

Research on the Innovative Communication Channels of Cantonese Opera Imaging of Intangible Cultural Heritage under the New Media Environment

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Abstract

Cantonese opera, also known as Guangfu opera and Guangdong opera, is the largest opera in Guangdong and Guangxi dialect areas, and is the treasure of Chinese traditional culture. Cantonese opera, known as "Red Bean in South China", is a treasure of Lingnan culture and a world-class intangible cultural heritage. Cantonese opera facial makeup, as a spectrum of Cantonese opera actors' facial makeup, is rich in connotation and brilliant. It is mostly used for being clean, ugly and layman, with exaggerated lines, strong colors and symbolic patterns. The emergence of new media has promoted the spread of intangible cultural heritage. In the new era, Cantonese opera keeps pace with the times not only in the repertoire itself, but also in its way of spreading and inheriting. With the continuous expansion of the influence of network multimedia communication, it is found that more and more people are exposed to opera art, Cantonese opera and Lingnan culture through live broadcast rooms. This paper will study the innovative communication channels of Cantonese opera imaging of intangible cultural heritage under the new media environment.

Keywords

New Media; Non-Material Culture; Cantonese Opera.

1. Introduction

Intangible cultural heritage is a living cultural heritage formed by successive generations and oral transmission in the long history of mankind. It takes people as the core carrier, reflects people's aesthetic experience and aesthetic ideal, shows people's character cultivation and life pursuit, and contains rich aesthetic resources. In China's national intangible cultural heritage list, folk literature, traditional music, traditional dance, traditional drama, etc. mostly exist in the form of literary aesthetics, which has good aesthetics, which also endows intangible cultural heritage with important aesthetic value. Under the new media environment, the spread of Cantonese opera has undergone a series of changes. Therefore, this paper analyzes the innovative communication channels of Cantonese opera images of intangible cultural heritage under the new media environment.

2. The Innovative Communication Channels of Cantonese Opera Imaging of Intangible Cultural Heritage under the New Media Environment

2.1. Guangdong Cantonese Opera Academy and Xinghai Live Broadcasting Conducted VR Shooting

According to the news released by Guangdong Provincial Department of Culture and Tourism recently, Guangdong Cantonese Opera Academy and Xinghai Live Broadcasting carried out VR shooting of Cantonese Opera "Hongqiao Giving Beads", aiming at promoting the wide spread of

Cantonese Opera in the new media environment, innovating the new mode of "Cantonese Opera Entering Campus" and exploring various possibilities for diversified development of Cantonese Opera. According to reports, the innovative practice of Guangdong Cantonese Opera Academy and Xinghai Live Broadcasting, combining traditional stage art with VR technology, build a real situational stage for dramatic art performance through digital mode, Bring the audience into the picture scene that can be visually seen with the naked eye, so that the audience can watch the change of space and the transformation of lens from different distances and angles. The integration of high and new technology makes Cantonese opera more vivid and expands the new way of drama communication.

2.2. Cantonese Opera has a Bigger Stage in Hong Kong

Cantonese Opera, also known as "Guangdong Opera", is the representative of Lingnan local opera, vividly praised by Premier Zhou Enlai as "Southern Red Bean", and is another opera selected into the "World Heritage" list after Kunqu Opera. The inheritance and innovation of Cantonese opera is an eternal proposition of the times, and there has never been a fixed pattern or experience in its spread. How much is changed and how much is left? What is inheritance and innovation? In the development of the new era, it is necessary to stick to inheritance, accumulate and rejuvenate, balance the artistic aesthetics of traditional and modern audiences, and further promote and develop Cantonese opera culture.

Recently, Luo Jiaying, a famous Cantonese opera performance artist in Hong Kong, has been extremely busy. To celebrate the 5th anniversary of Hong Kong's return to the motherland, the Cantonese opera, which he is the main creator and starring in, is being rehearsed intensively. Nowadays, Cantonese opera is performed almost every day in Hong Kong. Luo Jiaying said with emotion that Cantonese opera has flourished in Hong Kong since its return to the motherland five years ago. As a popular opera in Hong Kong, Cantonese opera is deeply loved by the public. "Going to the theater was the memory of the older generation in Hong Kong. "Luo Jiaying recalled that the elders in the family were all Cantonese opera fans. Sometimes they go to the theater to watch plays, and sometimes they listen to Cantonese opera broadcast on the radio. Cantonese opera is closely related to their daily life.

"The older generation in Hong Kong have deep feelings for Lingnan culture and love traditional Cantonese opera very much. Almost everyone can hum a few words. "Luo Jiaying said. Cantonese opera is a local opera that has lasted for hundreds of years and enjoys the reputation of "Red Bean in South China". Hong Kong used to be a fishing port. Many fishermen believed in Guanyin and Tianhou, and built many temples, especially Tianhou Temple. Traditional culture including Cantonese opera was not promoted, and it was difficult for Cantonese opera actors to find jobs.

3. The Spread of Cantonese Opera in the New Media Environment has Enabled Chinese Traditional Culture to be Passed Down from Generation to Generation

After the reunification with the motherland, the Hong Kong SAR Government actively promoted the development of Cantonese opera, and successively set up the Cantonese Opera Development Advisory Committee and the Cantonese Opera Development Fund to support research and promotion activities related to the development of Cantonese opera. In 2003, the SAR Government began to include Cantonese opera in the music curriculum of primary and secondary schools, and successively set up Cantonese opera music workshops. In 2001, Cantonese opera was included in the music examination curriculum of the new high school system.

"To continue the vitality of Cantonese opera and let this precious culture and art be passed down from generation to generation, it is particularly important to train successors of Cantonese opera." Zhong Zhenzhen said. In the rehearsal room of Shenghui Cantonese Opera Promotion Association in Kowloon, Hong Kong, more than 20 children are practicing leg press. The youngest of them is only 3 years old, and most of them are teenagers. "We used to learn Cantonese opera to make a living. Nowadays, children are different, and Cantonese opera has become their interest." Jianhua Yang, artistic director of Shenghui Cantonese Opera Promotion Association, who is over 80 years old, said that learning Cantonese Opera is a very hard work, but children are willing to endure hardships because they love Chinese traditional culture from the heart.

Zhong Tianrui, 13, has studied Cantonese opera for 10 years. He said that in the process of studying Cantonese opera, he had a better understanding of the motherland, not only learned the history and culture of the motherland, but also learned the excellent traditional virtues of the Chinese nation such as respecting the old and caring for the young. This made him enjoy it a lot. Over the years, Zhong Tianrui, together with other young actors of Cantonese Opera Troupe, went out of Hong Kong and went to Beijing, Guangzhou, Zhongshan, Macau, Singapore and other places to exchange performances, thus stepping onto a bigger stage. "Seeing that audiences in different places are deeply attracted by our performances, curious about our costumes and props, and cheering and applauding us, I will feel happy from the bottom of my heart." Zhong Tianrui said that he hopes to redouble his efforts, practice basic skills more solidly, and let more and more people know the excellent Chinese traditional culture with wonderful performances.

4. Cantonese Opera of Intangible Cultural Heritage in the New Media Environment is Spread by Bus

June 8th is the opening anniversary of the Cantonese Opera Art Museum. Around this time every year, the museum holds a series of celebrations to display and spread Cantonese Opera art and museum culture. On the morning of June 8th, the launching ceremony of the 0-year Cantonese Opera Carnival and Cantonese Opera Theme Bus Route 8 was held in the West Park of Cantonese Opera Art Museum. This year's Cantonese Opera Carnival spans 11 days and carries out 7 activities, bringing together dozens of outstanding actors, performers and loyal ticket friends of the private partnership bureau.

At the ceremony, Route 8 of Guangzhou FAW Bus Co., Ltd., which has gone through 70 years, was newly decorated and became a mobile stage for Cantonese opera display. Bus Route 8 with Cantonese Opera theme is one of the arteries of Yangcheng, Driving from Pantang to Yijing Cuiyuan, connecting Liwan, Yuexiu and Haizhu, passing through Xiguan, Yide Road, Haizhu Square, Grand Marshal's Office, Sun Yat-sen University and Binjiang Road and other landmark places in Guangzhou, it has a long history and rich cultural resources along the line. Xiguan Arcade, Litchi Bay, Haizhu Square and both sides of the Pearl River bear the deep feelings and memories of several generations of Laoguang. In order to make the Cantonese opera theme bus more distinctive and make the communication form of traditional culture closer to people's lives, the organizer specially invited Cai Xiaoben, an expert in Cantonese opera research, to write lyrics and fill songs according to the scenery of the bus, and created 11 clips of Cantonese opera opera station reporting. At the event site, Xu Wenjie, a non-genetic inheritor of Cantonese Opera in Liwan District and an outstanding actor of Guangdong Cantonese Opera Academy, performed the clip of "8 Roads with Downwind" for everyone.

The Cantonese opera theme bus is full of strong Cantonese opera cultural elements, and the interior and exterior of the car body are decorated with the characteristic scenery of the Cantonese Opera Art Museum, dotted with Q-version Cantonese opera elements such as life,

Dan, cleanliness and ugliness; Scroll the classic Cantonese opera selections on the screen in the car; The two-dimensional code at the baffle inside the car can also be used by passengers to scan and listen to famous Cantonese opera aria. It is understood that FAW Bus will set up a special line of "Appreciating the Charm of Cantonese Opera and Appreciating the Ecological Charm" in the future, and gather Cantonese opera lovers and private partners in the form of customized chartered buses, and pick them up and drop them off to major folk art clubs and ecological parks at fixed points, so as to turn the bus into a mobile stage for displaying Cantonese opera culture and expand the bus into a new space for spreading Cantonese opera culture. The line will also carry out joint research activities with schools around the line from time to time, and invite famous Cantonese opera singers to tell students about the development history and business knowledge of Cantonese opera, teach the basic movements of Cantonese opera, and visit the theme carriages of Cantonese opera. At the same time, with younger expressions such as "cross-dressing" and "flash" and more eye-catching display forms, the innovative vitality of Cantonese opera is further displayed, and the artistic charm of the new era is injected into the inheritance of Cantonese opera.

References

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