Rooted in the Cultural Heritage of Jiangxi, Creating a New Business Card of the Old Revolutionary Area

-- Pingxiang Shadow Puppet Play's Inheritance and the Road to Development

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Abstract

Pingxiang Xiangdong shadow play, as the national traditional intangible cultural heritage, has a long history and rich forms of expression, but in the wave of the new era, confined to the geographical and human factors, lack of development opportunities, transferred between the township, the urgent need for inheritance and development. The combination of game and traditional culture is the trend and trend, and the appropriate innovation of traditional cultural presentation should adapt to the trend of the times, cater to the development needs of the society, and make appropriate adjustment from itself, according to its own development law proactively. As a national traditional intangible cultural heritage with profound historical foundation, Pingxiang Xiangdong shadow play should innovate and change the way of promotion as soon as possible, and seek new development in the new era by taking the new industry such as games as the medium, and drive the construction of the region, accelerate the construction of regional special cultural industry and develop regional special culture.

Keywords

Intangible Cultural Heritage; Shadow Play; Inheritance and Development.

1. Introduction

Pingxiang Xiangdong shadow play, as a national traditional intangible cultural heritage, has a long history and rich expression, but in the wave of the new era, due to geographic and human factors, lack of development opportunities, transferred between the township, the urgent need for inheritance and development.

In the background of the new era, the propaganda of traditional culture should make innovative changes according to the technology and culture of the new era, conform to the trend of the times, accelerate the effective output of traditional culture based on the industry of the new era, and drive the development of the region in this way, and the development of urban characteristic industrial culture should become the ultimate goal.

With the development of the times, traditional games cater to the demand for newer iterations - role-playing games are born, referred to as RPG.

The combination of game and traditional culture is the trend and trend, and the appropriate innovation of traditional culture display form should adapt to the trend of the development of the times, cater to the development needs of the society, and start from themselves, according to their own development law proactively make appropriate adjustments. As a national traditional intangible cultural heritage with profound historical foundation, Pingxiang Xiangdong shadow play should innovate and change the way of promotion as soon as possible,

and seek new development in the new era by taking the new industry such as games as the medium, and drive the construction of the region, accelerate the construction of regional special cultural industry and develop regional special culture.

2. Specific Programs and Related Issues

Taking games as a carrier to deeply cultivate shadow play and traditional culture

In the post-epidemic era, Internet culture has further developed, and games, as one of the main components, have high economic and cultural value, and also have high information-carrying capacity, which can transmit information through various aspects such as plot, art style and operating system. The global game player group is relatively large, and it is highly feasible and effective to take games as a carrier to promote traditional culture. The preliminary settings are as follows.

(1) Art style

Use the art image of traditional Xiangdong shadow play as the main art style and create traditional national style games. On this basis, the right amount of modern elements are added to optimize. The figures should follow the traditional shape of shadow puppets and be presented in 2D form, which is more fit the materials and images of shadow puppet characters. While the scene and environment construction highlight the traditional Chinese style, close to the Chinese landscape painting, ink painting to build 3D environment, enhance the 2D character three-dimensional sense, highlight the character image, and also to enhance the rendering of the environment.

(2) JRPG game mode

JRPG is Japanese role-playing game, compared to gameplay, JRPG emphasizes the promotion of the plot, more like a movie that can be interactive, which can highlight the content of the plot to the maximum extent and enhance the player's sense of identity with the script and characters.

As an RPG, the player will participate in the course of the game as a character with two existing character building modes.

A.The player is directly involved in the plot process as the main character in the script, which makes the player have a strong sense of participation and a stronger sense of experience and understanding of the plot, at the same time, for the game as a whole, the plot of each script is fragmented, it is difficult to link up in a reasonable way, and the player's experience is difficult to have continuity, which also puts higher demands on each individual script.

B. The player participates in each story in the role of a traveler, which makes it possible to link the scripts together and makes the player's experience of the plot more fluid, and also allows the producer to carry more information for unique expression through the linkage of multiple stories. At the same time, because the player represents a character who is a traveler to the plot, has a higher degree of freedom, and is also free from the ordinary restrictions of the character, and can have a stronger impact on the plot, the character has a higher degree of freedom.

(3) Game script

The game script is the most important information bearing body, through the script, the players can experience the feelings that the creator or the adaptor wants to express, in order to resonate and enhance the players' game experience, the game script is also the most capable of playing the role of propaganda, through resonance, greatly enhance the player group's sense of identity for a certain traditional culture, in order to play the purpose of promoting traditional culture.

A. Normal story script

The traditional story script is the most dominant script type in the early game. For domestic players, changing an imperfect result of a familiar traditional story is undoubtedly attractive,

and for foreign players, experiencing the delicate feelings and ambition of the traditional Chinese story is an excellent publicity effect. For the traditional story script, the challenge is the difficulty of adaptation, how to a classic story inherited for generations, without falling into the vulgar case, adapt to the times, is undoubtedly the most important. Traditional stories have a more fixed plot direction, more often than not, we can not significantly adapt its overall direction, its freedom will be reduced, but also more likely to resonate.

B. New creation of the scrip

New creation of the scrip means a brand new script created completely independently, with a new and completely free plot direction. The quality of the script is completely determined by the level of the creator and is more uncontrollable, but its freedom determines that the ceiling of the brand new script is extremely high, similar to the script kill, which is more likely to form a pop-up and attract crowds compared to the traditional story script. At the same time, its higher degree of freedom means that the insertion of the player's representative role is more free, and its creation and adaptation is relatively less difficult, according to rationality, but also easier to express relevant ideas through the tandem of multiple stories.

3. Marketing Strategy

(1) Target group

From the analysis of the survey, it can be seen that national style games based on traditional culture have a high appeal among the younger generation. As patriotic themes are being taught step by step, the younger generation's acceptance of the organic combination of red traditional culture and games is also increasing.

For other countries, the survey found that they are very interested in games such as "Black Myth Goku" and "The Amazing Immortal Simulator", which shows that foreign gamers have a deep expectation for games that include traditional Chinese culture. It is evident that foreign gamers have a deep expectation of games with traditional Chinese culture. Therefore, the project is aimed at a very wide range of players.

For the Chinese player base, using traditional cultural stories as a selling point and brand new stories as a grip to increase player retention is the primary means. For foreign players, the main focus is on traditional Chinese cultural stories, and on the basis of adapting cultural stories, seeking resonance between cultures of different countries, through which traditional Chinese culture is promoted, seeking to promote the most authentic and meaningful traditional Chinese stories and Chinese red cultural stories.

(2) Game system

The game system is divided into a main body and a DLC format. Firstly, a number of traditional Chinese cultural stories are used as the main body of the game, and these stories are linked together to express the same core idea, with a few independent scripts used to support the central idea of the story when necessary, in an effort to resonate with the player.

The expectation is to enhance the game's popularity with a better gameplay experience, and even play a secondary promotional role for the game in this way. Subsequent story developments will be added separately in the form of DLC to enhance the connection between different stories while retaining the independence of the earlier ones, and to increase players' viscosity to the game.

(3) Marketing strategy

A. New Media Marketing

New media marketing, operating video numbers. Recorded short videos about the game plot of shadow play and uploaded them to short video platforms such as ShakeYin, placed CGs of the

featured plot of shadow play on the B website, and published relevant articles on the WeChat public website for promotion.

B. Digging deeper into cultural resources

Passing on red memories, digging deeper into red resources and writing red scripts. Write a special script related to red memories unique to Pingxiang City, China. At the same time, contact with the relevant staff of Pingxiang City, and strive to enter the red tourism base of Pingxiang City, using shadow play as a carrier to tell the red story of Pingxiang City, to teach and entertain, and to add new vitality to the local red tourism industry.

C. Integration of resources

Relying on the rich resources of colleges and universities, the game is taught in a unique and novel way in conjunction with college theme days and other school activities, attracting college students to participate in the teaching activities, with the expectation that it will create a deep impression on college students in this way. It is expected that this will create a deep impression on university students. While cultivating the interest of university students in learning shadow play, it will also expand the user base of the game and increase its popularity.

D. Event Strategy

For special Chinese festivals (such as Qingming Festival, Dragon Boat Festival and National Day), special story plays are introduced to dig deeper into the cultural essence and spirit behind these traditional festivals, and to promote traditional Chinese culture in the form of a game to enhance people's sense of identity with the traditional culture of the nation. This approach is also more likely to evoke cultural resonance between different ethnic groups, raise the game's buzz and better promote the game.

4. Risk Forecast

(1) Financial risk

Game is a huge and full of danger industry, especially the initial capital investment in fixed assets is huge. Especially considering the game development cost, the subsequent operation cost of the game and the expected results achieved by the game in the future, the research team's capital problem has a large risk.

(2) Game development risk

Developing a game is difficult, developing great games is even more difficult, and making great and interesting games is even more difficult. There are 4 elements to game design: story, mechanics, aesthetics, and technology. And RPG games generally take 6 to 8 months of research and production time from design to completion. If this research team can't wait to use the research funding to have an artist or relevant art school students draw images, design game characters, design game levels and create character animations. After several months, there may be problems such as finding the game mechanics or script uninteresting; the game engine cannot handle the images properly; and the animation is not well made, making the game development process risky.

(3) Risks of continuously developing new scripts for RPG games

With the rapid development of the game market, the competition in the industry is becoming more and more fierce game products are increasing in large numbers, and the phenomenon of homogenization is becoming more and more serious. If this research team cannot respond to the market changes and the changing needs of the game audience in time, quickly organize and mobilize resources to continuously create new game scripts, so that the new game scripts and new technologies do not match with the market demand, it will lead to a great loss of the game's publicity effect, which also poses a great challenge to the innovation consciousness of the research team members.

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