

Research on the New Ways of the Spread of Traditional Operas in the Wechat-Era

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Abstract: The opera is one of the traditional Chinese art and is unique in the history of world drama. It has a long history and a profound mass base, and is an important carrier for expressing and inheriting the fine traditional Chinese culture. This paper attempts to explore how to use the characteristics of micro-era communication to make more extensive dissemination and development of opera art by using the latest mobile new media communication methods.

1. Introduction

Chinese opera and Greek tragedy and comedy, Indian scriptures and the world's three ancient drama cultures, compared to the other two ancient drama cultures, Chinese operas are produced later, but the first two ancient drama cultures have been long. The history of the river has disappeared one after another, and it no longer exists. However, although Chinese opera has experienced thousands of years of enthusiasm and rise and fall, it is still full of vitality and vitality. It is not only a treasure of the excellent traditional culture of the Chinese nation, but also plays an important role in the treasure house of world culture and art. Historically, traditional Chinese opera has continued to be passed on by word of mouth. Although in the hundreds of years, the channels of the drama are very simple and difficult, but it does not affect the people's love for the opera. "In the history of Chinese culture and art, there is no such art form that has such a large acceptance of opera. There is no such art form that has such a wide range of folk, mass and popular."

In July 2015, the General Office of the State Council issued the "Several Policies on Supporting the Development of Traditional Chinese Opera", proposing: "To play an important role in the development of the Internet in the development of opera, and to encourage the popularization and promotion of drama through new media." January 25, 2017 On the day of the "Opinions on the Implementation of the Integrity and Development of Chinese Excellent Traditional Culture" issued by the General Office of the Central Committee of the Communist Party of China and the General Office of the State Council, it was proposed: "Intensify publicity and education. Comprehensive use of newspapers, books, radio, television, and cultural relics." Innovative expressions, highlighting the charm of Chinese culture. Implementing the New Media Communication Project of Chinese Culture." This series of resolutions escorts the spread of opera from the policy level. Many provinces and cities have also introduced corresponding landing policies. For example, the Hengyang Municipal People's Government in China has also issued opinions on supporting the development of the inheritance of the opera. The Hengzheng issued the [2016] 41 document, trying to form a set from top to bottom and from the central to the local. A complete system guides the drama out of the predicament and seeks new development opportunities.

The network has brought new ways of communication and communication to the opera. Traditional opera has made many efforts and attempts in using the network to expand the scope of information dissemination. With the rise of the Internet, the expression of drama has become more diverse, and various vertical platforms and social software such as Weibo, WeChat public number, and short video have been emerging. Under the impact of popular culture, especially foreign hip-hop culture, opera culture faces a dilemma. Everyone knows that opera is not only a stage art, but also a code for interpreting regional culture. It is like a dialect and a local cuisine. It is a region. Even a representative of a city. Hearing the "two-person turn", such as the unique regional culture of the Northeast; "Great Wall" and "Tiananmen" symbolize the cultural heritage of Beijing; "Meat

Sandwich” tells the history and culture of Shaanxi. Undoubtedly, the opera is a microcosm of regional culture and even Chinese culture. The gracefulness of Beijing opera, the impassion of Henan opera, and the romantic beauty of Kunqu Opera can these be passed down?

Faced with the current situation between art and the public, what can we do for art in the wechat-era?

The short video that is popular among young people in the world can provide a new communication model and promotion platform for promoting the national quintessence and inheriting the opera culture.

2. Douyin Short Video

In this era of mobile phone Internet users reaching 871 million, Internet users access to the Internet through mobile phones up to 98.6%, mobile Internet will inevitably become the most important position for the spread of drama. The Douyin short video of traditional Chinese culture is undoubtedly a phenomenal event in 2018. Today, there are more than 500 million Douyin short video of monthly active users and an important channel for spreading and promoting traditional culture. According to the data released by the newly released “2018 Douyin Big Data Report”, there are as many as 180,000 users participating in the traditional culture new game on the Douyin platform. Peking Opera actor Wang Peiyu demonstrates how to laugh at the old video platform in the Douyin short video platform, and expresses the artistic characteristics of the opera “ Don't sing without sound “, and shoots it into a video-initiated challenge. total playing volume is nearly 2.6 billion; platform The data shows that the short video playback of Yu Opera exceeded 510 million, and the number of praises exceeded 20.32 million. Among them, the total number of short videos participating in the “Singing Drama” challenge exceeded 13.67 million. Therefore, the urgent task of the ecological reconstruction of traditional opera is to make use of the fragmentation of the micro-era to break the barrier between traditional opera and real life, so that the younger generation, or Internet users, can more touch the drama in daily life. , emotionally closer to the drama. The “Dou Art Project” launched by the Douyin short video Platform, together with the School of Art and Media of Beijing Normal University and Douyin, explores the spread of short video and opera art to cultivate the audience of the opera, and provides for the popularization of art and the aesthetic education of the whole people. The platform provides a cross-regional performance stage for opera and opera actors. It is not restricted by the stage, region, time and space. The art of the opera is transmitted to any place, so that distant and remote towns can also see the performance through the Douyin short video

Table 1 : Relevant Short Video Playback Volume

180,000 users# The quintessence of the kitchen	1.2 billion plays# Change face with sticker	5.57 million likes# Peking Opera BGM
180,000 people participated in the challenge, 93% of users were after 90	the related video broadcast volume was 1.2 billion. Compared with Tsing Yi, everyone loved Wudan	“The Cut Beauty Case”Mei baojiu version, and the related video received 5.57 million praise.

3. Wechat

As of the second quarter of 2016, WeChat has covered more than 94% of China's smartphones, with monthly active users reaching 806 million and users covering more than 200 countries. In addition, the total number of WeChat public accounts of each brand has exceeded 8 million, the number of mobile application docking has exceeded 85,000, the advertising revenue has increased to 3.679 billion yuan, and the WeChat payment users have reached 400 million.

WeChat provides public platform, circle of friends, message push and other functions. Users can add friends and follow the public platform by “shake”, “search number”, “people nearby”, scan QR code, and share content by WeChat. Share to friends and share the wonderful content that users see to WeChat friends. As the most popular social information platform, it is also a major entrance to information dissemination.

1) Public number communication. Such as “New Movie Theater”, “Kun Yun”, “Pear Garden Walk” and so on. The public number broke the information exchange between acquaintances and allowed strangers to integrate into the drama. The products formed by the opera people are also the accumulation of social history. The customs, customs and customs of the inheritance can be spread through the WeChat public account. The use of the WeChat public number can make the inheritance of the opera have certain authority, and it is easy to attract the attention of WeChat friends. In addition, it will enrich the cultural life of WeChat friends, and it will help to promote positive energy and inherit traditional culture.

2) Friends circle spread. People can share information anytime and anywhere through the circle of friends. It is easier to get feedback and digest using the information shared by WeChat. Sharing information related to opera in the circle of friends can effectively spread the information and greatly improve the efficiency and breadth of the spread of the opera.

3) Extensive ways of communication. The spread of WeChat is not limited to the two channels of communication, such as paying attention to the public number and sending friends. Nowadays, WeChat has the functions of “shake”, “near people”, “scan” and “QR code”, and can also use the “beautiful articles” to exquisitely edit various performances of operas and send them to friends. This can attract more people, set up the drama “QR code”, spread through the mobile phone “scan”, a wide circle of friends, means that there are many information disseminators and information dissemination objects.

4. Weibo

The Weibo of the opera, such as CCTV drama channel official microblog was established on May 16, 2012. The Weibo account has been updated for seven years, and netizens have kept attention to it. At present, the CCTV drama channel Weibo account has a fixed number. More than 170 million fans. In the past seven years, more than 8,000 pieces have been released, and more than 400 videos have been published. The content of Weibo is more diverse, and the program activities related to the drama, drama characters, special introductions, common sense and other information.

5. App. Such as Cctv Drama, Huangmei Fans and So on.

According to incomplete statistics, there are nearly 40 drama audio apps on the line between 2016 and 2017: there are CCTV drama clients, listeners, and drama players in all kinds of dramas; there are also Peking opera dramas, Henan drama videos, Henan There are also several children's apps, such as “Children's Learning Drama”. Through different kinds of App software, you can easily find interesting opera information, download opera arias, and purchase tickets and online seats anytime, anywhere. The social function of the Opera App software is further enhanced. Users can record and upload their own works according to the accompaniment audio of the opera, become an amateur “artist” with fans, and communicate with the audience at any time. They can also like the audio arias that others have uploaded. Comments; you can also forward and share the drama resources on the platform through Weibo, Moments, space, etc., and gain recognition and attention in the original life group with new identity.

In the fast pace of modern life, our traditional drama is a chronic one, and the phenomenon that a performance takes three or five hours is commonplace. The drama can't keep up with the tempo of modern people, and the traditional drama gradually fades out of the market and becomes the trend of the times. In the short video like Douyin are compressed for three or five hours to a few minutes, which is exactly the fast-paced life of today's era. In order to cater to the tastes of the audience, it is also possible to transform traditional operas, because the opera is a combination of singing, reading, doing and playing, including dialogue, music, singing, dance, martial arts and acrobatics. Therefore, people try to fragment it into an artistic style with opera elements and carry out cross-border cooperation and communication. This is most common in the music world, with a combination of drama and jazz, drama and pop music, opera and original music. By releasing some video clips related to traditional opera on WeChat and vibrato, when the number of hits reaches a certain

amount, our traditional opera naturally becomes a cultural symbol.

Jang Jiding, director of the Department of Culture and Tourism of Henan Province in China, agreed that it is necessary to encourage and support outstanding creators of traditional opera art, continue to produce and promote the content of Chinese traditional opera art on the platform of vibrating, and seek innovation in inheritance, with new situation and new content. Let the traditional opera art become more vital, and enhance the young users' cognition and recognition of Chinese traditional opera art.

6. Conclusion

Wechat environment provides fertile ground for local drama. By publishing some video clips related to traditional opera on wechat and Douyin, when the number of clicks reaches a certain amount, our traditional opera naturally becomes a cultural symbol. Strengthening the efficient combination of wechat platform and opera will give Opera a new way of communication. It will no longer be limited by time and space, so it will enter a new era of communication.

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