

Research on the Communication Effect and Path of Sizhou Opera on the Live Broadcast Platform

--Taking Tiktok as an Example

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Abstract

This paper first introduces the current situation of Sizhou Opera's inheritance, and then analyzes the communication dilemma of Sizhou Opera and explores the innovative path for the research content by conducting a questionnaire survey on the users of Tiktok Platform, understanding the live broadcast themes and types of Tiktok Platform that use "Sizhou Opera" as the keyword, and exploring the communication forms of different Sizhou Opera that are better and more willing to conduct secondary communication, In order to help the spread of Sizhou Opera on the Tiktok live broadcast platform, suggestions and suggestions are made for the exploration of the heritage path of intangible cultural heritage opera culture. Offer advice and advice.

Keywords

Sizhou Opera, Live Streaming, Communication Effects and Path.

1. From the perspective of intangible cultural heritage inheritance, the inheritance status of Sizhou Opera

1.1. Weakness in subsequent talent reserves.

Firstly, there is a serious brain drain. Although the government provides financial support to the personnel engaged in Sizhou opera art performance to protect Sizhou opera, a non hereditary opera, the market value of Sizhou opera is low, and they cannot obtain considerable income. The artists cannot live on government assistance alone. Secondly, the level of professional recognition is low. In terms of talent cultivation, some regions have established specialized Sizhou Opera Academy, such as Suzhou Sizhou Opera Academy, to cultivate Sizhou Opera talents through education and protect and inherit intangible cultural heritage. However, currently, the number of people in society who can enjoy traditional opera with peace of mind has greatly decreased, and the shrinkage of the Sizhou opera market has also made it difficult for students majoring in this field to find employment. Therefore, the recognition of Sizhou Opera profession in society is relatively low. Finally, talent cultivation is derailed from modernity. If education is prosperous, the country will prosper, and if education is strong, the country will be strong. The inheritance of Sizhou opera is also the same. Education is the key to cultivating talents and the torch bearer for inheriting the cultural spark of Sizhou opera. The early Sizhou opera artists mostly came from local farmers in the northern Anhui region. Due to the limitations of their economic and educational levels at that time, their level of education and cultural literacy were generally low. In the society at that time, artists had a low awareness of cultural inheritance and document record organization, which also led to a lack of theoretical research on contemporary Sizhou opera.

The traditional way of inheriting Sizhou Opera is mainly through the guidance of masters in the troupe, apprentices, and family members in the Liyuan family. Most of the current professional lecturers in Sizhou Opera are also hired from the local Sizhou Opera Troupe. Teachers and teachers continue the traditional way of inheriting opera, emphasizing the inheritance of opera skills and neglecting theoretical research. However, education is a combination of theory and practice, and without one, it is impossible to cultivate complete talents.

At present, the professional teaching staff of Sizhou Opera is weak, and the inheritance of Sizhou Opera is relatively weak. On the one hand, on the teacher side, due to the scattered loss of some artists, there are fewer lecturers available for the Sizhou Opera major, and due to limitations in age, vision, and thinking, the lecturers in the Sizhou Opera major tend to be conservative in tradition, making teaching methods and concepts difficult to align with modern times; On the other hand, on the student side, due to the low social recognition of the major in Sizhou Opera, few teenagers are willing to dive into studying a traditional Chinese opera art seriously. Parents also do not approve of allowing their children to engage in a profession that seems to have no future or way out, and due to the combined influence of various modern factors, students' learning and acceptance abilities of Sizhou Opera are generally weak. In such a situation where talent cultivation is disconnected from modernity, let alone the inheritance and development of Sizhou opera culture.

1.2. Narrow market and difficult survival

With the enrichment of people's entertainment life and the acceleration of life rhythm, short video self media is filling people's vision. In addition, with the impact of network communication and urbanization, the pace of people's lives has accelerated, and few people are willing to stop and sit down to listen to the entire play, reducing the stage space of Sizhou Opera. Affected by the market economy, the return rate of Sizhou opera is low, market demand is shrinking, and it lacks its own hematopoietic capacity, resulting in a relatively harsh living environment.

1.3. Lack of innovation in Sizhou Opera

Innovation is an important guarantee for the revitalization and vitality of culture. Whether it is Beijing Opera, Yue Opera, or Huangmei Opera or other traditional operas, they are not static. These traditional operas are constantly adjusting and innovating with the development and changes of social practice, keeping up with the times, and thus being able to continue and develop. However, while other traditional Chinese operas are competing to open up, Sizhou opera has not kept up with the pace of the times. That is to say, while the times are changing, the stage form of Sizhou opera is still very outdated, deviating from modern people's lives, and the cultural appeal is gradually declining, making it difficult to resonate with people's emotions. At the same time, if the inheritance of Sizhou Opera only adapts classic plays such as "Picking up Cotton", "Stopping Horses", and "Pi Xiuying's Four Announcements", it cannot meet the aesthetic needs of modern audiences and will also cause certain aesthetic fatigue. Employees of Sizhou Opera should focus on the changes in modern life, actively integrate into the new era, create new highlights, and create new plays that are in line with the spiritual life of contemporary people, thus ushering in the spring of development of contemporary Sizhou Opera.

1.4. Limited inheritance and dissemination of Sizhou Opera

1.4.1. Sizhou Opera has strong regional characteristics and limited audience groups

A certain culture originates from certain social practices. The Sizhou Opera, formed in long-term social life and production practice, integrates the moral concepts, living habits, and aesthetic characteristics of the people in northern Anhui, and uses local dialects and folk sayings as the main language medium. In addition to dialects and common sayings, some folk

proverbs, allegorical sayings, or humorous phrases are often introduced in the singing tunes of Sizhou Opera, highlighting the humorous, humorous, and witty characteristics of the local people. But precisely because Sizhou Opera grows from the local soil of northern Anhui, its fragrance and posture are also difficult for people in other regions to appreciate.

1.4.2. Accelerated urbanization and scattered loss of audience

With the acceleration of urbanization, labor has gradually flowed into cities from rural areas, causing the loss and dispersion of audience in Sizhou Opera. However, most regions lack specialized Sizhou Opera performance troupes, which has led to some Sizhou Opera enthusiasts losing the opportunity to appreciate opera and gradually losing interest in Sizhou Opera. And the Sizhou opera, rooted in rural soil, has also lost its vast stage. There is no stage or audience, let alone the inheritance and development of traditional Chinese opera.

1.4.3. With the rapid development of the Internet, people's entertainment methods have changed

With the advent of the Internet era and the rich and colorful entertainment and leisure life, people are no longer relaxed through limited means such as watching movies, drinking tea, and singing, and their choices are becoming more diverse. The rapid development of the film and television industry and sports industry has gradually squeezed traditional opera out of people's sight, and Sizhou opera has lost its vast stage space. In the rapidly changing era, people also tend to love "new" things and are unwilling to look back at "old" things. And Sizhou Opera has a history of over 200 years since its inheritance, which undoubtedly belongs to the old things compared to modern life. In addition, with the accelerated pace of life, people's way of eating culture also tends to be "fast", and the singing style of traditional opera is characterized by "slow", which goes against the preferences of contemporary people.

1.5. The Traditional Cultural Function of Sizhou Opera Weakens

Culture subtly influences the formation of people's outlook on life, values, and worldview. Early Sizhou opera works mostly originated from people's lives and represented the values and ethics of the people in northern Anhui. In the past, people gathered together in their leisure time to perform on stage. Through singing opera, Sizhou opera spreads historical inheritance and moral ethics loudly, shaping the living habits and behavior of local people to a certain extent, and playing the role of traditional cultural and social education. But now, under the impact of the market economy and the influence of foreign Western culture, some troupes have added popular singing techniques to Sizhou opera, and even introduced some low-grade and interesting content to attract attention in their repertoire. This has caused traditional culture to lose its original charm, reduce its cultural appeal, and weaken its function as an excellent traditional culture. However, this eye-catching approach will ultimately only suffer from blindness.

2. The Communication Dilemma of Sizhou Opera on Live Broadcasting Platforms

2.1. Sizhou Opera does not have a competitive advantage on the stage where a hundred flowers compete for beauty.

Beijing Opera, as one of the quintessence of Chinese culture, is the most influential type of traditional opera in China, known as "National Opera". It has over 1300 traditional repertoire and a large number, making it unique in the traditional opera industry; Huangmei Opera, also known as Huangmei Tune, is a cultural card of Anhui Province and is renowned throughout the country; Yue Opera, the second largest type of opera in China, is also known as the second national opera. Henan Opera, along with Beijing Opera, Yue Opera, Huangmei Opera, and Pingju,

is one of the five major types of opera in China, with a wide influence. The Lebensraum of small operas is becoming smaller and smaller due to the extrusion of large operas. In addition, influenced by the wave of traditional Chinese culture in recent years, various opera genres across the country have seized the opportunity to vigorously promote traditional Chinese opera culture through self media short videos and other means, bringing traditional Chinese opera culture back to people's perspective. As a small local opera genre, Sizhou Opera is dwarfed on such a colorful stage and does not have a competitive advantage.

2.2. The form and subject of expression are single, and creators gather in the middle and upper ages

Traditional Sizhou opera does not require a high number of actors and its artistic form is also very limited. The soul of Sizhou Opera lies in its singing style, but the traditional soul pulling style can no longer meet the needs of the current market. The early practitioners of Sizhou Opera came from farmers in the northern Anhui region. With the changes of the times, most of the artists were too old to present a perfect stage. Contemporary young people, influenced by modern life, generally have a low interest in Sizhou opera and tend to engage in professions with high returns. The lack of fresh blood injection has led to a single main body of performance in Sizhou Opera, with creators gathered in the middle and senior ages.

2.3. The dissemination of opera content is fragmentation, and the display is incomplete under the constraints of the scene [1]

In today's era of rampant short videos, some practitioners of Sizhou Opera seize the opportunity of the times, break through the limitations of time and space through platforms such as self media, and vigorously promote the culture of Sizhou Opera.

However, there is a fundamental contradiction between the graceful singing style, implicit and elegant freehand movements, and the "short" and "fast" information dissemination mode of the micro era of Sizhou Opera, which originated in the Huaihe River Basin in Anhui Province. Through short video dissemination, its content inevitably undergoes certain editing. Although edited stage videos and classic clips can help alleviate the boredom and boredom brought by lengthy singing segments, they also damage the audio-visual language and overall content of Sizhou Opera to some extent. It is difficult for young audiences accustomed to shallow reading in the new media era to experience the subtlety of Sizhou Opera through a few exciting singing segments. Not only that, the new media dissemination of Sizhou Opera has also weakened the "stage nature" of traditional opera dissemination. The performance characteristics of Chinese opera are: it mainly uses staged and virtual stage methods, through singing, doing, reciting, and playing, as a special theatrical expression method of its own artistic means. Stage communication is the communication that best reflects the essential characteristics of traditional drama. Traditional Sizhou opera has a strong aesthetic form on the stage, whether it is the setting of the ethereal stage background, the appearance, clothing, and performance techniques of the actors, all of which give people a strong visual aesthetic enjoyment. Watching videos through devices such as mobile phones makes it difficult to experience the stage appeal of Sizhou Opera, such as its lighting, atmosphere, and scenery. At the same time, it is also susceptible to uncontrollable external influences, making it difficult to immerse oneself in the art of Sizhou Opera and to evoke emotional resonance among the audience.

3. Audience preferences for different forms of short video live streaming

3.1. User preferences for different forms of dissemination of Sizhou opera art.

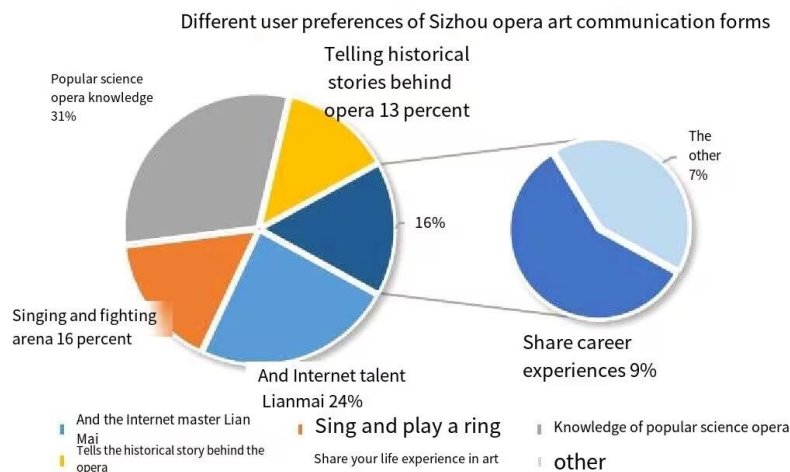


Figure 1 Different user performance of Sizhou opera art communication forms

This survey is aimed at a wide range of Tiktok user groups, of which the young group (aged 18-39) accounts for the vast majority of the sample. According to the survey, for different types of Sizhou opera art communication forms, popular science opera knowledge, connecting with Internet talent and opera performance are art forms that attract the main audience groups, accounting for more than half, of which popular science opera knowledge accounts for the highest proportion, 31%. Therefore, using live streaming platforms for promotion and promotion is different from live performances. The diversity of forms also makes the audience no longer satisfied with traditional singing, chanting, and playing. The popular science and interactive live streaming derived from traditional Chinese opera have now attracted more and more attention and love. For young people, it is crucial for traditional opera to achieve better platform transformation by deeply exploring the potential value within the opera and integrating it with platform characteristics.

On the one hand, the connotation of Sizhou opera is broad and profound, and its more potential value has not yet been explored, similar to the popular science behind the stories of opera; Traditional art forms such as traditional singing, recitation, and percussion are more easily understood and accepted by young people, such as the popularization of traditional Chinese opera knowledge. From the perspective of traditional Chinese opera inheritance, the dissemination and exploration of Sizhou opera on live streaming platforms should not be limited to the level of performance, the connotation behind the art of traditional Chinese opera; Opera performance techniques; The relevant background knowledge and other factors have a promoting effect on deepening the audience's understanding of Sizhou Opera. Furthermore, in the form of live streaming, multiple outlets can help break through the audience's thinking patterns of traditional opera and attract more attention from young groups.

On the other hand, the deep integration of artistic forms such as Sizhou opera with platforms can promote the dissemination of opera on live streaming platforms. Tiktok live broadcast platform has the characteristics of strong interaction. Live broadcast interaction and other ways can also share the traffic of both sides of the interactive anchor and fans, further expanding the spread. Moreover, cross-border connections and other methods can also allow traditional opera performers or ordinary anchors to interact with cross domain anchors and audience groups, which to some extent can promote the transformation of traditional opera art live streaming platforms, better learning and integration, and make opera art not limited to ordinary forms.

3.2. The art dissemination form of Sizhou opera that is more likely to trigger secondary dissemination.

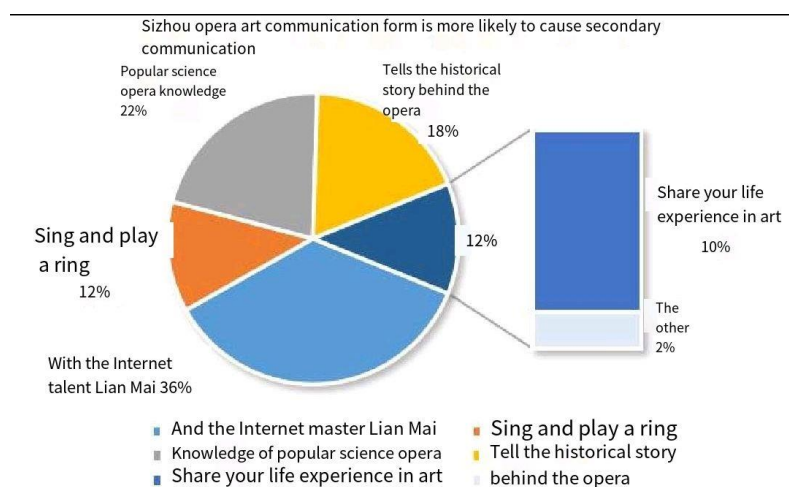


Figure 2 Sizhou opera art communication forms is more likely to cause secondary

Secondary dissemination refers to the process of users who watch live broadcasts forwarding or recommending live content in real time to other users for viewing. Through the investigation, it is found that "connecting with the Internet talent", "popular science opera knowledge" and "telling the story behind opera" are the most important art forms that trigger the secondary communication of Tiktok users. Analyzing the communication motivation caused by their art communication forms, we can conclude that the sense of contrast and education are the main factors that promote the secondary communication of live opera broadcast. There is a huge contrast between traditional Chinese opera and online influencers in terms of live streaming format and ideological concepts, which can timely catch the audience's attention and arouse interest. Fans of online influencers will shift from their intimacy with their favorite hosts to their interest in traditional drama live streaming, and then spread within intimate groups. Educativity digs the value of live broadcast of operas from another aspect. The live broadcast of knowledge and science popularization is more valuable for some educational groups and older Tiktok users who have educational objects. The spread of such live broadcast forms comes from the needs of communicators for education and knowledge as well as for educating others.

Secondary dissemination is an external driving force for live streaming of traditional Chinese opera, and it is also the foundation for promoting the sustainable development of traditional Chinese opera such as Sizhou opera on live streaming platforms. Therefore, grasping the contrast and educational nature of traditional Chinese opera art in the form of dissemination on live streaming platforms is a crucial factor in the effective dissemination and influence of live streaming of traditional Chinese opera.

4. Exploring the Innovative Path of Inheriting Sizhou Opera

4.1. Diversified dissemination to enrich live streaming content.

Adopting multiple perspectives and forms of live streaming of traditional Chinese opera, such as popular science; Connect with internet influencers; Share the stories behind traditional Chinese opera, and enrich the form and content of live streaming of traditional Chinese opera. Live streaming of traditional Chinese opera should have a perspective of "grand opera", covering a wider range, providing users with traditional forms of artistic expression that break away from traditional consciousness. In response to user preferences for interactive live

streaming, educational live streaming, etc., columns should be set up to produce relevant content. Some live streaming of traditional Chinese opera should undergo certain adjustments and transformations, fully explaining the connotation and outer edges of traditional Chinese opera art. Regarding the dissemination of Sizhou Opera, knowledge explanation is an important form of dissemination, and innovative methods of artistic expression can be adopted. Multiple forms of dissemination can also be combined, such as strengthening communication and connection with the audience through methods such as connecting, interacting, and bidding while explaining knowledge, narrowing the distance between live streaming of opera and the audience, and making timely adjustments to the form and content of live streaming according to the user's concerns. To achieve widespread and secondary dissemination of live streaming of traditional Chinese opera, we actively integrate live streaming of traditional Chinese opera with platform features and user preferences.

4.2. Younger content, giving birth to new forces

On the one hand, the drama content of the Tiktok live broadcast platform should be young, that is, the form of expression should be close to the modern communication methods and the emerging things that users pursue, and be in line with the development of the times, so that the art of drama can get rid of the traditional thinking pattern of users. The traditional form of singing, doing and playing should also "change the pattern of display". The drama art of the short video live broadcast platform needs traffic support, and the younger content is essential. This requires both traditional theatrical actors and amateur creators to undergo certain transformations. Moreover, more young new forces are needed to join in the drama transmission on the live broadcast platform. For most young Tiktok users, young groups have a natural affinity and can bring them closer; Secondly, for the transformation of traditional Chinese opera live streaming, the emerging forces have natural learning and technological advantages, not only in inheriting traditional Chinese opera skills, but also in promoting the modernization of Chinese opera development, which has an undeniable driving force.

4.3. Creating a sense of stage and upholding the essence of art

Under the influence of the live broadcast platform, the live broadcast of operas often conveys some fragmentation and scattered pieces of operas, or even only some key tunes. There are few cases that fully display the content of a single opera, which will have a certain impact on the audience's understanding of operas and appreciation of the complete content, plot and feelings conveyed by the repertoire. When promoting traditional theatrical art through live streaming platforms, the premise of emphasizing its content transformation is to adhere to the origin of traditional opera, grasp the characteristics of various theatrical arts, and adhere to the principles that should be adhered to in theatrical art. Live streaming platforms are only the medium to promote the dissemination of traditional opera, and should adhere to the artistic origin, standardize the forms of various theatrical arts, and form a unique artistic system for each type of opera. The dissemination of traditional Chinese opera art requires the creation of differentiated forms of traditional Chinese opera art. According to the Report on Tiktok Opera Live Broadcast Data in 2022, the most popular opera types of Tiktok include Beijing Opera, Qin Opera, Shaoxing Opera, Huangmei Opera, and Henan Opera, which occupy an absolutely dominant position in the Tiktok live broadcast platform, which further requires that minor operas such as Sizhou Opera should create their own characteristics and forms, and emphasize the dissemination of the historical background of opera. Further mobilize opera masters from various genres to participate in the live streaming platform, and create a large-scale professional stage for showcasing opera. We will no longer confine live streaming of traditional Chinese opera to a mixed environment of professionals and amateurs, and create a professional team and stage style content for the name recognition of Sizhou opera.

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