

# The Impact of New Media on the Development of Chinese Theatre and Opera

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## Abstract

The art of Chinese opera occupies an important position in the system of Chinese art and literature. Opera contains rich connotations, which are embodied in tragedy art, personality charm and aesthetic appeal. Chinese opera art has a long history. After a long period of development, it has survived to modern times and is still full of unique charm. Today, Chinese opera art needs to be effectively integrated with the current new media channels to continue to provide artistic services to the people. Combined with the relevant cognition of new media channels and Chinese opera art, it analyzes the specific ways for the integration and development of the two.

**Keywords:** new media, Chinese opera, innovation and development

## 1. Introduction

China has rich intangible cultural heritage, and Chinese opera art is an important part of it, which is of great significance. Under different historical periods and social forms, Chinese opera art has experienced the demise and rebirth of opera types, and has entered a new information age. Chinese opera art must conform to social development, form a new communication channel that matches the times, and achieve a new stage of comprehensive development. New media has influenced many existing industries and caused great changes. The art of opera can be promoted through new media to gain more audiences. In the era of new media, how Chinese opera art integrates with new media channels and presents its artistic characteristics.

## 2. Concrete Manifestations of the Combination of New Media and Drama

When Chinese opera art is integrated with modern new media channels, it can be promoted on a large scale through the current popular platforms, thereby gaining a high degree of attention among many different groups. Now analyze the integration situation and integration methods from the aspects of WeChat platform, live broadcast platform, short video platform and Weibo with a large user base. As a new concept emerging in the information age, new media refers to media forms other than television, newspapers and other communication channels, including network media and mobile media (Lu Bei, 2015). With the rapid development of new media, human society has entered the era of media integration. Relying on digital communication technology and information technology, new media has stronger interaction and a wider range of dissemination, so that everyone can become the main body of information dissemination, completely breaking the restrictions of traditional media. In the era of new media, information dissemination is mainly through the Internet, which can break the limitations of traditional media in terms of time and space, make new media spread more widely, spread at a lower cost, and enable all-weather, automatic broadcasting. The development of new media has brought about obvious changes in the environment of the entire media industry. Big data technology is widely used in all walks of life, and the channels of media communication have become more extensive. There is a huge amount of data information in the media, and the data information is varied, such as literary works and entertainment works

(Wen Lijun, 2016). Audiences are very easily attracted by this information, and information related to operas is easily covered by other massive data information. The new generations of young people lack a deep understanding of Chinese opera art and are not interested in Chinese opera, which has seriously affected the spread of Chinese opera. In response to this situation, in the era of new media, the communication of Chinese opera must undergo profound changes to conform to the trend of social development. In the process of opera dissemination, it mainly involves audiences, theaters, actors and scripts. With the obvious changes in the new media environment, stage scenes are disappearing, and the forms of communication have become more diverse. The audience can watch it anytime and anywhere through mobile phones, computers, etc., and can communicate online by watching live webcasts. With the continuous development of new media, self-media platforms have become an important way for users to express themselves without being restricted by traditional stages. Users can publish their own works through self-media anytime and anywhere, communicate and communicate with other audiences well, and win others' love and attention. These methods have significantly improved the efficiency of the dissemination of Chinese opera art, and have gradually become an important way for the dissemination of Chinese opera art.

### *2.1 The Integration and Development of Chinese Opera Art and WeChat*

WeChat has become the first choice platform for many modern people to communicate and exchange. As a communication tool, it has rich and perfect functions, and its audience is stable and extensive. The art of opera can be integrated with the WeChat platform to build a WeChat communication group. After obtaining a certain number of group members, they can share knowledge about opera and play opera performances every day, enriching people's lives and cultivating their ability to appreciate opera art (Chai Pan & Wang Yong, 2018). At the same time, through the promotion of members in the group, the audience can be continuously increased, so as to quickly gain higher attention. The WeChat platform can also provide WeChat public accounts and other related services, and opera can use this platform to strengthen interaction with audiences. After users pay attention to the official account of Chinese opera, various kinds of Chinese opera news will be pushed to them. While enriching the communication methods, more communication results can also be obtained. WeChat public accounts such as "Xiqu Yaji", "Chinese Opera Academy" and "Peking Opera Xiqu.com" have gained certain popularity. Users can use the official account as a medium to grasp the latest artistic achievements and artistic research results in the opera world. Excellent opera works and daily performance information of local theaters and theaters, the official account can also present rich opera culture knowledge to users. In the process of specific opera-related information transmission, the opera official account can not only use text to disseminate, but also maintain the fun and vividness of the dissemination process through sound and video, and mobilize users' various senses in an all-round way. We will give full play to the various advantages of WeChat, a communication platform, so as to disseminate various opera information more efficiently and conveniently. Continuously expand the influence of opera, so that the masses can learn about opera information anytime and anywhere through the Internet and information technology, so as to support the development and inheritance of opera art.

### *2.2 The Integration and Development of Chinese Opera Art, Live Broadcast Platform and Short Video Software*

Live broadcast platforms are related to short video software. Much short video software has live broadcast functions. Users can publish short video works on the same platform and broadcast live at the same time. Opera art should also effectively use such platforms. In opera performances, it is necessary to use different methods to complete the complete interpretation of the story, including dancing, fighting, reciting, doing, and singing, so as to build a complete core opera art system (Jiang Bing, 2019). After a long period of training, actors can perform skillfully and emotionally on stage. However, the traditional opera performance form, in a sense, is a form of stage art expression. This kind of stage art has high requirements on the performance venue. When there is no performance venue, opera performances cannot be performed. The limitation of performance venues hinders the wide spread of this performing art, and short video and live broadcast platforms can make up for the shortcomings of traditional theater stages, enabling theater actors and their groups to communicate with audiences in real time, further expanding the scope of audiences, breaking the audience's traditional. The original cognition of opera art has shortened the distance between the audience and opera art. Let the opera performing art become a networked and informationized performing art form. As long as the audience wants to watch opera art, they can watch the corresponding opera performances through various short videos and live broadcast platforms according to their own interests and hobbies, and enjoy them anytime and anywhere. It effectively breaks through the limitations of the performance stage and enhances the influence of opera art more flexibly and efficiently. Although the art of opera can open up a new market environment through short videos and live broadcast platforms, it brings some challenges to its future development and survival. TikTok and Kuaishou are currently popular short video and live broadcast software. Take TikTok as an example. Its characteristic lies in the use of musical creativity. Its user base is huge and covers a variety of industries. Various official media have also settled in TikTok. In addition to entertainment videos, news, history, culture, music,

dance, etc. can also be disseminated for people to exchange and learn. The opera art is integrated into TikTok. Opera actors can perform classic plays and present them to the audience in the form of short videos. They can also shoot various creative videos according to the audience's viewing needs, such as opera costumes, in order to be widely welcomed by the audience. Audiences can use the TikTok live broadcast to walk into the front and back of the opera performance and gain a deeper understanding of the entire process of the opera performance. Audiences can also choose to watch the entire opera repertoire or a certain opera repertoire according to their own wishes. Only when opera is closer to the lives of the masses can it recover and maintain its vitality, and it will not die out with the development of the times. Opera art and opera culture can continuously expand their influence through networked and informationized communication carriers, and keep pace with the times, continue to innovate and develop, so that they can achieve sustainable development in the new era.

### *2.3 The Integration and Development of Chinese Opera Art and Weibo*

In the context of the current Internet era, self-media has sprung up like mushrooms. The entry threshold of Weibo is not high. When users browse the information on the Weibo platform, they will not be subject to too many restrictions, and they can communicate with each other at any time. The advantage of Weibo lies in its high media exposure. Many people use Weibo to obtain real-time hotspot information, which replaces traditional paper media. Public figures and major media also opened Weibo accounts. Some theater actors actively entered the Weibo platform to carry out various publicity works. Issues related to opera repertoire and its performance, so as to promote the development of opera art. Hot search on Weibo is the core part of the micro-platform. In the current media environment, it has a very high number of views every day, and it can also attract greater attention. Personnel in the opera industry can introduce their own topics into hot searches, and then place opera art in the public eye, thereby effectively expanding the social influence of opera art and allowing more people to recognize and understand opera art and opera culture (Cai Shiru, 2019). At the same time, it can also make the masses have an extremely strong interest in opera art after being exposed to it, be able to independently explore opera art, and become true fans of opera art. In this way, we can lay a solid foundation for opera culture and art, better expand the influence of opera culture and art, and better develop opera culture and art.

After the emergence of the new media platform, it had a great impact on the traditional media system, and quickly gained a large number of users, and the number of users continued to increase sharply. Its influence has spread to all walks of life and changed the original communication mode. Its most important feature is that users are autonomous, and at the same time, it is immediacy and interactive. Young people are the main force of the new media platform. With its in-depth development, it has harvested users of all ages. Therefore, Chinese opera art When exploring the development path and adapting to the new social environment, we should pay attention to the key channel of new media, use new media as a breakthrough to increase the number of audiences, so that more people can see the art of opera, understand its connotation, appreciate its charm, and even join. In the team of dissemination and development of opera.

## **3. The Innovative Development Mode of Chinese Opera Art**

The art of Chinese opera should strive to achieve the communication and development goal of integrating new media channels, burst out artistic vitality, and make more people feel the appeal of Chinese opera. Integration and development is the only way for opera art to adapt to the rapidly developing modern society. Opera practitioners need to have a certain sensitivity, discover new media that can support the development of opera in a timely manner, and constantly integrate and innovate. Through actual research, to fully grasp the current development and change of opera, based on relevant actual research data, we should deeply analyze modern people's perception of opera art and their actual needs for opera art. Only in this way can the opera art be improved and perfected in a targeted manner. In addition, it is also necessary to carry out in-depth thinking on how the traditional art form of opera survives and develops in modern society, and proposes how to make it glow with new vitality through innovation and development of the traditional art of opera in the context of opera art in modern society. Only by keeping pace with the times and constantly innovating and developing traditional opera art can we truly grasp the pulse of the development of the times and find an effective path to improve the traditional art of opera, thereby effectively enhancing the survival and adaptability of traditional art and fully demonstrating the strong vitality of opera art. In addition to the integration of new media, it is also necessary to innovate existing methods, explore more media, and obtain new forms of display for opera art, ensuring that opera art penetrates into the lives of the masses from multiple angles and levels, so that the masses can fully understand the ideological connotation of opera art. What is more important is to allow the general public to gain certain inspiration through the art of opera, and to demonstrate the educational value of opera art itself.

### *3.1 The Integration and Development of Chinese Opera Art and Online Games*

Online games are entertainment items that many young people like, and some popular online games have gained users of all ages. Opera art also has a certain entertainment function, which can meet the needs of modern people in terms of entertainment. Opera elements can be added to the game, so that players can feel the unique charm of

opera culture during the game. For example, in the popular game “Onmyoji”, the character “Mian Lingqi” has a game skin with dramatic elements — A Hundred Faces in Opera, which borrows the appearance of Huadan, has the iconic copper coin head, and the mask also uses opera facial makeup, realizing a perfect fusion of online game opera art. In this way, the aesthetic level of young people is improved, and at the same time, their interest in opera art is stimulated. Xiqu art must be closely connected with young people, and this point must also be paid attention to when integrating new media. After consolidating the existing audience, it is also necessary to attract young people and make them the main force in inheriting and developing Xiqu art, so that Xiqu art can innovate develop.

The current society is changing rapidly, and the art of opera cannot rest on its laurels. While protecting the art of opera, opera workers should do a good job of publicity with the support of new media channels to create a broader development space for opera, so that it can enter the people and get close to the lives of the masses.

### 3.2 Create a Virtual Theater Stage Through Technical Means

The innovative integration of opera art and new media platforms requires technical support, so it is necessary to continuously innovate existing technical means to provide technical conditions for future development and integration. Virtual reality technology can present lifelike images to the eyes of users, and create simulated real scenes and environments at the same time, so that users can obtain an immersive special experience. Most opera actors perform on the stage, and there is an objective distance from the audience. The audience can only watch, and there is always an indelible sense of distance from the opera art. With the support of virtual reality technology, various scenes in the opera repertoire are simulated Created, and at the same time present the singing styles of performers of various genres, use computer programs to assist the production of opera programs, develop electronic singing, arouse the audience’s personal feelings, appreciate intense or romantic opera scenes, opera scenes can also be borrowed. This enhances interactivity and interactivity. There is still a lot of room for development of related electronic art products.

## 4. Summary

Chinese opera art is a treasure that has been passed down to the present in the ancient art treasure house of our country. Many art forms have disappeared with the development of the times. Although some operas in opera art are disappearing, new operas are also emerging. In essence, opera art is a cultural product, and it must give priority to satisfying the basic cultural needs of consumers, and gain development momentum by impressing the audience. New media can meet the needs of the spread of opera art, making the integration and development of the two forms a win-win situation. New media is injected with cultural connotations, and opera art also expands the publicity area. The art of opera needs to continue to make breakthroughs in traditional performance forms and achieve innovative goals on the basis of changes.

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