

Reconstruction of Luoshan Shadow Communication in the Context of Cultural Transformation

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Abstract: With the development of society, the living environment of Luoshan shadow puppets has undergone changes due to the shifting social landscape. Although the dissemination of Luoshan shadow play has garnered increasing attention, its development is also confronted with new challenges. These include the clash between traditional culture and the modern era, the evolving needs of shadow play's audience and performers, and the need to maintain its uniqueness while adapting to the new communication environment. However, these issues also offer a fresh perspective for the transformation and reconstruction of Luoshan shadow play art, paving the way for exploring a development path that is more in line with its own reality.

1. The Dilemma of Disseminating Luoshan Shadow Play in the New Era

1.1 Cultural transformation

Cultural transformation is a social and historical phenomenon in which a dominant cultural mode, taken for granted by a particular nation in a specific era, is replaced by another. Cultural transformation is a rare occurrence and not every change in individual cultural habits, values, beliefs or beliefs, or renewal of certain cultural characteristics or ideas in a specific group or society can be considered as cultural transformation [1]. It is a process of development from one mode to another, which includes interrelated transformations in material culture, institutional culture, and spiritual culture. Cultural transformation is a new culture that accumulates to a certain extent through the internal evolution of culture and absorbs the essence of foreign cultures through catalysis.

In the current context, it is especially important to promote the outstanding traditional culture of the Chinese nation, sustain the vitality of national culture, and boost cultural confidence. This paper aims to explore the mode of cultural transformation that facilitates China's internal creative transformation, sustains the contemporary development of China's excellent traditional culture, and realizes the innovative and creative transformation of Chinese traditional culture in the modern era. Through continuous practice and exploration, new cultural varieties and artistic styles can emerge, making our culture more appealing and attractive.[2]

1.2 The traditional Luoshan Shadow Play is facing challenges brought on by cultural transformation

In the process of cultural transformation, the traditional folk belief connotation of Luoshan Shadow Play is gradually disappearing, and the number of plays, practitioners, and audiences with a traditional cultural background is decreasing. In the absence of modernization and tradition, traditional Luoshan Shadow Play is facing challenges related to transformation and value reconstruction. The decline of traditional Luoshan Shadow Play reflects the poverty of its modern culture and lack of modern aesthetic depth. The sense of crisis that arises from the apparent connection between the lifeblood of traditional culture and modern times indicates the risk brought on by the decline of traditional folk art.

At present, the transformation of traditional Luoshan shadow play is slow in the process of cultural transformation. The original core tradition of Luoshan shadow play art is far from the essential spirit, the aesthetic appreciation of the times, and the regional acceptance. The independence and tradition of culture, as well as the impact of foreign culture, have made it no longer an art category that meets the needs of daily life, and it has lost its vitality under the backdrop of conceptual change. Cultural transformation has also affected the audience's emotional resonance with traditional Luoshan shadow play art. In the past, people were excited by the performance of shadow play, and this emotional connection was the basis of their cultural identity and emotional resonance with traditional folk art. However, with the cultural transformation, people have lost their collective memory of the moral feelings, customs, and behaviors that have been handed down for a long time. The traditional farming society's environment has disintegrated, and the sense of rural folk identity has weakened greatly. The gradual disappearance of this emotional connection has led to the decline of traditional Luoshan shadow play culture, and it may even become unsustainable in the future.

2. Changes of Luoshan Shadow Play communication mode under the background of cultural transformation

2.1 The change of the needs of the creation subject

In the modern context, where intangible cultural heritage is beginning to be valued, the decline of Luoshan shadow play's creative subjects has aroused strong concern in the industry. The audience numbers for urban Liluo Mountain shadow play are not optimistic, resulting in shadow play performers being on the verge of unemployment. In the countryside, not many people regard Luoshan shadow puppetry as a genuine art form, mainly due to the influence of modern popular culture on traditional culture, which has led to a shift in the life focus of inheritors and a change in their value orientation.

Most of the older generation of Luoshan shadow play artists are over 50 years old. Due to a decrease in income, the high production cost of Luoshan shadow play, the complicated technology, and the time-consuming learning of manipulation skills, young shadow play learners are forced to change their careers midway, or they are afraid of the lack of successors. Although the artists themselves are enthusiastic about spreading shadow puppetry, many of them only make enough money to support their families, which forces them to find other sources of income. Due to changes in values, Luoshan shadow play artists have gradually given up this traditional livelihood skill to some extent. Nowadays, our economic development has entered a new normal, and people have higher consumption requirements for the quality of daily life. This also affects the consumption and value concepts of the creation subjects of Luoshan shadow play. Many folk artists gradually realize that traditional shadow play art is no longer an essential form of entertainment in daily life, so they

choose to give up this traditional folk art.

2.2 The change of the audience needs

Currently, the traditional audience of Luoshan shadow play mainly consists of local traditional art enthusiasts and foreign tourists. The former group is typically between 50 and 80 years old, and they are accustomed to and nostalgic for the old tradition. The latter group is more interested in exploring local customs and practices out of curiosity, in order to experience Luoshan shadow play culture. As for the young people who are the main consumers, they place more importance on new and innovative participatory experiences, and they seek cultural creativity in their consumption choices. As a result, they often have little emotional attachment to the "old tradition" represented by Luoshan shadow puppets. The influence of mass culture on young people's psychological and cultural attitudes has contributed to the continuing decline of traditional shadow play art.

Overall, the audience of Luoshan shadow play art is limited to a small area and the scale is declining. The ideological and aesthetic concepts of the audience have shifted from a focus on the "ritual function" and "entertainment function" in the past to the "artistic function". Modern audiences are increasingly accustomed to diverse forms of entertainment and are no longer satisfied with "complex" art or culture, which has resulted in the gradual loss of space for traditional Luoshan shadow play to survive.

3. Reconstruction of Luoshan Shadow Play communication mode under the background of cultural transformation

3.1 Characteristics of traditional Luoshan shadow play art dissemination

The subject of communication is an important factor in the dissemination of folk art, which includes both the communicator and the audience. In the dissemination of Luoshan shadow play, shadow play artists are the main disseminators, as they are both performers and inheritors, and serve as protectors of the continuation and preservation of shadow play. During the period of traditional farming society, due to the lack of advanced media technology, they relied on "oral transmission" as the primary means of passing down the art, which helped to ensure the continuous inheritance of Luoshan shadow play. However, the main disseminators of Luoshan shadow play have the characteristics of being singular and locally sensitive, and the art has not yet achieved widespread and comprehensive dissemination.

Secondly, the dissemination of Luoshan shadow play had certain limitations under the technical conditions of the time. As a primary form of folk art, there were mainly two ways of transmission: through family lineage or by learning from teachers. The traditional method of oral instruction has been continued. In addition, communication through live performances takes the stage as the medium, with the puppets, language, and actions serving as the carriers, which is reflected as the way of "social communication". However, this mode of communication does not align well with the information-receiving habits of the audience in the new era. There are several issues such as a limited number of communicators, a small range of communication, and a slow speed of communication, which will inevitably lead to a decline in communication power.

Lastly, the dissemination of Luoshan Shadow play is limited by the performance environment, which presents realistic characteristics in terms of space and time. This form of entertainment, based on traditional agricultural life, is constrained by time, place, and environment to some extent. In the early stages, the performance environment of Luoshan Shadow play was scattered, small, and diverse. The performance types were mainly family-invited and temple fair performances. After the performance stage was set up in an open space, shadow puppetry artists stood behind the curtain

and performed with puppets in their hands. The music team sat on both sides of the stage for musical accompaniment, and the audience gathered in front of the small space in front of the curtain to enjoy the wonderful shadow play performance. However, this face-to-face communication has limitations in terms of convenience for the spread of Luoshan Shadow play.

3.2 Influence of reconstruction of communication mode on Luoshan Shadow play art

The modern media has enriched the concepts and forms of Luoshan shadow play art. The development of modern media drives shadow play practitioners to keep up with the pace of the times and innovate their performing arts. The development of Luoshan shadow play with the times is not about abandoning tradition, but innovating on its basis, and interacting with modernity, so that the art of shadow play radiates the charm of modern times. For the practitioners of shadow play in Luoshan, the reconstruction of the dissemination mode of shadow play may lead to the transformation of inheritance and show a new aspect of the times. The development of new technologies, such as information and internet technology, has injected new vigor and vitality into traditional Luoshan shadow play art, and created convenient conditions for its dissemination. Modern media is a powerful communication tool in the new era, featuring fast information release, rapid transmission speed, multiple channels, diverse formats, low thresholds, and strong interactivity.

The traditional communication channel of Luoshan shadow play is evolving into a modern service mode of communication, promoting progress in the form and concept of shadow play creation to keep up with the times. Modern communication media differs from traditional communication modes, allowing information to spread rapidly and in diverse forms. However, due to the relative immaturity of some communication methods or media, a series of problems such as uneven quality and over-commercialization of Luoshan shadow puppets are bound to arise. As a form of innovation, the institutionalized management of new communication modes is expected to undergo a gradual process of improvement. Therefore, the lack of control over shadow play content can lead to a compromise in the quality of shadow play works, which is a concern for many people in the industry.

The reconstruction of modern communication brings both opportunities and challenges to the development of Luoshan shadow play. Shadow play artists have begun to seize the opportunities of the new era and explore new themes and types, using modern communication technology to achieve a new leap forward. However, nothing is perfect. The innovation of Luoshan shadow play based on modern communication technology cannot be without its flaws. The key is how practitioners make use of new communication technology to continue in-depth research on shadow play art, making it more complete, three-dimensional, and capable of standing up to the scrutiny of audiences.

4. Conclusions

Against the backdrop of cultural transformation, the influence of Luoshan Shadow play has been declining and it has lost its former status. To ensure the ecological development of this traditional art form, it is necessary to actively seek a meeting point with the contemporary era while retaining its essential characteristics. By constantly integrating new forms of artistic expression, it can become more attractive and communicative, thereby satisfying the public's pursuit of traditional art and promoting positive dissemination of Luoshan shadow play. Furthermore, modern communication technology has overturned the traditional mode of communication for Luoshan shadow play, providing a better means to publicize and promote this art form, allowing more people to appreciate its charm and understand its significance.

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