

# Research on Cross-cultural Communication of Guangdong Cantonese Opera Facing ASEAN under the Background of New Media

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## Abstract

The enduring Cantonese opera is very popular. Although many people can't understand Cantonese, it doesn't prevent Cantonese from becoming the essence of our country. The ancient history of Cantonese opera embodies the folk customs of Guangdong and the embodiment of Chinese culture. As early as a few years ago, crowds of people could often be seen singing Cantonese opera in the streets and alleys of Guangdong, which has become an entertainment program for local people after dinner. At present, Cantonese opera has become a classic on the stage, which is spread through different media forms. Therefore, this paper analyzes the cross-cultural communication of Guangdong Cantonese opera facing ASEAN under the background of new media.

## Keywords

Guangdong Cantonese Opera; Culture; ASEAN.

## 1. Introduction

In recent years, Guangdong's network audio-visual content supply has achieved remarkable results, and excellent works that are both applauded and popular are constantly emerging. Liu Xiaoyi, director of Guangdong Radio and Television Bureau, said that the number of key Cantonese opera works planned and filed in Guangdong increased from 770 in 2019 to 1,585 in 2021, with a growth rate of 105%. The series of activities of ASEAN Cultural Exchange Year, "Culture Walking Pro-ASEAN Tour", entered Singapore, which made Guangdong people and tourists from all over the world feel the cultural charm from southeast China, and the unique non-legacy projects such as Guangdong Cantonese Opera were deeply loved by people.

## 2. Promote the Construction of a Strong Cultural Province and Establish a Guangdong Cantonese Opera Cultural Center

In recent years, the construction of a strong cultural province has been included in the "1 +1 +9" work plan, The provincial conference on propaganda and ideological work was held, and the conference on building a strong cultural province was solidly promoted. The propaganda and cultural system closely focused on the mission of raising flags, gathering people's hearts, educating new people, developing culture and displaying image. The ideological and cultural construction was systematically strengthened, and the level of cultural self-confidence and social civilization reached a new height.

At present, there are 9 "5G + smart audio-visual" network audio-visual industry pilot institutions in Guangdong, and a cooperative alliance of network audio-visual industry pilot institutions has been established. Guangdong ranks first in the number and level of historical and cultural resources in China. There are 886 national key and provincial cultural protection and inheritance units in the province, all of which rank among the top in the country. In the past

10 years, the province has added two batches of 65 national key cultural protection and inheritance units, nearly doubling. About 10 counties (cities, districts) in the province have established the general branch library system, and the coverage rate of towns (streets) has reached 85%. For the spread of Cantonese opera, more than 2,000 new urban and rural public cultural spaces such as "Cantonese Book Bar" have been built.

With regard to the "mass entrepreneurship and innovation" of Lingnan culture, Li Bin, director of the Guangdong Provincial Department of Culture and Tourism, said, In recent years, the province's culture and tourism system has made great efforts to implement the "mass entrepreneurship and innovation" project of Lingnan culture, and promoted the creative transformation and innovative development of Lingnan culture from five aspects: focusing on foundation, focusing on capital investment, focusing on key cultural projects, focusing on landmark project construction and focusing on activation and utilization. According to statistics, in the past 10 years, Guangdong Province has added two batches of 65 national key cultural units, which has nearly doubled. With the implementation of the National Traditional Craft Revitalization Project, the output value of the cultural industry exceeded 200 billion yuan, accounting for 1/4 of the national output value, ranking first in the country for more than ten consecutive years. Li Bin introduced that since 2021, the central and provincial governments have increased their investment in the protection and utilization of Guangdong's history and culture year by year, with an increase of 37.36% in recent five years compared with the previous five years. In addition, key projects such as the reconstruction and expansion project of Zhongshan Library and Guangdong Cantonese Opera Cultural Center are being pushed forward, Guangdong People's Art Center is planning to push forward, and Chaozhou Cultural and Ecological Protection Zone has entered the national preliminary list.

Since the establishment of the Provincial Radio and Television Bureau in 2019, a total of 15 Cantonese opera audio-visual products in Guangdong have been supported and rewarded by the State Administration of Radio, Film and Television, and the total number of awards ranks second in the country; The total number of awards for a single platform (Tencent Video) ranks first in China. It is worth mentioning that there are frequent "explosions" of online audio-visual content in Guangdong. Cantonese opera broadcast last year became a phenomenal "explosion", with an audience rating exceeding 1% and a cumulative online broadcast volume of 5.6 billion times. The cumulative broadcast volume is 4.61 billion times, the reading volume of main topics in Weibo is 5.39 billion, and the discussion degree of related topics exceeds 100 million. In addition, the short videos of Tik Tok and Aauto Quicker have been played more than 2 billion times. From June 1st, the management of key online Cantonese opera has been changed from the original "filing and registration system" to "administrative licensing system", which is a leap-forward upgrade of the online film and television industry.

### **3. The Cross-cultural Communication of Guangdong Cantonese Opera Towards ASEAN under the Background of New Media**

#### **3.1. Guangdong Cantonese Opera is Valued under the Background of New Media**

Under the background of new media, the construction of a strong cultural province in Guangdong is being vigorously promoted. On June 17, a series of press conferences on Guangdong's economic and social development achievements-promoting the construction of a strong cultural province revealed that the added value of Guangdong culture and related industries ranked first in the country for 18 consecutive years; From 2019, 1.5 billion yuan will be arranged for the protection and utilization of revolutionary sites in five years; The support plan for the creation of fine works of literature and art will be launched soon, and special support funds for fine works of literature and art Cui Chaoyang, executive vice minister of the

Propaganda Department of Guangdong Provincial Party Committee, said that since the 18th National Congress of the Communist Party of China, Guangdong has incorporated the construction of a strong cultural province into the "1 +1 +9" work plan, held a provincial conference on propaganda and ideological work, and solidly promoted the implementation of the conference on the construction of a strong cultural province. The ideological and cultural construction has been systematically strengthened, and the level of cultural self-confidence and social civilization has reached a new height.

In recent years, Guangdong has made good use of red resources, continued the red blood, promulgated the Regulations on the Protection of Revolutionary Sites in Guangdong Province, and improved the construction and display level of key red exhibition halls such as the Memorial Hall of the Third Congress of the Communist Party of China and the Guangzhou Peasant Movement Workshop. The red map of Guangdong and the online red exhibition hall were launched, and the WeChat applet of "Punch in Guangdong Red" received more than 1.3 billion hits. Deepen and expand civilized practice, build 5,700 civilized practice centers (institutes and stations) in the new era, and build 378 provincial demonstration institutes and 3,134 provincial demonstration stations. Vigorously promote the integration of urban and rural public cultural services, and landmark cultural facilities such as White Swan Pond Greater Bay Area Art Center, Guangzhou National Edition Museum and Guangdong Painting Academy have been basically completed or put into use.

### **3.2. Carry out ASEAN Cultural Exchange Activities**

During the "Thirteenth Five-Year Plan" period, the cultural industry structure of Guangdong Province continued to be optimized. At present, there are nearly 10,000 cultural enterprises above designated size in the province, and the number has increased by 50% compared with the initial stage of the 13th Five-Year Plan. A number of benchmark enterprises and parks lead the trend. At present, Guangdong's new cultural formats such as digital publishing and network audio-visual continue to lead the country, the 4K/8K ultra-high-definition video industry is developing rapidly, and immersive interactive formats are emerging. Guangzhou and Shenzhen have built several 100 billion-level cultural new business clusters. Guangdong has also promoted the integration of culture and tourism. Red tours, ancient post road tours, museums and art galleries tours and cultural heritage tours in the province are splendid, and the "tourism + culture" industrial ecosystem is constantly expanding. Promote the two-way integration of cultural industry with information, industry, agriculture and education, and foster a number of new development highlights. Guangdong has created a number of urban cultural business cards such as Guangzhou Yongqing Square, Chaozhou Guangji Bridge and Paifang Street, Shantou Small Park, etc. The landmark cultural facilities such as White Swan Pond Greater Bay Area Art Center, Guangzhou National Edition Museum and Guangdong Painting Academy have been basically completed or put into use, realizing full coverage of five-level public cultural facilities in provinces, cities, counties, towns and villages. At present, the output value of digital publishing, the income of Quyi media and many other indicators rank first in China, and foreign cultural communication is active and promising. Guangdong linked provincial departments and local cities to integrate high-quality cultural resources, and the external communication pattern of "a game of chess in the whole province" took initial shape. Vigorously promote the construction of "Guangdong-US Village" tourism brand. In order to promote the digital supply of high-quality cultural products, Guangdong has built a "Xinghai Live" cultural performing arts publicity and promotion platform, and pushed the excellent drama program resources of literary and art troupes by digital means. Since 2017, there have been 81 live broadcasts and online performances, with more than 50 million online viewers.

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cultural charm from southeast China, and the unique non-legacy projects such as Guangdong Cantonese Opera were deeply loved by people. Take the "cultural boat" of "cultural trip to ASEAN" and cross the ocean for the first time. The new format of "Culture +" has become a new growth point, and many indicators such as digital publishing output value, animation output value and movie box office revenue rank first in China. A modern cultural industry system has been built and good results have been achieved. Cui Chaoyang introduced four major practices in Guangdong, including: forging long boards and filling short boards; Layout in advance and seize the high point; Integrated development and integrated innovation; Regional cooperation.

#### 4. Summary

The prosperity and development of cultural undertakings and cultural industries will promote the creative transformation and innovative development of Lingnan culture in Guangdong, and further polish the characteristic brands such as Lingnan Opera, Lingnan Art and Guangdong Music. The spread of Cantonese opera has been supported by new media, and will continue to flourish in the future. It will cross the ocean for the first time in the "cultural boat" of "cultural trip to ASEAN" and move towards a wider international stage.

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