

Research on Inheritance and innovation strategy of Mulian opera based on new media communication

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Abstract: the development and inheritance of Mulian opera culture need to be realized by means of communication. It can be said that the media is an important basis for the survival of the culture of Mulian opera. With the development of new media technology, digital media has gradually entered the new era. The new media not only effectively expand the scope of the spread of the Mulian opera, but also shorten the distance between the audience and the audience, to a certain extent, improve the communication effect of the Mulian opera. Therefore, based on the analysis of the characteristics of music communication of new media technology, this paper puts forward the communication strategy of Mulian opera based on new media technology, in order to better promote the inheritance and development of China's Mulian opera culture.

1. Introduction

As we all know, the culture of Mulian opera has been developed for thousands of years. With its unique cultural connotation and artistic style, it is deeply welcomed and loved by the broad masses of the people, leaving precious wealth in the history of Chinese cultural development. The development and inheritance of Mulian opera culture need to be realized by means of communication. It can be said that the media is an important basis for the survival of the culture of Mulian opera. With the development of new media technology, digital media has gradually entered the new era. The new media not only effectively expand the scope of the spread of the Mulian opera, but also shorten the distance between the audience and the audience, to a certain extent, improve the communication effect of the Mulian opera. Therefore, based on the analysis of the characteristics of music communication of new media technology, this paper puts forward the communication strategy of Mulian opera based on new media technology, in order to better promote the inheritance and development of China's Mulian opera culture.

2. Communication characteristics of Mulian opera in the context of new media

The new media represented by digital technology and information technology has gradually developed into the mainstream way of music communication, which not only subverts the transmission mode of the culture of Mulian opera and even music culture, but also makes the cultural communication of Mulian opera based on new media technology have distinctive characteristics.

(1) The autonomy of communication audience

In the context of traditional media, the cultural communication of Mulian opera mainly relies on television, radio and other traditional media, and has achieved good communication benefits. However, in reality, due to the interest demands of traditional media, the cultural communication of Mulian opera is still in a relatively marginal position compared with the western music culture, which, to a certain extent, affects the music audience's right of independent choice on the communication of Mulian opera. The natural advantage of the new media bred in Internet technology is that it has the distinctive feature of "de monopoly", which eliminates the gatekeeper characteristics of traditional media, and effectively reduces the "monopoly" of traditional media on the cultural communication of Mulian opera [2]. With the help of new media technology, fans of

Mulian opera can obtain the resources they need, so that the public can have the right of choice.

(2) The interaction of communication process

The new media represented by wechat, QQ and microblog have obvious interactive characteristics, which promotes the virtual communication of Mulian opera to gradually replace the traditional media music communication. In the process of new media Mulian opera communication, one-to-one or one to many Mulian opera communication is carried out with the communicators as the center, and a real-time communication and interaction mechanism is established between the disseminator and the audience in the process of music communication. The advantage of the interaction of new media communication is that once the former music resources are released on the Internet, the audience can not only receive the music information immediately, but also evaluate, transmit and share it in time, so as to realize the two-way interaction of the communication of Mulian opera. In recent years, the rise of wechat public platform provides a good communication platform for the spread of Mulian opera [3].

(3) Diversification of communication subject

With the rapid development and popularization of various Internet information technologies, especially the mobile Internet technology, the relatively single main body of cultural communication of Mulian opera has evolved into diversification. On the one hand, the traditional media represented by TV, radio and radio are no longer the only media for the cultural transmission of Mulian opera. The new media platform represented by wechat and microblog has gradually developed into a media coexisting with traditional media. [4] On the other hand, the main body of cultural communication of Mulian opera has gradually expanded from traditional music scholars to ordinary folk music amateurs, who can create and disseminate their favorite cultural resources of Mulian opera with the help of various advanced new media platforms [5].

(4) Accuracy of communication objects

At present, the main purpose of the implementation of the new media Mulian opera culture communication is to continuously expand the social influence of the Mulian opera culture, so that more music lovers, especially young people, can know and learn the excellent Mulian opera culture, so as to cultivate more successors for the inheritance and protection of China's Mulian opera culture. The new media platform, represented by wechat and microblog, has developed into one of the most powerful Internet social tools in China and even in the world with its many advantages, and has become an indispensable daily tool for teenagers. Therefore, it can be said that the new media users coincide with the cultural communication objects of Mulian opera to a certain extent. With the continuous popularization and application of new media technology represented by big data technology, cloud computing technology and artificial intelligence technology, the new media music culture communication has distinctive intelligent and precise characteristics, which can provide more targeted Mulian opera cultural information for music communication audiences [6].

3. Specific communication strategies of Mulian opera culture based on new media technology

The inheritance and development of any traditional culture can not be separated from the influence of various external factors in the specific social context, and the inheritance of Mulian opera culture is no exception. Therefore, in the new media era, we should actively build a cultural communication system of Mulian opera based on new media technology, so as to better adapt to the practical needs of cultural communication in the new era [7].

(1) Strengthen communication support

The culture of Mulian opera is an ancient art developed by the people in the process of long-term life and labor. Excellent Mulian opera culture is an important part of Chinese traditional culture. To protect and inherit the excellent culture of Mulian opera is to inherit and develop the excellent traditional Chinese culture, which requires the government departments to correctly understand the important value of new media communication for the inheritance of traditional music culture, and should constantly increase the support for the cultural transmission of new media Mulian opera. Leaders at all levels should increase capital investment and take practical measures to create a healthy and good social atmosphere for the cultural communication of new media Mulian opera. At

the same time, we should also establish and improve the corresponding incentive mechanism and incentive policy of new media Mulian opera culture, in order to stimulate more experts and scholars and new media communication workers to actively join the ranks of the dissemination of Mulian opera culture, and constantly expand the social influence of national folk art.

(2) Strengthen reform and innovation

It has become an irreversible fact that the culture of Mulian opera has been constantly impacted by the western music culture and the music culture of Hong Kong and Taiwan. Therefore, in the face of the impact of different cultures at home and abroad, if we want to truly inherit and protect the culture of Mulian opera, we must carry out reform and innovation on the culture itself, and the reform and innovation is not just a simple sublation, we must increase the innovation and reform from the theme, content, connotation and other aspects, so as to realize the authenticity of the local culture of Mulian opera. In a positive sense, the inheritance and development of "eliminating the turnouts and reserving the elite", with the innovative concept of keeping pace with the times, has created Mulian opera works to meet the development of the new media era, so as to continuously meet people's viewing and aesthetic needs. First of all, we should constantly innovate the content of the new media. We can integrate western music elements and Hong Kong and Taiwan pop music elements into the culture of Mulian opera, while preserving the original artistic essence while innovating the composing techniques so as to narrow the distance from the audience. For example, on the basis of retaining the original tune, tea song extracts the first two sections of "La Suo Mi Dou La" for re creation, thus making the tune more melodious and gentle, as if telling a love story to people [8]. Secondly, to innovate the new media communication form of Mulian opera, we should start from the interests and hobbies of the majority of young people, combine with continuous animation, color ring tones and games to carry out music communication, and make them more willing to imitate, actively sing and actively participate in it, so as to attract more young people to pay attention to and learn from Mulian opera.

(3) Strategies for cultivating communication talents

In the final analysis, the new media communication of Mulian opera culture must rely on the practice and promotion of "human" as the main body. Under the background of the new media era, the biggest driving force of cultural communication of Mulian opera is still people rather than technology. Therefore, in the new situation, we must pay attention to the cultivation of qualified music communication talents, so as to provide the necessary human resources support for the cultural communication of new media Mulian opera. Therefore, the relevant cultural authorities should actively create various conditions, establish a long-term cultivation mechanism for cultural inheritors of Mulian opera, and provide excellent art performance talents for professional performing troupes and amateur associations, so as to cultivate more high-quality art communication talents for the new media communication of Mulian opera culture, so as to continuously improve the quality of new media cultural communication. For example, we can set up the corresponding major of Mulian opera in local colleges and universities, and employ inheritors of Mulian opera intangible heritage to teach students systematically, so as to cultivate more new performing forces for the inheritance of local Mulian opera intangible heritage, so as to realize the real live inheritance of national folk culture. At the same time, we should also actively organize students to actively participate in the practice of new media communication of Mulian opera culture, and constantly improve their ability to use new media in communication practice. Finally, it is necessary to coordinate the development of relevant talents in music culture industry, including national music producers, investors, communicators, professional managers, etc., in order to better realize the excavation and dissemination of national music culture [9].

(4) Communication brand marketing strategy

With the development of new media technology, digital media has gradually entered the new era. However, due to the rapid development of China's economy, culture is increasingly showing a trend of diversified development. Modern culture, especially western music culture, occupies a dominant position in the music market, which makes Mulian opera culture face a disadvantage in the art market competition. Therefore, in the new situation, we should reasonably use the communication

advantages of traditional media and new media media, build a three-dimensional cultural communication mechanism of Mulian opera, carry out cultural communication activities of Mulian opera with great momentum, and expand the social influence of Mulian opera culture by establishing its cultural communication brand. First of all, we can actively use new media technology to create the cultural communication brand of Mulian opera, and comprehensively use TV, radio, microblog, wechat, etc

App and other new and old media carry out various forms of music culture introduction and publicity, and create a series of Mulian opera brands well known to the public, so as to drive the cultural transmission scope of Mulian opera. Secondly, we should keep up with the development trend of the times, reasonably use the personal brand appeal of celebrities and actively cultivate the cultural brand of Mulian opera, so as to attract the attention and recognition of more youth groups, so as to effectively inherit and protect it [10].

(5) Development strategy of market industry

Market driven plays a positive role in the development of Mulian opera art. Under the new economic normal, the cultural development of Mulian opera should adhere to the market, actively cultivate the three-dimensional, chained and market-oriented cultural industrial chain from the creation of works to commercial profits, and promote the marketization of Mulian opera culture in the new economic normal from the aspects of planning, production, distribution and marketing Communication. First of all, the government departments in charge should actively mobilize the enthusiasm of social investment in the cultural industry of Mulian opera, so as to better promote the healthy development of the cultural market of China's Mulian opera, so that it can better spread with the help of new media technology. Secondly, we must pay attention to adhere to the fine arts and create diversified cultural products of Mulian opera, so as to better meet the needs of music lovers for different Mulian opera culture, so as to better expand the market share of Mulian opera culture. Finally, we should pay attention to the service consciousness, actively and reasonably use the advanced technology of new media to provide diversified national music communication service system including music audition, download, subscription, customization and so on.

4. Conclusion

To sum up, the inheritance and development of any kind of Mulian opera culture must be deeply rooted in the vast and profound cultural soil, and must conform to the rhythm of social development and the needs of public culture. In the context of new media, it is necessary to strengthen the dissemination of Mulian opera culture, and constantly innovate new media culture communication strategies, so as to expand the social influence of Mulian opera culture and make it live inheritance and dynamic transmission.

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