

The Expression of Opera Art Animation Language Based on Multimedia Platform in the Context of Social Media

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Keywords: Opera Art, Anime, Internet +

Abstract: In today's relatively material society, People's Daily pace of life is very fast, and various forms of art release have got sufficient opportunities for development. New forms of art display, mainly represented by commercial films and cartoons, have penetrated everyone's life. Under the impact of new culture, the development of opera art is already difficult, and the young generation's continuous rush to the front of the industrial chain of science and technology is also an important reason for the difficult development of opera art. The cultural market has been greatly developed in the new society, and the market is also showing a thriving scene. Under the operation of the commercialization of cultural works, the speed of cultural renewal has become an inevitable trend. Based on the current situation of opera art, this paper analyses the predicament of the old art, and provides some suggestions on how to develop the old art culture.

1. Introduction

Under the present social situation, represented by hebei's local opera art is facing the heritage and development of these two problems, even appeared in a lot of drama to the stars for a period, is now in the performance of the old one is gradually facing older, poorer physical quality, and a new generation of successors is reluctant to appear. In addition, today, the audience size of opera art is small, and almost no one of the young generation pays attention to this old art, which makes the local old art inheritance face the situation of loss. Looking at some mainstream art forms in the society at present, if we want to inherit or even carry forward the old art, we need to find a new way for the old art. Simply put, we need to make the old art keep pace with the progress of The Times and expand the audience to every level of people. As an art form fevered by the young generation, animation enjoys a huge market in our country, and the audience in this market is also the young generation with high consumption level [1-2]. The vigorous development of the animation industry also brings new opportunities for the old art, which can integrate its own clothing, character modelling and other highly characteristic elements into the animation, so that the animation can carry the elements of opera art. Therefore, taking advantage of this opportunity to integrate old art and new art forms is of great significance for old art to continue to be inherited and even carried forward.

2. The current predicament of opera art

2.1. The art of opera suffers the impact of new culture

In today's relatively material society, People's Daily pace of life is very fast, and various forms of art release are provided with sufficient opportunities for development. New forms of art display, mainly represented by commercial films and cartoons, have penetrated everyone's life. The local opera art, as an art form of the old generation, has fallen into a dilemma under the impact of a huge amount of new culture. The continuous development of art forms, the shrinking of the opera market and the decreasing number of the audience of opera are the main problems that cause the old art form to fall into a dilemma. The new culture is also constantly improving and developing, and this signal makes the development prospect of the old art even more bleak.

2.2. The constant loss of talent

Under the impact of new culture, the development of opera art is already difficult, and the young generation's continuous rush to the front of the industrial chain of science and technology is also an important reason for the difficult development of opera art. The cultural market has been greatly developed in the new society, and the market is also showing a thriving scene. Under the operation of the commercialization of cultural works, the speed of cultural renewal has become an inevitable trend. However old art represented by local opera in this aspect is not enough mature, internal system is not sound, and high to the requirement of artistic state makes the old art cannot satisfy increasingly accelerate the commercialization of art form, it also caused a large number of brain drain, especially those who can old art to pass on the mantle talent young generation, but also continuously towards the new culture art direction outflow. No matter what kind of artistic works are inseparable from talents, and the traditional opera art of the older generation, due to its own limited factors, makes the brain drain of the younger generation more serious, and the constant loss of the young generation of talents makes it difficult to maintain the artistic inheritance [3-4]. As the traditional Chinese opera culture, which has been inherited for a long time, the requirements of the inheritors are also extremely strict. In order to cultivate an inheritor of local opera art, the first thing to do is to train the children when they are very young. In particular, the huge amount of training combined with the physical suffering makes the selection of inheritors extremely difficult. For professional action and basic skill training is the basic content of drama art, if you want to move on you need to systematic culture cultivation of inheriting people, let inheritance people can has a systemic understanding on Chinese opera art, and to keep the original flavor of the traditional opera art can be based on inspiration, thus creating update works of art. In view of various problems today, when parents plan their children's future road, they usually do not let their children take such a road that is extremely difficult and cannot get a lot of benefits, which also leads to a serious loss of talents. In the local opera community, due to various external factors, the funds are extremely short. It is very difficult to maintain the status and continue the survival of the opera group, and it is impossible to use a large amount of funds to train the future inheritors.

2.3. The dramatic decrease of the audience for opera art

For the new generation of young people, perhaps most of them just know that our country has a long heritage of opera culture, but if you ask them about their cognition of opera art, most of them are unable to give a reasonable answer to this question. This phenomenon is also reflected from the side, as a pillar of the modern society of the young generation, the understanding of opera art is limited to know that there is such a thing, and as for the other do not know [5-7]. Basically, this drama is

more for the elderly and middle-aged. His fans are also very few. This leads to the audience of local opera art to the older generation and then the new and younger generations to a new culture and art. It makes the new generation and young people only in a new cultural atmosphere. Second, the culture of young people from childhood is more exposed to new culture and does not have such a good cultural atmosphere. The art of traditional opera is also not revealed to the younger generation and it makes them not know much let alone want to read it (Figure 1).

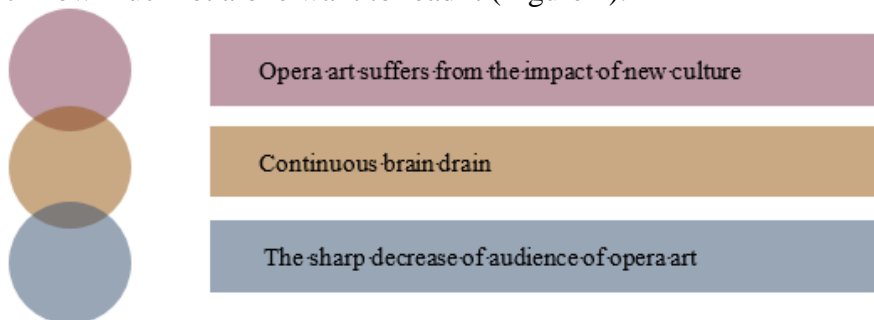


Figure 1: The current predicament of opera art

3. The significance of the fusion of opera art and new culture

Today, the new generation of young people are almost dominated by animation in terms of cultural absorption, and various forms of animation are also the mainstream of the new culture market [8]. The integration of the traditional opera art of the old generation and the animation of the new culture has also been practiced in the past few years (Figure 2).

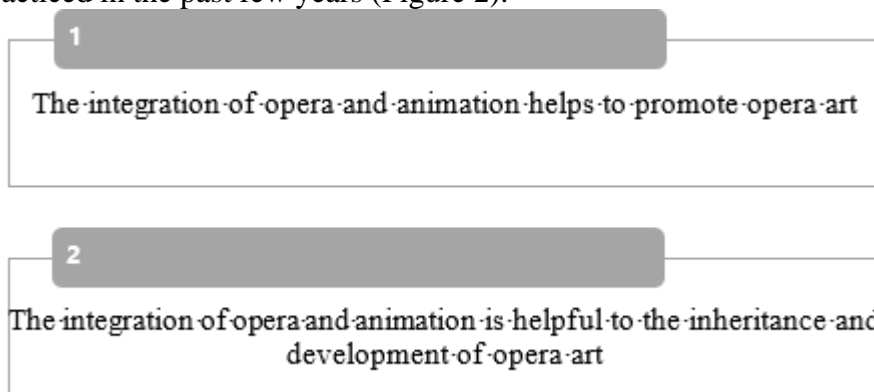


Figure 2: Significance of the integration of opera art and new culture

3.1. The integration of opera and animation is helpful to the propaganda of opera art

How to disseminate and popularize opera art better in the current society is a very urgent problem that old art faces in the process of development and inheritance. Nowadays, animation plays a pivotal role in the new culture of the world. It also has a rapid development in the cultural industry of our country, and its influence is gradually expanding, and it has begun to penetrate many industries. The development of various modes of animation industry has brought good opportunities for the publicity and promotion of old art. Animation, a new cultural art form, is relatively easy to understand compared with the old art. Unlike opera, it has a certain starting point for watching [9-10]. The audience needs a relatively long entry process before they can understand and appreciate opera more deeply. Because the entry point of animation is low and its means of expression is very consistent with the cognitive way of quota money teenagers, so it is easy to be accepted by teenagers. Drama art

and animation to fusion, to promote the old art can take it as a new form of modern means, it can change the elegance and relatively difficult old art become more let teenagers will like art forms, the youth that a massive crowd of publicity, so that they can create out more and be able to let the youth people like drama, make them in the process of watching anime, can exert a subtle influence on attracted by the older generation of drama art of our country, and can gradually feel the charm of it. You can also promote the opera through some products derived from the surrounding animation.

3.2. The integration of opera and animation is helpful to the inheritance and development of opera art

If the old art wants to be better inherited and developed, it needs to look for the orientation of this art in the development of the new era. If the development of old culture wants to be able to keep up with the pace of The Times, it must not be unchanged, and the development of opera must follow this principle. Using animation, the artistic expression of new culture, and integrating it with old art, can promote the development of old art today to some extent, and this method can broaden the development path of old art, to attract more audiences. The combination of animation and opera can express the essence of old art in the form of animation, and this form of expression can attract many potential audiences of the young generation. In this way, the young generation can unconsciously form the identity and love of opera culture.

4. Conclusion

The art of the older generation is integrated with the products of the new culture, which can display the old art in the form of the new culture and, to a large extent, enable the younger generation to have a more in-depth understanding of the heritage art and culture of our country. This method can not only enable the new culture to create more and more excellent works on its way forward, but also give the old generation of opera art a respite and an opportunity to develop vigorously. For the new and old art and culture, this is a mutually beneficial and win-win situation. The mutual integration of the two can let the opera culture can be inherited, so that our future generations can also enjoy the strong cultural atmosphere, so that more talents into this atmosphere, to understand it, like it. Based on the current situation of opera art, this paper analyzes the predicament of the old art, and provides some suggestions on how to develop the old art culture.

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