also consider the attraction and dissemination of the theme. Clarify the target audience and communication channels of documentaries, so as to plan and produce more targeted in the follow-up work.

Through the library and the Internet, we can discuss with friends, consult experts and scholars, collect background materials, historical documents, video materials related to the theme, etc., to provide rich materials and reference for the shooting. To the shooting site for field investigation, to understand the local environment, culture, customs, and make full preparation for the shooting.

Make a shooting plan: including the shooting location, schedule, required equipment, etc., to ensure the orderly shooting process. Detailed the documentary production budget, including personnel, equipment, venue rental, post-production, etc. According to the needs of the documentary, to establish a professional shooting team.

4.1.2 Producing the video, the researcher conducted the following actions:

Interview the mask makers to discuss the mask craftsmanship, symbolic significance and its importance in dance. Interinterviews and photographed in a natural and relaxed atmosphere to capture the true feelings and expressions of the

successor. The mask maker explains the process of making the mask while working, from the selection of materials to carving and painting, each step contains deep meaning. Interspersed with the historical background of "Jump Cao Gai" dance and the mask, how the mask becomes a bridge between the past and the present. Detailed symbolic meanings of each mask, such as representing mountain gods, animals or mythological figures, and their roles in the dance. Display the natural scenery of the Baima Tibetan community, echoing the mask making skills, reflecting the concept of harmonious coexistence between man and nature.

During filming, back up materials to a secure storage device to prevent data loss. At the end of each day, the materials are classified, and the shooting time and content description are marked for post-editing.

4.1.3 Post producing the video, the researcher conducted the following actions:

In the post-production stage of the documentary "Jump Cao Gai", all the carefully shot raw material shots were imported into non-linear editing software such as Adobe Premiere Pro. The team began browsing the material, initially out key shots and audio clips based on the plan and theme.

To build a fascinating narrative, the team carefully ranked the selected materials, covering the exquisite skills of the mask producer, the passionate display of "Jump Cao Gai", as well as the natural scenery and cultural landscape of the Baima Tibetan. This not only provides convenience for the subsequent editors, but also lays a solid foundation for the documentary.

On this basis, the team pieced together the materials into the preliminary framework of the documentary according to the script or outline, paying special attention to the consistency of the content and the rationality of the structure, so as to ensure the accurate transmission of the unique charm of "Jump Cao Gai" culture.

Subsequently, the team made fine editing of the lens, selecting the cutting points, controlling the length, grasping the rhythm, while ensuring the stability of the picture and audio clarity, bringing the best experience for the audience. In order to enhance consistency and appreciation, the team also added transitional effects such as fade-out and dissolution, adding a sense of art.

At the same time, the recording of narrative comments was carried out simultaneously. The team used clear and accurate language narration to ensure the accurate transmission of information, and closely cooperate with the picture to build a vivid narrative space.

In order to create a strong cultural atmosphere, the team carefully selects the background music that fits with the content, and carefully edited according to the content and emotional changes of the picture, so that the music and the picture perfectly integrate to create a unique artistic effect.

Finally, the team added subtitles in Both Chinese and English to ensure the

accurate transmission of information, and the subtitle style and location were carefully designed to make it simple, clear and beautiful.

Through this series of careful post-production, the documentary "Jump Cao Gai" presents the best visual effect and narrative effect, making the audience deeply feel the unique charm and value of the "Jump Cao Gai" culture.

4.1.4 Summarize the successful experience of 10 documentaries

Table 1 experience of 10 documentaries

Evaluated Items		Documentary										
												0
Introduction	Brief introduction											
	Descriptive or explanatory leadership											
	Leadership that affects the feelings											
Story telling	Presented in chronological order											
	Present content by topic structure											
	Presentation in order of relationship											
ending the story	End with a summary											
	End with more thought											

Many documentaries use brief introduction, descriptive or explanatory leadership and leadership that affects the feelings as the beginning of documentaries. With the beginning of the introduction, they match more kinds of natural scenery to attract the attention of the audience.

Among, there are many documentaries like to follow presented in chronological order, present according to sequence of events or experiences, present content by topic structure, presentation in order of relationship to show the process, Jump Cao Gai uses the character interview and shooting to connect the whole documentary.

At the end of the documentary, many documentaries make good use of end with a summary or end with more thought. We follow I Repair the National Treasures,

Every Treasure Tells a Story, NATIONAL TREASURE and other excellent documentaries to end the film with the inheritance of intangible cultural heritage and bring more thinking to the audience.

For the in-depth interpretation of culture in "Every Treasure Tells a Story", "Charm of Tang" and "Chinese Ancient Poetry Animation", the historical background, cultural connotation and social significance of the cultural phenomenon of "Jump Cao Gai" should be deeply explored to ensure the depth and breadth of documentary content. Through expert interviews, literature review, obtain accurate and authoritative information, improve the documentary professionalism and credibility reference I worked in the palace of cultural relics of cultural restoration of humanistic care, can focus on "Jump Cao Gai" cultural heritage, performers, researchers, inner world and inheritance story, show their hard work and unremitting efforts. By recording their daily life and work scenes, the audience can be more close to and understand this cultural phenomenon, and enhance the resonance and identity of the audience.

Learn the anthropomorphic techniques of "NATIONAL TREASURE" and "Waiting For Love", let the elements or characters in the culture of "Jump Cao Gai" speak, tell their own stories, and enhance the interest and interactivity of the documentary. At the same time, we can also learn from the grand narrative techniques in Dunhuang, and show the overall style and inheritance process of the "Jump Cao Gai" culture, so that the audience can feel the profound heritage and great charm of this cultural phenomenon.

"Amazing Chinese Colors", "A Bite of China" and "Qiyi Tiangong", the close-up shots can be used to capture the details and highlights of the culture of "Jump Cao Gai", such as the facial expressions and dress details of the performers, so that the audience can feel the unique charm of this culture more intuitively.

Compared with the conventional documentaries, the cultural documentary Jump Cao Gai has more educational significance. He absorbs the advantages of many other documentaries, but also has some special features. In terms of narrative strategy, the shooting method of "participatory observation" is adopted to enable the audience to naturally acquire the ecological wisdom and ethnic memory behind the ceremony in the immersive experience. The realization of this multi-level educational value benefits from the organic combination of the creators' sense of urgency of cultural rescue with the acuity of media innovation.

4.2 Results of quality analysis (Quality level)of a culture documentary of “Jump Cao Gai” by 3 experts.The mean and standard deviation of the documentary quality level were calculated by analyzing and interpreting the mean scores using the following criteria:

Documentary content:



Three documentary shooting experts evaluated the quality of the cultural documentary about “Jump Cao Gai”. Through a professional perspective, all aspects of the film were comprehensively evaluated. The questionnaire is divided into three parts: content quality, technical quality and audience experience, and each part contains five questions. In addition, the researchers conducted an additional analysis of the expert quality assessment:

4.2.1 experts on the quality of the documentary evaluation

Table 2: 3 experts on the quality of the documentary evaluation

Evaluated Items	Video Quality Level		Meaning
	Mean	S.D.	
QA: Content			
QA1:Cultural depth and accuracy	4.6	0.32	Excellent
QA2:Narrative and coherence	4.4	0.14	Good
QA3:Character shaping and interview quality	4.5	0.38	Excellent

QA4:Cultural value and significance	7	4.3	0.54	Good
QA5:Innovation and uniqueness	1	4.7	0.29	Excellent
Total	2	4.5	0.33	Excellent
QB: Technical quality				
QB1:Picture quality and photographic techniques	2	4.2	0.53	Good
QB2:Sound effects and soundtrack	5	4.5	0.44	Excellent
QB3:Clip and rhythm	0	4.6	0.21	Excellent
QB4:Subtitles and explanations	0	4.2	0.44	Good
QB5:Technical stability	9	4.5	0.37	Excellent
Total	8	4.4	0.4	Good
QC: Content				
QC1: Sequencing of content reveals the steps of tie-dyeing by Bai Ethnic	2	4.4	0.56	Good
QC2:Emotional resonance	9	4.4	0.28	Good
QC3:Information acquisition and educational value	8	4.4	0.49	Good
QC4:Watch comfort	6	4.6	0.21	Excellent
QC5:Recommended willingness	7	4.3	0.67	Good
Total	8	4.4	0.44	Good
Overall mean	9	4.4	0.39	Good

As can be seen from Table 1, the overall quality of the videos about the "Jump Cao Gai" documentary was at a good level (average = 4.49,S.D.= 0.39). When each aspect is considered in descending order of the average score, the highest ranked aspect consists of two items: content quality (average = 4.52,S.D.= 0.33) and

technical quality (average = 4.48, S.D. = 0.40), both of which are of good quality.

From the table, the expert gives the following advice: After watching the documentary "Jump Cao Gai" deeply, it is clear that it effectively focuses on several core levels. The documentary is clear and widely popular, especially focusing on its unique "Jump Cao Gai" culture. The integration of emotional narrative adds depth to the documentary, but also emphasizes the value and relevance of "Jump Cao Gai" art in contemporary society, as well as its internal connection with other art forms and cultural traditions. At the technical level, the documentary has reached the due level, and the picture is clear and full of vitality, which greatly enhances the aesthetic appeal of "Jump Cao Gai". In terms of sound effects, including the ambient sound and the participants' narration, they are performed quite well. The perfect combination of sound and visual effects brings a coherent and immersive viewing experience to the audience. In addition, the documentary also uses a variety of editing techniques and shooting angles, to further enhance its visual appeal and overall production quality.

However, it is worth noting that the documentary is slightly inadequate in exploring the process of "Jump Cao Gai" culture to other regions and how it is inherited and developed in modern society. Nevertheless, the documentary still successfully captures the enthusiasm and dedication of the artist of "Jump Cao Gai", injecting fresh vitality and appeal into the whole narrative. Overall, the documentary provides viewers with a window into the "Jump Cao Gai" culture, although there is still room for expansion in some ways.

The documentary "Jump Cao Gai" Culture has been highly evaluated by the three documentary shooting experts in terms of content quality, technical quality and audience experience. However, in some evaluation indicators, the experts are differences, which also provides a direction for further improvement of the film. In the future, the film production team can be targeted to optimize the suggestions of experts, in order to improve the overall quality of the film, and better spread and promote the culture of "Jump Cao Gai".

In general, experts speak highly of the content quality, technical level and audience experience of "Cao Gai", and recognize its display of cultural uniqueness and artistic value, but there are deficiencies in cultural communication and modern development. It is suggested to optimize it accordingly to improve the overall quality of the film and better promote the culture of "jumping cao Gai".

4.3 Data analysis results: To study the Student Learning Outcomes after watching the culture documentary.

4.3.1 Pre-trial scores and post-learning outcome scores of 30 subjects were analyzed and equally compared using the valid index (E.I).

Table 3: Test results of 30 students

Nu mber	Pretest	Post Test
1	8	19
2	11	19
3	7	17
4	10	20
5	10	17
6	11	19
7	10	17
8	6	20
9	9	18
10	7	19
11	11	20
12	9	20
13	7	18
14	11	20
15	8	17
16	10	20
17	9	20
18	8	17
19	9	20
20	9	20
21	10	18
22	8	20
23	8	18
24	9	20
25	10	18
26	10	19
27	9	20
28	7	20
29	8	20
30	8	17
su m	267	567
Me an	8.9	18.9
S.D .	1.373392477	1.213430588
E.I	0.9010	90.10

From Table 2, the effectiveness index can be calculated (Pacheon Kitrakan,2001) as follows

$$\text{Effectiveness} = \frac{P2 - P1}{\text{Total} - P1}$$

P1 = sum of all pre-test scores

P2 = sum of all post-test scores

Total = product of the number of students and the original score

$$\text{Effectiveness} = \frac{567 - 267}{600 - 267}$$

$$\text{Effectiveness} = 0.9010$$

The effectiveness index of the cultural documentary “Jumping the Rope” when taking the scores before and after studying, it was found that the students’ knowledge and understanding level before watching the documentary was 267 points (mean = 8.9) and the overall score after watching the documentary was 567 points (mean = 18.9). When calculating the effectiveness index of the cultural documentary according to the statistical formula, it was found to be 0.9010, indicating that the students’ learning progress was higher by 90.10 percent, which reflected the overall situation of the students when they gained new knowledge and new fields, that is, this documentary was very effective in helping them improve their knowledge and understanding level.

As the documentary progressed, the students were brought into a colorful and charming world of folk dance. They not only saw the spectacular scene of the dancers dressed in bright costumes, holding special props and dancing in the rhythmic music, but also learned about the origin, development and evolution of the "Jump Cao Gai" activity and its importance in the local community. The students gradually realized that "Jump Cao Gai" is not only a dance performance, but also an art form carrying national beliefs, historical memory and cultural traditions.

During the viewing process, the students' cognitive level of "Jump Cao Gai" was significantly improved. They began to be able to identify key elements in the dance, such as masks, drums, costume colors, and to understand the role and message that these elements play in the dance. At the same time, the students also have a deeper understanding of the social functions behind the dance, such as strengthening community cohesion, inheriting national culture, expressing national emotions, etc. These cognitive improvements are not only limited to the understanding of the specific activity of "Jump Cao Gai", but also extend to the broad cognition of national culture, history and social phenomena.

More importantly, after watching the documentary, the students have a more

urgent and profound understanding of protecting and inheriting the traditional culture. They realize that in the rapid development and changes of modern society, many traditional cultures and art forms are facing the risk of disappearing and forgetting. Therefore, they began to think about how to participate in and support the protection and inheritance of traditional culture through their own actions. This thinking not only reflects the students' respect and value for cultural diversity, but also shows their sense of responsibility and mission as a younger generation.

To sum up, watching the documentary "Jump Cao Gai" is a rare learning opportunity for students and a process of cognitive improvement. It not only allows the students to appreciate the charm and value of folk dance, but also inspires their thinking and actions on the protection and inheritance of traditional culture. This cognitive improvement and transformation will have a profound impact on the growth and development of students.

4.3.2 By using the criteria of analysis and translation of average score data, conduct the perception analysis of the content of 30 samples, and the mean (mean) and standard deviation (SD) of the perceived level of documentary content are calculated, as follows:

4.51-5.00 Highest perception level

3.51-4.50 High perception level

2.51-3.50 Medium perception level

1.51-2.50 Low perception level

1.00-1.50 Lowest perception level

Table 4: Analysis table of the 30 students' perception of documentaries

Evaluated Items	Perception Level			Meaning
	n=30			
	Mean	SD		
Q1:Describe the basic process of the "Jump Cao Gai" ceremony	4.23	.62	High	High
Q2:Understand the historical background of "Jump Cao Gai"	4.28	.62	High	High
Q3:It can list several important cultural symbols in the ceremony of "jumping cao Gai"	4.33	.62	High	High
Q4:Understand the importance of the "Jump Cao Gai" ceremony in the local area	4.38	.62	High	High

Q5:Understand the relationship between the "Jump Cao Gai" ceremony and the local natural environment and religious beliefs	4	.43	.61	h	Hig
Q6:I have developed a strong interest in the culture of "Jump Cao Gai"	4	.44	.61	h	Hig
Q7:Agree with the importance of the "Jump Cao Gai" ceremony	4	.49	.61	h	Hig
Q8:I was deeply moved by some of the scenes or stories	4	.54	.61	hest	Hig
Q9:Curiosity and yearning	4	.59	.61	hest	Hig
Q10:We believe that learning cultural knowledge through documentaries is an effective way	4	.64	.6	hest	Hig
Q11:It can analyze the interpretation of the jumping ceremony from different perspectives in the documentary	4	.23	.62	h	Hig
Q12:Ability to identify possible bias or misleading information in the documentary	4	.28	.62	h	Hig
Q13:Can think about the significance and value change of the "Jump Cao Gai" ceremony in the modern society	4	.33	.62	h	Hig
Q14:Can put forward their own suggestions or views on the cultural inheritance and protection of "Jump Cao Gai"	4	.38	.62	h	Hig
Q15:It can compare and analyze the "Jump Cao Gai" ceremony with other similar cultural phenomena	4	.43	.61	h	Hig
Q16:I can apply the cultural knowledge of "Jump Cao Gai" to my daily life	4	.44	.61	h	Hig
Q17:Willing to share their understanding and feelings of the "Jump Cao Gai" culture through social media	4	.49	.61	h	Hig
Q18:We plan to further explore or learn more about the "Jump Cao Gai" culture in the future	4	.54	.61	hest	Hig
Q19:He believe that learning "Jump Cao Gai" culture is helpful to broaden the international vision and cultural inclusiveness	4	.59	.6	hest	Hig
Q20:They believe that documentaries can stimulate the desire to explore other unknown cultures	4	.64	.6	hest	Hig
Total	4	.44	.61	h	Hig

It can be learned from Table 3, Students' overall perception of documentary is in a high perception level (average =4.44 S.D.=0.61), indicating that students have a relatively high degree of cognition of documentary.

in terms of knowledge understanding, most students can accurately describe the basic process of "Jump Cao Gai" ceremony, and have a deep understanding of the historical background. Most of the students expressed their ability to enumerate important cultural symbols or symbolic meanings in the ceremony, and had a clear understanding of the importance of the ceremony in the local community. At the same time, the students understand the relationship between the ceremony and the natural environment and religious beliefs. This shows that the documentary has achieved remarkable results in conveying basic information and cultural background.

Students have developed a strong interest in the culture of "Jump Cao Gai", which is generally believed that it is a valuable cultural heritage that is worth protecting and inheriting. Some scenes or stories in the documentary make them deeply moved or inspired, and they feel curious and yearning to participate in or experience the ceremony. In addition, the vast majority of students believe that learning cultural knowledge through documentary is an effective way. This shows that documentaries play a positive role in stimulating students' interest and cultivating cultural identity. Students are able to analyze the interpretation of rituals from different perspectives in the documentary, identify possible bias or misleading information, and think about the meaning and value changes of rituals in modern society.

Students can apply the cultural knowledge they have learned to their daily life, such as communicating with others, and are willing to share their understanding and feelings through social media or other channels. Many students plan to further explore or learn more about the culture of "Jump Cao Gai" in the future, and believe that learning the culture will help broaden their international perspective and cultural inclusiveness. In addition, the overwhelming majority of the students expressed their willingness to participate in cultural exchange activities related to the ceremony and became interested in other types of cultural documentaries. This shows that documentary plays an important role in promoting the application and expansion of students' knowledge.

To sum up, high school students have achieved remarkable learning results after watching the cultural documentary "Jump Cao Gai". They have performed well in knowledge understanding, emotional attitude, critical thinking, and application and expansion. In order to further improve the students' cultural accomplishment and critical thinking ability, we suggest that schools and teachers, strengthen the screening of cultural documentary and recommended, provide students with more high quality learning resources, organize related cultural exchange activities, let students deepen the understanding of culture and feelings, strengthen the education of cultural identity,

cultivate their cultural self-confidence and cultural consciousness.

4.3.3 Satisfaction assessment of 30 people after watching the documentary. The mean and standard deviation of the satisfaction level were calculated by using the standard analysis and translating the average scores, as follows:

4.51-5.00 Highest satisfaction level

3.51-4.50 High satisfaction level

2.51-3.50 Medium satisfaction level

1.51-2.50 Low satisfaction level

1.00-1.50 Lowest satisfaction level

Table 5: A satisfaction survey of the 30 students

Evaluated Items	Satisfac tion Level		Meaning
	n=30		
	M ean	S .D.	
Q1:Whether the content fully shows the essence of the culture	4.02	0.79	High
Q2:Whether the content has a depth of	4.07	0.79	High
Q3:Whether the story or the case is appealing	4.12	0.79	High
Q4:Whether the content is accurate or correct	4.17	0.78	High
Q5:Whether the content covers the history, the current situation and the future prospects	4.22	0.78	High
Q6:Whether the picture quality is clear	4.23	0.78	High
Q7:Whether the sound effects and the soundtrack are coordinated	4.28	0.71	High
Q8:Is the clip smooth	4.29	0.77	High
Q9:Whether the commentary is clear and accurate	4.34	0.77	High
Q10:Whether to use valid visual elements	4.39	0.75	High

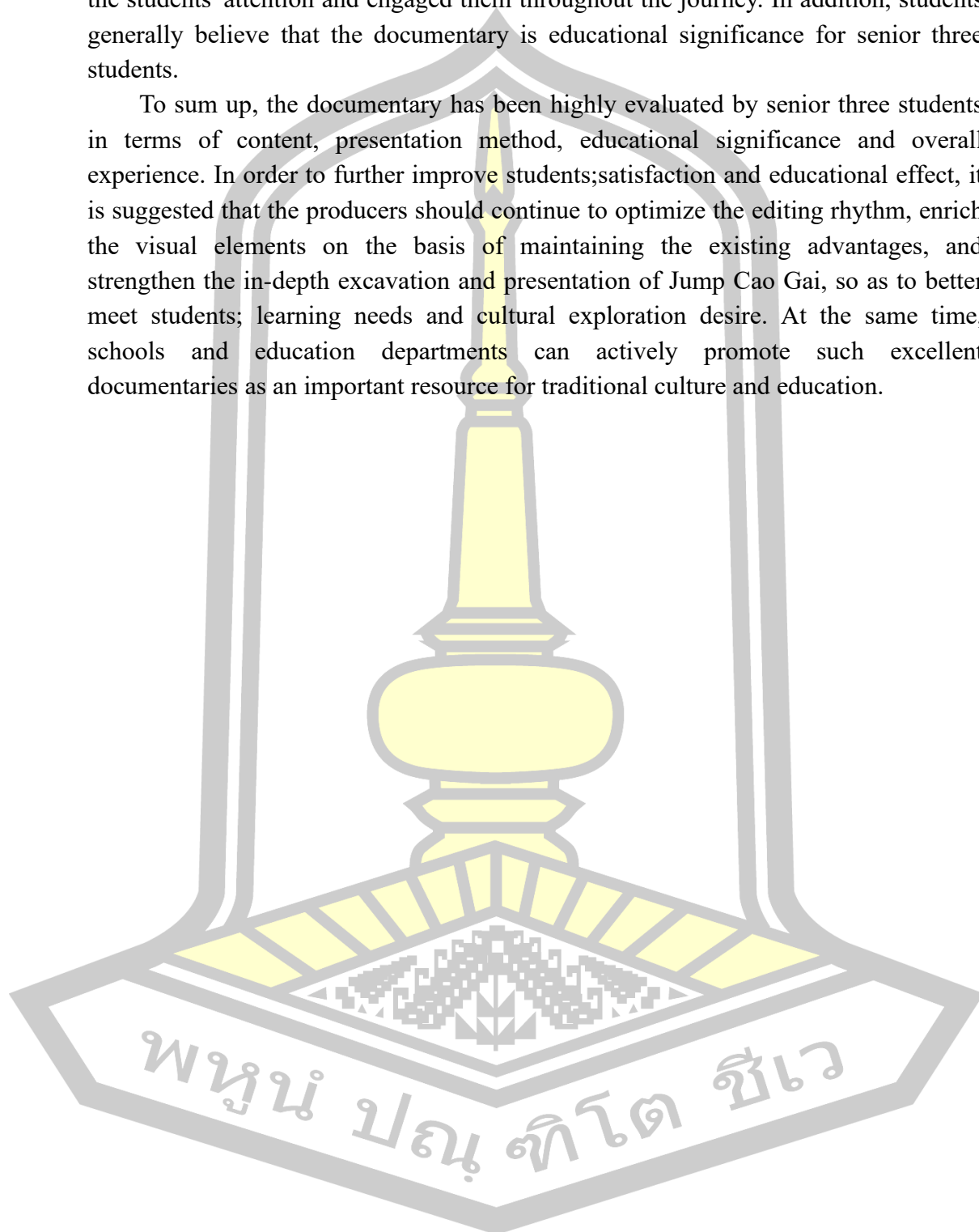
Q11:Is successful in conveying the educational value	4	0	Hig h
Q12:Whether to enhance the respect for and understanding of the traditional culture	4	0	Hig h
Q13:Whether to stimulate the interest in exploration	4	0	Hig h
Q14:Whether to broaden the vision, enhance the multicultural understanding	4	0	Hig h
Q15:Are aware of the importance of cultural heritage	4	0	Hig h
Q16:Whether the overall process is pleasant	4	0	Hig h
Q17:Whether the duration and rhythm arrangement are satisfactory	4	0	Hig h
Q18:Success in attracting attention	4	0	Hig h
Q19:Whether it has educational significance	4	0	Hig h
Q20:Overall satisfaction	4	0	Hig h
Total	4	0	Hig h

As can be seen from the table4, On the whole, students' satisfaction with documentaries is high (average =4.21 S.D.=0.78), Most students are satisfied with the content of the documentary, believing that it fully shows the essence of the Jump Cao Gai, and has a depth, which is conducive to a deep understanding of the culture. At the same time, the content is accurate, covering the history, the present situation and the future outlook, and has been widely recognized by the students. In terms of presentation, students generally believe that the picture quality of the documentary is clear, the sound effects and music are coordinated with the picture content, the editing is smooth, and the commentary is clear and accurate. In addition, the documentary also uses effective visual elements to assist the illustration and enhance the viewing experience. Students believe that the documentary successfully conveys the educational value of Jump Cao Gai and stimulates their interest in exploring traditional culture. At the same time, the content helps to broaden the horizon, enhance the understanding of multicultural, and make students realize the importance of cultural inheritance.

During the watching process, students were generally felt happy and satisfied

with the length and rhythm of the documentary. The documentary successfully caught the students' attention and engaged them throughout the journey. In addition, students generally believe that the documentary is educational significance for senior three students.

To sum up, the documentary has been highly evaluated by senior three students in terms of content, presentation method, educational significance and overall experience. In order to further improve students; satisfaction and educational effect, it is suggested that the producers should continue to optimize the editing rhythm, enrich the visual elements on the basis of maintaining the existing advantages, and strengthen the in-depth excavation and presentation of Jump Cao Gai, so as to better meet students; learning needs and cultural exploration desire. At the same time, schools and education departments can actively promote such excellent documentaries as an important resource for traditional culture and education.



CHAPTER V

CONCLUSION, DISCUSSION, AND SUGGESTION

The research on the “The Impact of a Cultural Documentary on the Tibetan Jump Cao Gai Ceremony to Enhancing Student Learning Outcomes” presented the following conclusion, discussion, and suggestion:

Conclusion

The researchers presented their conclusion in three parts:

Part 1: Results of the important elements affecting success in “Jump Cao Gai” culture documentaries.

As a traditional art form with profound cultural heritage, the production of its documentaries not only carries the mission of cultural inheritance, but also faces the challenge of how to attract modern audience and realize the win-win situation of cultural value and market benefits.

When creating a documentary about "Jump Cao Gai", a unique Chinese national cultural phenomenon, the early preparation is particularly critical. First of all, the theme of "Jump Cao Gai" is clear, aiming to show the history, belief and humanistic stories behind this traditional ceremony, and attract the audience who are interested in traditional culture. Through in-depth research, a story line from origin and development to modern inheritance is constructed, and the most representative ritual scenes and character stories are selected to ensure that the content is both rich and fascinating.

In the mid-stage shooting, the team used high-definition camera technology and drone aerial photography to capture the spectacular dance, mysterious masks and gorgeous costumes in the ceremony. At the same time, it paid attention to the picture composition and the use of light and shadow to create a solemn and mysterious atmosphere. In terms of simultaneous sound collection, the drum sound, carving sound and the real feelings of the participants were recorded to enhance the sense of reality and scene of the documentary.

In the post-production, the music and sound effects that fit with the ritual atmosphere are carefully selected, such as the ancient drum music and the background sound of the natural environment, to deepen the emotional resonance of the audience. At the same time, subtitles and explanations will be added to explain the cultural significance behind the ceremony and the emotional world of the participants, so that the audience can deeply understand the unique charm and far-reaching influence of Jump Cao Gai, a national cultural treasure, in the audio-visual feast.

Part 2:Results of a culture documentary of “Jump Cao Gai”.

Culture documentary:Jump Cao Gai

Cultural documentary "Jump Cao Gai" is a show of Sichuan pingwu traditional dance "Jump Cao Gai" documentary, the documentary to mask making inheritance Tian Hu tower as the main line, tells the story of the origin of Jump Cao Gai, history, dance characteristics, cultural value and inheritance and protection status, presents a rich and colorful cultural picture for the audience.

The documentary emphasizes the cultural value and social influence of Jump Cao Gai. As one of the important folk cultural activities of Baima Tibetan, it not only has distinct ethnic characteristics, but also carries rich historical and cultural connotation. It has attracted the attention of many audiences with its unique artistic charm and become a window to understand the Tibetan culture of Baima.

The documentary also focuses on the inheritance and protection status of Jump Cao Gai. With the development of society and the progress of The Times, the original relatively closed folk culture has been constantly impacted by modern civilization, and the successor of Jump Cao Gai is highly endangered and in urgent need of rescue and protection. By recording the lives and performances of the inheritors and performers of Jump Cao Gai, the documentary calls on all sectors of society to pay attention to the inheritance and protection of this intangible cultural heritage, and jointly contribute to the inheritance and promotion of the excellent traditional culture of the Chinese nation.

Quality assessment of culture documentaries

In the comprehensive evaluation of the documentary of Jump Cao Gai, we invited three documentary shooting experts to carefully score and analyze the content quality, technical quality and audience experience according to their professional perspective.

It can be seen from the evaluation form of the quality of the documentary by the three experts that the experts believe that the documentary is an excellent work, among which the high recognition is the production of the content, followed by the technical production. In terms of audience experience, the experts are slightly different, but the whole is still in a high evaluation.

The story narrative of the film is also relatively clear and coherent, which can guide the audience to deeply understand the culture. The characters are distinct, and the interview content is rich and deep, which can truly reflect the life and emotion of the cultural inheritors. The film has some innovations in content presentation and narrative techniques, but there is still room for improvement. Exquisite pictures and exquisite photography skills, it can fully show the charm of Jump Cao Gai,. Among them, the sound effect and music are coordinated with the content of the picture, the editing is smooth and the rhythm is properly grasped. There are no technical problems

such as lag and synchronized sound and painting throughout the whole film. The film provides a wealth of information and knowledge about the culture of Jump Cao Gai, has strong attraction and interest, can successfully attract the attention of the audience, and have a strong interest in the culture.

The documentary of Jump Cao Gai has been highly evaluated by the three documentary shooting experts in terms of content quality, technical quality and audience experience. However, in some evaluation indicators, the experts are differences, which also provides a direction for further improvement of the film.

Part 3:Results of the Student Learning Outcomes after watching the culture documentary.

3.1 Learning Outcomes

Compared to the students before watching Jump Cao Gai culture documentary (sum=267 average =8.9), students after watching the documentary for Jump Cao Gai culture has obvious improvement (sum=567 average =18.9), progress is very obvious, means that they have a deeper understanding of Jump Cao Gai culture, including its historical background, inheritance, artistic characteristics, etc. They mastered the basic movements and rhythms of Jump Cao Gai, as well as details about costumes, props and rituals. Through watching the documentary, the students have a deeper understanding of the artistic value of Jump Cao Gai. They learned to appreciate and evaluate Jump Cao Gai; performance from many aspects, such as dance movements and music rhythm, and improved their artistic appreciation ability. This helps them develop intercultural communication skills and learn to respect and understand the cultural traditions of different regions. In the process of watching, I can think independently based on the knowledge I have learned, and put forward my own opinions and suggestions, thus cultivating the ability of critical thinking.

3.2 Perception

Through watching the documentary, students have a strong sense of identity with Cao Gai culture (average =4.44), and this sense of identity is in a general state (S.D.=0.61). They realize that they are a part of the inheritance of Chinese culture, and they have the responsibility and obligation to protect and inherit this cultural heritage. Jump Cao Gai beautiful dance posture and unique charm in the documentary deeply attracted the students. They developed a strong interest in the art of dance and were willing to further study and explore other art forms associated to it. In the process of watching, the students can feel the hard work and persistent pursuit of the inheritors of Cao Gai culture, so as to have emotional resonance, and cherish and respect this cultural heritage more. They realize that traditional culture is not outdated

or boring, but contains rich historical connotation and artistic value, which is worth our learning and inheriting.

3.3 Satisfaction

Students generally believe that the documentary "Jump Cao Gai" is rich and in-depth in content (average =4.21 S.D.=0.78), which not only tells the origin, development, characteristics and inheritance of Cao Gai's dance in detail, but also gives the audience a deep understanding of the living state and inner world of Cao Gai's cultural inheritors through vivid stories and real interviews. The documentary also skillfully uses various elements such as narration, subtitles and simultaneous sound to make the information transmission more intuitive and vivid. Therefore, in terms of presentation, the students spoke highly of the documentary "Jump Cao Gai". It not only lets the students understand the unique charm of Cao Gai culture, an intangible cultural heritage, but also guides them to think about the importance of cultural inheritance and protection. They said that watching documentaries has not only taught them a wealth of cultural knowledge, but also made them enjoy a visual and auditory feast. Every detail in the documentary is handled properly, allowing the audience to feel the charm and power of culture in a relaxed and happy atmosphere.

Discussion

"I Repair the National Treasures" shows the skills and ingenuity through the story of cultural relics restorers. "Every Treasure Tells a Story" tells the past and present lives of national treasures in a short and concise unit, while "Chinese Ancient Poetry Animation" restores the artistic conception of poetry in the form of animation, giving new vitality to classical literature. These documentaries not only dig deep into the cultural connotation in the content, but also constantly innovate in the form, so that the audience can feel the charm of Chinese culture in a relaxed and happy atmosphere. These documentaries have their own characteristics in showing the diversity and profound heritage of Chinese culture, but they have their core goal in common: through vivid narrative, exquisite technology and artistic expression, conveying the importance of cultural inheritance and protection, while optimizing the audience experience and lowering the threshold of cultural communication.

In contrast, the cultural documentary also takes cultural inheritance as the core, showing the artistic value and humanistic spirit of the unique cultural "Jump Cao Gai" through exquisite lens language and emotional narrative. The film has also reached a high level of technology, with clear pictures and excellent sound effects. The combination of audio-visual experience brings an immersive experience to the audience. However, the theme of the Jump Cao Gai cultural documentary is relatively small and highly regional, which makes it face greater challenges in cultural communication. Compared with documentaries such as "A Bite of China", the

cultural documentary is slightly insufficient in the discussion of modernity, and fails to fully show the development and inheritance of this culture in the contemporary society.

In the future, the cultural documentaries can learn from the successful experience of other documentaries and further improve the quality and communication effect of the films. For example, we can learn from the animation form of "Chinese Ancient Poetry Animation" to present the artistic characteristics of "Jump Cao Gai" culture in a more creative way, or learn from the interpretation method of "National Treasure", Cultural scholars or artists are invited to act as "cultural guardians" to deeply interpret the historical background and artistic value of "Jump Cao Gai" culture through interpretation or interpretation. In addition, the film can also strengthen the discussion of the inheritance and development of the "Jump Cao Gai" culture in the modern society, and show its vitality and innovation in the contemporary cultural context. Through these optimizations, the Jump Cao Gai culture documentary is expected to become another masterpiece to show the diversity of Chinese culture, open a window for the audience to understand this unique culture, and also inject new vitality into cultural inheritance and protection.

Compared with ordinary documentaries, "Jump Cao Gai" has a stronger educational significance as a cultural documentary, which can guide students to think about the importance of cultural inheritance and protection, and cultivate their cultural confidence and sense of responsibility. Ordinary documentaries may be more entertaining and lack clear educational goals. The cultural documentary not only has the entertainment and ornamental value, but also has its educational significance. It can pass on the essence and connotation of Cao Gai culture to the students through the vivid pictures and stories, so as to help them better understand and inherit the traditional culture. While ordinary documentaries may pay more attention to entertainment and appreciation, and the educational significance is relatively weak.

Suggestion

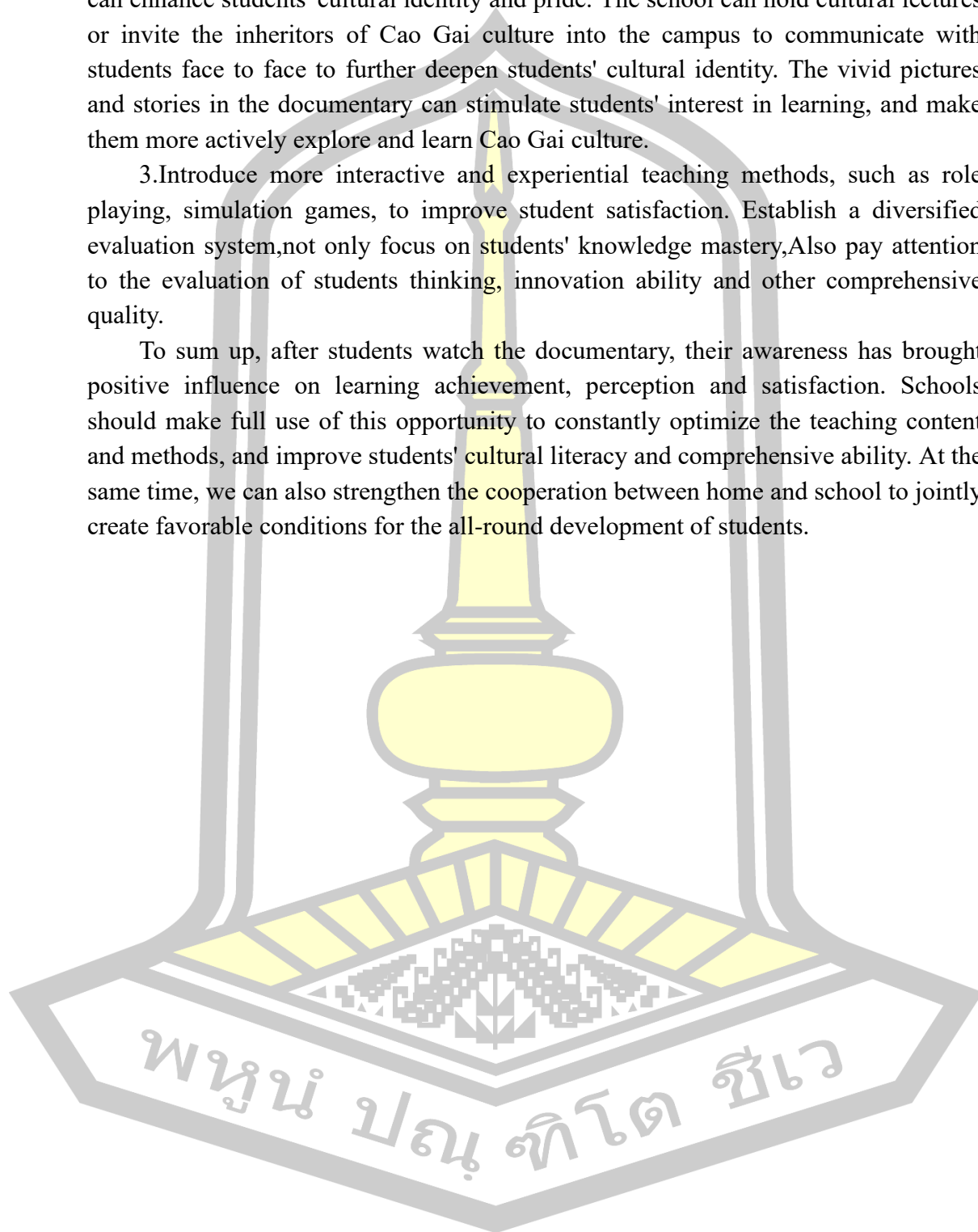
Based on the findings of the research on the cultural documentary on Jump Cao Gai and the evaluation of viewer perception, here are some recommendations for future research:

1. **Enhancing Student Learning Outcomes:** Cultural documentaries often focus on a specific topic for in-depth exploration, which can stimulate students' curiosity and thirst for knowledge. Vivid pictures and real scenes can make students understand the knowledge more intuitively, so as to stimulate their interest in learning. After watching the documentary, the school organizes group discussions or writes comments to deepen students' understanding of Cao Gai culture and its historical, artistic and social values contained in it.

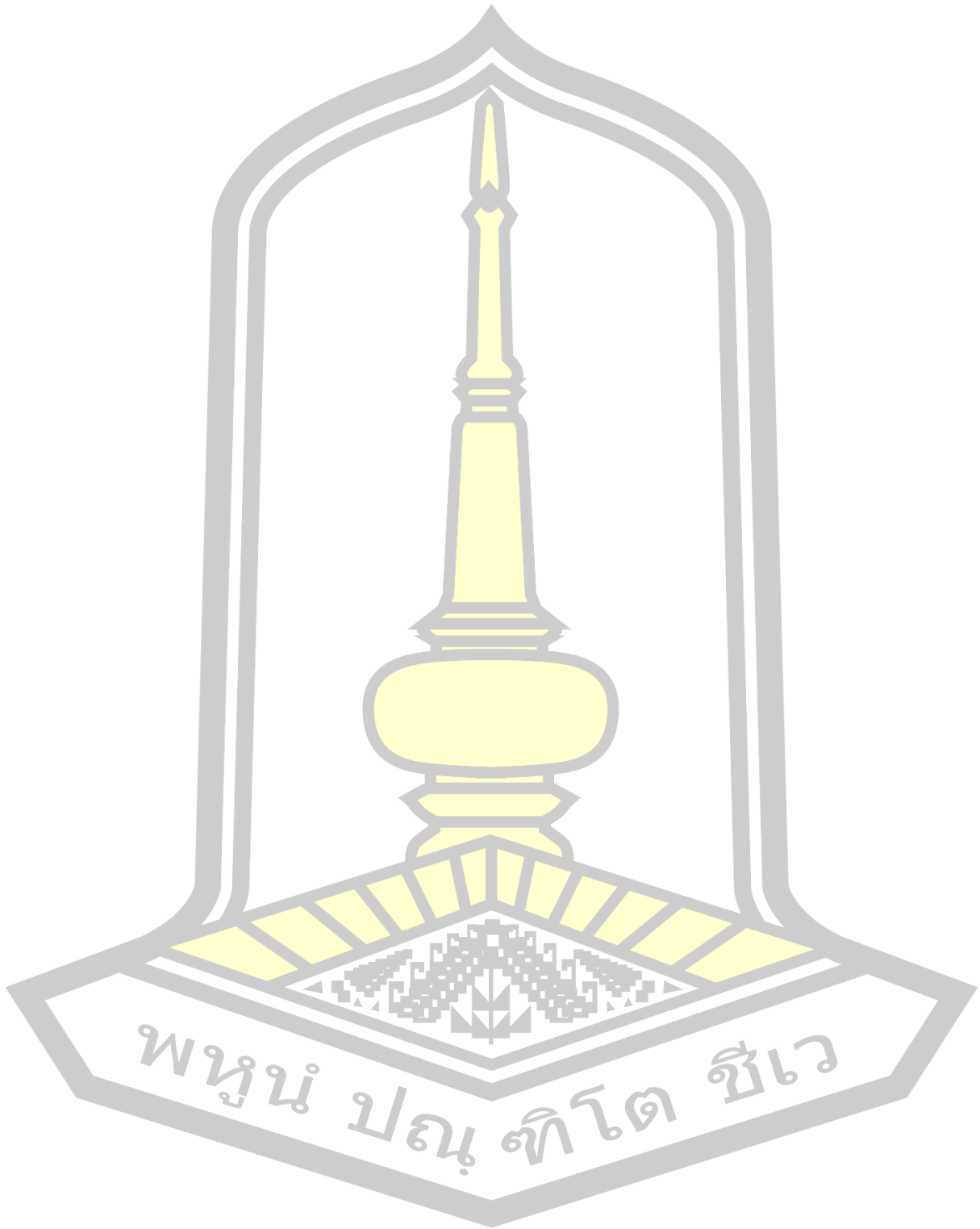
2.The inheritors of Cao Gai culture and their efforts shown in the documentary can enhance students' cultural identity and pride. The school can hold cultural lectures or invite the inheritors of Cao Gai culture into the campus to communicate with students face to face to further deepen students' cultural identity. The vivid pictures and stories in the documentary can stimulate students' interest in learning, and make them more actively explore and learn Cao Gai culture.

3.Introduce more interactive and experiential teaching methods, such as role playing, simulation games, to improve student satisfaction. Establish a diversified evaluation system,not only focus on students' knowledge mastery,Also pay attention to the evaluation of students thinking, innovation ability and other comprehensive quality.

To sum up, after students watch the documentary, their awareness has brought positive influence on learning achievement, perception and satisfaction. Schools should make full use of this opportunity to constantly optimize the teaching content and methods, and improve students' cultural literacy and comprehensive ability. At the same time, we can also strengthen the cooperation between home and school to jointly create favorable conditions for the all-round development of students.



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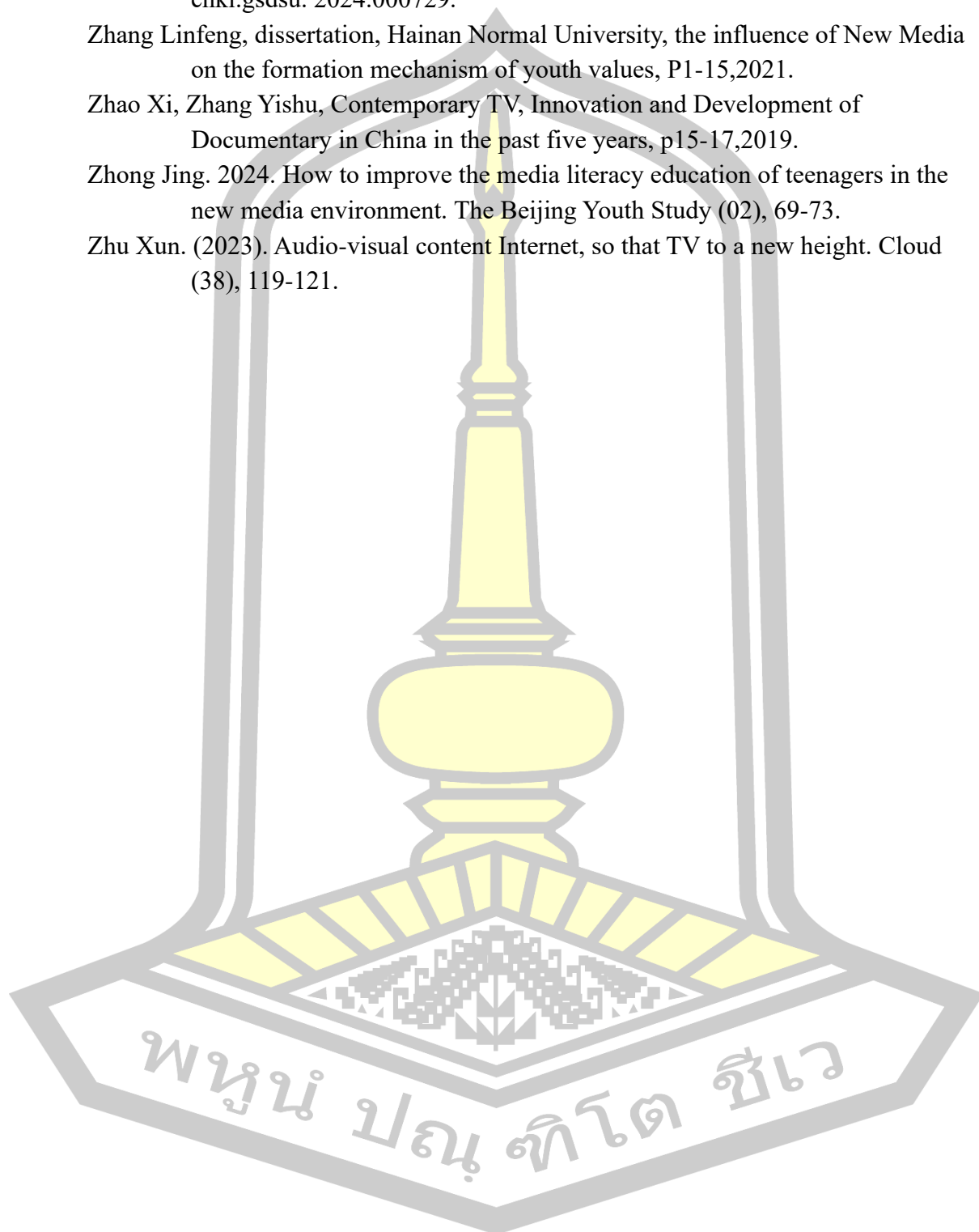
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