

Innovation and Communication of Jiangxi Puppet Show Based on Digital Technology

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Abstract: Puppetry is widely spread among Chinese people. It is one of the important forms of traditional art in China. It belongs to the category of folk art and is an important record of Chinese history, culture and art. Due to the large number of puppet troupes scattered all over the country, there are few researches on the protection and dissemination of puppet drama in Jiangxi Province so far. As an intangible cultural heritage with a history of hundreds of years, Jiangxi puppet drama culture should be protected in combination with the excellent status of foreign countries, and at the same time, it needs to be studied in combination with the form of communication and display. Based on the new situation of communication and display, scientific evaluation should be formed from the perspectives of network, multi-screen, interaction and function, combined with puppet role innovation, stage innovation and technology adjustment. The reform of media and carrier is realized through the diversity of subject matter, the universality of function and the commerciality of value.

1. The Historical Origin of Puppet Show and its Development Status in Jiangxi Province

1.1. Historical Background of Puppet Show

Chinese puppet show was born in the Spring and Autumn Period. In the Han Dynasty, it appeared mostly in the form of expression. To the Tang Dynasty, it developed rapidly, and its viewing records existed in all classes. In the Song Dynasty, puppetry reached its peak after a long period of development, absorbing the essence of music, literature, dance and other major artistic categories. During the Yuan, Ming and Qing dynasties, due to the collision of various art forms, the puppet show absorbed the characteristics of Deng Wan opera and Dong u Qin Qiang Opera, making its singing more graceful and pleasant. Thus, the puppet show gradually went overseas. In the middle of the 20th century, due to the influx of western modern elements into China, puppetry has undergone a qualitative leap. The government paid more attention to the puppet troupe, and invested in the establishment of puppet theater, so there was a large number of "New Ideas" puppet show repertoire, the overall level is rising, while performing outside and won a number of international awards. The puppet show in its heyday spawned different performance varieties: marionette, bag puppet, iron pillar puppet, medicine hair puppet and other varieties, suitable for all ages, people of all classes give consistent praise, different regions also derived regional cultural characteristics of the puppet show.

“Since the 1980s, China's planned economy model has been transformed into a socialist market economy with Chinese characteristics.”[1] The end of the farming era also means that wood has faded out of the market. Coupled with the emergence of new materials, puppetry has fallen even further.

1.2. Jiangxi Characteristic Puppet Show Status Quo

(1) Jiangxi String Puppet Show (Yu Du County)

Yu Du county line puppet show, popular in the late Ming and early Qing folk. At that time, he Shun Tang and Ding Shun Tang puppet troupe of The family in Fen Keng Village, Yin Keng Town,

were active in Yu Du and neighboring counties and places for hundreds of years, passed down from generation to generation. It has been passed down for more than ten generations. With the continuous development of society, the number of people who see the puppet show in Yu Du County is greatly reduced, the performance market is gradually shrinking, and there are no successors for puppeteers. This time-honored flower of folk art is facing the dilemma of fading, and it is urgent to be supported and rescued to rejuvenate the vitality of youth.

(2) Jiangxi Zhangtou Puppet Show (Ning Du County)

The Zhangtou puppet show in Ning Du County is known locally as the "Mosquito net Play". Popular in the late Ming and early Qing Dynasties, Lai's Xing Shun Tang Puppet Troupe in Qiaotou Village, Qiaotou Town, Ning Du County is a famous puppet troupe with nearly 100 plays handed down from generation to generation. Because the puppeteers are not highly educated, they do not have the ability to write scripts. Nowadays, in order to cater to the audience, Erhu fiddle and suona horn accompaniment are added, but the effect is not good. Especially by the impact of modern science and technology entertainment media, coupled with the number of puppetry performers in Jutou puppet show, Jutou puppet performing art is facing the situation of shortage and lack of successors.

1.3. The Dilemma Faced by Jiangxi Traditional Puppet Animation

At present, under the influence of western culture, the puppetry of traditional art has not been reformed and innovated in the production, leading to the loss of Chinese nationalization for a time, and the puppet show of Jiangxi province has been ignored.

Generally speaking, the mainstream art of the new century is more value-oriented and focuses on the nature of media, rather than the art of the previous century. Although the state has repeatedly invested to support traditional puppet drama, the number of practitioners in the new era has declined sharply due to the impact of new media technology. Although the production experience of the old masters has not been well inherited and learned, this has caused the fault phenomenon of the domestic puppet drama industry.

2. The Innovation of Jiangxi Puppet Show under New Media Technology

At present, the national policy support national intangible cultural development, launched the film and television industry connection, "Internet +", "One Belt And One Road" and so on a number of development strategies, these new opportunities to inheriting Chinese traditional puppet show in the new era of development, should be around new media technology, combining role in the process of Jiangxi province puppet show performance, stage, technology skills, Actively combine the current problems to be solved to mobilize the development strategy.

2.1. Puppet Character Innovation

With the development and progress of The Times, Jiangxi puppets have been endowed with more characteristics of The Times. The traditional Jiangxi puppet modeling is more inspired by the social background, and the art is based on the art modeling.

Yu Du puppet characters are mainly divided into three parts: head, body and feet. Since they are performed in the form of string lifting, more attention is paid to the joint organs of the roles in design and the continuity of the actions of the roles in performance. The head, as the most obvious part to distinguish the figures of the work, requires extremely fine grinding and carving. In order to make the character more vivid, the hands, feet and face can be transformed to move freely, enhancing the fun; Ning Du jade-head puppet performance relies on lifting, so when designing the overall role, the first consideration should be given to the diversification and differentiation of clothing styles, which is convenient for the audience to distinguish when watching. The color of the puppets is yellow, and black is used to paint the facial features.

Jiangxi traditional puppet characters are praised for their cute and clumsy classic images. Today, with the development of science and technology, we should grasp the needs of innovation of The Times, draw lessons from various excellent art forms such as film and animation, and give the role

modeling with a sense of The Times and art. Referring to excellent modern puppet animations, such as *Corpse Bride*, it can be found that: First, can be on the basis of the wood, into the high new technology material, change the traditional texture, such as nanometer materials, semiconductor materials, superconducting, highly efficient battery, etc., through the texture of materials to achieve innovation, combined with new media technology, performance, role itself in terms of sound and light, with excellent performance; Secondly, it changes the traditional realistic characteristics and makes breakthroughs in abstraction and exaggeration. It takes symbols as the representative and selects relevant elements for deconstruction and reorganization to excavate character characteristics and achieve sublimation effect. Let the audience see the essence through the phenomenon and experience the spiritual connotation expressed by the play.

2.2. Stage Presentation Innovation

The traditional stage (visual and auditory) is the biggest disadvantage of puppetry performance at present:

First, a single parallel perspective. In the fast-paced era, the reason why movies replace dramas is that the creators cannot create secondary editing because of the fixed vision of the audience during the puppet show, the non-conversion of the shot cannot capture the psychological changes of the audience, and the rendering effect of environment and atmosphere is absent at the climax of plots and conflicts. In the era of integrated media, AR and VR digital media technologies can be combined to solve the problem of dull parts of puppet shows by relying on their powerful visual stimulation ability. And make up for the lack of narrative time and space with video clip technology.

Second, the monotonous systematic soundtrack. The traditional puppet show relies on traditional Musical Instruments and traditional singing in the auditory part, which is no longer suitable for the current short, flat and fast music characteristics. The performance of Jiangxi puppet show is accompanied by Hakka dialect, which seriously affects the understanding of non-local people when watching. In digital media technology, audio software such as AU can be used to recreate traditional Musical Instruments and vocal music with modern music and enhance audio effects at the same time. For example: sound near and far, size, left and right channel coordination and so on. Such auditory changes can make the picture more visually appealing.

2.3. Adjustment of Technology

Jiangxi traditional puppetry skills more complex, for example in order to play the role of Yu Du marionette characteristics, on the role of joint authority craftsman teacher need to rework many times, so that the role of flexibility when using, under the new technology, can according to the principle of production practice experience and the natural sciences, first by using three-dimensional software, maintain a kind of character features, model parametric setup, Measured puppet role related data, according to the value of the use of 3D printing technology to create, improve and innovate on the original technology, reduce manpower and material resources, save costs, improve efficiency, and ensure the applicability and value of the film.

In terms of technology, the roles of Jiangxi puppets are complicated. For example, because the puppets of Ning Du use faces to identify characters, the master needs to carefully depict the heads of the characters to achieve vivid effects. At the same time, each play needs to complete many roles. In addition, in the production of facial expression, attention should be paid to the internal structure of the head, to ensure that the eyes, ears and mouth of the puppet can be connected to each other, to ensure that the eyes and mouth of the puppet can move, so as to facilitate the unification of expression and action during performance. In the new process, producers can use factory tools to mass produce puppet heads, and then add value to their semi-finished products or paint them, simplifying the complex process.

3. New Ways and Media Carriers of Jiangxi Puppet Show

3.1. Transmission and Display of Jiangxi Puppet Show

3.1.1. Network Media

As the quintessence of national traditional culture, Jiangxi puppet show is close to excellent traditional values. In the Age of the Internet, communication is still stagnant in the original way of propaganda, we should keep up with the development of The Times, in the network media in an advanced form to show style. For example, we have promoted the origin of Jiangxi puppet show, character characteristics and part of drama performance on short video platforms such as Tik Tok and quick worker to let more people know Jiangxi intangible cultural heritage and improve public attention. Or the traditional performances can be edited and optimized to be broadcast on the network platform to increase the amount of play and expand the range of play; We can also launch Jiangxi puppet show collection and competition activities on the Internet, so that more people can participate in the production process, experience the craftsman spirit, and learn the excellent Traditional Chinese culture in the shooting process. In short, we should popularize it with the advantage of network media in the new era.

3.1.2. Interactive Display

Give full play to digital media technology and make digital interactive design works. With Jiangxi puppet show as the theme, dynamic poster design, dynamic effect is reasonable, effectively highlight the theme and its ductility; Make App design and IH5 interactive design, and let the public learn in fun through interactive links; The use of small programs, digital image interactive device related works, so that the audience to obtain Jiangxi puppet show content intuitive, convenient; To create the digital roaming of Jiangxi puppet show, break the shackles of time and space, make the experienter plural immersive anytime and anywhere, and trigger the protection and attention of China's intangible cultural heritage.

The promotion of Jiangxi puppet show has not only enriched the spiritual and cultural life of the Chinese people, but also contributed to the cultural confidence of China.

3.2. Media and Carrier of Jiangxi Puppet Show

3.2.1. Diversity of Subjects

Jiangxi's unique geographical features have created puppet dramas with unique regional characteristics. Through the integration and innovation of many generations, the repertoire of performances is very wide. Jiangxi puppet shows mostly feature historical themes, famous works and folk tales. For example, Yu Du puppet shows are most famous for Law Tung conquers the north and Xue Gang's Anti-Tang dynasty. Ning Du puppet show has "Blessing in the hall", "The painting of longevity" and other plays. The traditional puppetry shows mainly focus on narration and express the central idea of the film.

In the era of new media, Jiangxi puppet show should be different from traditional art language and art rules, and integrate more creators' thoughts. Due to the convenience of digital technology, no matter the team or individual can create, and due to the multi-channel and multi-carrier broadcast and display, the audience group is expanded. In order to serve the public, so in the content of diversification, theme trend gradually rich.

3.2.2. Diversity of Functions

In the age of new media, puppetry is no longer just for traditional education and entertainment, but for more functions. First, puppet teaching. "Puppet has a strong cultural heritage, to achieve toy attributes." [2] This kind of cultural synthesis education means can give full play to the educational function, while pioneering and innovating, both adults and children will benefit; Second, non-inheritance. This is the mission of all mankind. The protection and inheritance of national culture can be promoted by the guidance of school, the coordination of family and the support of community. In the selection of cases, puppetry is more acceptable to the public because of its

integration with puppet animation; Third, the use of puppet brand image can increase the value of appreciation.

3.2.3. Commerciality of Value

“The socialist market economy with Chinese characteristics has strengthened the realistic transformation and value embodiment of Jiangxi puppet show.”[3] Large-scale activities can use puppet images, through the derivative puppet products, to meet the needs of activities, complete online and offline conversion; Due to the large number of puppet roles, and its characteristics of "objects like people", it can be combined with the current blind box craze for value transformation. Make it have cultural connotation at the same time, give commercial value, more powerful all-round development.

4. Conclusion

Jiangxi puppet show is deeply loved by the Chinese people and has played an important and unique role in people's spiritual and cultural life for a long time. Puppetry has been temporarily out of sight due to technological development and ideological changes. However, excellent culture should not be buried, exploring the digital technology of the new era is the new way out of puppetry. The essence of culture comes from the spiritual core, and excellent traditional culture should not be dragged down by backward ways of expression, but should take its category advantages, according to its own characteristics, explore the audience's aesthetic needs in the new era, integrate market elements in the new era, and make use of powerful communication channels to make it become a classic again in this century.

For intangible cultural heritage, inheritance is the basis, and communication is the embodiment and extension of its life meaning. In the digital era, technological innovation has provided a diversified development space for puppet show. It is necessary to analyze the elements of interest by combining with the current mainstream form and bring hope for the development of puppet show.

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