A Study of Strategies for High-Quality Communication of Opera Culture in the Context of Media Integration - On the Networked Survival of Opera Culture

Wang Yicong

Beijing University, School of Arts, Beijing, China

Abstract: In the era of mobile Internet, the way of information dissemination has changed profoundly, and the inheritance and development of opera art cannot be separated from the change and innovation of communication media, and the general trend of media integration has made the cultural communication pattern of opera broader. Traditional Chinese opera has been favored by various literary creators since the beginning, and during the long-term practice of Internet content production, a number of high-quality works using traditional Chinese opera as the original inspiration have emerged in the Chinese cultural market. In the context of the media convergence era, multiple factors from both internal and external sources have made the future inheritance and reproduction of traditional Chinese opera culture face certain dilemmas. How should the heritage of opera culture adhere to the righteousness and innovation, grasp the opportunity of the development of the times, realize the value of communication through the emerging media, as well as the production and broadcast mode of network sensitization, production mode diversification, etc., in order to achieve the sustainable development of opera art.

Keywords: media convergence, opera art, communication strategy, production and broadcasting mode, networking

1. Introduction

For contemporary Chinese opera art, cultural inheritance and cultural dissemination are on equal footing. With the development of human society and the progress of science and technology, the interactivity of information dissemination is increasing, and the foreign multiculturalism and local popular culture have brought more diverse entertainment choices and entertainment life styles to the public, while the slow rhythm of opera itself is difficult to match with the fast-paced life of the current society. [1]The traditional opera art is slowly being affected and marginalized. Although the problem of lack of successors has been alleviated in recent years with the encouragement of cultural revival policies, the essential problem has not been effectively solved, and the traditional ways of spreading opera culture have failed to meet the needs of opera heritage development. [2]Faced with such a situation of the development of opera culture in the present society, it is necessary to gather the wisdom and power of more professional and complex talents in this field, to make more elements of opera culture join the camp of world culture, especially the development of world theater, to fully combine the theoretical and practical suggestions of "global village"[3], and to gather multiple forces to realize the common development of human culture. The common development of human cultural community of destiny. To enhance the power and influence of opera culture, it is urgent for the Chinese nation to achieve cultural revival.

2. The new trend of using networked opera art to break the time and space limitations of traditional theater communication

With the impact of multiculturalism and the severe impact of the epidemic, the offline opera performance market, with theater performances as the main mode of communication, has shrunk severely, and the traditional mode of communication has lost a large number of audiences and its influence has seriously decreased. In the difficult theater mode of communication, the massive outbreak of the new crown epidemic in early 2020 has added to the problem, and the inheritance and

development of opera culture has attracted more and more attention. The "difficulty of cross-regional" and "high cost of time" of theater performances of proprietary genres provide the soil for the networked survival and development of opera art. The public can enjoy the elegant and innovative cultural content of opera anytime and anywhere using fragments of time.[4]

Due to the rapid development of Internet technology, the cost of information dissemination is greatly reduced, and modern digital compression technology makes the network transmission system compatible with a variety of single traditional media such as text, pictures, sound, images, etc. The super load capacity makes the old mode of communication less and less advantageous, and the reason why the old media still exists in society is mainly due to the long development period of the old media and the development of the old media. The old media still exist in the society mainly because of the long development period of the old media, the number of related interest groups derived from it, and the fact that some people are used to using the old media to get information. [5]However, with the innovation of technology and the progress of the times, in the process of interfacing with the network and integrating with the radio and television media and the Internet, the media fusion context resulting from the integration of the new media and the old media has become the mainstream of media development nowadays. Media fusion is not only the diversification of information collection channels and communication channels, but more importantly, the literary creators can synthesize and refine and process the original materials based on multiple media, swiftly convey the key information that needs to be disseminated and express the important essence of opera art according to the characteristics of different media communication, thus enhancing the quality, depth and breadth of opera culture communication.[6]

The new media communication environment of the Internet under the current media convergence perspective brings great space for the dissemination and inheritance of national tide culture, and also provides excellent development opportunities and learning materials for opera art workers and enthusiasts. In the specific practice process is really to achieve the implementation of the concept of "to culture people, to art through the heart", the real elegant art in the form of short video, short graphics and other forms to make full use of the audience's fragmented time to spread and promote, not only does not destroy the base flavor of the opera culture itself, and at the same time take advantage of the east wind of technology to bring "New communication + popularization of science and technology + pan-inheritance" is the new mode of opera culture communication. Tik Tok and Instagram, which are popular social networking software in foreign countries, also provide platforms for international cross-cultural communication of Chinese opera culture, while overseas creators present the Chinese and Western opera culture in their local aesthetic way, which not only brings different creative ideas to local Chinese creators, but also brings more aesthetic appreciation to overseas audiences, which is a win-win cultural communication phenomenon.

However, it should be noted that the speed of new media iteration and the capital-oriented market consumption behavior, short videos and live broadcast and other "short, flat and fast" forms of communication are prone to some unscrupulous groups to destroy the benign development of online opera culture dissemination, easily produce vulgar, vulgar low-end content to meet the market entertainment psychology; or quality content in order to solve the cost problem and have to introduce too much advertising content or sales content, thus affecting the audience's aesthetic experience of opera art.[7]

3. Drama needs flexible production mode and broadcast mode

Nowadays, the production and creation of opera culture is no longer single limited to the presentation of opera literary scripts and pure stage performance forms, but the dismantling of opera culture with elements adapted to networked communication, along with technological innovation, such as opera music, opera costumes, opera musical instruments, recitation, martial arts, makeup techniques, etc. combined with current popular elements of the Internet and 5G technology, 3D technology, VR technology, etc. to promote opera The secondary editing of card segments, the creation of opera ghosts and animals, the shake sound collab of national style music, the Bilibili bloggers' amenity, pop-up interaction, the live webcast of opera troupes, and the B612 self-timer national style stickers all provide the audience of opera art with a pleasurable high level of participation. According to data reports, in the first half of 2021, the size of China's network video users has reached 944 million, accounting for 93.4% of the overall network users. Due to the poor interactivity of traditional media communication forms, the audience appeal and entertainment of emerging media such as short, medium and long video platforms are higher, as well as the national content support for excellent traditional culture, the variety

show "The Most Beautiful Chinese Opera", the opera movie "White Snake - Love", "Shanghai Opera 416 Girls" and other contents of the popular broadcast hit for opera The cross-border exploration and linkage of opera also brings infinite possibilities for the innovation of artistic presentation.[8]

Nowadays, the competition of short video software in the market is getting more and more enthusiastic, and short video has become the norm in the life of the public to fill the function of fragmented time. For example, Jieyin APP has launched a patterned mesh-like communication structure to enhance its competitiveness, with three areas of personal interface, concern area and recommendation area together, from which different users can quickly find their own interest points and customize their personal preferences. The traditional culture creative activity topics set by the platform improve the interactivity and sense of creation for the audience, who can then spread and ferment on their own after participating in them to form a self-promotion amenity, and at the same time push the accurate dissemination again with the precision algorithm of the short video platform. In the current situation of information complexity and serious overload, the core algorithm of each short video platform presents personalized recommendation technology, which can effectively solve the problem of matching the information users need for themselves. Once the new and old users open the short video app interface, the algorithm work is automatically opened, according to the user's browsing, search, turn comment praise, length of stay and other spontaneous behavior to effectively collect and analyze the platform users' personal preferences to make a judgment, and according to the platform algorithm to customize the push content to meet user preferences, and then continuously refine the quality of the push content, and then accurate and effective push and advertising to achieve multi-party pleasure The situation. In the case of opera on the Jiyin short video platform, the organic combination of the two realizes the unity of drama, music and interactivity, and the short videos of opera show the beauty of the form, meaning and music of opera culture to the fullest, which not only facilitates the imitation and dissemination of users, but also greatly enhances the entertainment of the interactive immersion process, and the pleasure of the user experience is extremely high. In the short video platform, the user's identity is dual, both as the creator and sender of information and as the receiver of information content. For example, the video content created by "STA 416 Girls Group" on the Jitterbug platform can be viewed, commented and forwarded by users, while its audio content can also be collected as the background music of the video created by the users themselves, and with the images of ancient style dance, travelogue and Chinese costume dressing, its secondary dissemination is more effective, making more users to pay attention to The source creator of the background music can concoct small but precise short video opera content anytime and anywhere, making opera no longer a serious art, but an exchangeable art in network interaction.[9]

Short video platform content creation is not the pursuit of complete story content dissemination, to traditional opera culture, for example, short video but the traditional culture will be split and reorganized, the most attractive, the most exciting fragment content shaped into a most visually impactful or the most beautiful fragment content, such short video content with ultra-low cost production can quickly occupy the cultural communication market, and the formation of tap water fermentation. The immersive content production mechanism established by short video platforms to meet the entertainment needs of platform users provides a strong sense of participation and interactivity for the user base. The audiences of short video platforms are basically young people under 40 years old, so combining the psychological characteristics and aesthetic needs of the audience groups, the integration of opera culture into the current popular elements is more conducive to its dissemination. For example, if opera music is combined with rap and singing and dancing to create a new stage performance form and make a short and concise video, such creation can not only inject the spirit of excellent traditional culture into pop culture, but also let young people learn about opera culture in a pleasant way and stimulate their interest in opera culture itself. Popular topics such as "Opera Beauty Illustrated", "Opera Style", "Opera Walk", "Who says opera can't be shaken? ""Old Opera New Communication", "Opera Hand Gesture Dance" and "Opera Headdress" have all reached a perfect match between opera culture and pop culture, and have received The show was well received and received high traffic.

In the lifestyle sharing platform Xiaohongshu App, many platform users have used it as a kind of electronic video diary tool for life recording, which allows users to take creative photos and publish graphics at will, meeting their own needs for expression and sharing happiness and life insights with others. Among them, the opera makeup experience and opera costume experience released by beauty and dressing vloggers (video weblog creators) are especially popular among young people. The psychological base of people's desire to be recognized makes content creators carry out interactive activities in the way of seeking retweets, attention and likes according to their own characteristics, and fan groups will either actively or passively participate in the cultural communication.

The trend of media convergence has brought about the decentralization of the media era, giving each medium a new lease of life and driving the participation and initiative of the public. With the development of media convergence, the art of opera is constantly undergoing real-time changes in terms of carrier, market, content, and creative redevelopment. Elements of opera art are reflected in radio and television, film, and self-media in the new media era, and so on. In the creation of opera feature films and opera short films, opera and film collaborate in a cross-media artistic framework, which is refreshing to many audiences; the long traditional opera chapters are divided into short and compact chapters on platforms such as Jitterbug and supported by pop culture communication hotspots, or recreated as national music or national trendy graphic materials, and their communication influence is very considerable among the youth. In our work practice, we have also deconstructed opera art into partial costume, headdress, beauty makeup, etc. and put them on microblogging, Bilibili, Xiaohongshu and other emerging media carriers for publicity period marketing, which gained more attention from the tap water than the traditional cultural marketing mode. How to break the dilemma of the communication of opera culture, with the practical strategy to deal with the form applicable to the development of contemporary society and the public's delight, is not a benign way to solve the problem.

One of the most noteworthy forms of the networked survival of opera is the operation of short video platforms such as Jieyin, Express, Xiaohongshu, and Bilibili, where big data and intelligent algorithms reinforce the original audience of opera culture and actively develop the potential audience of the national trend. The creation of content adapted to young groups and the communication mode of the emerging media have innovated a communication method more suitable for the heritage development of opera art in the global village Internet era. The blossoming of opera art online has attracted the attention of all age groups and circles as well as domestic and international audiences. It is worthwhile for practitioners in the cultural industry to think deeply and practice how to develop and innovate the production and dissemination mode of opera culture with higher quality, without scandalizing the image of elegant art and degenerating the cultural dissemination behavior into purely commercial profit demands.

4. "Generation Z" national trend consciousness awakened spontaneously become the main crowd of national trend culture consumption

With the rise of the online society and the continuous development of the fan economy, fan groups are no longer the purely passive recipients of the star-making industry, but the direct creators who actively participate in content production. With the prevalence of media arts today, media fusion has become an important reason for the development and dissemination of opera culture. Media fusion is specifically manifested in the fusion of three levels of communication tools, creation techniques, and communication concepts, and has gradually given rise to new media art with the progress of media fusion. In the fast-changing world, media technology is constantly innovating, and new fashionable entertainment trends are emerging, and the rise of the "national trend" concept is especially evident among young people born around 2000. The "Generation Z" has become the most direct audience of the culture. The "national trend" behind the fever is not only the rise of Chinese manufacturing and local brands, but also the embodiment of Chinese sentiment and Chinese cultural confidence. One of the most important elements of the national trend is the cultural elements of opera, such as the reuse of opera makeup images such as flower faces and flower girls in the clothing industry, resulting in big sales of clothing; the use of opera characters in popular hand games has led to a sharp increase in game downloads and skin sales; the fusion of opera music and pop music re-creation, such as the creation of Chinese people, foreigners singing the Shake Yin hit music "Bohu said" clip "Wipe away all the dust, and drink the stars with you, the bright moon has no predecessors for ten thousand years, and see the ancient and modern people alone awake" has triggered a short video creation boom of national style and ancient charm. Some students from the Shanghai Theatre Academy and the Chinese Academy of Operatic Arts even used opera singing to create and popularize the lyrics of their songs, attracting a lot of attention from netizens at home and abroad. The short video of the 416 girls' group "Exploring the Window", which is a hot topic of "Post-00s Appreciate Girls Singing Pop Songs with Beijing Opera Accent", "He sang "He met his old friend in another country, one step is a line of love, the people on the stage are titled, but they don't recognize their old acquaintance on the stage" has been widely spread among teenagers, together with The "Chinese Tigers" song has been widely spread among the youth, and has achieved excellent cultural communication effects with the national style partner activities and the national style award activities on Tik Tok platform. For example, the Chinese Year of the Tiger promotion song "Tiger up China Fan" by the national singer group Phoenix Legend sang, the song

composition and arrangement of traditional opera and electronic music together perfectly, singing the year of the tiger tiger tide music song, which also incorporates folk music, opera and other elements in the music video, showing the excellent traditional culture of China. Another example is the lifestyle sharing platform Xiaohongshu's opera makeup analysis, opera gesture dance slow motion details, opera hair accessories explanation, opera body tutorials, opera portrait tutorials, opera broken Q hand painting, opera instrument basics science and so on, all of which have become popular lifestyle choices for young people, and its platform has played many positive roles in the promotion of opera art and national style on the ground. Long traditional opera repertoire is obscure and difficult to understand for the younger generation who do not have a background in opera study or hobby, but small units of opera elements are easy to accept and appreciate. For example, Beijing University's "Listen to Dreams in the Garden" light and shadow exhibition of the recreation of Changchun Garden has brought about a significant impact on the dissemination of opera culture in both the cultural academia and the general public. Another example is the series of activities jointly promoted by Tencent's game King of Glory and Zhejiang Xiao Baihua Yueju Troupe, in which the game's secondary yuan character "Shangguan Wan'er" pays homage to teacher Mao Weitao, using the theme of "100 Years of Butterfly Transformation - Glorious Inheritance" to refresh the new memory of Yueju culture, and the activities also awakened the sense of cultural responsibility of some of the game's young audience. The final statistics prove that this promotion campaign has achieved multiple harvests of news promotion, content word-of-mouth and skin sales.

The online "national tide" fever has also led to in-depth and three-dimensional cultural consumption offline, especially with the opera culture elements and derived products highlighting the heat, "online + offline" national tide retail model has achieved excellent results. The cultural creation model directly contributes to the inheritance and renewal of opera culture. By integrating opera culture with the elements of the times, the product appearance and brand image are designed and built, and creative marketing is used to spread out, so as to better protect and inherit traditional opera culture. Based on the quantitative and qualitative analysis of the target group and market research, the design products are positioned, and the representative elements of opera culture in singing, stage, role, costume and accessories are refined and combined with the new era of popular culture for the design innovation of interpretation themes and expression language. The image of opera is integrated into the modern trendy culture to create a fashionable and interesting image of opera characters, and then combined with the Internet background to design a marketing plan for opera characteristics. Based on quantitative analysis, the traditional culture of opera is transformed into design language, and the selection and enhancement of image elements are obtained, and can be combined with life fashion and applied to cultural products, which has a good market response. Opera handicrafts, costumes with opera elements, opera scenes experience, opera dance learning and other contents are very popular, especially worth mentioning is that the opera market of Shanghai Xuhui District 2021 "Sunshine has a play - opera night" has received unanimous praise from the public, good shopping and fun has become the label of its activities, visitors can enjoy the activities of Beijing, Kun, Huai, Yue, Shanghai and Shanghai. Visitors can enjoy the wonderful opera performances brought by six major opera troupes: Beijing, Kun, Huai, Yue, Shanghai, and Pingbun, and also have fun and nice interactive experience of opera scenes. The network publicity of this opera event was also very effective, fully mobilizing various emerging media and forming a media matrix, making offline opera activities such as exploring the Shanghai Shanghai Theatre - feel the charm of immersive opera, kaleidoscope of Yueju classics - "Dream of the Red Chamber" kaleidoscope DIY, the "Kunqu" picture book reading activity, and the "Coffee with a Play" activity, which attracted many white-collar workers, children and teenagers, and college students to come and experience the activities first-hand. The activities are spontaneously spread and re-publicized. For example, the Jiu Tian Xing Traditional Culture Learning Center uses animation to tell the story of opera, and selects 1,000 representative plays from 348 existing Chinese operas for two-dimensional animation interpretation, turning the ancient opera culture into an animation language that children will enjoy, making opera culture popular again among children. The company will also work with the research and development of opera culture and creativity, such as DIY Monkey King portrait, DIY opera palace lantern, and curation of opera cartoons combined with news and current affairs.

The rise of the concept of "national trend" is particularly evident among young people born around 2000, and "Generation Z" has become the most direct audience of national trend culture. Behind the "national trend" fever is not only the rise of Chinese manufacturing and local brands, but also the embodiment of Chinese sentiment and Chinese cultural confidence. One of the most important elements of the national trend is the cultural elements of opera, such as the re-use of opera makeup images such as flower faces and flower girls in the clothing industry, resulting in big sales of clothing; the use of opera characters in popular hand games has led to a sharp increase in the number of

downloads and skin sales; the fusion of opera music and pop music re-creation, for example, by the national creation, foreigners singing the Shake Yin hit music "Bohu said" fragment "Wipe away all the dust, and drink the stars with you, the bright moon has no predecessors for ten thousand years, and see the ancient and modern people alone awake" has triggered a short video creation boom of national style and ancient charm. Some students from the Shanghai Theatre Academy and the Chinese Academy of Operatic Arts even used opera singing to create and popularize the lyrics of their songs, attracting a lot of attention from netizens at home and abroad. The short video of the 416 girls' group "Exploring the Window", which is a hot topic of "Post-00s Appreciate Girls Singing Pop Songs with Beijing Opera Accent", "He sang "He met his old friend in another country, one step is a line of love, the people on the stage are titled, but they don't recognize their old acquaintance on the stage" has been widely spread among teenagers, together with The "He sang "He met the old friend in his hometown" and "He sang "He met the old friend in his hometown". For example, the lifestyle sharing platform Xiaohongshu has become a popular lifestyle choice for young people, with its platform playing a positive role in the promotion of opera art and national style. Long traditional opera repertoire is obscure and difficult to understand for the younger generation who do not have a background in opera studies or hobbies, but small units of opera elements are easy to accept and appreciate. For example, Beijing University's "Listen to Dreams in the Garden" light and shadow exhibition of the recreation of Changchun Garden has brought about a significant impact on the dissemination of opera culture in both the cultural academia and the general public. Another example is the series of activities jointly promoted by Tencent's game King of Glory and Zhejiang Xiao Baihua Yueju Troupe, in which the game's secondary yuan character "Shangguan Wan'er" pays homage to teacher Mao Weitao, using the theme of "100 Years of Butterfly Transformation - Glorious Inheritance" to refresh the new memory of Yueju culture, and the activities also awakened the sense of cultural responsibility of some of the game's young audience. prove that this promotion campaign has achieved multiple harvest of news promotion, content word of mouth and skin sales.

In the traditional way of inheritance of opera culture, the apprenticeship system is mainly adopted from mouth to mouth, and with the development of the times, the inheritors are facing the serious situation of aging. The difficult intergenerational divide makes it difficult for opera culture inheritors to adapt to the new network of new media communication methods, and the talent gap is extremely serious. The cultivation of the "opera + communication + cross-cultural communication" composite talent and the discovery of Internet creative talent are important strategic elements to promote the development of Chinese traditional opera culture heritage. High-quality composite talents can further optimize the content of opera culture, i.e., develop the content and form of opera culture with unique Chinese national trend characteristics, and fully integrate the new era into traditional opera culture.[10]

5. Conclusion

The study of strategies for high-quality communication of opera culture that can be implemented on the ground is of great importance to save the declining Chinese traditional culture. In order to maintain the vitality of opera art in the long history of Chinese civilization, the contemporary value of traditional art needs to be explored by injecting contemporary aesthetics into the traditional obscure content and keeping the content innovative. In addition to basic research on opera literature and the creation of opera films and videos, it is also important to promote the creation of opera singles, online performances, the construction of opera cultural spaces, and the development of opera cultural and creative products. How to build a mechanism, build a platform, and create a brand, so as to realize the superposition of multiple advantages and jointly build a good aesthetic system and educational discourse system of Chinese opera culture and art at home and abroad? The research results can effectively solve the bottlenecks faced by the development of China's cultural industry, solve the layout of cultural development facilities and policies, optimize the relevant approval process and upgrade the efficiency of the reform, etc. High-quality communication methods of opera culture can attract more and younger people to pay attention to the art of opera, and at the same time bring more economic vitality and virtuous cycle of development to the opera culture industry, which can protect Chinese opera culture in the jungle of world culture for a long time. The study of strategies for high-quality communication of opera culture in the context of media convergence cannot be separated from the perception and knowledge of stage performance art, which is the foundation of opera. How to make full use of the new cultural communication vehicles in the context of media fusion, to create as many new forms of cultural communication as possible, to create opportunities for the combination of opera art with other art forms, to build a good international communication art expression system for opera culture, to fully enhance the personal sensory beauty enjoyment of opera art experiencers with

immersive experiences, and to develop the audience into opera art lovers and cultural It is worthwhile for the practitioners to think about this.

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