

# Study on the Diversified Combination and Inheritance of Modern Popular Elements Driven by Chinese Opera Culture and New Media

## -- Taking Huangmei Opera as an Example

Wenxin Jiang

School of Arts, Anhui University of Finance & Economics, Bengbu 233000, China

### Abstract

In the long historical process, Chinese drama has gradually become a traditional form of Chinese drama centered around the five major types of drama: Beijing Opera, Yue Opera, Huangmei Opera, Pingju, and Yu Opera. Among numerous theatrical works, Huangmei Opera is popular among audiences of all ages due to its unique singing style and innovative clothing. Huangmei Opera, a national "intangible heritage", fully demonstrates the beautiful scenery of Mount Huangshan and the historical and cultural connotation of Huizhou, an ancient county for thousands of years. In recent years, with increasing attention to drama, in order to find a form of expression that can be accepted by modern audiences, we have incorporated real-life things and emotions into the real world in an artistic form, using an artistic method, to better integrate it into the real world. This is an important task that literary and artistic personnel should shoulder in the new era, and organically integrating drama with music education in universities is a valuable path.

### Keywords

Huangmei Opera; Popular Elements; Integrated Innovation.

## 1. Introduction

Huangmei Opera is a national intangible cultural heritage. While shouldering the task of recording, writing, and praising the new era, literary and artistic workers should seek a form of expression that can be accepted by modern audiences. They should use a method to apply real things and emotions to Huangmei Opera, and use a better method to implant it into it, so that more people can live better in the present, Living by one's own side makes it easier for more people to enter the theater, listen to or appreciate it, and gain happiness from it.

## 2. The Development Status of Huangmei Opera

Huangmei Opera "is an ancient drama with a long history of over 200 years. In the second half of the 18th century, it flourished in the adjacent areas of Anhui, Hubei, and Jiangxi, and took root and sprouted in the Anqing area. Due to its graceful and clear melody, the melody is both refined and popular, and the stage performance is beautiful and moving, it is deeply welcomed and welcomed by the general public. With the unremitting efforts of several generations of artists, it has gradually developed from a small rural drama to a nationally renowned drama, ranking first among the five major dramas in China and frequently performing internationally. A large number of theatrical works, such as "Tian Xian Pai", "Female Son-in-law", "Huizhou Women", etc; Yan Fengying, Wang Shaofang, Ma Lan, Han Zaifen, Wu Qiong, and Huang Xinde, all of these Huangmei opera genres, have attracted people's attention for their excellent moral

character and skills at various stages. Therefore, it can be said that in contemporary times, the Chinese people have received education from generation to generation. It is the most precious culture of the Chinese people and has special value and role in building a socialist society today. So, we must face the current declining situation in development and survival, further strengthen the transformation of the current system and system, and innovate the inheritance method of combining industry, academia, and research to make it develop better and faster.

However, in the context of rapid economic and cultural development in China, the current consumption patterns of cultural products have diversified. In this context, changes in the cultural market and people's attitudes have had a certain impact on our traditional theatrical culture. The professional Huangmei opera troupe performance market is sluggish, and popular culture has taken over, resulting in a shrinking market for our theatrical culture. The increasing loss of young audiences from urban and rural areas has led to a serious phenomenon of audience diversion, and the government has not invested enough in publicity and culture. In addition, it is difficult to discover good drama scripts, making it difficult to inherit and develop, and there is an urgent need for innovation and development<sup>2</sup>. The Dilemma of Inheriting Huangmei Opera Driven by New Media

### **3. The Inheritance of Huangmei Opera Driven by New Media is in Trouble**

#### **3.1. Limited Audience**

The protection of intangible cultural heritage in China has just begun, and due to its unique characteristics, it faces great difficulties in practice. There must also be a certain platform for inheriting Huangmei Opera. Currently, the biggest way of dissemination is through the stage, such as through traditional rural programs, wedding customs, temple fairs, and similar folk arts and cultural competitions. However, this approach has some limitations. In vast rural and remote areas, people have little cultural influence on it, and the audience is also very small. Therefore, its cultural significance and the brand significance of its cultural heritage have not yet reached the level of widespread promotion. In a sense, the non integration of traditional and contemporary media, as well as the changes in time, will have a negative impact on the inheritance and development of our traditional culture.

#### **3.2. Lack of Standardization of New Media Elements**

With the development and improvement of modern new media, the amount of false information disseminated on the internet is also increasing. The characteristics of the internet are anonymous and open, and when someone happily expresses their views, it will also be accompanied by various messages. At this time, many loopholes will appear, and the information conveyed will also be stolen by others. Weibo, Tiktok, Kwai, etc. will all have some wrong information, which makes some middle-aged and elderly people will not touch the Internet at will, which hinders the spread of new media. However, due to the dissemination of certain false information, more and more teenagers are being wrongly influenced and have developed blind trust in them. When traditional culture loses its charm, there has been a lack of professional and standardized guidance and demand in the dissemination of new media, which in a sense has had a negative impact on the normal development of society. At the same time, it has also had some impact on the coordinated development of cultural exchange and society in China.<sup>3</sup> Lack of professional schools for Huangmei Opera.

The birthplace of Huangmei Opera, Anhui, currently has only one specialized "Anhui Huangmei Opera Art School". According to data, in 2019, the school's national unified enrollment of high schools for junior high schools enrolled a total of 830 students from 11 majors, including 240 students related to the arts of drama. The enrollment of drama arts accounted for only 29% of the total enrollment. At present, a series of problems such as difficulty in recruiting students in

China's "Red Plum" opera vocational schools, difficulty in attracting young talents in vocational theaters, and disconnection from the internet urgently need to be solved. At the same time, with the rapid development of modern society, the younger generation is increasingly turning to fast leisure, and the era of lacking spiritual and cultural resources is gone forever. Due to the diversification of music, the audience of Huangmei Opera has become less and less. Pop music, rock music, and classical music have become a part of "history", while traditional "drama" is a part of "drama". Art without an audience will eventually be forgotten by history. In today's online environment, the spread of Huangmei Opera literature is also a major issue. To utilize the internet for cultural exchange, creativity is necessary, and the difficulties of life can lead to a decrease in the creative enthusiasm of screenwriters. Although in recent years, after the first batch of "National Intangible Cultural Heritage", there have been "new" Huangmei Opera repertoire, but it is far from the "brand" effect produced by "Tian Xian Pai" and "Female Son-in-law". In school and theater troupes, learning is all about actors and design, making it difficult to find an expert with outstanding creative talent. Moreover, in terms of understanding scripts, there are higher requirements compared to theater. This creates a situation of 'rootless' and 'passive'.

#### **4. Strategies for the Integration and Inheritance of Huangmei Opera and Modern Popular Elements Driven by New Media**

##### **4.1. Integrate Traditional Drama and Pop Music**

Integrating the charm of traditional Huangmei Opera with the fresh style of contemporary music, making the performance of contemporary music more distinctive, and can be uploaded in various Huangmei Opera music. Integrating Huangmei Opera into contemporary music is not just about finding an ancient cultural flavor from contemporary culture, but about integrating this flavor into contemporary popular elements. Based on its flexibility, it can be freely transformed with contemporary music to meet the needs of new life and create new plays. This combination not only does not abandon traditional cultural connotations, but also benefits its inheritance and development.

##### **4.2. Move Huangmei Opera from Stage to Screen**

With the increasing emphasis on traditional drama in our country and the increasing public demand for it, many film producers have begun to communicate with the Drama Protection Association and drama experts. They all want to bring drama to the big screen, let more people understand Huangmei Opera, and let more people understand its creativity and development. Tianxian Pai "is a typical Huangmei Opera, co starring Yan Fengying, Wang Shaofang, and others. This work has been adapted into a film for the second time and has received widespread recognition and attention nationwide. It is not only a film worth learning from, but also a new path for the development of Huangmei Opera in the future.

##### **4.3. Create Chinese Style Huangmei Opera Series Animation Works**

Combining traditional drama with anime, on various anime platforms, it breaks through the limitations of time, location, and characters, flexibly utilizes online communication methods, grasps contemporary trends and people's needs for the present, and enables it to embark on its own path in reality.

##### **4.4. Strengthen the Teaching of Huangmei Opera in Music Classrooms and Accurately Grasp the Education of Dramatic Art**

In music classes of small and medium-sized enterprises and universities, the education of drama does not have its own accurate positioning. It is necessary to find the correct position in music classes to make students realize that Chinese drama is an excellent tradition of a nation

and a precious treasure of a country. This excellent art should not disappear with rapid development, but should be educated as a new generation of people in a country, so that drama can be inherited in its development, Develop through inheritance. At the same time, it is necessary to fully mobilize the enthusiasm of students to explore new things. Most of the students' understanding of drama comes from their parents, and their understanding of drama is also relatively superficial. The more experiences a person has, the more personality changes, and the more things they can accommodate. At this time, children are the best time to inject national spirit and traditional theatrical elements into them. And its dramatic themes are mostly drawn from historical allusions and folk novels.

## 5. Conclusion

In today's era of cultural market competition, in order to make intangible cultural heritage stand out in numerous cultural fields, in addition to fully utilizing various information on the Internet, building a comprehensive management system for network information resources, and hiring specialized talents to effectively process this information, it is also necessary to constantly update and keep up with the pace of modern development. Otherwise, It is very likely to be completely eliminated in the fierce market competition. Therefore, the way to integrate the traditional drama with the contemporary popular elements is to form a new art form, which can revitalize the drama without losing its essence, let the drama glow with vitality, and make its own efforts to show the powerful culture of China.

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