

## Research on Animation Publicity of Cantonese Opera Art in New Media Era

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**Abstract:** Cantonese opera art is a pearl in China's art treasure house. As one of China's intangible cultural heritage, it enjoys a good reputation in the world. However, because the art has been passing on and developing in a way that is difficult to keep pace with the times, it is not popular with young people. In the information age, the new media art is the product of the integration of science and technology and art, which expands the rich aesthetic emotion of human beings and has a great impact on human life, work thinking mode, values and aesthetic taste. In order to change the current situation of Cantonese opera, we must innovate its cultural development mode, such as combining the art of Cantonese Opera with the design of characteristic animation products. Culture is the root of a country and a nation, which maintains the identity of people in different regions. At the same time, the influence of culture is also the expression of a country's comprehensive national strength. Based on the new media era, this paper analyzes the animation propaganda mode of Cantonese opera art.

### 1. Introduction

Chinese opera has a long history and has unique and distinct national characteristics. Cantonese opera art is a pearl in China's art treasure house. As one of China's intangible cultural heritage, it enjoys a good reputation in the world. However, due to the fact that the art has always been inherited and developed in a way that is difficult to keep pace with the times, it is not popular with young people [1]. As one of the mainstream art forms, animation art has very special artistic value and will exist for a long time. In the information age, the new media art is the product of the integration of science and technology and art, which expands the rich aesthetic emotion of human beings and has a great impact on human life, work thinking mode, values and aesthetic taste [2]. The arrival of the new media era has opened various channels for the expression and dissemination of animation. The new media era is an opportunity for animation development [3]. When the traditional cantonese opera art combines the digital production technology and the new media communication technology, the new animation has undergone great changes in both production and communication [4]. The art of animation is no longer just about movie and television animation. The new media represented by the Internet, mobile phones, and digital television provide unlimited possibilities for the expansion of animation forms [5].

To change the current situation of Cantonese opera, it is necessary to innovate the development of Cantonese opera culture, such as combining Cantonese opera art with the design of characteristic animation products [6]. This will not only enrich the artistic connotation and development of Cantonese opera, attract more young groups, but also increase its tourism cultural value. Before the emergence of new media such as the Internet, mobile phones, and digital television, there were two main media for the spread of animation art, namely movies and television [7]. The animation in the new media era has gradually formed a three-dimensional network-like industrialized production model, and its social impact has been responded in different cultural circles. The key to the development of animation is how to use the new media as a communication platform to better promote the construction of Cantonese opera art and animation art. This is the topic we need to study in depth [8]. After the birth of new media, new opportunities for the spread of animation art appeared. Culture is the root of a country and nation. It maintains the identity of people in different

regions to their own nation. At the same time, the influence of culture is also a manifestation of a country's overall national strength [9]. Based on the new media era, this article analyzes the anime propaganda mode of Cantonese opera art.

## **2. Basic Principles for Extracting Visual Elements from Characters in Cantonese Opera**

In order to realize the effective combination of cantonese opera art and animation product design, the principle of visual element extraction of cantonese opera art characters must first be clarified. Different from the traditional movie and TV media, Internet media and mobile phone media have quite high degrees of freedom. Users can freely choose what they want to see at free time and place. The era of new media, which is produced by the integration of digital technology and network technology, has come. In this fertile soil of new media, traditional opera must break through its own limitations in order to survive. When extracting visual elements from artistic characters in cantonese opera, we should adhere to the principles of purposiveness and systematicness. when selecting characters, we should consider the needs of design and application. we should not randomly select one or more disordered and disordered characters as visual elements extraction objects. In the history of human development, the change of information dissemination mode cannot be separated from the change of media form. The change of media form cannot be separated from the change and development of technology, which is the product of technology. In the choice of artistic techniques, attention should be paid to the vivid description of external forms, facial features and other modern tools such as graphic software can be properly used to make the image more vivid.

At the same time of the vigorous development of online animation. China started early and large animation websites still have many problems, such as serious content, backward technology, less original content, homogenization, poor interactivity, etc. If you want to understand the concept of media, you must start with the concept of media. Broadly speaking, the medium refers to the medium where two or more things are linked [10]. Things here include the existence of organic and inorganic substances. The ancient opera has played a positive role in promoting Chinese animation in many aspects such as commerce, art and culture. Diversification of information brings up diversification of art, so animation art also has diversified performance. The information released by animation websites relies on reprinting domestic media information, and some information is also translated from foreign media. The original content of animation websites accounts for a relatively small proportion of the total amount of information. The survival of the fittest in the media environment is just like the survival of the fittest in the ecological environment. The metamorphosis is painful, but the metamorphosis is always accompanied by new life. The traditional opera movement in the new media era has produced many new elements. With the development of science and technology, animation has become increasingly rich in forms of expression and creative means, which provides a broad platform for the combination of traditional Chinese art and animation.

## **3. Animation Publicity Mode of Cantonese Opera Art**

The selection of characters should have a certain purpose and plan, and adhere to the principles of systematicness and integrity, so as to ensure the rationality of character selection, lay a solid foundation for subsequent product creation, and avoid detours in the design process. Second, the creator should pay special attention to the graphic effect of the character image, and portray the character image strictly according to the story background and character setting. Third, the creator should combine visual elements with the functionality of the product and ensure the interesting image of the product. The changes in users' demands have also driven the changes in market demands. Due to the limitation of understanding animation, pure animation films and animation TV plays can no longer adapt to the form, and traditional animation producers are increasingly difficult to meet the needs of the market.

Although cantonese opera is good at expressing the common people's feelings, it does not mean trivial and mediocre. many cantonese opera stories are taken for justice and have strong heroic

feelings and national consciousness. Animation is characterized by its humor, exaggeration, verisimilitude and vividness. It can achieve effects beyond the reach of real scenes in color configuration and light and shadow manufacturing. Figure 1 is a cartoon propaganda picture of cantonese opera with the help of new media technology.



Figure 1 Animation publicity screen of Cantonese opera art

In the colorful world of animation, the use of animation language to tell drama stories can give viewers a new visual experience. With the addition of animation, the humor and entertainment elements of traditional opera are highlighted, especially as an important direction of network traditional opera, which is influencing and changing people's understanding and concept of traditional opera. Animation has filled up the deficiencies of opera in form and dissemination. Opera has promoted the development of China's animation industry, opened up a new development field for the animation industry, and provided a large number of themes for animation creation. Drama animation focuses on the aesthetic characteristics of drama and animation to the greatest extent, thus forming a very special artistic form. As one of the traditional operas, cantonese opera has both the common characteristics of Chinese classical operas and its distinctive regional characteristics due to its unique historical, regional and cultural influences. The development of new media has triggered a worldwide visual change. The visual communication of traditional operas has begun to develop into three-dimensional, multi-dimensional and dynamic from the planarization, simplification and static under the rule of traditional media.

#### 4. Conclusions

Cantonese opera stories are mostly close to life, reflecting the public sentiment of the city. They are popular because they are popular and interest-oriented. The inheritance of Cantonese opera art and culture is of great significance to the promotion of China's excellent culture. Judging from the current situation, the inheritance and development of Cantonese opera art and culture are still too traditional and lack of innovation. Therefore, it is necessary to combine the extraction of visual elements of Cantonese opera artistic characters with the design of modern animation products according to the characteristics of the development of the times and the needs of modern aesthetics. From form to content, Cantonese Opera animation has the function of promoting traditional opera art, revitalizing regional culture and creating Chinese dream. In our country, the development of the script, the setting of the plot and the shaping of the role of the Cantonese Opera animation are still a little less popular, lack of connotation, mainly rely on the use of animation technology and animation role to stimulate the senses of consumers. The development of art is closely related to the combination of science and technology. New media has joined the art field, making people feel that art seems to be around. In order to promote the sustainable development of art and culture of Guangdong opera and further promote the development of tourism, we should not only retain the traditional character image characteristics, but also give it more profound connotation of the times.

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