

Research on Inheritance Value and Development Strategies of Shaanxi Opera in Mass Media Era*

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Abstract—As one of the excellent local operas, Shaanxi Opera is widely praised and also makes the cultural industry prosperous by virtue of the diversified communication channels of mass media. Therefore, Shaanxi Opera inheritance is of extremely important value in terms of traditional culture, aesthetic education, and cultural brand. However, the current inheritance is a mixed situation. On the one hand, the Zile league of Shaanxi Opera develops vigorously, professional troupes are sound and powerful, drama clubs emerge in colleges and universities; on the other hand, Shaanxi Opera also encounters some problems in the process of its inheritance and development. To carry forward the art of Shaanxi Opera in a better way, Shaanxi Opera cultural brand can be created starting from policy and fund, talent cultivation and theatrical pieces, theater and audiences.

Keywords—Shaanxi Opera; inheritance; value; talent; strategy

I. INTRODUCTION

The ancient theatrical art, Shaanxi Opera, is popular in northwest region. Shaanxi people love Shaanxi Opera not only because of its resounding and powerful tone, but also the cultural memory on it. Mass media enables Shaanxi Opera art to maintain vitality with diversified communication channels, including books, newspapers and periodicals, broadcast, TV and network, carrying forward this ancient art, and continuing the power of life of the people in this region. "Revitalizing Shaanxi Opera" is not merely a slogan. Shaanxi Province also set up the special Office of Revitalizing Shaanxi Opera, to promote the inheritance and development of Shaanxi Opera art, thus we can see its importance.

II. INHERITANCE VALUE OF SHAANXI OPERA IN MASS MEDIA ERA

A. Value of Traditional Culture

Thriving culture is the support of a powerful country and nation. Since the 18th National Congress of the Communist Party of China, Xi Jinping, the general secretary, has talked about the important significance of excellent traditional Chinese culture many times. He becomes an "advocate" of traditional culture, claiming to display the charm of Chinese

culture through mass media. The cultivation and promotion of socialist core values should also be based on excellent traditional Chinese culture, such as benevolence, integrity, justice and other value ideas, as they construct the cultural confidence of the Chinese nation.

Viewing from the content of traditional Shaanxi Opera theatrical pieces, they mainly develop and expand loyalty, constancy, uprightness, sacrifice and other traditional culture value, for instance, the loyalty of Zhou Ren in Zhou Ren Hui Fu, the constancy of Wang Baochuan in Wu Dian Po, the uprightness of Bao Zheng in The Case of Chen Shimei. In August 2017, Shaanxi Opera Art Troupe of Shaanxi Province participated in the Copenhagen International Opera Festival and performed Zhou Ren Hui Fu, Wu Dian Po, A Flame-Foal, Dragon and Phoenix bring Prosperity and other typical theatrical pieces of Shaanxi Opera. They returned with honor, carrying forward the traditional Chinese culture.

The modern dramas of Shaanxi Opera, such as Xijing Story and Big Tree Moves Westward, conveys the spirit of the time of positive, and also inherits the gene of traditional culture of harmony, devotion and kindness. As a result, the excellent traditional culture of Shaanxi Opera has enhanced the soft power of Shaanxi culture.

B. Aesthetic Education Value

Shaanxi Opera is of aesthetic value in terms of script and lyrics, performance aesthetics and stage art. For instance, the stage scenery of Shaanxi Opera absorbs the spatial processing method of traditional Chinese painting "change at every step", forming the landscaping style of false or true complement of "scene moving with people" in terms of performance, enriching people's spiritual and cultural life. Shaanxi Opera exists in cities, rural areas and schools, and is well-received by different population and all levels of society.

The activity of introducing classic art into campus held jointly by Ministry of Education, Ministry of Culture and Ministry of Finance is launched all over the country since 2006. The modern drama of Shaanxi Opera "Xijing Story" of Shaanxi Opera Research Institute has been performed for more than six hundred times till now, which is rare among local operas and manifests the aesthetic value of Shaanxi Opera. With the deep promotion of humanistic quality education, the public education of art in colleges is strengthened greatly. In

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2006, the Ministry of Education issued the Guidance on Public Art Curriculum for National Ordinary Institutions of Higher Learning, dividing the public art course into prescribed optional courses and those selected at will. It regulates that students have to select at least 1 prescribed optional course of art and pass the assessment for graduation. Various colleges and universities open up those optional courses selected arbitrarily according to their own conditions. Currently, the public art course of Opera Appreciation is opened in almost all colleges in Shaanxi, thus Shaanxi Opera enters the classroom of colleges by its unique aesthetic style.

C. Cultural Brand Value

From the "Cultural Industry Development Index of Provinces and Cities in China" issued by creative industrial technology research institute of Renmin University of China in 2016, we can know that the influence index of Shaanxi cultural industry ranks the top ten¹, which reveals the abundant cultural resources of Shaanxi. As a kind of cultural product, Shaanxi Opera is a link of cultural industry chain. The inheritance of Shaanxi Opera art and creation of cultural brand plays a positive role for promotion of economic development. For instance, the two Shaanxi Opera dramas of Great Wall Silk Road and Xuan Zang performed by Shaanxi Opera Research Institute for the Second Silk Road Art Festival are highly praised by all circles. The TV drama program of "Voice of Qin", mass-election of "Singing Shaanxi Opera with Master", mass-election of Shaanxi Opera Longevity of China Best, the Shaanxi Opera broadcasting column of I'm the Leading Actor Today, and digital films Shi Wu Guan, The Case of Chen Shimei, have made the cultural industry prosperous to certain extent, and promoted the regional economic development of Shaanxi.

III. DEVELOPMENT STRATEGIES OF SHAANXI OPERA IN MASS MEDIA ERA

The current inheritance situation of Shaanxi Opera is a mixed one. On the one hand, the Zile league of Shaanxi Opera develops vigorously, professional troupes are sound and powerful, drama clubs emerge in colleges and universities; on the other hand, Shaanxi Opera also encounters some problems in the process of its inheritance and development. To promote the inheritance and development of Shaanxi Opera art, we should start from the following aspects.

A. Strengthening Local Government's Support of Policy and Fund

Shaanxi Opera is the intangible cultural heritage, the precious and necessary resources for cultivation of national spirit in new era and construction of new culture of socialism, and will play an irreplaceable role in the future. As a result, to inherit and develop Shaanxi Opera art in a better way, the targeted specific policies and measures should be published as soon as possible by inheriting the excellent heritage of Shaanxi Opera art starting from constructing the socialist culture with

Chinese characteristic with a series of national policies and directive opinions as the guiding principle in combination with the actual situation of Shaanxi Province. For instance, to formulate the Shaanxi medium- and long-term development outline of Shaanxi Opera, special support plan of Shaanxi Opera and so on, especially the relevant policies about cultivating the talents of Shaanxi Opera inheritance jointly by the troupes, enterprises and colleges. The cultural authorities at various levels can act as the significant bridge of college-troupe cooperation, and set up special education committee for college-troupe cooperation, to be in charge of the promotion, guidance and implementation of relevant policies, laws and regulations for college-troupe cooperation. Sufficient policy guidance and capital support of college-troupe cooperation can be offered by publishing various preferential policies and talent policies, investing capital for the project, so as to strengthen the systematic college-troupe cooperation and improve the level of this cooperation.

The government can also work out some rigid and inflexible rules, for example, Jiangxi Cultural Department issued such regulations that, all actors have to teach in Jiangxi art school for at least one semester for the first- and second-grade professional qualifications, so as to promote the development of opera education. This method can be used for reference for Shaanxi Opera development.

B. Optimizing the Talent Cultivation Pattern and Carrying Forward Shaanxi Opera

The future of Shaanxi Opera art is inseparable from the cultivation of inheritors, and basic skills training is especially important. The reasonable talent structure should be formed by making an effort from the elementary education of Shaanxi Opera, to occupational education in technical secondary school and junior college, and to the professional education of undergraduates, masters and doctors, to realize the sustainable development of Shaanxi Opera talent cultivation. First, establish the normative training institutions of Shaanxi Opera for children. The important link for cultivation of potential excellent students and guaranteeing the inheritance of Shaanxi Opera is to make students start at appropriate age of accepting Shaanxi Opera education by consultation with preschool education units under the guidance of government and attracting social capital. Second, at the stage of elementary and secondary schools, implement the activity of introducing Shaanxi Opera to school continuously and vigorously, cultivate students' interests in Shaanxi Opera subtly and make the love of children of secondary and elementary schools toward Shaanxi Opera universal. Third, develop the medium occupational education of Shaanxi Opera vigorously, consolidate its position of foundation, respect the unique law of professional education of Shaanxi Opera at early stage, enable those students who want to be engaged in Shaanxi Opera performance to learn in vocational technical secondary schools, with the artistic and skill level of Shaanxi Opera talents as the emphasis, so as to strengthen the vocational advantage of Shaanxi Opera and intensify the student source guarantee. Fourth, develop the undergraduate education of Shaanxi Opera further. The methods of Beijing Opera, Henan Opera, Shanxi Opera and Zhejiang Shaoxing Opera and other

¹ Ren Zongzhe, Bai Kuanli, Wang Changshou. Shaanxi Cultural Development Report (2018) [M]. Beijing: Social Sciences Academic Press, 2018: 57.

local operas can be used for reference. Run the school jointly with National Academy of Chinese Theatre Arts, set up the undergraduate class of Shaanxi Opera, link up the road of graduates from junior colleges and technical secondary schools for higher learning, select and recommend those excellent graduates who are willing to be engaged in Shaanxi Opera art and have excellent achievement and development potential for higher learning without examination.

In addition, the long-acting mechanism of college-troupe cooperation should be deepened further. In 2017, the Central Propaganda Department, Ministry of Culture, Ministry of Education and Ministry of Finance printed and published jointly the Opinions on Strengthening Opera Education under New Situation, of which, one great point is the double subjects of opera education, colleges and troupes, are made clear. The state includes opera troupes in opera education subject for the first time in top design, which is of important role of guidance. Nevertheless, how to mobilize the enthusiasm of various Shaanxi Opera troupes to participate in talent cultivation, how to improve and deepen the long-acting mechanism of college-troupe cooperation further and promote college-troupe cooperation construction according to circumstances are the key links for improvement of talent cultivation quality of Shaanxi Opera inheritors. It can be completed by building four mechanisms. First, establish the college-troupe common employment mechanism, to promote the connection of profession with vocation, course contents and vocational standard, teaching process and creative performance process through ordered cultivation and oriented entrusted cultivation. Second, establish the college-troupe common teaching mechanism. Colleges are responsible for routine management, carry out the teaching of professional elementary courses and cultural courses, whole troupes have to send some excellent actors to participate in teaching in a planned way according to the demand of colleges, especially the teaching of theatrical pieces, so as to form the talent cultivation system of talent flowing between troupes and schools, as well as making progress by learning from each other. Third, establish the college-troupe common construction mechanism. Both parties of school and troupe should formulate talent cultivation program jointly, and distribute the teaching hours; quantify the teaching objectives and tasks jointly, for instance, the amount of theatrical pieces to be mastered by each student for each semester and at graduation, so as to intensify supervision of talent cultivation quality. Fourth, establish the college-troupe common performance mechanism, adhere to the talent cultivation path of "driving learning with performance, promoting performance with learning and combining performance and learning", to expand students' practice ability constantly and improve efficiency and benefits of Shaanxi Opera talent cultivation.

The method of Peking Opera can be used for reference, and set up master studio in qualified colleges of art. The national and provincial inheritors of Shaanxi Opera include Ma Youxian, Li Aiqin, Xiao Yuling, Kang Shaoyi, Yu Qiaoyu and Li Shufang. The combination of traditional oral teaching and modern opera education can be realized by accepting apprentices and teaching operas. The inheritance and development center of Shaanxi Opera Schools came into being

in Shaanxi in 2014. In 2015, the first "Inheritance Class of Schools" opened, teaching the art of "School of Liu (Yuzhong)", inheriting mainly the typical representative theatrical pieces of Liu School, and implementing the tutorial system and inviting Mr. Sang Zi and Mr. Guo Baohua, the apprentices of Liu Yuzhong, as the tutors. The second "Inheritance Class of Schools" opened in 2016, and artists of Yu Qiaoyun, Quan Qiaomin, Liu Xinmin and Li Yue'e (the apprentices of Su Yumin) were invited as the tutors to teach the excellent theatrical pieces of School of Su (Yumin), School of Wang (Tianmin) and School of Yu (Qiaoyun). Sang Zi, Wang Mingliang, Du Jingyun and Li Shufang acted as the tutors of third "Inheritance Class of Schools" in 2017, training the traditional theatrical piece of Shaanxi Opera "Traveling in GuiShan Mountain". The fourth "Inheritance Class of Schools" opened in 2018, teaching the art of "School of Xiao (Ruolan)" with concentration. .

On the other hand, the development of Shaanxi Opera is inseparable from the inheritance of theatrical pieces. The inheritance and sorting works of Shaanxi Opera theatrical pieces are still on-going at present. In 2017, the Transcript Collection of Traditional Theatrical Pieces of Shaanxi Opera in Ming and Qing Dynasties funded by special fund of national ancient books sorting and publication was published. It was completed by searching the "bottom of old boxes" and collecting folk "original manuscript" by experts and scholars organized by Gansu Cultural and Artistic Research Institute. The collecting and sorting of Shaanxi Opera theatrical pieces is of significant efficiency, but the only existing copies scattered among the people needs to be saved, as they face the danger of disappearing at any time.

C. Integrating and Upgrading the Theater and Cultivating Young Audiences

The total annual market income of Shaanxi art performance teams during "twelfth five-year plan" period was 2.5 times higher than that during the "eleventh five-year plan" period², and the performance times and amount of audiences increased substantially. The cultural consumption demand of people in urban and rural areas has promoted the integration and upgrading of Shaanxi Opera Theater. The theater design of common theatre is worth promoting, and audiences can enjoy the brand new drama experience with the three-story building, modern stage design and comfortable environment for appreciation. Audiences of Shaanxi Opera are mainly in the villages, so the appreciation experience of audiences can be enhanced by constructing multi-functional cultural venues relying on the old building.

People at middle and senior ages are the main audiences of Shaanxi Opera. In the mass media era, "Internet +" pattern has went deep into various industries, and young audiences are the subject. As a result, the forms of mobile phone APP and WeChat official account can be used to communicate Shaanxi Opera art and attract the young audiences. For example, in the activity of introducing noble art into campus, students are

² Ren Zongzhe, Bai Kuanli, Wang Changshou. Shaanxi Cultural Development Report (2017) [M]. Beijing: Social Sciences Academic Press, 2017: 199.

encouraged to join in the interaction by scanning the mobile 2-dimensional code, which can attract attention from young audiences and make the atmosphere in theater active, injecting new blood for Shaanxi Opera development.

IV. CONCLUSION

The main contradiction of China new era has changed, as people have stronger and stronger demand of happy life, but its development is unbalanced and insufficient. Strong demand of spiritual culture will promote the development of cultural industry. Xi'an is the starting point of the silk economic belt of "The Belt and Road". Countries need the exchanges of economic trade and also the cultural exchanges, which bring about opportunities for the development of Shaanxi Opera in Shaanxi Province. Therefore, the wider platform should be established for Shaanxi Opera by virtue of mass media, which not only promoted the development of Shaanxi economy and society, but also encouraged the cultural exchanges between countries. New mission is endowed on Shaanxi Opera art by the new era, so its development is a long-term arduous task.

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