

# Analysis of Inheritance Value and Protection Principle of Hunan Huagu Opera Based on Media Integration Background

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**Abstract:** Hunan Huagu Opera is the general name of Hunan folk opera, which is loved by the people with its singing and dancing, popular and lively, humorous artistic style, and is one of the local traditional operas with the most Hunan cultural characteristics. With the diversification of urban life and the establishment of various new entertainment places, Huagu Opera once fell into the crisis of no one watching. Chinese excellent traditional culture contains the cultural genes of the Chinese nation and is an important part of the common spiritual home of the Chinese nation. It is necessary to do a good job in the inheritance of Hunan Huagu Opera, face the problems existing in the inheritance of Huagu Opera, and put forward reasonable development measures. Only by always adhering to the correct path of cultural inheritance, paying attention to the protection of traditional culture, and constantly innovating by using media technology can we better inherit Chinese excellent traditional culture. In this paper, the communication mode of Huagu Opera under the media is studied, aiming to dig deep into the original folk cultural resources and explore the inheritance value and protection principles of Hunan Huagu Opera.

## 1. Introduction

Hunan Huagu opera is one of the most influential Huagu opera, which is widely spread. Hunan Huagu opera is the general name of Hunan folk opera. With its singing and dancing, popular and bright, humorous artistic style, it is loved by the people and is one of the most traditional local operas with Huxiang cultural characteristics [1]. The inheritance of Hunan folk drama style is one of the important carriers of Hunan historical and cultural inheritance. It records the local customs and historical events of Hunan in a unique way, reflects the spiritual outlook and aesthetic taste of Hunan people, and shows strong local characteristics, and has a strong flavor of life [2]. With the rapid development of economy and the continuous influx of foreign culture since the reform and opening up, it has brought a huge impact on people's spiritual world [3]. Young people no longer attach great importance to the traditional culture of the country, especially the young people in cities. In cities, the diversity of urban life and the creation of various new entertainment places have reduced the audience of Huagu opera [4]. Urban development has led to the development of rural areas. The city's indifference to Huagu opera has gradually expanded to rural areas, and the prosperity of Huagu opera in rural areas is not as good as before [5]. In addition, due to the aging of the urban and rural audiences who appreciate Huagu opera, the audience is less than before, so the market development prospect of Huagu opera is worrying.

The excellent traditional Chinese culture contains the cultural gene of the Chinese nation and is an important part of the common spiritual home of the Chinese nation. The intangible cultural heritage of Hunan Huagu opera exists in the minds of intangible cultural heritage holders as a kind of skill and skill. Only when these artists deduce them in different ways can we feel its existence [6]. It is more difficult to protect the intangible cultural heritage which is invisible and intangible. In the era of financial media, it is very important to publicize and inherit the traditional culture of the Chinese nation for enhancing the cultural identity of the public, adding the cultural atmosphere of today's society, and realizing the great rejuvenation of the Chinese nation [7]. The emergence and development of financial media technology provides a new technical support for the inheritance of

traditional culture. Only by adhering to the correct path of cultural inheritance, paying attention to the protection of traditional culture, and using financial media technology to constantly innovate, can we better inherit Chinese excellent traditional culture [8]. This paper studies the communication mode of Huagu opera from the perspective of financial media, aiming to explore the original folk cultural resources, and explore the inheritance value and protection principles of Hunan Huagu opera..

## 2. Inheritance and Development Dilemma of Huagu Opera

The tunes of Hunan Huagu Opera are constantly developed and changed from several original very simple tunes, and the initial plot and character expression are very simple. Later, with people's constant efforts and exploration, the plot was complicated and the expression of characters' thoughts and feelings was improved. Traditional Huagu Opera, like other brothers' operas, has a whole set of artistic means of performing stories, and has formed a relatively stable program. Although it embodies the beauty of classical art, it is the product of the aesthetic value orientation of the ancients, which inevitably appears old-fashioned in form and outdated in technique. Good music melody often needs good lyrics, and the combination of lyrics and music will make opera more infectious. In each period, Hunan Huagu Opera created a very beautiful tone. There are many phonetic homophones in China, and they are monosyllabic words. We should pay full attention to the trend of syllables when creating aria and embellishment, so as to create good melody, different accents and different operas [9].

In the process of protecting the intangible cultural heritage of Hunan Huagu Opera, we should not only protect the people who hold the intangible cultural heritage, but also protect the human geographical environment coexisting with the intangible cultural heritage. For Hunan Huagu Opera, if no one appreciates it and there is no place to perform it, it is unnecessary for Hunan Huagu Opera to exist. Figure 1 shows the cultural structure of national traditional dance.

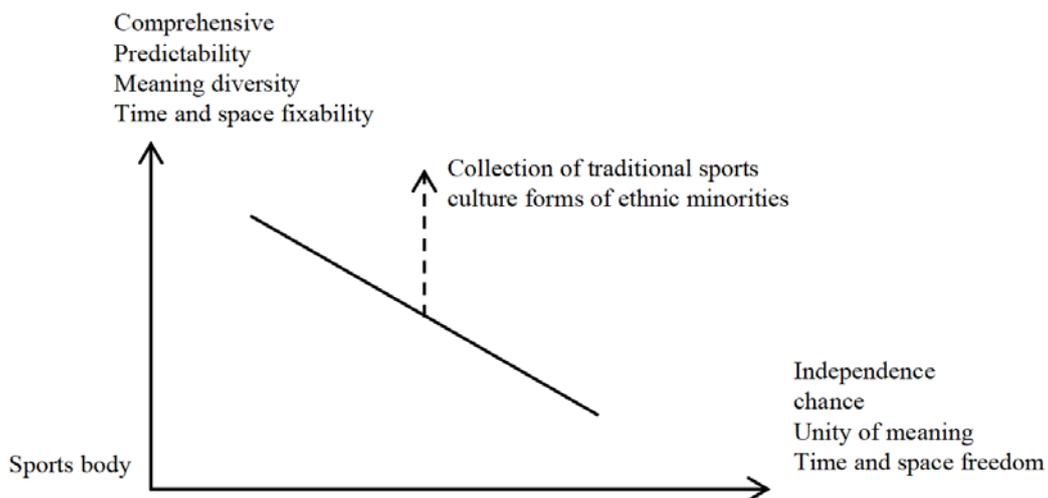


Fig.1 Cultural Structure of Traditional Ethnic Dance

After the founding of the People's Republic of China, Hunan Huagu Opera has been transformed into a professional troupe managed by the government, with richer performance forms and complete sound equipment. The government management department also organizes study and training for artists to promote their performance level. Up to now, Hunan Huagu Opera has created a lot of classic works, but up to now, those classic works are rarely known, and relevant opera cultural workers should at least protect these classic works and strengthen the propaganda. Under the management of the government, Huagu Opera Troupe has a very perfect management system, and has set up special Huagu Opera schools and training classes, which are taught by special teachers. Huagu Opera's performances are varied, not only in temple fairs and festivals, but also in setting up platforms and performing everywhere. In order to protect Hunan Huagu Opera, it is necessary to create a good environment for the current Hunan Huagu Opera artists. Relevant government

departments should formulate relevant policies, improve the organization and management system, and establish a relevant fund operation system, so that they can enjoy better material conditions and give full play to the duties of old artists.

### **3. The Inheritance Strategy of Hunan Huagu Opera in the Era of Media Integration**

#### **3.1 Create a Pluralistic and Active Propaganda Environment**

With its strong comprehensive national strength, China stands among the world's powerful countries. How to improve its cultural soft power, let its own culture go abroad, shine in the world, and build a more perfect international image is also a practical problem that China needs to face. Hunan Huagu opera is a comprehensive development of various art forms, including rich content and form. If only some of them are protected, Huagu opera will no longer be pure. If it is separated from the specific context, the continuation of Huagu opera will be difficult to continue. The government should give more financial support to the inheritance and development of Huagu opera to change the situation of serious lack of protection funds. It should also play a guiding role in attracting professional talents, invite experts and senior actors to the local area for guidance, and conduct capital investment and scientific management of talent training [10]. The government should establish the corresponding system to protect them, increase capital investment, broaden their development space, so that these excellent intangible cultural heritage can better survive and inherit. Hunan Huagu opera is a wonderful work of traditional folk art in Hunan Province as well as in China. Its works in different periods reflect the different characteristics of different historical development stages and are the true portrayal of politics, economy and culture in different periods. Therefore, the study of Hunan Huagu opera is of great historical value, which will make us have a clearer understanding of Hunan's past.

#### **3.2 Innovating the Development Mode of Traditional Culture**

In the network environment with multiple information, traditional culture must rely on the support of relevant policies and regulations to get effective and sound protection, and rely on sufficient material security to have sufficient conditions to protect and inherit traditional culture. Although we need to study and protect Huagu opera, it does not mean that we should protect it conservatively. If we reject or even resist the new culture or the western culture, we can only make the traditional plays farther and farther away from us. The creation of Huagu opera should be combined with the spirit of the times, the local characteristics and the profound revelation of human soul, the pursuit of high-grade artistic beauty and meeting the aesthetic needs of the people, and the diversification of accompaniment and singing, so as to create a more excellent Huagu Opera repertoire in line with the aesthetic taste of the people. Digital protection based on the background of financial media is more in line with the characteristics of modern society than traditional protection means. The technology system is mainly composed of the integration of digital technology, scene modeling and behavior control technology, resource management and service technology, and visualization technology of intangible cultural heritage, as shown in Figure 2.

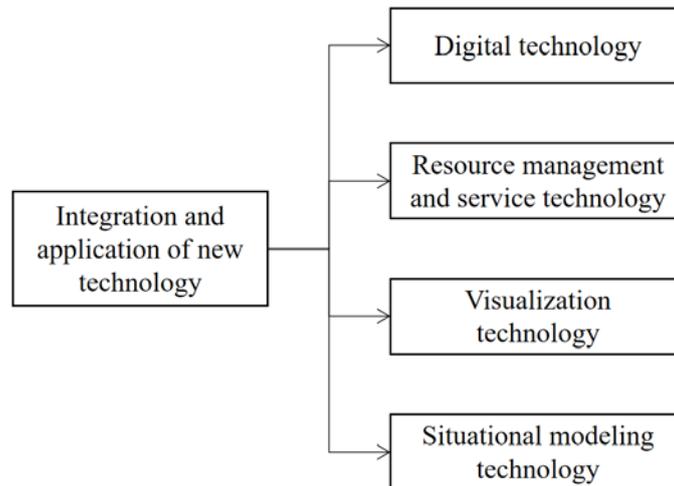


Fig.2 Integration and Application of New Technology

Only when traditional culture becomes attached to elite intellectuals in the era of media integration can it stay away from kitsch. In the process of inheritance, it can not only accurately convey the original spirit of traditional culture, but also be entertaining, meeting the high-level needs of contemporary people for culture. The development and innovation of Huagu Opera is mainly reflected in the expansion and improvement of its expression techniques and new songs. Its unique style and musical performance are relatively stable. Different types of Huagu Opera will be enriched with the increase of Cenozoic music.

#### 4. Conclusions

Traditional culture is an indispensable part of Chinese civilization, and every generation shoulders the historical responsibility of inheriting Chinese culture. Only by doing a good job of publicizing and carrying forward traditional culture can the great goal of building a socialist cultural power be completed in a shorter time. Huagu Opera is an important intangible cultural heritage in China, the crystallization of the wisdom of our working people, and has important historical value, social value and cultural value. If any intangible cultural heritage is only protected but not inherited, it will still disappear. Therefore, we should let more people know, appreciate and sing the opera music of Hunan Huagu Opera. In view of the problems existing in the inheritance and development of Hunan Huagu Opera at present, we should actively find out the difficulties existing in the development process of Huagu Opera, innovate the content and form of Huagu Opera, increase the publicity of Hunan Huagu Opera, establish a perfect protection mechanism for inheritors of Huagu Opera, and improve the management mode of Huagu Opera Troupe. In the era of media integration, we should grasp new development opportunities, carefully consider the important role of new technologies in traditional culture inheritance service, promote the inheritance and development of traditional culture with media integration technology, build deeper cultural confidence of the Chinese nation, and realize innovative development of traditional culture.

#### 5. Acknowledgment

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