

Study on the Internet Communication of Huangmei Opera from the Perspective of Intercultural Communication

Xiang Yao*

School of Foreign Studies, Guilin University of Technology, Guilin, Guangxi, China.

* Corresponding Author: 945104237@qq.com

Abstract

In the era of epidemics, the Internet has become an important platform for cultural dissemination. Although Huangmei opera is one of the five traditional Chinese operas, the cultural dissemination of Huangmei opera has yet to be improved. There are three problems. Firstly, there are few translators who specialize in translating Huangmei opera. And the quality of translations varies. Secondly, there are few practitioners. The communication channel is single for cultural dissemination. Thirdly, when it compares to Beijing opera, Huangmei opera is less famous. It is not sufficiently promoted at our country and abroad. In order to promote the intercultural communication of Huangmei opera, it is necessary to improve the quality of translations, train relevant practitioners and raise the popularity of Huangmei opera.

Keywords

Intercultural communication, Online communication, Huangmei opera.

1. Introduction

In recent years, western countries have been exaggerating the China threat theory. And they maliciously smear China's image in the international arena. And they try to hinder development of China. Therefore, China needs to let its excellent culture out of the country. So that the people of the world can understand China and know its culture. Which can show a friendly, peaceful and kind international image of China to the people of the world. President Xi Jinping further emphasized at the National Conference on Propaganda and Thought Work in August 2018 that it is necessary to promote the building of international communication capacity. We should tell the Chinese stories and spread the Chinese voice. What's more, we need to show a real, three-dimensional and comprehensive China to the people of the world. And we need to improve the national cultural soft power and the influence of Chinese culture.

Thanks to the development of science and technology, the Internet has made the world increasingly become one village. As long as the Internet exists, no matter where you are, you can always find out what is happening around the world. And you can learn about the different cultures. Because of the Internet, different cultures have been able to compete and blossom. National cultures are also gradually going overseas and becoming an important part for comprehensive international evaluation. The advent of the Internet has made cross-cultural communication more easily. Beyond that the cultures of different regions and nations are shared globally. So, Chinese culture has the chance to go abroad. And the world will know Chinese culture.

At present, Chinese culture are facing great challenges and stress. Because Chinese culture has not become the major culture in the world. At present, people think western cultural is the most powerful in this world. Although Chinese culture has a long and rich history. And it is renowned worldwide for its cultural diversity, deep cultural heritage and historical deposits. As an art form that combines literature, music and dance, Huangmei opera reflects the profundity and

depth of Chinese culture. Huangmei opera firstly originated in Huangmei County, Hubei Province. And it gradually changed and developed its own identity in Anqing, Anhui Province. The earliest date of origin can be traced back to the second half of the 19th century. Huangmei opera is one of the five major operas in China. It has been developed by absorbing mountain songs, tea songs and flower drum operas. Now, Huangmei opera has a number of classical songs. Many of the pieces are sung in the Anqing dialect. Many classic repertoires of Huangmei opera portray the Chinese people for they defying violence, pursuing truth, seeking goodness and love. Therefore, the spread of Huangmei opera overseas is conducive to present a good and upright image of China and present Chinese people to the people of the world. A representative work of Huangmei opera is Female Consort Prince. It depicts the love story of Feng Suzhen, the heroine, and Li Zhaoyan. Feng Suzhen and Li Zhaoyan are engaged to be married when they are young. But when Li Zhaoyan's family fall into poverty, Feng Suzhen's father wants to marry Feng Suzhen to the son of an official. As a result, Li Zhaoyan was framed and sent to prison. In order to save Li Zhaoyan, Feng Suzhen goes to the capital to take the examination and become son-in-law of the king. Actually, she is a girl. On the night of her wedding, Feng Suzhen tells the princess the truth that she is a girl. So, the princess is moved that she tells the truth to the emperor.

Because Huangmei opera is classic and meaningful to the people of the world. Therefore, how to make Huangmei opera go overseas. It becomes an urgent problem. This paper analyses the current situation of Huangmei opera in online communication from the perspective of cross-cultural communication. And This paper lists its problems of Huangmei opera. Then it gives targeted suggestions, aiming to promote the development of Huangmei opera in overseas. So, we must understand the current problems of Huangmei opera. And the next step is to find the solutions to push Huangmei opera to the world. Only in this way, can Huangmei opera become more and more popular among those operas.

2. Context of Culture

With the development of technology and science, the world gradually become a whole. In our daily life, we are facing different culture. At the same time, we have to facing other culture. In addition, when it comes to cross-cultural communication, we need to talk about high-context and low-context cultural term proposed by Edward T. Hall. Edward T. Hall (1976) think Culture is contextual. It is like an invisible filter screen, determining what you absorb and ignore. All aspects of people's life will be affected by the context culture. People in different context cultures have different ways of thinking, emotional expression and behavior. Chinese is a high-context language, while English is a low-context language. And the unique linguistic and cultural characteristics of Huangmei opera make it difficult to translate into English. The translation of language and culture in the English translation of Huangmei opera is more difficult. Chinese and English belong to different language families. So, the difference often makes translation between the two difficult. In addition, Huangmei opera is a very traditional and classical opera with a strong emphasis on structure and rhythm. Which makes it even more difficult to translate into English. There are three main linguistic features of Huangmei opera. The first is cultural. The text of Huangmei opera contains many Chinese historical allusions and Chinese cultural features. In the Huangmei opera Female Emperor's son-in-law, some words and phrases are the names of official positions unique to ancient China. The second point is a linguistic feature. Huangmei opera is a kind of opera in which dialogue and lines are interwoven. The characters speak a lot of local dialect, with many superlatives and repetitions, and often use lines to express the mood swings of the characters, and the plot advances with their lines. The third point is the communicative character. Chinese is an ideographic language, while

English is a morphological language. The language in Huangmei opera's Female Emperor's son-in-law is not closely linked, which can easily mislead audiences and readers.

3. Problems of Huangmei Opera

At present, we can make efforts to improve in the dissemination of Huangmei opera overseas. The main problems of Huangmei opera in cross-cultural communication are the quality of translation, the single channel of dissemination and its reputation.

Firstly, there are few translators who specialize in translating Huangmei opera. The translators have not the abilities to translate texts to the Huangmei opera, which lead to uneven translation quality. Although there are many English major graduates, they are unwilling to do that. Most of the English major undergraduates offered by universities are oriented towards teaching and business. And most of the courses are based on linguistics, pedagogy and English and American literature. While there are almost no aspects to be a translator for traditional Chinese opera. As a result, the majority of graduates are employed in the teaching, interpreting and international trade. But no one wants to specialize in the study of opera. There are four main categories of translators of Huangmei opera. And four different groups of people want to translate Huangmei opera. The first category is the teachers and students in university. The second category is Huangmei opera schools and professional translators. The third category is researchers at research institutes. And the fourth category is the opera enthusiasts. However, when it compares to the vast number of scripts of Huangmei opera, the above-mentioned people need a lot of time and effort in translating. Therefore, there are also few relatively translated texts about Huangmei opera. And they are only concentrating on the classical repertoire. Huangmei opera is sung in the Anqing dialect. So, it also requires the practitioners involved to have relative knowledge of the Anqing dialect. Sometimes, they need to speak Anqing dialect. Further we must raise the bar for practitioners. Currently, university professors are the main force in translations of Huangmei opera. Wu Qiyun firstly translated Huangmei opera into English versions. He tried to make each translated syllable identical to the original and to keep the rhyme scheme consistent with the original. The translation has been embellished by a university professor to make it both readable and performative. As the first English translation of Huangmei opera, the translation can be read by foreign audiences as well as played and sung by Huangmei opera lovers at home and abroad. Huangmei opera is difficult to translate because of the dialect, rhyme and words with Chinese culture. So how to translate it becomes a tough task. Some students major in English and some teachers teach English, but they can not translate Huangmei opera well. For the reason that they do not have experience in Huangmei opera. They never watch it and they do not want to learn Huangmei opera. On the other hand, there are many problems with the English translation of Huangmei opera. Some translators translate Huangmei opera arbitrarily without being familiar with the original text. And in one particular book, the original Chinese publication is the same bed. Actually, it is in the same window. It means they are classmates. But they are not in a bed. These minor errors can detract from the reader's reading experience. Secondly, there are few practitioners. And the communication channel is single for dissemination. In recent years, China has implemented a series of cultural going out strategies, which have enabled foreigners to know China and learn about Chinese culture at the same time. Which leads to a strong interest in Chinese culture and opera. However, the intercultural communication of Huangmei opera has yet to be improved through the internet or other media. And there are basically no online resources to promote intercultural communication of Huangmei opera. Firstly, there are relatively few practitioners of Huangmei opera, and even in Anqing, where Huangmei opera is growing. And there are still very few relevant schools. What's more, there are a few universities in Anqing offering majors related to Huangmei opera. Lack of talents has limited the development of Huangmei opera.

Especially as the development of the internet, people's preference for short video has made no one willing to spend hours watching a performance of Huangmei opera. Secondly, China has implemented specific policies and measures to enhance the spread of China's excellent traditional culture, making it globally influential. But there are no specific measures to support the prosperity and spread of operas such as Huangmei opera. Finally, with the development of internet technology, Huangmei opera can go overseas through online platforms such as Tiktok and Youtube. But currently it has been waiting for foreigners to understand and learn about Huangmei opera, and cross-cultural communication of Huangmei opera needs to be proactive. Although the population of China is the largest in the world. We still do not have a worldwide online platform. Given that, we need to rely on Tiktok and Youtube. Those are best platforms to spread Huangmei opera at this moment.

Thirdly, when it compares to Beijing opera, Huangmei opera has been disseminated abroad for a short period of time. And it needs to sufficiently promote at home and abroad. With the development of globalization, researches on the transnational dissemination of culture are receiving more and more attention. The art of opera has always been an important part of traditional Chinese culture. And it becomes an indispensable cultural window of the country and nations. Beijing opera is regarded as a national treasure. And it went abroad as the Chinese treasure in the early 20th century and it has been accepted by many foreign audiences for hundreds of years. However, Huangmei opera hasn't been accepted by foreign audiences. The reason for this is that Beijing opera has been out of China for a long time and it becomes more famous at our country and abroad. While Huangmei opera, as a local opera in Anhui province, has a shortage of talents and funding. From an artistic point of view, both Huangmei opera and Beijing opera are rich in artistic expression and tension. Huangmei opera not only embodies the unique art form and aesthetic style of the Chinese nation, but also contains the deep-rooted philosophy of life, ethics and values of the nation. And it is the cultural gene and cultural bloodline of the Chinese nation. What's more, it is a valuable resource of traditional Chinese culture. Therefore, we need to translate Huangmei opera to English and introduce it to other countries. It doesn't mean essence of Chinese opera art only, and it also means spreading Chinese national culture overseas. When it comes to opera, people know about Shakespeare's works. For example, Hamlet, Macbeth, King Lear and so on. When it comes to Beijing opera, people know Farewell to my concubine, Dingjun Mountain, Empty city plan and so on. Only local people know about Huangmei opera. They only know the name of Huangmei opera.

4. Cross-cultural Strategies for Huangmei Opera

To strengthen the cross-cultural exchange of Huangmei opera, we need to make efforts on three aspects: improving the level of translation, perfecting the way of content dissemination and increasing the popularity of Huangmei opera.

Firstly, the translation level should be improved. And we must improve the quality Huangmei opera. In order to promote Huangmei opera cultural exchange on the Internet, the first step is to take measures to cultivate the relevant talents of Huangmei opera about translation and actors. To be honest, we need to improve the quality and accuracy of Huangmei opera in translation. Possible approaches include the implementation of university talents training and seminars on Huangmei opera translation. In addition, we must strengthen the quality of translations of Huangmei opera and train specialized talents. So that they can understand Huangmei opera and can sing it as well as translate it. The next action is increasing investment in attracting and training Huangmei opera managers and establishing a professional performance mechanism for Huangmei opera. Firstly, to realize the globalization of Huangmei opera, it is necessary to encourage the branding of Huangmei opera, expand its influence and increase its popularity. Secondly, content dissemination methods need to be improved. Such as

short video platform as well as push mechanisms need to be improved. Cooperation with other industries such as television and media should be strengthened. So that more audio-visual products of Huangmei opera can be put on the overseas market and its popularity overseas can be enhanced. Finally, foreign students can be brought in to learn about Huangmei opera performances and related costumes and props. So that they can know, like and love Huangmei opera from inner heart. And through them the people of the world can learn about Huangmei opera and cultivate the aesthetics of foreign audiences, making Huangmei opera a fashion and trend abroad. Innovation is a powerful driving force for the development of Huangmei opera. Innovative mechanisms for the introduction and training of talents should be encouraged. So that young generations can participate in the cultural heritage of Huangmei opera. At the same time, the creation of Huangmei opera should advocate innovation without losing the traditional cultural characteristics. At the same time, it should be more modern. So, government should supply relevant supports. Actions should be taken to promote the development of Huangmei opera. But at present, more importance should be put on teachers and students in university. Because they are the major force for the translation of Huangmei opera.

Secondly, schools related to Huangmei opera should be reformed to improve the overall quality of Huangmei opera practitioners. And then those schools can introduce Huangmei opera culture through a variety of short video platforms. With the rapid development of China's science and technology, high-tech enterprises are rapidly going overseas and they are loved by foreigners. For examples Tiktok and Youtube. Those applications are highly sought after by young people abroad. When we enter the digital age, the continuous upgrading and development of internet technology and mobile devices have given rise to a wide variety of new media. Among them, especially the short videos, which are in line with the fragmented information habits of today's youth. It has become an important tool for young people to obtain information and recreation. In contrast to long videos, short videos are less than 20 minutes in length. Because those videos are shoot, edited, played and interacted with on a specific platform. With its low threshold, ease of distribution and light volume, short videos offer new opportunities for the contemporary dissemination of Huangmei opera. Therefore, the development of Huangmei opera can gradually go overseas through the development of internet technology and online platforms. So, we need to have the relevant personnel and supporting measures to support Huangmei opera to go overseas. We can draw on the example of the many famous netizens on Chinese online platforms to vigorously promote local Chinese culture. There is still much to be explored in Huangmei opera. And it can be explored by tapping into the cultural elements behind it. In the last we can bring it to the world. It is hard work for us. What we need to do is to build relevant schools and train more talents. What's more, we can build schools for foreigners abroad, just like Confucius Institute. If it possible, we can teach foreign students in Confucius Institute. Let them learn Chinese. At the same time, let them know Chinese culture and Huangmei opera.

Thirdly, if we want to enhance the popularity of Huangmei opera at home and abroad. We can promote cultural exchange in the Huangmei opera network. The first step is for the local government to increase its policy and financial support for Huangmei opera. The local government should take appropriate measures to enhance its national visibility and strengthen the development of the Huangmei opera industry. Possible approaches include the mobile cinema to the countryside. And the government should revive the popularity of Huangmei opera. What's more measures must be taken to help it enter the market and industrialize Huangmei opera. Beyond that the local government invests more funding in attracting, training Huangmei opera managers and establishing a professional performance mechanism for Huangmei opera. To achieve the industrialization of Huangmei opera, it is necessary to increase the brand of Huangmei opera, which can expand its influence and increase its popularity. The business model needs to be promoted and the performance mechanism needs to be improved.

Cooperation with other industries such as online games should be strengthened to make Huangmei opera brand popular. Connection between games and Huangmei opera is a strong force for the development of Huangmei opera. For example, the costume can be used for character in games. It is important to encourage innovative mechanisms for the introduction and training of talent. From now on, we must train masters of Huangmei opera, raise the reputation of actors of Huangmei opera. Besides, we should allow more younger generations to understand and participate in the cultural heritage of Huangmei opera. But now Huangmei opera is gaining a great population at home, which it can better reach out to the world. Through the development of Huangmei opera, we will show China to the world, and let the world understand China and build up the image of China as a great nation. Therefore, we must spare no effort to improve the development of Huangmei opera. Thus, Huangmei opera can be a classic, famous and meaningful opera in the world.

5. Conclusion

In the information age, the Internet plays a pivotal role in intercultural communication. The purpose of this paper is to explore the application of the Internet in the cross-cultural communication of Huangmei opera, and to discuss and analyze the main problems in the cross-cultural communication of Huangmei opera. The main problems should be mentioned. The first problem is lacking of translators specializing in the translation of Huangmei opera, the few translated texts and the uneven quality of translation. The second problem is the few relevant practitioners and the single channel of communication. The third problem is the short time of dissemination of Huangmei opera abroad compared to Beijing opera, and the insufficient promotion efforts at home and abroad. In response to the problems that have arisen, it puts forward its own suggestions to improve the translation level of Huangmei opera, expand the communication channels of Huangmei opera and enhance the popularity of Huangmei opera at home and abroad. Finally, through the cross-cultural development of Huangmei opera, China will be shown to the world. So that the world can understand China and build up the image of a great nation.

References

- [1] A.H. Ding, J. Zhu: The Translation of Huangmei Opera: Situation, Problems, and Countermeasures, Journal of Beijing Institute of Graphic Communication, Vol.29 (2021), No. S2, p.70-72.
- [2] C. Cui, Y.B. Zhao: The Overseas Spread of Chinese Opera in the Perspective of Translation, Sichuan Opera, No.02 (2021), p.89-91.
- [3] E.T. Hall: Beyond Culture (Anchor Press, American 1976).
- [4] R. Yu, J. Zhou: The Cross-Cultural Communication Strategies of Chinese Animated Films in the Context of Cultural Empathy, Jiangsu Normal University Press, Vol.48(2022), No.04, p.104-111+124.
- [5] Y. Yang, F. Jiang: New Characteristics and Trends in International Intercultural Communication Research, Chinese Journal of Journalism & Communication, Vol.43(2021), No.01, p.67-84.