

Research on the Application of New Media Technology in the Digital Inheritance of Cantonese Opera Art

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Abstract: Cantonese opera is a type of drama formed by Guangdong artists who absorb the vocal tone of opera troupes from other provinces, and use it to change language and sing, and integrate it into local ballads and melodies. Cantonese opera has a long history and is a pearl in the treasure trove of Chinese culture. However, with the development and changes of the times, the survival soil of traditional Cantonese opera is gradually insufficient, and the audience group is constantly shrinking. The inheritance of Cantonese opera has encountered unprecedented difficulties. This article conducts research on the application of new media technology in the digital inheritance of Cantonese opera art. In the digital era, in order to revitalize and revitalize the art of traditional Chinese opera, we should actively achieve the informatization and digitization of the inheritance and dissemination of traditional Chinese opera. New media technology, relying on digital and network technologies, has advantages such as high efficiency, real-time interactivity, easy storage, and replicability. To a certain extent, it provides a new way for the protection and inheritance of traditional opera. New media technology is gradually being applied to the digital protection and inheritance of traditional opera.

1. Introduction

Cantonese opera, also known as Guangdong Opera and Guangfu Opera. As one of the precious intangible cultural heritages in China and even in the world, it has fully absorbed local art forms such as Guangdong music and Guangdong embroidery, and has rich historical and cultural heritage, which embodies the distinctive artistic culture in Guangdong. Cantonese opera art is a traditional artistic treasure of our country and an important part of traditional culture. As the quintessence of traditional culture, Cantonese opera shows its unique cultural bearing and aesthetic value [1]. Cantonese opera, also known as "Guangdong Opera" or "Grand Opera", belongs to one of the traditional forms of Han opera. It originated from Southern Opera and has long been popular in Lingnan and other Cantonese-inhabited areas. Cantonese opera is a kind of opera which is formed by Guangdong artists absorbing opera voices from other provinces into Guangdong opera troupes, singing in easy language and blending into local ballads and ditties. Cantonese opera has a long history and is a pearl in the treasure house of Chinese culture [2]. However, with the development and changes of the times, the survival soil of traditional Cantonese opera is gradually insufficient, the audience group is shrinking, and the inheritance of Cantonese opera has encountered

unprecedented difficulties. In the trend of globalization, more and more excellent cultural products from all over the world have emerged in front of the public, which has left many traditional Cantonese opera works in the cold and fallen into an embarrassing situation [3]. This situation also poses a certain challenge to the inheritance and development of Cantonese opera. This paper studies the application of new media technology in the digital inheritance of Cantonese opera art. The traditional forms of Cantonese opera performances are constantly innovated in form and content. For example, in the performance content, we can use the recent well-known moral deeds, model workers and other advanced figures and events as the story blueprint, or we can adapt some superior historical novels to create brand-new story content, which will not only give the original audience a bright feeling, but also make more young people pay attention to Cantonese opera and understand its significance and value. In the digital age, we should actively realize the informationization and digitalization of the inheritance and dissemination of traditional Chinese opera in order to revitalize the art of traditional Chinese opera. New media has the characteristics of interactivity, immediacy, mass, sharing, multimedia, hypertext, personalization, community, etc. However, relying on digital technology and network technology, new media technology has the advantages of high efficiency, real-time interactivity, easy storage and reproducibility, which provides a new way for the protection and inheritance of traditional operas to some extent, and new media technology is gradually being applied to the digital protection and inheritance of traditional operas [4-5].

2. The Current Situation of the Application of New Media Technology in the Digital Inheritance of Cantonese Opera Art

The dilemma of inheriting the inherent characteristics of Cantonese opera genres. Cantonese opera art is a traditional Chinese culture that developed during the agricultural era. It is an indispensable part of the spiritual life of the Chinese people and the most important cultural way of life for thousands of years. The inheritance and development of Cantonese opera require the unremitting efforts of a large number of excellent Cantonese opera performing artists, but more young talents need to be absorbed to inject fresh blood into the development and inheritance of Cantonese opera [6]. Therefore, it is necessary for the country to continuously strengthen the education and promotion of Cantonese opera, and cultivate more talents for Cantonese opera artistic performance. In the past, Cantonese opera was very popular due to the scarcity of entertainment facilities and projects. There are many types of traditional Cantonese opera in China, which to some extent reflect the unique emotions, cultural charm, and regional characteristics of people from different ethnic groups [7]. It is a record of the historical culture, regional culture, folk customs, and customs of different regions, and exists as a form of drama. As shown in Figure 1, the Cantonese opera "Mulan" is based on the legendary story of "Mulan joining the army" and defending the country, which is well-known among the people. The drama was first performed by renowned Cantonese opera artist Lang Yunyu in the 1950s, and her portrayal of Mulan, who is loyal, filial, and brave in battle, has long become a classic.



Figure 1: Screenshot of Cantonese Opera "Mulan"

As shown in Figure 2, the Beijing railway station performance of "Guangdong Opera Soul Pulling the Pearl Lane Tour" organized by Guangdong Yueju Opera Theater was held in Mei Lanfang Grand Theater in Beijing, led by Jiang Wenduan, a national first-class actor and winner of "Chinese Drama · Plum Blossom Prize", and Lin Jiabao, a national first-class actor. The play was written by Chen Zhongqiu, a famous playwright and the former secretary of the Party Leadership Group of the Guangdong Federation of Literary and Art Circles, and Pan Bangzhen, the former director of the Guangdong Drama Creation Center, based on the historical records and folklore of Chorography and genealogies in Guangdong.



Figure 2: Screenshot of Cantonese opera "Soul Pulling Zhuji Lane"

Faced with the shrinking traditional Cantonese opera market, the Ministry of Culture has actively formulated and promulgated the "National Stage Art Boutique Project" and "National Intangible Cultural Heritage Protection Project", aiming at promoting the prosperity of Cantonese opera creation and protecting China culture. In the long run, the protection and dissemination of traditional Cantonese opera has a long way to go. In this process, it is difficult for the traditional media mode to effectively spread and promote Cantonese opera culture, which has caused some local Cantonese opera groups in China to be forced to withdraw from the historical stage [8]. In addition, as an important manifestation of traditional culture, Cantonese opera culture is very unattractive to young people, and young people are more keen on and pursue pop culture and fashion culture. In their eyes, Cantonese opera culture is like an "antique". With the impact of foreign culture and the influx of fast-food culture, the public's eyes have been attracted, which directly led to the sharp decline of Cantonese opera audience and showed a significant decline [9-10]. Cultural departments need to give more preferential policies to Cantonese opera education to attract the attention of art learners, and at the same time, they can organize some activities such as Cantonese opera performance competitions to help Cantonese opera performance groups tap more Cantonese opera performers, so as to promote the long-term development of Cantonese opera.

Although Cantonese opera has the characteristics of profound cultural background and rich connotation, it also has the characteristics of slow rhythm, strong dialect pronunciation and strong regionality, which narrows the spread of Cantonese opera. Nowadays, young people rarely come into contact with Cantonese opera, let alone understand it, understand it and pass it on. Therefore, the inheritance of the complete Cantonese opera performance system based on the regional environment is broken. With the help of the advantages of video, audio, image and sound of these network platforms, traditional Cantonese opera strengthens the integration of traditional Cantonese opera data while digitizing it, and deeply digs into the data, development history, types and successors of traditional Cantonese opera, so as to organize them into pictures, texts or videos and upload them to the network, and network users can watch them online or download them.

3. The Application of New Media Technology in the Digital Inheritance of Cantonese Opera Art

3.1. Expressive Forms of Traditional Chinese Opera

The stories of ancient Cantonese opera in China are very rich, with essence and dross coexisting.

The main innovation way of traditional Cantonese opera art is to make the past serve the present and endow it with the Zeitgeist. We should fully explore and vigorously promote the family norms of respecting the elderly and cherishing the young, the social principles of being kind to others, the interpersonal norms of friendly coexistence, the attitude of growing up through hard trials, and the national interest over life that is reflected in traditional Cantonese opera art. New media has interactivity, inclusiveness, and sharing. After creating a platform, it can explore more excellent themes and creations from ordinary life, providing content for better utilizing new media technology to protect and inherit traditional Cantonese opera. Traditional Cantonese opera has a relatively free performance time, and in the new era, people have a faster pace of life. How to innovate and develop traditional Cantonese opera, characterized by slow, scattered, and leisurely performances, still needs to rely on new media technology. By using Cantonese opera to convey art, spirit, and morality, telling Chinese stories, praising family and national sentiments, excellent character, and kind humanity, and guiding people towards truth, kindness, and beauty, not only can it effectively uphold the spirit of the Chinese nation, but also lay a solid foundation for the great rejuvenation of the Chinese nation in the new era, the Chinese Dream.

3.2. Digital platform

The government should establish a digital resource library to facilitate user information retrieval and utilization; The government should also implement digital storage of Cantonese opera literature, establish digital resource libraries and sub libraries such as Cantonese opera audio, video, action, cultural space, and performance customs, to facilitate the preservation, research, and education of Cantonese opera; Finally, the government should use big data and "cloud" computing technology to explore precise promotion services for Cantonese opera, and create a digital inheritance, drama, song, and talent inheritance team. In the context of new media, the traditional Cantonese opera industry needs to update its management philosophy, establish a new media department based on regional characteristics, and achieve digital production and operation of traditional Cantonese opera. We need to strengthen financial investment and talent investment in Cantonese opera, establish a website for inheriting Cantonese opera, and reasonably incorporate regional characteristics of Cantonese opera audio-visual products, drama creation, stage performances, and other activities based on online platforms. New media technology has subverted traditional media inheritance methods, and media inheritance methods have shifted from a single medium to multi platform and multi terminal interconnectivity. Media integration has increasingly penetrated into our daily lives. The diversification and integration of inheritance methods provide broad prospects for the inheritance and development of traditional Cantonese opera art. Integrating Cantonese opera into the film industry has a history of over a hundred years of inheritance in China, and artists have continuously explored and summarized it, achieving tremendous achievements.

3.3. Innovative cultural concepts

Chinese culture has a long history, accumulating the deepest spiritual pursuit of the Chinese nation, representing the unique spiritual identity of the Chinese nation and providing rich nourishment for its endless development and growth. The report of the 19th National Congress of the Communist Party of China even pointed out that "culture is the soul of a country and a nation. Culture makes the country prosperous and the nation strong. Without a high degree of cultural self-confidence and cultural prosperity, there will be no great rejuvenation of the Chinese nation. "New media technology has activated many genes of traditional Cantonese opera, stripped or synthesized many elements of traditional Cantonese opera separately, and presented them with the help of virtual Cantonese opera stage. In the Internet age and fast-paced society, network culture and fast-food culture prevail, and people, especially young people, are not interested in Cantonese opera with slow pace, strong dialect and strong local flavor. In addition, many repertoires are outdated and

far from the times. Therefore, many people think that traditional Cantonese opera is out of date and left to its own devices. Using new media technology to introduce the digital information of traditional Cantonese opera in time, and display it synchronously with the actual inheritance and performance of traditional Cantonese opera on the network, thus creating conditions for further improving the influence of traditional Cantonese opera inheritance.

4. Conclusions

The new media era provides a new media ecology for traditional Cantonese opera and its media inheritance, and promotes the possibility of integration of traditional Cantonese opera and digital information Technological convergence. The overall situation of the survival and development of Cantonese opera in China is not optimistic, and the mutual influence of many restrictive factors seriously hinders the development of Cantonese opera. For Cantonese opera, the combination of its essence and new media inheritance is a new thing, and it is currently in the early stage of new development. Various forces should stimulate the vitality of Cantonese opera in the inheritance of new media. At present, China vigorously advocates the development of the cultural industry, which provides a favorable opportunity for the development of Cantonese opera. The article analyzes and explains the relevant development strategies, hoping to work together with relevant personnel dedicated to the development of Cantonese opera to achieve the development and prosperity of China's art and culture industry as soon as possible. The use of new media technology to promote the digital protection and inheritance of traditional Cantonese opera is an important means and inevitable choice for effectively inheriting and promoting traditional Cantonese opera culture, and also a new situation for the protection of traditional Cantonese opera culture. Inheriting the excellent traditional culture of the Chinese nation, condensing the innovative spirit of the new era of reform and opening up, and reflecting distinct characteristics of the times. I believe that through unremitting efforts, we will endow Cantonese opera with new cultural connotations and confidence in the near future, and receive good results in inheritance and development.

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