A study on the new media communication path in the industrialization of non-legacy local drama taking Fujian Minju as an example

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Abstract. As a treasure of traditional Chinese culture, Fujian Opera plays an important role in promoting the integration development of culture and tourism and the local economic development. At the same time, from the point of view of national and ethnic development, it has a realistic and far-reaching significance in promoting the sense of identity of the opera culture and national self-confidence, as well as in safeguarding the unity and solidarity of the country. The purpose of this paper is to analyze the dissemination path of local opera "Min Opera", hoping to provide a reference for the development of local opera industrialization in China. Through the methods of literature research and field survey, it is found that under the new media perspective, local opera culture is moving towards marginalization, and there are problems such as generalization of communication content and weak interaction with users. Therefore, under the guidance of the theory of communication science, I start from the current communication status of Min Opera, and put forward diversified communication channels for the study of the communication content, communication media and audience of Min Opera, so as to achieve the purpose of promoting the effective and wide dissemination of Min Opera.

Keywords: New Media; opera culture; Fujian Opera; communication strategy

1 Introduction

Opera As a traditional national art in China, opera has a long history and carries the crystallization of wisdom of the older generation. With the continuous integration of old and new media, traditional opera, especially local opera communication methods, communication methods, communication path is difficult to keep pace with the development of media integration, its non-genetic inheritance encountered many difficulties, the development is gradually to the weak, non-legacy of local theater by the communication constraints more difficult to industrial development.

This paper takes Fujian opera as an example, investigates its communication status, analyzes it from the perspective of communication science, and proposes diversified communication paths for the development of Fujian opera by using the role of new

communication paths for the development of Fujian opera by using the role of new media, hoping to promote the dissemination of the culture of Fujian opera and provide valuable references for the development of other traditional operas and cultures.

2   Literature Review

According to my combing of previous literature on opera communication on Knowledge. It can be roughly categorized into three research perspectives. One is the research in different communication platforms, the second is the promotion between public arenas, and the third is the integrated marketing communication strategy.

Among them, the research of different communication platform is the most, because with the improvement of digital technology of Internet, the presentation of communication platform is also expanding. Jiang Xiaoyi[1] took the bilibilii short video platform as the carrier, carried on the analysis to the Zibo five-tone opera inheritance development strategy. Lily Lu[2] analyzed the research on the spread of gaojia opera on tiktok platform. As well as Yang Yu[3] based on the wechat public number of big data, the transmission path of the opera was studied. In addition, Wang Yicong[4] based on the internet platform on how to carry out high-quality communication of opera culture put forward his own views. Li Yanfeng[5] takes Shanxi University as a sample carrier to explore the inheritance and innovative development path of Shanxi drama culture in universities. Generally speaking, the communication platforms mentioned by the scholars are similar, involving the application of entertainment platform, Internet client, local university and new technology.

In the promotion of public space, Liu Huaibing[6] proposed to integrate opera culture into the design of interactive experience of urban public space. In addition, Shi Xusheng and Yuan Xiaoxian[7] also put forward the suggestion of interactive exhibition and immersive experience between museums and traditional opera inheritance. The above scholars focus on the use of new media technology in the form of interactive transmission of opera culture. Due to the limitations of technology, individuals believe that there are some limitations in the form of interaction.

In the research of integrated marketing communication strategy, Wang Qiqi[8] put forward the brand construction of traditional Chinese opera from the perspective of marketing and communication, so as to achieve the goal of traditional Chinese opera communication. Chen Guangyu[9] put forward the good marketing effect of Henan opera breaking away from the restriction of market development by discussing the communication mode of Henan opera on the media platform.

In summary, at present, domestic and foreign research on opera culture is still focused on the protection and inheritance methods, under the new media era, there is a lack of research on its communication point of view, especially the Min Opera in the new media platform of the communication development path of the study of the relevant literature is still relatively small, so I personally believe that Min Opera as the object of the study there is still a certain amount of research space. At the same time, this paper follows the trend of the development of non-legacy industrialization strongly supported by the state, which is directly related to the answer to the question of "how to

transform and upgrade the traditional opera", and it can provide valuable reference for the development of other traditional opera cultures in China.

3   Communication dilemma of Fujian opera

3.1   The attention of users is not high

Through the investigation of the related Min opera website, it is found that at present the two websites, Min Opera Network and Fujian Literature and Art Network, are mainly used to publicize and promote the culture of Min opera. However, the website function is relatively single. Secondly, for the fans or inheritors of Min Opera, there are only a few thousand fans in the Sina microblogging client, the influence of network communication lags far behind that of other famous types of opera, and the attention of the microblogging of Min Opera actors is still to be improved.

3.2   The generalization of communication content

The spread of content to the popular short video platform Douyin as an example. The promotion of Fujian Opera on this platform always stays on the traditional mode, its content is too simple, lack of deep cultural details. In addition to these spontaneous producers, many videos are also taken by individuals using mobile phones, and a lack of technical skills leads to a lack of fine-grained language and unsatisfactory image quality. Coupled with the time constraints, Min Opera usually can only show part of the performance fragments, and it is difficult to show its overall artistic charm in a complete way. This can easily lead to visual and aesthetic fatigue of the audience, which in the long run will surely lead to a decline in attention and loss of audience.

3.3   The effect of transmission is not good

Min Opera is not interactive enough with the public on major media platforms. Although the Internet has broken the boundaries of time and space, with it is popularity, the audience of opera is also expanding, which requires people to have more knowledge of traditional opera culture. For example, in Min Opera, turning a heel represents the distance of the trip. If the audience does not have the basic knowledge of opera culture they have emotional resonance with the opera performers on the content of the opera.

4   New media communication effectiveness

4.1   Diversification of the main dissemination

In the new media era, the development of media technology endows all major network platforms with brand-new means of communication, the production and dissemination of information has broken the traditional one-way mode and started to develop in the direction of diversification. In the era of new media, the media has brought more rights

of speech to the users, and the era of "Self-media" has made the communication of traditional opera art into the common people, along with professionals and official organizations, the diversified development of the main body of communication.

4.2   Spread the content diversification

In the age of new media with diversified content of communication, the internet platform is able to combine text, pictures, sound and video with the characteristics of a large amount of information, convenience and rapidity, and this has led to the emergence of a variety of cultural entertainment. Some opera elements combine the adaptability of their own content with these diversified entertainment ways, which not only breaks through the limitation of traditional time and space, but also makes the content of opera more diversified.

4.3   Intelligent communication channels

New Media has the spreading effect of intellectualization. On the one hand, it can sift and screen all the information in the portal website based on the new media platform, and then classify the information, then it takes the form of "Visualization" to attract the audience to choose on demand, which is not available in the current traditional media. The second is to use the Internet big data analysis to accurately locate the preferences of the audience and realize the personalized recommendation of users, so as to improve the efficiency of opera communication.

5   Innovation and development path of Minju

5.1   Digitization of content

To promote the digital presentation of traditional Chinese opera culture, provides a broader world for its development.

First, the use of VR, AI, holographic projection and other technologies to comprehensively enhance the user's sensory experience, through the creation of immersive online opera dissemination, making the power of interactive media more prominent, thus pulling in the distance between the opera and the audience, and stimulating the emotional resonance between the audience and the opera culture.

Secondly, with the help of algorithms to analyze the degree of user preference, personalized opera content is pushed to the user, through the integration of a variety of integrated media technology, constantly narrowing the sense of boundary between reality and virtual, enhancing the audience's adhesion, and ultimately to achieve the purpose of in-depth interaction between the audience and the culture of the opera, and to enhance the sense of identity and sense of belonging to the Minju Opera culture to a greater extent, and to strengthen confidence in the traditional Chinese opera culture.

5.2   Integration and development of multidimensional media

Media convergence is an inevitable trend. Negroponte in "Digital survival" for the media relations of the concept of "Convergence", that is, the media Convergence[10], mainly to be more accurate grasp of the needs of the opera audience, enhance the digital dissemination of traditional opera elements.

First, the use of "Online + offline" integrated mode. Making full use of the public space in the real world to strengthen the personal experience of the audience to achieve the goal of communication and to bridge the alienation between interpersonal communication caused by network media, so that under the fast-paced public impetuous psychology can be better precipitation.

Second, with the help of the strength of the masses in the reality and the network to carry out the second or even multiple dissemination. "Two micro one end" short video platform, network live broadcast platform, these major emerging media in-depth application of the advantages of each platform to create different high-quality communication content, to promote the deep spread of Min opera culture.

5.3   Cross-border integration to promote the development of "Fujian Opera +"

Break through the restrictions of the circle, actively seek cross-border cooperation, bridge the difference in aesthetic value between Minju opera culture and contemporary young people, change the public's new cognition of Minju opera, and make it develop innovatively.

First, the adoption of "Opera + games" cross-border cooperation. According to last year "Douyin game live industry data report" shows that the largest number of Douyin game live viewing room reached 201.73 million people, a huge impact of the game. In order to expand the influence of local opera on the young people, we should start from catering to the young people; high acceptance of online games and breaking the young people, stereotype of opera culture. For example, the cross-border collaboration between the good sister band and the Beijing Opera "Da Zamen" in 2019 could be a reference for combining classic vocal pieces with popular songs in imitation of Beijing Opera.

The second is to create a"Opera + literary travel" mode of communication. President XI stressed that literary tourism is inseparable, and that it is necessary to stick to the principles of literary tourism and we must insist on shaping tourism with culture and highlighting culture with tourism, promote the integrated development of literature and tourism[11]. As a part of Chinese traditional culture, opera should be actively explored and utilized, combined with tourism industry, so that more audiences can experience the way to promote cultural dissemination. In particular, we should make use of the opportunity of the combination of literature and tourism to create the cultural and creative derivatives related to the opera culture, so that the derivatives and local opera will realize the benign interactive development, and rely on the cultural and creative IP products to increase the traffic and economic income for the local opera, so as to expand the survival and development space of Fujian Opera in multi-dimensions and promote its industrial development.

6   Conclusion

In the new media era, the spread of the Internet has brought new opportunities for the development of local opera culture. However, many local operas are failing to adapt to the changes of the times, so how to make use of the advantages of new media to spread the local opera culture is an urgent problem to be solved. This paper takes Fujian Opera as the main object of study, through the research methods of literature study, Field Investigation and comprehensive analysis, discusses the difficult position of the communication of Fujian Opera and sorts out the advantages of the communication of new media, finally, it summarizes the communication path of Minju; s creative transformation and innovative development in the perspective of new media. It is hoped that the Fujian Opera culture will be revitalized and provide effective reference for the spread of other local opera.

At present, there is little research on the transmission path of Fujian Opera in the new media by previous scholars, and this paper closely follows the current policy guidance of the state to support the development of non-heritage industry, therefore, I think the topic discussed in this paper is feasible. However, there are still some shortcomings in this article. The arguments are all theoretical analysis. At the same time, I also know that the dissemination of Fujian Opera culture has a long way to go, if we want to change the current transmission of Fujian Opera, we need to go deeper into the actual level and a larger scope of exploration.

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