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A Study on the Various Communication Methods of Today's Opera

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Abstract: *With the development of the times, more and more ways of communication appear, which brings favorable conditions for the dissemination, development, inheritance and development of Chinese opera art.*

Key words: *Chinese Opera; Communication methods*

Introduction

Chinese Opera is an ancient Chinese art. Opera is a comprehensive art.The songs and dances in the pre Qin period, the comic performances in the Western Zhou Dynasty, the dramas in the Western Han Dynasty and the military dramas in the Tang Dynasty are all the sources of the development of her. After the development of Song Zaju and Jin Yuanben, the Yuan Zaju was a mature form of artistic performance in the Yuan Dynasty. Yuan zaju has made great achievements in both text and performance, and has made outstanding contributions in the history of Chinese opera. We are familiar with" Dou'e yuan", "Xixiangji "and "Jiufengchen", which are excellent works of Yuan zaju.Ji Junxiang's "orphan Zhao" has become a favorite on Broadway stage, and it often plays well. In the late Qing Dynasty, opera entered a prosperous era. "The dispute between vulgarity and elegance" （“花雅之争”）reflects the prosperity of opera art. Later, Peking Opera, which stands out from the rest of the world, has always been a unique show, leading the style of opera art. During the period of "four famous dans" represented by Mei Lanfang, the art of opera was well-known at home and abroad. With the rise of "Huabu"（“花部”）, Chinese opera has gradually formed more than 300 kinds of plays and become a huge art opera in the continuous performance of more than 100 years.

The Spread of Traditional Chinese Opera Culture

The charm of traditional opera is a comprehensive art, which integrates literature, music, art, dance, acrobatics and performance. It absorbs the cream of China's traditional culture. Drama is the national treasure of Chinese art. She is the spiritual wealth created by the masses of the people after thousands of years of long-term accumulation, the representative of China's excellent traditional culture, and the art treasure of the Chinese nation. Although with the passage of time, due to the cultural fault and the increase of entertainment, opera lovers are sharply reduced, and opera seems to lose its former style. But with the emergence of new media technology and other new means of communication and publicity, opera is gradually out of the dilemma, ushering in more new youth to accept her.

The dissemination of opera culture refers to the act or process of transmitting and receiving opera culture. With the development of the times, the communication behavior of propagandizing opera knowledge and cultivating

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audience is constantly updated, which promotes the development of opera in the new era.

Qushe is a kind of ancient existence. It is a group of folk opera lovers who learn and perform opera by themselves. Since the end of Ming Dynasty, the grand "Huqiu quhui" is a grand event for Kunqu qushe to compete and learn together. In recent years, especially Kunqu Qushe has been in good operation, and has been sought after by a large number of people with high education. For example, the Beijing Kunqu Qushe, founded in the period of the Republic of China, has played an exemplary role in cultivating Kunqu fans in Beijing, and has made great contributions to promoting the development of Kunqu Opera and drama. There are three kinds of tasks of Beijing Kunqu study society, including research tasks, learning and acting tasks, and compiling and creating repertoires. Beijing Kunqu study society is actually a comprehensive and systematic Kunqu organization integrating teaching, research, performance and publicity. In addition to the routine of clapping and arranging, the club also invited famous teachers to teach arts. It has made great achievements in the aspects of the inheritance and excavation of the purpose of the play, the study of the techniques, the popularization of the society, and the academic research.

With the advent of the electronic age, electronic devices based on electronic technology for information storage and transmission have become a new tool and communication mode for carrying and transmitting information. The media has also changed from traditional printing media to electronic media. The influence of traditional print media, such as newspapers, magazines, books and other channels, is weakening, and the radio, television, film, network media in electronic media are influencing a large number of audiences in a new way. In recent years, due to the growing maturity of network technology, network programs come one after another, which brings certain impact on print media and traditional electronic media, but also brings new ways of communication to the public, and is accepted by more young people.

Opera communication, because of the influence of electronic media, also presents a new way. However, because of the characteristics of Chinese opera art, it is necessary to spread the opera elements of singing, reading, doing and playing. Therefore, film, television and network become the media that have a more important impact on opera communication.

TV Media and Traditional Opera

TV drama column refers to the drama program in various columns broadcast on TV station regularly every day. At present, the TV drama column has the most obvious influence in the drama communication. The voice of Qin which was opened in Xi'an in 1979, is the longest existing TV drama program in China. The main content is Shaanxi local opera, which has great influence. Jiuzhoudaxiyuan founded by CCTV in 1985, includes "stage and life", "Piaoyou world", "front and back stage", "ancient and new style", etc. it spreads opera information from different angles and levels, with strong appreciation and interaction. In 2004, CCTV drama channel adapted it, which was also praised by the audience.

Liyuanchun, which was founded in Henan TV station in 1994, is also one of the most influential columns in TV drama. "Liyuanchun" is a drama variety column mainly composed of Yuju opera, which collects different kinds of opera from all over the country and presents in the form of fans' competition. Liyuanchun is the most popular TV drama column for local people.

In early 2007, Shanghai Media Group launched Feichangyouxi on Oriental satellite TV. It is a special TV drama column, which takes the way of competition to show the effect of the program and show the style of opera. In order to achieve the audience effect, the column Feichangyouxi uses the celebrity effect to promote and publicize the art of opera. There are also many kinds of plays in the competition, such as Huangmei Opera, Beijing opera, Yueju Opera and so on. Due to its unique form, the program has a very high ratings and once became the champion of Oriental TV.

In 1999, Anhui Satellite TV's "Xiangyuehuaxilou" also have great influence. The column focuses on Huangmei Opera, introduces other opera varieties, positions the column in the appreciation and participation of ordinary people's opera, and invites more than 100 opera masters to perform on the stage. In recent years, the " Xiangyuehuaxilou " has also tried to go out of the studio and move the stage to the community and the countryside. Its footprints all over Anqing, Huaibei, Wuhu, Hangzhou, Shanghai and other cities, loved by the people.

In 2000, Shanxi satellite TV meticulously created "Zoujindawutai" is a large-scale comprehensive opera column integrating knowledge, entertainment and artistry. Based on the fertile land of Shanxi opera art, the program attracts different audiences and uses the advantages of modern media to widely explore, launch and display all kinds of opera elites through competition, challenge, talent and folk show.

The TV drama column makes the drama program become a kind of popular art from the previous miniaturization. It is going to be universal and modern, and meet the needs of different levels and different types of audiences. It has greatly popularized the art of opera.

Internet and Opera Art

After the beginning of Internet in 1986, China has experienced more than 20 years of development and exploration, and now it has entered a stable stage of development and prosperity. By the end of 2019, the number of Chinese netizens has reached 908 million, and China is the country with the largest number of netizens in the world. With the rapid development of the Internet, it is imperative to spread opera on the Internet. At 10:01 on May 21, 2020, the author searched Baidu's website with the theme of "opera" and got about 84600000 results. Therefore, it can be seen that the spread of opera art on the Internet has become a trend.

"Internet +" is "Internet + various traditional industries". "Internet + opera" is to use network communication technology through the Internet platform to spread opera. It includes the display, teaching, sharing, protection and so on, and in a new way to realize the protection and inheritance in the market.

The "Badacang" started the activity of opera entering the campus. It is a public welfare activity with a strong team of Liyuan teachers, mainly led by Li Shujian, a famous Henan Yuju expert, entering the classroom. In the form of "Internet + opera", opera knowledge is popularized to the majority of students and excellent traditional culture is promoted. This activity covers Henan University, Henan Normal University, Zhengzhou University, SIAS College of Zhengzhou University, Peking University, Tsinghua University, Fudan University, School of Chinese opera, Wuhan University and China Agricultural University. China Conservatory of music

and dozens of top universities and professional colleges in and outside the province and in China; " Badacang " has become a well-known brand of "opera into the campus" activity, and has effectively promoted the dissemination and promotion of opera art.

Audio and Video Applications and Opera Art

In recent years, with the continuous maturity of APP mobile software technology, the use of APP platform to spread opera has also received good results. Xiyuan app is an app platform with Chinese opera as the core. The content of the software is very powerful, including opera appreciation, opera information, super challenge arena, famous critics, opera lecture hall and other functions. Xiyuan app also has live broadcast function. It is a good news for opera lovers who are busy with their work and can not watch opera performances on site. Xiyuan app reported the whole process and broadcast live on the opening ceremony of " Badacang ". The super function of Xiyuan app greatly meets the wishes and requirements of young students and fans to enjoy and learn drama.

There are many opera actors in Himalayan FM who have set up the open course of opera, adding vitality to the spread of opera. Wang Peiyu, the "Xiaodonghuang" of Peking Opera, has opened a window of Peking Opera knowledge for Peking Opera fans. There are 100 episodes of this series of courses, which are composed of 18 classic repertoire analysis. The repertoire includes Silang tanmu, Zhao's orphan, Wen Zhaoguan, Sanjia store, Hong Yangdong, and so on. Some introduction of Peking Opera knowledge is interspersed, such as the Qiemo, Qupai, Banqiang, Peking Opera martial arts, Yizhuoeryi. Netizens' evaluation of this course is: "Chinese civilization never depends on material! Her efforts in the promotion of Peking Opera touched people "It's very interesting for people with zero foundation to listen to it. It's very good to explain it in a simple way." "She interprets the essence of the quintessence of the Chinese opera with her elegant temperament and pious soul of the Peking Opera..."

Qian Huili, a contemporary Yueju performing artist, has also opened an open course "Qian Huili: take you to Yueju art class" on the Himalaya app, which focuses on explaining and appreciating Yueju. It combines Yueju culture with new media and creates a precedent of Yueju communication mode. A breakthrough has been made in the promotion, publicity and popularization of Chinese opera. The content of the series is composed of original Yueju Opera in-depth analysis, high-definition classic songs, 30 historical collections and new and exclusive sales. It is rich in content, humorous and interesting, which makes people enjoy Yueju Opera Aria and learn Yueju Opera knowledge in a relaxed atmosphere. It is a good news for Yueju fans. Netizens praised her: "there are three stages of her career, inheritance but not antiquity, innovation but not excellence. Now, she is popular and good at fake things. Teacher Qian is making solid contributions to promoting the development of Yueju Opera in every stage, which is very precious in today's internal and external environment of opera."

In addition, Wang Peiyu has tried different ways to establish his own image as a fashion disseminator of Peking Opera and to spread opera. For example, she has published the theme song "Chun shuiwu" and "Qian shanxing", which has been published in the traditional opera. She also published rehearsal videos on the video and audio videos, and also launched various short films with the tiktok, Ergen and other video platforms, and tried to cooperate with the game brands. In the TV communication channel, she has also participated in the recording of a series of programs, such as "Cross-border singer", "Reader", "Tiantianxiangshang", which have

made contributions to the opera communication.

New Media Platform and Opera Art

With the rapid rise of the new mobile instant messaging system represented by WeChat, the official account is becoming more and more widely used. At the same time, wechat is also favored by various enterprises. They use wechat public platform to build their own brand and create value and wealth on it. The opera also used this east wind to establish many official account numbers, and also played a role in the dissemination of traditional opera. The official account of the drama is a public part, which is based on the popularization of basic knowledge of opera and related theoretical discussions. Some of these official account numbers are based on the development of traditional operas, the introduction of traditional opera, the introduction of classic songs, the development of the operas, and the introduction of famous schools and genres. What's more, there are repertoire teaching, open classes of various plays and appreciation of classic plays, including the video resources of former stage performances and relevant drama reviews. Comparatively speaking, this type of content is more professional; there is also a more professional and industry prospect platform, which mostly discusses the theory of opera art, including the protection and inheritance of opera On the study of the study, as well as the development trend of opera analysis. For example, the official account platform of the Chinese opera includes columns for the purpose of opera drama, recommendation for excellent drama, basic knowledge of opera, video promotion for excellent drama, etc.

Another is the official account of the news of various channels in traditional opera. The official account of these public figures involves performances or promotional activities of actors or theatrical troupes. This information has played a certain role in the propaganda of the new play. For example, "Shixiaomei Kunqu studio"Around the famous Kunqu Opera Xiaosheng Shi Xiaomei, the actor's daily trend and her upcoming and past plays for publicity.

There is a kind of text in the official account of opera, which is an important channel for opera lovers to know the information about various activities of traditional opera. This kind of information includes the notice of the activity time and content of the Opera Club, as well as the notice of the rehearsal and performance information of the opera lovers participating in the performance. There are also ticket discount information, idol fans' interactive information and so on.

In a word, the use of public platform fully shows the technical advantages of wechat as a new media platform, reflecting the strong role of the integration of traditional industries and its development.

Opera Cultural Creative Products in the Dissemination of Opera Art

There is also a new thing that plays an important role in the spread of opera art. This is the cultural and creative products of opera. Cultural and creative industry is a new industry with creativity as the core to create economic value under the background of focusing on economic development and cultural heritage. Cultural and creative industries have been widely concerned at home and abroad in recent years, which is another breakthrough point in the economic development of various countries. Under the premise of vigorously developing cultural and creative industries in our country, people from all walks of life will fully absorb all

kinds of traditional culture, combine the aesthetic needs and interests of modern people, design and produce many kinds of creative products with cultural significance, which not only creates certain economic benefits but also promotes the development of traditional cultural and creative undertakings.

Opera cultural and creative products mainly display the elements of opera in a visual way, such as the head portrait of Peking Opera, opera characters, facial makeup, printed on ordinary daily necessities, especially tourist souvenirs, key chains, cloth bags, bookmarks, cultural shirts, even water cups, cell phone shells. This kind of product is affordable and easy to carry. It is one of the necessary products for tourism. Another kind of cultural and creative products is to directly copy opera props as creative products or gifts. Because of the complexity of workmanship and the high value of materials, they are more expensive and suitable for collection. The cultural and creative products of opera also contribute to the dissemination of opera culture through modern design concepts and means.

With the development of China's modernization, people's understanding and acceptance of the ancient opera are constantly changing, which is also the result of people's efforts to spread the opera culture by using today's various communication methods.

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