

Research on the New Development Model of Huangmei Opera under the Internet Background

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Abstract

Huangmei Opera is one of the Chinese intangible cultural heritages. With the rise of Internet culture, the dissemination of traditional culture has been challenged. How to spread traditional culture such as Huangmei Opera among young people and use the development of the Internet to promote the dissemination of Huangmei Opera is worthwhile. The discussion is of practical significance. The article analyzes several problems in the development of Huangmei Opera, and explores a new mode that combines the Internet and Huangmei Opera, and designs "Short Video + Opera" and "Small Games + Opera". Finally, the article also gives conclusions and suggestions to promote the inheritance and development of intangible cultural heritage such as Huangmei Opera.

Keywords

Huangmei Opera; Intangible Cultural Heritage; Internet.

1. Introduction

Huangmei Opera is one of the five major types of operas in China. It is also known as the "Five Chinese Opera Operas" together with Peking Opera, Yue Opera, Pingju Opera and Henan Opera. It is also the main local opera type in Anhui Province. , Huagu tune, first in the countryside and later in the city, and gradually formed a developed drama. Huangmei Opera is a national intangible cultural heritage, mainly developed in Anqing City, Anhui Province. In May 2021, the Ministry of Culture and Tourism issued the "14th Five-Year Plan for Intangible Cultural Heritage Protection Plan", which clarified the overall requirements, main tasks and safeguard measures for the protection of intangible cultural heritage during the "14th Five-Year Plan", and systematically deployed the "Tenth Five-Year Plan". Intangible cultural heritage protection work during the "Fourth Five-Year" period. In addition, in order to strengthen the construction of the talent team for opera performances and cultivate a group of young and middle-aged opera performance leaders, the Ministry of Culture and Tourism will implement a national opera performance leader training plan during the "14th Five-Year Plan" period. During the "14th Five-Year Plan" period, we must seize the opportunity to inherit and innovate, enhance the self-survival and development capabilities of intangible cultural heritage projects, so that the intangible cultural heritage can be better passed on, and the memory of China can be lasting for a long time. New models such as Internet + tourism, Internet + medical care are gradually developing. The Internet has greatly promoted the development of many industries and the emergence of new models. The inheritance and development of traditional Chinese culture is extremely important. Combining the Internet with traditional culture and exploring new ways of spreading Huangmei Opera has important practical significance.

2. Literature Review

Zuo Fangxia et al. (2021) conducted field visits to folk amateur theater troupes, professional theater troupes, and fans of Huangmei Opera in Anqing City through questionnaires, in-depth

interviews, and empirical analysis. The problems of insufficient student resources for opera majors in art colleges and universities, the construction of professional courses need to be strengthened, and the professional teachers need to be strengthened, and corresponding suggestions are put forward [1]. Lian Junjie (2021) analyzed the pain points and difficulties in the protection of traditional dramas in Anhui Province, saying that intangible cultural heritage has problems such as the risk of squatting and lack of cultural self-confidence. The four aspects of the protection mechanism of drama varieties put forward specific protection suggestions [2].

3. The Development Predicament of Huangmei Opera

3.1. Small Audience

The dissemination of Huangmei Opera is mainly concentrated in the rural areas of the county or the surrounding areas of the city. The age structure of the audience of Huangmei Opera is aging. Huangmei Opera is mainly liked by people over 30 years old, and the audience in the age group of 50 to 70 is the most widely. , that is, the elderly are the main audience of Huangmei Opera.

3.2. The Limitations of Communication Methods

The dissemination of Huangmei Opera is mainly carried out in the form of traditional rural festivals, temple fairs, exhibitions of Huangmei Opera, competitions related to Huangmei Opera, etc. These forms are relatively simple in comparison, the audience is small, and the dissemination method of Huangmei Opera is not integrated enough with modern media. The representative form of fragmented communication goes deeper into the lives of young people. Due to the strong professionalism and lack of entertainment in Huangmei Opera, it is not integrated enough with the dissemination method of fragmented videos. It is not enough to rely on the traditional methods to spread Huangmei Opera. It needs to be updated with the times. To keep pace, we must pay attention to the use of modern means of communication, communication platforms with large audiences, innovative display content, etc. to spread Huangmei Opera.

3.3. Inheritance Environment Limitations

The development of network technology has brought great changes to people's lives. More and more information and network culture appear around people, which has had a great impact on young people. The environment around them has become diversified and enriched. , entertainment, making young people pay more and more attention to new things and trends, and less attention to traditional culture, which is very detrimental to the inheritance of traditional culture, and young people are the heirs of traditional culture, improving young people's awareness of traditional culture. Attention and love are crucial to the inheritance and dissemination of Huangmei Opera.

3.4. The Students Majoring in Huangmei Opera are not Optimistic about the Employment Prospects and the Source of Students is Relatively Simple

Anhui Huangmei Opera Art Vocational College is the only full-time comprehensive public higher art college in the country named after the opera genre. It is an important Huangmei Opera inheritance and training base. The school's Huangmei Opera performance is a traditional major with national characteristics. Through investigation, it was found that 67% of the students in the school's 95 valid questionnaires chose to be "not optimistic" about the employment prospects, and only 24% of the students felt that "the employment prospects are very good". 9 % of the students said "I can't tell". 18% of the students answered that their hometown was in "Anqing City", 78% of the students answered "Eight Counties of Anqing", and only 4% of the

students reported "other places"[1]. It can be seen that the current students are not very optimistic about the employment prospects of the Huangmei Opera major.

4. Analysis of Research Results

By investigating Anhui college students' understanding of Anhui Huangmei Opera, their evaluation of the integration of Huangmei Opera and Internet culture, and their views on the new models of "short video + opera" and "mini game + opera", 100 questionnaires were distributed. The online survey was conducted on Anhui college students. The survey results showed that 84% of them knew about Huangmei Opera, and 92% of the students agreed with the development trend of Internet + Huangmei Opera. The results of the questionnaire showed that everyone praised and criticized the current online culture. Different, but they all agree with the use of the Internet to promote the dissemination of intangible cultural heritage. In addition to agreeing with the new development models of "short video + opera" and "mini game + opera", some students put forward their own ideas for promoting the dissemination of Huangmei Opera. The university offers elective courses, etc., and the questionnaire results are highly effective.

5. Exploration of Internet Plus Huangmei Opera Model

5.1. "Short Video Plus Opera": Short and Efficient, Innovative and Interesting

The dissemination of Huangmei Opera can be integrated with modern multimedia and multiple platforms. Now the fragmented form of dissemination represented by small videos goes deeper into the lives of young people. Therefore, let Huangmei Opera spread among young people and make young people more aware of intangible cultural heritage culture. There is a greater interest in making the audience of Huangmei Opera younger, and the production and dissemination of short videos is an important way. In order to spread Huangmei Opera, traditional TV media and related websites have launched many works on related themes. Most of the works are long and broadcast through traditional channels such as TV. They are mainly watched by the elderly and cannot effectively reach young people. In modern society, people in the context of fast-paced life, few people can spend two or three hours savoring the culture of those works. The inheritance and development of opera needs to continuously stimulate the love of young people. In recent years, Douyin, Kuaishou, Xiaohongshu, etc. The representative short video platform has attracted a large number of young people with its powerful social functions, and with the development of the audience's mobile, fragmented, scene-based, and video-based reading habits, the user stickiness and attractiveness of the short video platform continues to increase. Combining short video with opera can spread Huangmei opera more effectively.

On some short video platforms, the platform will make relevant daily pushes based on the user habits of the big data research platform. To create short videos suitable for playing on the platform, it is necessary to innovate the general performance form of Huangmei Opera, combine new elements to increase the push rate, let people participate more deeply in the dissemination of Huangmei Opera, and then produce emotional and behavioral changes, more and more people. Exposure to videos related to Huangmei Opera will have a subtle influence on the dissemination of Huangmei Opera. First, publish videos and account for trial operation through registered accounts, and make feedback and improvements based on the results of the trial operation. Then, use the big data platform to explore more innovative models and expand the influence of accounts. Later, provide operational strategies and accounts to the platform for official dissemination of intangible cultural heritage. account to promote dissemination.

5.2. "Small Games and Opera": Virtual World, Dynamic and Impressive

For many young generations born after 95 or even 00, games are an inseparable part of their growth. Many people learn about humanities, geography, history and even philosophical and cultural content through games. There are many shining points of truth, goodness and beauty in the game. Attracting the younger generation of players to establish their own worldview and values. In the past two years, Chinese game manufacturers have paid attention to the fact that traditional culture is a rich treasure trove of creative resources. Shanda Games' Internet + Chinese Civilization Project "Relics Plus" is guided by the State Administration of Cultural Heritage and cooperates with many museums across the country to present it in the form of light games. Therefore, the combination of Huangmei Opera and games will achieve unimaginable effects. The game is a virtual world, which makes it easier for people to integrate into it. Incorporating the Huangmei Opera culture into the game, dynamically disseminating Huangmei Opera, and changing the static transmission methods such as museums and exhibitions will make young people's memory of Huangmei Opera culture more profound. In the game, by building a gorgeous stage, using computer motion capture to perfectly reproduce the classic songs in the game, coupled with the Huangmei tune, combined with the game operation mode, to create a mode of learning while playing.

6. Conclusion and Recommendations

By analyzing the predicament of the inheritance of Huangmei Opera, the article summarizes four problems that restrict the dissemination of Huangmei Opera, and puts forward two suggestions on how to use the Internet to carry forward Huangmei Opera. Of course, Huangmei Opera is a Chinese intangible cultural heritage. Departments and other relevant units also need to innovate the dissemination form of Huangmei Opera, analyze the pain points in the inheritance and development, and make adjustments. In terms of the employment of graduates of Huangmei Opera-related majors, government departments and relevant units also need to pay attention to them and solve the worries of students. In short, the inheritance and dissemination of Huangmei Opera requires everyone to work together.

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