

Exploration of the Communication Path of Opera Art in the New Media Era

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Abstract

Since the beginning of the 20th century, Chinese opera has taken the road of imaging, and there have been many opera video works. With the advent of the technology and information age, the image shooting means, and lens language are constantly enriched, and the traditional opera art is constantly trying to explore its own development path in new forms. While lamenting the great convenience brought by the image shooting, the contradiction between the lens language and the “presence” of the opera is ignored by people. This paper will combine the analysis and discuss the gains and losses of opera film compared with the performance of stage performance from the perspective of “presence”, and put forward thoughts on the survival and development of opera in the era of new media.

Keywords: opera film, presence, performance relationship, new media

1. Introduction

In the information age with the continuous development of new media technology, the opera art on the stage is more and more ignored. Therefore, the imaging process of opera is accelerated, and many opera troupes are following the trend of digitalization. We want to move the opera to the screen, so that this can bring more audiences to the opera. However, they ignore the lack of stage opera art in the camera opera, and the separation and weakening of the opera art. Such works and such forms of communication also cultivate a “deformed” audience group. Opera workers should think about how to better combine new media technology with opera art, and put more energy on the stage, guide the audience into the theater, so that opera art can be passed on undamaged, and realize the “rebirth” of

traditional art in the new media era.

In the era of network technology developed new media, traditional art want to do “nirvana reborn”, need to break the previous presentation and means of communication, relying on the Internet technology, image technology to develop new way of appreciation, across the drama art “entity” and “live” at the same time, respect for the “presence” of opera art. Opera art needs to explore the closeness of the noumenon art and the modern life, and integrate the modern thinking consciousness and aesthetic orientation into the creation of the works, so as to stimulate the new vitality of the traditional art. In the process of “rebirth”, it is necessary to unify technology with art, form and content, inheritance and communication, view art itself from the perspective of development, and discuss it in the context of cultural globalization.

2. The Unity of Technology and Art

In the era of new media, only by relying on the development of more diverse ways of appreciation, can opera art be understood and known by the public. New media technology is based on the basis of big data, using digital technology, with the Internet communication as the main form, and combined with electronic equipment and other terminals to provide users with information and various services. New media technology has strong interaction. Users can conduct two-way or even multi-directional simultaneous communication on the Internet platform, which is not limited to the interaction between individual users. At the same time, some platforms also provide communication opportunities between individual users and official organizations. The use of new media technology to spread and appreciate the opera art can increase the audience of the opera art to a certain extent, and can also make the public speak out with the help of the network platform, which strongly promotes the popularization of the opera art. In addition, new media based on Internet big data has a large information capacity. In a rich network environment, a variety of resources and information are stored. Users can easily obtain the information of opera art on the network, and new media technology has made a great contribution to the long-term preservation of traditional art. Moreover, the new media technology can break the limitations of time and space to the maximum extent, and users can obtain information and services almost anytime and anywhere, breaking the "entity" and "scene" of the old traditional art appreciation. Therefore, in the era of new media, in order to avoid being buried in the huge amount of information, traditional art needs to rely on the powerful Internet technology for dissemination, rather than just relying on imaging.

3. Unification of Form and Content

It is far from enough for art works to rely solely on network technology to promote communication. From the perspective of development, opera art must start from the noumenon and actively carry out self-innovation. In a broad sense, the form of traditional art is unique and highly inclusive, and the content of traditional art should not be limited to the values based on agricultural civilization. Traditional art should explore the possibility of adapting to the modern aesthetic

orientation and try to express the modern values in the form of traditional art. Taking opera as an example, the "singing, reading, doing and playing" of opera art is its external art form, and also the main part of the audiences' appreciation. It is not a good thing if the excellent "Chinese stories" in the new era can be told in the form of opera to enhance the closeness of the works to the public life. But in the process of creation, the first thing to consider feasibility, not only the content and form simply together, should be on the premise of respecting the law of art, guided by the correct art, try "new content" and "traditional form", like drama "image" should also be in full respect the opera ontology in principle. Of course, the process of self-innovation does not require the abandonment of excellent opera artistic achievements but should pay attention to the inheritance of classical works, and excellent classical works of art should coexist well with innovative works.

4. Unity of Inheritance and Dissemination

With high-end communication technology and excellent works of art, we must consider the vertical inheritance and horizontal dissemination of art works at the same time. Network big data brings great convenience to information reserve, and precious opera art materials can be preserved for a long time, providing solid technical support for the inheritance of traditional art. The works of traditional art rely on the network technology to retain the precious materials, providing convenience for the research, study and reference of future generations, which is a great progress in inheriting the tradition. At the same time, excellent works should not be limited to vertical inheritance, any kind of art can not be behind closed doors, but also carry out good horizontal communication. With the use of new media technology, traditional art can not only enter thousands of households in China, but also in the pace of cultural globalization, traditional art should be spread across the boundaries of globalization. Introduce excellent art works to the country and accept the examination of different cultural backgrounds, so as to gain more evaluation and feedback, absorb experience in the cultural exchange and collision, draw lessons from the excellent achievements of other countries cultures, and form their own benign development trajectory.

5. Epilogue

Today, the coexistence of the ancient traditional art and the modern new media technology is not contradictory, and the “stage” and “video” of the traditional opera performance should also be explored appropriately combined. We should hold a vision of development and an inclusive attitude to trigger the new vitality of traditional art. While stimulating the innovation of the traditional art, it sticks to the integrity and integrity of the art itself, and also provides a broader cultural environment for the traditional art. In the unity of technology and art, form and content, inheritance and transmission, the traditional art will be “reborn” in the new media era. This is a goal that the public and literary and art workers are worthy to expect and prospect, and it is also a feast cultural context that requires continuous efforts and struggle.

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