

# The Media Convergence Communication Form of Traditional Chinese Opera

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## ABSTRACT

Traditional Chinese opera, as the essence of cultural heritage, has thrived in traditional times and adapted to economic and social life. With the development of "Internet plus" and blockchain technology, rich and interesting entertainment content and diversified and convenient entertainment methods have had a huge impact on the traditional Chinese opera culture. The once popular traditional Chinese opera has been reduced to "niche literature and art", and some genres have been rarely heard of, even endangered and lost. The transformation of the development model of traditional Chinese opera is imminent, and the integration of traditional Chinese opera culture and new media has become a new trend. As a new force of media convergence, the media has injected new vitality into the development of traditional Chinese opera.

**Keywords:** *Traditional Chinese opera, Media, VR (virtual reality), Communication.*

## 1. INTRODUCTION

Media convergence provides important opportunities for the development of traditional Chinese opera media. It breaks down barriers between media and fully integrates various information resources, with characteristics such as speed, convenience, personalization, and entertainment. The technological environment of media convergence has given opera media great advantages. Currently, China's internet is in a rapid development period, which provides a foundation for the optimization and upgrading of media convergence.

## 2. PROMOTING THE DISSEMINATION OF TRADITIONAL CHINESE OPERA ELEMENTS THROUGH NEW MEDIA

The selection of new media technologies in the dissemination of traditional Chinese opera elements is the best communication element for traditional Chinese opera, movies, television, and media in the creative process. The core elements of traditional Chinese opera include styling design, landscape design, music, performance, and other elements,

such as aesthetic image, conveying aesthetic awareness and cultural tendencies, and integrating them into the image. Creating traditional Chinese opera, drama, movies, and television that contain elements of Chinese culture has opened up a new path for the development of traditional Chinese opera itself and created new content for the innovation of movies, television, and media.

## 3. THE CONDITIONS FOR PROMOTING THE DISSEMINATION OF TRADITIONAL CHINESE OPERA THROUGH NEW MEDIA

The strong ability to integrate media and technology is a comprehensive reflection of high-tech, which can exert strong compatibility and integration functions with the support of network technology and diversified media. Its integration with traditional Chinese opera has enriched and developed the form, content, and dissemination methods of traditional Chinese opera. The barriers between traditional and well-defined forms of communication, such as language, text, sound, and video, are breaking down.

Previously dispersed mass media, such as newspapers, radio, books, magazines, and movies,

are merging. The development of a new generation of information dissemination technology and powerful new media marks the arrival of a new era of information dissemination. "Drama" combines film production technology with the art of reducing the rhyme of drama, restructuring and integrating elements such as network technology and new media to make them highly shared; The application of integrated media technology has freed people from the constraints of time and space, dispelled the traditional "power" of one-way communication, and enhanced human autonomy.

In the development process of media convergence technology, the integration and development of traditional Chinese opera have made it more vibrant, and it is also a new direction for development. In current society, traditional Chinese opera culture has been greatly challenged, but the dissemination of traditional Chinese opera culture requires innovative development brought by traditional Chinese opera in its unique way.

Secondly, with rich forms and content, the combination of traditional Chinese opera and media has brought new audio-visual experiences to people. The content and media form of drama is an artistic complex composed of traditional Chinese opera, movies, animation, art, and games. The new media form integrates and permeates elements such as music and stories, meeting people's psychological needs for novelty and imagination. Traditional opera media has obvious differences from other forms of film and television, which opens up a certain space and market for it, which is its important competition.

#### **4. IMMERSION: THE RESHAPING OF MULTIPLE SPACES AND THE TRANSFORMATION OF FORMS IN TRADITIONAL CHINESE OPERA PERFORMANCE**

At present, there is also a lot of attention paid to the traditional Chinese opera media convergence communication forms in China. It is not a new thing of the multi-space reshaping and form transformation of immersive traditional Chinese opera performances, the innovation of immersive performance with narrative investment of "real scene+", and bringing an immersive experience to the audience by the re-creation of performance space layout. Since the 1980s, multiple scenic spots in China have started creating large-scale live performances with the concept of "reality + drama",

such as the 17 large-scale live performances of the Mountain and Water City series.

The creation of traditional Chinese opera has gained some experience in recreating space, mainly emphasizing the narrative immersion provided by the work to the audience, which is mainly the spatial atmosphere, temporal suspense, and emotional resonance brought by the story itself. Without immersion, the audience cannot complete effective interaction. Therefore, there are two types of immersive creation in traditional Chinese opera, presenting different trends. Firstly, according to the narrative space requirements of the play, it is combined with real-life scenes. For example, multiple works that perform "garden + Kun opera" based on the story prototype of "Peony Pavilion" have become special cultural landscapes; Composed by composer Tan Dun and co-created by Shanghai General Kun Art Center and dancer Huang Doudou, the real-life garden Kun opera "Dream Returns: Peony Pavilion" has been performing continuously for nearly 12 years before 2022. Through various dismantling of the performance space, the play transforms the performance venue of Shanghai Zhujia Pavilion and Food Garden into "pavilions, stone steps, stone bridges, covered bridges, forests, ponds, etc.". After being decomposed into "Peony Pavilion", it is decorated with the atmosphere of flowers, plants, and trees in the orchard, perfectly depicting the realistic scenery and storyline of the Peony Pavilion.

Among the forms of media convergence dissemination of traditional Chinese opera in foreign countries, mobile browsers are the most widely used way to spread Chinese opera. Until September 2015, a large proportion of Chinese opera related fields were searched using Google in the United States. Wikipedia introduced: Beijing Opera, Sichuan Opera, and other Beijing opera activities and ticketing websites, as well as Chinese opera website videos on History of Traditional Chinese Opera, Music Website Facebook, Makeup and Characters, Cantonese Language Website, etc. There are 42,312 viewers of the Chinese Opera Yue Opera Elite Collection on YouTube; Beijing Opera has an audience of 259,413. The diversity of Chinese drama shows 79,501 viewers; 138,175 people watched Spring Opera at the CCTV 2014 Music Festival; There are also Shanghai drama "Madame Butterfly", Kun opera "Peach Blossom Fan", Sichuan opera Mask Changing, etc., as well as other related decorations, stamps, masks, toys, CDs, books, etc.

China's new technology has driven the transformation of performance forms in the new era of traditional Chinese opera. A single theater performance can no longer meet the current market and public demand. Drama must find a way out in "changes". This not only requires the concerted efforts of drama managers, operators, and participants, but also requires adhering to the bottom line of change. The principle of "moving without deformation" may be an important guideline for the breakthrough of traditional Chinese opera. The backward side effects brought about by new technologies and the high level of audience engagement, as well as the ability to balance the demand for interactive experience, are issues that current opera practitioners must explore and solve. However, with the continuous iteration of new technologies, the gradual improvement after the epidemic, and the stable recovery of offline performances, opera must remain "unchanged" in the future entertainment ecosystem. Based on our theater performances, it is necessary to attempt to break through more diversified virtualization and digitization.

## **5. THE COMBINATION OF VR AND TRADITIONAL CHINESE OPERA IS THE TREND OF THE TIMES**

VR/AR technology can also be used to upgrade the expression forms of Beijing opera and innovate the promotion culture of traditional Chinese opera. Traditional Chinese opera is the artistic carrier with the most distinctive national cultural characteristics, which enhances everyone's ability to sing, read, appreciate, perform, and interact, and enhances clothing culture and historical knowledge; Moral education awareness can be improved, and innovative methods for promoting traditional opera should be combined with the curious and innovative characteristics of people, such as, VR Beijing Opera stage, Beijing Opera panoramic live broadcast, Beijing Opera interactive games, AR Beijing Opera collection, AR Beijing Opera album production are all parts that have received considerable attention. As a kind of unique art album, VR/AR technology is used to present virtual story scenes through camera scanning of picture books, learn relevant knowledge in current games, and achieve the goal of cultivating interest and learning. There is a must to utilize VR/AR technology to upgrade the form of expression of Beijing Opera, innovate the culture of traditional Chinese opera promotion, understand the artistic

and storytelling aspects of traditional Chinese opera, and achieve better promotional effects.

## **6. CONCLUSION**

In the process of developing traditional Chinese opera, we should learn to better utilize the advantages of integrated media, promote the integration and development of integrated media and traditional Chinese opera, and promote the excellent traditional Chinese culture.

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