

Study on the Development of the Huangmei Opera in Anhui Province Exerted by Short Video from the Cross-cultural Perspective

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Abstract

From the cross-cultural perspective, the external exchange of the Huangmei Opera in Anhui province is not very good. In the new media era, short videos are booming, which have brought opportunities as well as challenges to the spread of Huangmei Opera. On the one hand, they are of great significance to promote the popularity and influence of the Huangmei Opera through relying on short video platforms. On the other hand, they have brought multiple problems to the communication of Huangmei Opera through short videos. Thus targeted measures should be taken to provide guidance and methods for the innovation of the communication of Huangmei Opera in Anhui province through short videos including Tik Tok, Bilibili and WeChat Channel as we have entered an era of new media. Therefore, this paper studies the development of Huangmei Opera on the short video platforms, focuses on analyzing the development problems encountered by Huangmei Opera in modern society, and explores the path of its inheritance and growth. It's hoped to find a diversified mode, expand the audience, innovate the information and seek a new path suitable aiming at inheriting and carrying forward the traditional Chinese opera culture represented by Huangmei Opera.

Keywords

Huangmei Opera; Short Video; Cross-cultural.

1. Introduction

Traditional operas such as Huangmei Opera, Beijing Opera, Qinqiang Opera and so on must keep pace with the times in order to better carry out cross-cultural communication. In recent years, more and more opera institutions and practitioners have a clearer understanding of the communication function of new media and short videos, and try to expand the communication path and performance context of traditional opera through them. Short videos can not only be spread through short video applications, but also be forwarded and shared through social media platforms such as WeChat and Microblog. This paper studies the development of Huangmei Opera on the short video platforms with an aim to inherit and carry forward the traditional Chinese opera culture represented by Anhui Huangmei Opera. There are dozens of short video platforms in China, among which famous ones include Tik Tok, Red Little Book, Bilibili, Kuaishou, Huoshan Short Video, etc. By doing so, it could be found that more foreigners can better understand Anhui Huangmei Opera and other traditional cultures.

First of all, in the study of other scholars' papers, the author found that many scholars have combined new media communication with traditional opera. For example, Study on the Transmission of Traditional Opera on Tik Tok Platform written by Chen Guozhen has published in Minnan Normal University. The theories he use are the perspectives of external communication as well as media ecology, but there is no cross-cultural perspective. Because I believe that the spread of Huangmei Opera cannot be separated from cross-cultural communication, I will use this theory to conduct my research. Secondly, as an Anhui native,

Huangmei Opera is the most famous culture in Anhui province, which is deeply loved by the people at home and abroad. However, the author found that foreigners know little about it. At the same time, short videos are becoming more and more popular and foreigners often use short videos to learn Chinese culture. The author holds the belief that it is useful and advisable to combine the two to achieve better communication.

2. Development History

According to the definition of relevant scholars, short videos take the network and mobile intelligent terminal as the means as well as rely on short video applications. It is a new type of media with short production cycle, low cost, extensive content, high originality, distinctive features, high participation of Internet users, and free and flexible form. The development history of short video can be divided into the following two types according to its situation at home and abroad. The earliest short video originated from Viddy in the United States. In April 2011, Viddy officially released the social application through short video. In January 2013, Twitter launched the video sharing application called Vine, and then Instagram launched the short video sharing function in the same year. Compared with the development stage of foreign short videos, the development of domestic short videos is relatively late. The march of short video in China can be divided into four stages. The first stage, from 2013 to 2014, was the "embryonic period" of short videos, starting from microblog, Meitu and Meipai. These short video platforms have allowed the public to acquaint them and laid a foundation for the rise of short videos. The second stage, from 2014 to 2015, was a "transition period". Short video applications represented by Kuaishou, Tik Tok, Red Little Book have won the favor of the netizen, and all major Internet companies are competing for resources around the field. Unlike the previous stage, which only relied on social platforms to share content, and this stage gradually developed in a diversified direction. The third stage, from 2016 to 2017, was the "explosive period". The change of content creators acted as the most important feature of this stage. The short video industry was gradually developing towards precision. The fourth stage, from 2018 to now, is the "regulation period". If the short video industry wants to achieve long-term development, it must strengthen the sense of responsibility within the industry and ensure the content security.

Short videos have accelerated the globalization of information in a more modern and powerful way, having a huge impact on cross-cultural communication and short videos would push cross-cultural communication to a new level. It is with this powerful tool that the distinctive cultures of different countries and regions can be shared globally.

The data comes from different famous Short Video platforms includes Tik Tok, Weibo and Red Little Book. We could see the cumulative hashtag of Huangmei Opera on them. The circulation of Huangmei Opera in Tik Tok is the highest since Tik Tok is currently the most popular short video in China.

3. The Relevant Information of Huangmei Opera

3.1. Survival Status

With long and rich history, China has created the colourful and diverse culture. Many traditional cultures are regarded as precious wealth in the Chinese culture. Huangmei Opera, as a traditional Chinese opera, carries rich cultural connotation and is a channel for foreigners to understand China. It is a comprehensive form of artistic expression integrating rap, music, dance, and aesthetics, which has an very important cultural value. However, the Chinese traditional opera culture is in an increasingly difficult situation of survival. The resolution of Huangmei Opera is a very important issue. Nowadays, a single theme and content of drama can

no longer meet the increasingly diversified appreciation needs of the audience, so we should face up to the "crisis" and "predicament" of traditional drama in contemporary society. At present, the decline of traditional Chinese opera is due to the fact that it has not really got rid of all kinds of limits and constraints in its creation. However, with the progress of the times, the distance between traditional opera and contemporary aesthetic consciousness is objective. To promote the spread of Huangmei Opera to the wider world, we must emancipate our minds and keep pace with the times, instead of being confined to stereotypes and the inherent manifestations of Huangmei Opera. Therefore, it could be the right direction for Huangmei Opera to obtain greater development and achieve better breakthroughs in the new period.

3.2. Problems in Cross-cultural Communication

At present, the spread of Huangmei Opera is not satisfactory. The main problems lie in the selection of communication content, the audience group of Huangmei Opera, the lack of network resources, and the unqualified translation.

First of all, the design of communication content lacks innovation and creation, and cultural fields such as ideological communication, language, literature, and artistic performances are facing "cultural deficits". There is a certain deviation in the cognition of Huangmei Opera's culture. Huangmei Opera culture is a branch of Chinese culture, which requires overall design and planning to fully and accurately reflect its connotation and characteristics.

Secondly, the targeted audience has not formed a system. Huangmei Opera hasn't designed relevant cultural communication information for different groups, cities and cultural systems, and hasn't formed differentiated and unique communication strategies. Also, various overseas cultural communication institutions and channels have focused on the surface, ignoring the deep connotation.

Thirdly, Huangmei Opera is short of network resources. Although it is one of the most famous and mainstream operas in China, the cross-cultural communication of Huangmei Opera is not satisfactory whether through the Internet or other media. Few network resources have been established to promote cross-cultural exchanges in Huangmei Opera. When searching for the English words of Huangmei Opera on the Internet, only a few resources can be found, and the quality is often not high. The reason for this phenomenon has a lot to do with the shortage of network resources of Huangmei Opera. Many of the network resources aimed at promoting cross-cultural exchanges of Huangmei Opera are established in the form of websites. However, due to the single module and improper navigation, the design of these websites is often with low-quality.

Lastly, the cultural differences between Chinese and English have brought many challenges to the translation of Huangmei Opera and cross-cultural communication. Huangmei Opera contains unique elements of Chinese traditional culture, such as the belief, morality and ethics of the Chinese nation. These elements are often unable to be expressed equivalently in English and other languages. For example, the roles played in Huangmei Opera have many different names, Such as Zhengdan and Hualian. These characters are classified according to their social status and background, and they have unique cultural characteristics which makes it difficult for them to be accurately translated into English.

3.3. Development Significance

Under the trend of modernization and globalization, it is particularly important to protect and carry forward the precious Huangmei Opera. It will not only help promote the excellent traditional Chinese culture, boost the exchange of traditional Chinese operas with operas from all over the world, but also expand the space for China's cross-cultural communication, deepen the mutual exchange and integration of cultural spirit, enhance the country's cultural soft power, and give Huangmei Opera a new connotation of the times. In other words, the spread of

Huangmei Opera culture can become an excellent form of cultural exchange and cooperation between Chinese culture and other countries in the world. We should innovate diverse development patterns, create new opera environment, use the modernized processing method. So as to bring better development opportunities to Huangmei Opera in the new era, we also should utilize the development of short videos on the basis of thinking about the spiritual connotation of Huangmei Opera.

4. Overview of the Development of Huangmei Opera in Short Videos

4.1. Integration of Huangmei Opera and Short Videos

There are many types of short videos, such as stars, food, fashion, tourism, entertainment, life, games, cars, finance, cute pets, sports, music, animation, science and technology and so on. Now we combine Huangmei Opera with short videos.

After 2018, the integration of short videos and education ushered in an explosive growth. These contents include a series of Chinese classical opera arts, including Huangmei Opera. In the past, Huangmei Opera relied on traditional media such as film, television and radio. Nowadays, they are constantly pouring into various short video platforms for creation and secondary creation. They are gradually accepted by people through celebrity effect and their own advantages.

4.2. Advantages and Disadvantages of Integration

4.2.1. Advantages

①Timeliness. Huangmei Opera can adjust the content more according to the current hot spots. On the one hand, it is more interesting and timely. On the other hand, it can also ensure that the content is updated to prevent the hysteresis of news and the problem of being divorced from reality. For example, on the 15th day of the first month, if you go to the street with your family to watch lanterns with others singing and dancing. The lanterns were different and lively. It is good to show the Couple Watching Lanterns, which describing the farmers' joy and interest in life after the harvest.

②The combination of videos, pictures and words. It is unmatched through traditional communication methods. When carrying out the cultural communication of Huangmei Opera, traditional communication will use videos or pictures to help people understand, but only in outdated forms. After the short videos are processed, their quality and materials are superior to the traditional way. The era of Web 2.0 has innovated the media form. Short videos have been overwhelming in just a few years. They have reaped a large number of users by virtue of their popularity, sociability and other characteristics, meeting the curiosity of young people. From the current situation, Huangmei Opera has achieved rapid development in the past two years through short videos.

③Dissemination. Due to the fragmentation, interactivity, richness, and other characteristics of short videos, they have well catered to the online social needs of young people, and have gradually become the "new favorite" of them. The mass communication function of short videos reduces the threshold of knowledge acquisition and promotes the virtuous circle of knowledge information. At the same time, short videos also provide an opportunity to make up for educational weaknesses in underdeveloped regions. Teenagers can learn about information and knowledge that are difficult to access in underdeveloped regions through short videos, which can, to a certain extent, bridge the gap of knowledge and reduce the cost of knowledge acquisition.

4.2.2. Disadvantages

①The feedback is marked by hysteresis. The loopholes of short videos in cultural communication cannot be known at the first time. The situation and feedback of the audience

can not be known in time, which may lead to knowledge gaps and affect the further communication.

②The infringement of Huangmei Opera through short video transmission is obvious. From the actual situation of the major short video platforms in China at this stage, the audience of the short video platform is indeed very large. However, because of the lack of laws, regulations and relevant systems, short videos still have serious infringement problems when it spreads Huangmei Opera. The main forms are the random use of other people's short video works and cross platform transport of short video works. Some creators spread short video works of Huangmei Opera for profit, or publish their works on the short video platform without the consent of performers, which is a kind of infringement.

③Lack of technology. The production of short videos related to Huangmei Opera requires technology, which is more demanding than traditional communication methods. So it could lead to a large number of crude Huangmei Opera works on the platform, which eventually brings low-quality content of the works. Moreover, in the fast-paced life like short videos, we also need to make attractive, interesting and popular short videos of Huangmei Opera.

4.3. Solutions to Disadvantages

①It's essential to excavate excellent opera works and strictly review them. Firstly, develop original Huangmei Opera works based on the characteristics of the short video platform. The dissemination of all kinds of works on such platforms must comply with the rule of law. Besides, the subjects should further enrich the work form of Anhui Huangmei Opera. For example, people can integrate more creative elements into short video works in multiple links such as music singing, costume modeling, performance scenes, shooting methods and editing, which is consistent with the aesthetic needs of a large number of young audiences who like to browse short video works. In addition, relevant authorities should strictly check the content of Huangmei Opera works. When spreading short video works, all parties should work together to create a healthy and clean cyberspace for the inheritance of the culture. It should be strictly prohibited that works violate laws, regulations, ethics. All major short video platforms should strictly crack down on piracy and infringement.

②The government departments are supposed to give a hand to the development of Huangmei Opera. First of all, they should build a sound and harmonious opera culture atmosphere. Cultural self-confidence has a vital impact on the development of a country and its people. China has formed many excellent traditional cultures with the history of 5000 years, of which the traditional opera culture represented by Huangmei Opera is an important part. However, due to the acceleration of the social development, many young groups are willing to choose jobs with good income. The number of young and middle-aged actors in Huangmei Opera is becoming less and less, which also poses a huge challenge to the promotion and dissemination of Huangmei Opera. Therefore, the Ministry of Culture and other relevant departments of China should step up efforts to spread and carry forward its excellent traditional culture, providing a good environment for the growth of folk opera troupes, and also starting to focus on building a harmonious and healthy opera culture.

③It's great to optimize short video platform functions and implement diverse marketing strategies. In order to further improve the efficiency and effect of using short videos to promote Huangmei Opera, people must constantly optimize and update the platform technology and functions. The Internet is a comprehensive system platforms that collects massive information data, and also directly affects the way of thinking, knowledge-seeking channels and values of the Chinese netizen. Therefore, in order to accurately show the essence of Huangmei Opera, a kind of traditional opera culture, and inherit the excellent traditional culture of our country, the first task is to improve the technical functions of the short video platforms. As we have entered into virtual reality technology and 5G technology, the short video platforms should seize the

opportunity to further integrate the two advanced technologies, and bring better short video works to users. The short videos of Huangmei Opera can be played based on VR technology that bring the audience a new horizons beyond the limitations of real world.

④It's good to combine online and offline communication. Short videos have played a role in the dissemination of Huangmei Opera. And then, people need to pay attention to how to attract young people to really go to the theater and enjoy traditional opera performances. After meeting the curiosity of young people, how to let them stick to the development of traditional opera and appreciate the artistic and literary value of traditional opera has become an important issue to be considered and solved. In this regard, some famous opera artists are trying. They step off the stage and participate in the variety shows online, so that the audience can intuitively feel the stage charm and the personality charm of the actors while enjoying short video performance clips.

5. Summary

Through reading the materials and browsing related videos online, author has found that short videos are very attractive to foreigners. Most foreigners often watch various Chinese videos on multiple platforms when learning Chinese culture, and many of them are more eager for interesting short videos. And short videos are less likely to cause boredom because of their short duration. Therefore, it is believed that this is not only a good way to use short videos to spread Huangmei Opera, but also a promising industry for China. In the age of data, it will become a popular trend.

In the context of the new media, the emergence of short video platforms have opened up a new path for the development of Huangmei Opera. Relying on the short video platforms to carry out the communication of Huangmei Opera is of great significance for improving the influence and popularity of Chinese opera culture, but it also brings some problem. Therefore, targeted measures should be taken to provide guidance for the innovation of short video communication of Huangmei Opera in the new media era. In order to better inherit the traditional Chinese opera culture represented by Huangmei Opera, people should promote its deep integration with various short video platforms, give full play to the communication advantages of short video platforms. By doing so, Huangmei Opera in Anhui province would gain more acceptance and popularity, which let more groups recognize and love the culture of Huangmei Opera.

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