Research on the Development Path of Local Opera Communication in the Age of Convergence Media

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Abstract: *In the era of media integration, new media technology and opera art are continuously integrated, the forms of opera communication are interactive, the channels of communication are becoming more diverse, and the audience's acceptance and the stage performance of opera have also undergone tremendous changes. With rapid social changes, opera communication is facing new pressure. Multicultural impact brings more diverse and novel entertainment life styles to the audience. However, the slow pace of opera itself is hard to adapt to the fast-paced public life and opera communication is challenged as never before. Although integrating media thinking has injected new vitality into opera communication, it still faces communication difficulties such as insufficient content innovation, low matching degree of communication channels, media differences and vulgarization. The integration of opera and new media is a new hot field that both the opera and media circles are actively exploring. It can introduce more phenomenal drama products through personalized production, visual presentation and interactive communication. This paper mainly discusses the dissemination ways of local operas under the background of media integration era.*

Keywords: Media Integration Era; Local Opera; Communication Route

1. Introduction

Opera has a long history and is an important artistic composition in traditional culture. It has a unique artistic style and aesthetic form. It is loved by the general public because it records people's daily life and emotional concepts [1]. As a traditional art, Chinese opera has developed from railing to hall and theatre style stage performance, and then to TV screen art. At the same time, the protection of some national opera works is also facing an increasingly obvious trend [2]. As a theatre art with a strong sense of on-site interaction, opera has experienced the impact of film, television, Internet and other media. The audience is gradually diverted, and the marginalization of opera has become an indisputable fact [3]. Chinese opera art has a long history and culture. It is a precious intangible cultural heritage of the Chinese nation and an important part of Chinese excellent traditional culture [4]. However, with the development of media communication, the era of integrating media has come. Under the impact of global diversified entertainment culture, the market and living space of opera have been squeezed, and opera has an unprecedented crisis. Because there are some differences in creation, bearing and communication methods between network communication and drama communication, they need to tolerate and run in with each other in many aspects to promote the dissemination of drama in the era of integrated media [5].

People have entered the era of integrating media. In order to better comply with the development of the times, it is necessary to strengthen research and reform, take effective measures and strive to optimize the communication channels of local operas [6]. As a traditional Chinese drama model, opera has experienced many years of development and inheritance, which contains profound cultural connotation. The key to its good survival and development is communication [7]. With the advent of the era of integrated media, it is far from enough for opera to change only on the surface of a single media or the theme of works. It can not make traditional art fully adapt to the changes of the times. Opera art carrying traditional performance methods is constantly facing survival crisis [8]. In the era of integrating media, how to further inherit, spread and develop opera art with the help of modern Internet new media is a hot issue and core issue in the research of opera culture. With the development of the times and technological changes, the new media technology cantered on the Internet has become mature, and the era of integrated media has come. For the ancient art of opera, the era of integrated media is full of opportunities and challenges.

2. The Role of New Media in Promoting the Dissemination and Development of Local Opera Art

2.1. Break Through the Limitation of Communication Space

With the rapid development of social economy and science and technology, new media has been widely used in all walks of life, thus breaking the limitation of time and space, enabling people to connect to the Internet by means of mobile phones or computers and receive information anytime, anywhere. For the Internet, it is mainly a point-to-point communication mode. The vast number of viewers can choose and enjoy their favorite comedy programs independently through the Internet. For example, in the past, viewers often watched fixed performances through TV or theater, and could not make independent choices. Fragmented communication mainly depends on interpersonal communication, which completely subverts the one-way accepted communication mode in the newspaper, radio and television era. The main body of communication can exchange information through its own social network. In the aspect of opera communication, traditional media have set up new media clients on the Internet, pushing opera program announcements, opera performance information, opera research hot topics and opera research results in real time [9]. New media forms emerge one after another, and further penetrate into our lives, constantly updating the way of information dissemination and acceptance, especially with the progress of digital technology and network, digital TV and digital newspaper are gradually formed. Through the role of the Internet, people can not only enjoy local operas in the rural stage and theater, but also search for many opera programs by means of the Internet, thus effectively expanding the dissemination sites.

2.2. Strengthen the Stickiness of Opera Art and Audience

Different from the traditional opera content which was produced and disseminated in traditional theaters, new media communication pays more attention to the fragmented communication needs of users in the production of opera content, and has the characteristics of short content time and fast audio-visual rhythm. Fragmented content can be accurately disseminated in a specific group, and each individual can publish information on the network at any time, giving information secondary dissemination and linkage opportunities, which is not available in the traditional media methods before. Although the aesthetic environment of the Internet is quite different from that of traditional theatres, its spread is more convenient and people's choices are more free and extensive. Secondly, the audience can express their personal views and suggestions on the program through Weibo and website forums. Compared with traditional media, new media has the characteristics of mobility, interaction, crossing time and space restrictions, unlimited capacity and integration of multimedia forms, which also makes it quickly become the mainstream form of media and communication in the new era. Figure 1 shows the measurement and functional structure of the intelligent information management system in the era of media integration.
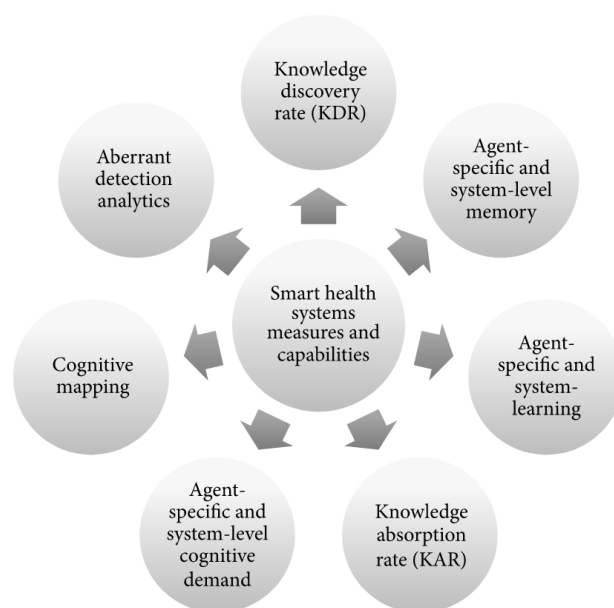

Figure 1 Intelligent information management system in the era of convergent media

In the era of media integration, facing the ever-changing science and technology and means of communication, how to further realize the development and communication of opera with the help of new media in this new environment is not only related to the living conditions of opera art at present, but also related to the inheritance and promotion of Chinese traditional art and culture [10]. In the era of fragmented reading, pictures and videos are more in line with people's demand for efficient access to information, enriching the content and form of communication, and arousing the audience's interest in opera. Because the stylized performance of the opera itself also makes the appreciation of the opera have a high threshold, it requires the communicator to make full use of pictures, videos and other means to supplement and explain the text accordingly, so that the audience can better understand the connotation of the opera. In the era of media integration, actors and audiences can exchange. First of all, actors can enjoy and watch other people's opera performances with the help of the Internet, so they will also become audiences.

3. The Communication Channels of Local Opera under the Background of Integrated Media Era

3.1. Integration of Media Technology and Opera Art

The biggest advantage of the media era is the richness and convenience of storage technologies and methods. Establishing the digital project of traditional Chinese opera is in line with the requirements of the times. Digital engineering means "using information visual design means to effectively integrate, sort out and summarize Chinese opera resources, and make excellent opera works into data resource database for the public to enjoy or download online on the Internet". In order to better adapt to the development and changes of new media, under the background of new media, the opera industry must realize the renewal of management concepts, and establish a new media department to realize the digital production and management of artworks. The biggest advantage in the era of media integration is the compatibility of resources and content. By means of information visualization design, we can effectively integrate, sort out and sum up Chinese opera resources, and make excellent opera works into data resource database for the public to enjoy or download online on the Internet. However, it is not an easy task to visually design the information of opera culture, because Chinese local operas have a long history, and are characterized by diverse and rich ethnic aesthetics, regional differences, fashion of the times and artistic styles, etc., and there is a huge amount of information data related to the types, roles, stage presentation and other aspects of operas. It is necessary to set up related websites and add opera production projects to the network platform, including audio-visual products, repertoire creation, costume design and stage performances, etc. It is necessary to strengthen the interaction and communication with the audience from all aspects, including the stage performance and the research and development of digital products, so as to create a perfect three-dimensional opera art communication network, and to realize the compatibility with many different carriers.

3.2. Create a Virtual Opera Stage

Chinese opera mainly interprets stories by singing, reading, doing, playing, dancing and other comprehensive ways, which is characterized by strong stylization, comprehensiveness and virtuality. The visual design of information is to present the complicated and difficult information to the audience in the simplest and most effective way, transform the invisible information into the corresponding visual content, let the audience get more high-quality experiences, realize the search, filtering, sorting and presentation of information, and make it clear and effectively spread. By building a powerful network opera data resource database, we can realize the digital protection of Chinese local operas and strengthen resource sharing. Under the background of TV and radio, the technology of separation of sound and picture is used to realize the one-time synthesis of art. Under the background of the era of media integration, many genes originally owned by local operas have been effectively activated. We should give full play to the role of the video engine, realize the organic integration of all kinds of behind-the-scenes resources, stage operas and TV operas, release all kinds of new news materials by means of platforms such as Weibo and WeChat, and complete the organization and development of various activities. In the aspect of singing, we can refer to the vocals of some famous schools and create electronic vocals with the help of computer program control. In this way, many problems such as singing and performance can be effectively solved, and virtual props and stage can be created. When vigorously developing the visual design of opera information, we should pay attention to the systematicness and integrity of opera culture, and embody the characteristics of contemporary design on the basis of keeping the original intention of opera culture information unchanged, which is in line

with the aesthetics of contemporary people and makes more young people feel the charm of opera culture.

4. Conclusion

Opera is an important part of Chinese traditional culture, which contains the national wisdom of thousands of Chinese people and reflects the common aesthetic ideas and emotional sustenance of foreigners. The thought of integrating media has influenced the way of spreading opera and provided an opportunity for the integration of opera and other art forms. The vitality of the opera art lies in the continuous progress and innovation with the development of the times, and the continuous satisfaction of the people's cultural aesthetic needs. The opera culture originally comes from the folk masses, and it is only natural for the people to play. How to make good use of all kinds of new media at present, fully display the charm of opera and attract young people to actively explore is the proper performance of opera, a traditional art that adapts to the new media environment. New media can effectively promote the spread and development of local operas, break through the limitations of communication space and strengthen the stickiness of opera art and audience. Therefore, in order to effectively promote the spread of local operas, effective measures should be taken to give full play to the role of new media. Generally speaking, in the era of media integration, the opera industry actively exerts the scientific and technological advantages of new media, and deeply excavates the value connotation of opera culture, so as to realize its own inheritance, dissemination and development, which is promising and will be promising.

Acknowledgements

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