

# Explore the Effective Path of Inheriting and Developing Traditional Drama in the Background of the Internet-Take Henan Opera as an Example

Yuying Li\*

School of Statistics and Applied Mathematics, Anhui University of Finance and Economics, Bengbu, 233030, China

\* Corresponding author: Yuying Li: (2336153156@qq.com)

**Abstract:** Henan Opera is a treasure in China's traditional culture. However, in today's diversified and information age, its old inheritance and development model can no longer better meet the needs of the people in the new era. In the process of development and inheritance, Henan Opera has been impacted by online media, especially among the younger generation. This paper summarizes the artistic characteristics and inheritance value of Henan Opera culture, investigates the present situation of the inheritance and development of Henan Opera, and selects the development path that conforms to the preference of the younger generation by questionnaire survey combined with the existing inheritance paths.

**Keywords:** Henan Opera; Inheritance; Develop.

## 1. Introduction

Culture is the soul of a country and a nation. Report to the 20th CPC National Congress of the Party put forward: "To uphold and develop Marxism, we must combine it with Chinese excellent traditional culture" and "link the essence of Marxist thought with the essence of Chinese excellent traditional culture"[1]. General Secretary Jinping Xi also put forward at the symposium on cultural inheritance and development held on June 2, 2023 that "it is our new cultural mission in the new era to continue to promote cultural prosperity, build a strong cultural country and build the present civilization of the Chinese nation at a new starting point"[2].

As a national intangible cultural heritage of China, Henan Opera is an important part of Chinese drama culture. With the advent of the information age, the inheritance and development of Henan opera is not optimistic, and the younger generation knows little about the traditional drama culture of their own country. In the new era of multicultural agitation, Henan Opera, as an important business card of China's excellent traditional culture, can only promote the inheritance and development of Henan Opera, expand the influence of China culture, enhance the self-confidence of national culture, and make China's national music better go abroad and spread to the world.

## 2. The Development History and Inheritance Status of Henan Opera.

### 2.1. History of Henan Opera Development

Henan Opera is a typical representative of Henan folk music, formerly known as "Henan Bangzi", which has a history of more than 200 years since the reign of Ganjia in Qing Dynasty. Because early actors sang in their own voice, they turned up the ending tape with falsetto when they started and closed, which was also called "Henan"[3]. With the May 4th Movement and the New Culture Movement, the transformation from "traditional" Henan Opera to "modernization" was further promoted.

### 2.2. Henan Opera inheritance status quo

According to the results of the general survey of local operas in China released by the former Ministry of Culture at the end of 2017, as of August 31, 2015, there were 348 operas nationwide; Over the past 30 years, 24 operas have died out and 17 operas are close to dying out. With the rapid development of economy, the aesthetic fashion of society has suddenly changed[4]. Based on this situation, the inheritance of Henan Opera has also been in crisis.

#### (1) Development of Henan Opera Brand Column

There are many TV programs of traditional operas in Henan province, and the most famous brand column of Henan Opera is Liyuan Spring. Since it was launched in 1994, it has been loved by the vast audience with its popular and civilian characteristics. But in recent years, the future development situation is not optimistic. First of all, the audience presents the characteristics of "aging". Middle-aged and elderly people have a higher acceptance of Henan Opera, which is close to dialects and people's lives[5]. Teenagers like to watch TV series, movies, variety shows and other programs through mobile phones, computers and other platforms. Secondly, market competition caused the ratings to drop. As a smash hit, the brand column "Liyuan Spring" was once the social memory of many Henan people. The program "Liyuan Spring" has played a great role in promoting the inheritance and development of Henan opera culture. However, due to the influence of network culture, the ratings of TV programs are not as good as before. Finally, the content of Henan Opera TV programs is conservative and lacks innovation. The old model and content can't meet the people's growing cultural needs well, and the innovation ability is insufficient, the attraction is not enough, and the sustainable vitality is lacking.

#### (2) The survival status of Henan Opera groups

Henan Opera Troupe is the main force of Henan opera culture inheritance, and it is an indispensable part of the whole social and cultural undertakings. It undertakes such things as prospering socialist literature and art and inheriting the excellent traditional culture of the nation; Carry forward the core values of the society and carry out propaganda and

education; Provide people with cultural entertainment, meet people's spiritual and cultural needs and other important functions. There are many troupes in Henan, such as Henan Opera Group 1, Henan Opera Group 2, Henan Opera Group 3, Zhengzhou Opera House, Kaifeng Opera House and Little Queen Opera House. Through the investigation, we can know that the talents of Henan Opera Troupe date back to the past, lack of young inheritors, and insufficient strength of later generations.

### **3. The Inheritance Value of Henan Opera**

#### **3.1. Henan Opera has a very high artistic value.**

Henan Opera, which originated in Henan, is the largest local opera in China. It combines Henan folk popular music, folk art rap and ballad poem, with distinctive features, strong local flavor, simplicity, honesty and richness. The pike in Henan Opera belongs to the Bangzi tune, and there are dozens of singing styles. The accompaniment atmosphere of Henan Opera is literary field and martial arts field. The musical instruments in literary field mainly include banhu, erhu, sanxian, yueqin, pipom and flute, while the musical instruments in martial arts field include bangu, bangzi, big gong and small gong. Henan Opera is rich in repertoire resources. In history, there was a saying that there were "three thousand in Tang Dynasty, eight hundred in Song Dynasty, and three kingdoms that could not be sung". The roles of Henan Opera are rich, including four students, four performers and four painted faces. Henan opera has achieved a number of outstanding artists in the performance process; Xiangyu Chang, Susu Chen, Lantian Cui and Jinfeng Ma. It can be seen that Henan Opera is a traditional culture of China with distinctive features and high artistic value[6].

#### **3.2. Henan Opera contains educational value.**

Traditional Chinese opera, like music, has the function of propaganda and education for people. We can't deny China's humanistic thought and value just because western technology is more developed than China. For example, Henan Opera plays include Cheng Ying's Saving the Orphan, Su Wu's Shepherd and once upon a time in america, which promote Chinese traditional virtues, and Hua Mulan, Mu Guiying's Commanding, and Jiao Yulu, which show Chinese people's strong feelings of home and country. By appreciating and learning to sing these excellent Henan opera plays, understanding the spirit of the characters in the plays and the correct guidance of teachers, students can be prompted to establish a correct world outlook, outlook on life and values. The story of characters in Henan Opera plays helps them to improve their literary accomplishment and learn historical knowledge. The construction of dance beauty, costume props and modeling in the performing arts of Henan Opera help students accumulate aesthetic experience. The accompaniment instruments in the literary and martial fields of Henan Opera are helpful to improve students' musical knowledge.

#### **3.3. Inheritance sentences can promote cultural identity and national identity.**

Henan Opera is their mother tongue music for Henan people, and influenced by the Central Plains culture, it has formed a unique Henan local style, which is an emotional

expression of the Central Plains culture. Through the study and singing of Henan Opera, the inheritance of Henan Opera can be promoted, and students can confirm their cultural identity through the understanding of their mother tongue music culture, and deepen their identification with Chinese culture and the country. At the 19th National Congress of the Communist Party of China in 2017, General Secretary Xi Jinping pointed out: "Culture is the soul of a country and a nation. Culture and prosperity, strong culture and strong nation, without a high degree of cultural self-confidence, without the prosperity of culture, there would be no great rejuvenation of the Chinese nation." [7]. Therefore, the inheritance of Henan Opera is not only due to the needs of entertainment, but also an effective way to promote national identity, cultural identity, national identity and enhance cultural self-confidence.

### **4. Research on the Path to Promote the Inheritance and Development of Henan Opera.**

#### **4.1. Induction of existing paths**

According to some documents consulted, we can see that some paths to promote the inheritance and development of Henan Opera are as follows.

Yujing Zhao proposed the development of modern Henan opera, the integration of Henan opera and pop music, the realization of "cloud communication" of Henan opera on the Internet APP platform, and the development of Henan opera.VR live experience of drama, offering drama-related courses in schools, supporting the development of Henan Opera groups in many ways, supplementing social resources in schools, holding Henan Henan Opera Culture and Art Festival and Henan Opera Tour, building Henan Henan Opera History Museum and developing Henan Opera cultural and creative products, etc. to promote the inheritance and development of Henan Opera[6].

Keke Zhang wrote in "Inheritance and Development of Henan Opera from the Perspective of Cultural Confidence" that, first of all, innovative communication methods and diversified development should be integrated. That is, using social media and online platforms to promote Henan opera, using emerging technologies such as VR and AR to let the audience experience the charm of Henan opera, and adapting traditional plays into works that meet the aesthetics of modern audiences by learning from other excellent art forms; Secondly, consolidate the mass base and broaden the scope of integration. Offering the course of Henan Opera can deepen students' understanding of Henan Opera, stimulate students' interest in Henan Opera, and explore new talents with enthusiasm for Henan Opera as much as possible; Thirdly, hold competitions and performances and develop new columns[8].

Ziheng Zhang advocated this in "The Rigidity of the Times and the New Exploration of the Path of Henan Opera Inheritance from the Perspective of the New Form of Human Civilization". One, Government macro-control plays a guiding role. Set up a series of related courses in conditional comedy, or directly establish Henan Opera School to provide students with relevant policy support in tuition and employment. Second, give full play to market vitality and help inheritance. Will have a high artistic level of Henan opera performance left image data, in the production of images should pay attention to quality, to avoid distortion and

ambiguity; Professionals should pay attention to screening when screening, and should not reduce the quality because of the so-called "market" and "flow". Third, we will set up a special experimental class for the inheritance of opera culture in local universities and other areas with Henan opera schools, and set the course as four years. Colleges and universities will hire masters or inheritors to teach in colleges and universities. Fourth, Students change their ideas and become new forces. Students should change their views on Henan Opera from the heart, and those who have studied Henan Opera should use social media to establish self-media accounts to spread their research results. The network supervision department should vigorously promote the accounts that truly inherit the culture of Henan Opera[9].

Lei Liu put forward the following path in Inheritance and Development of Henan Opera Art from the Perspective of Intangible Heritage. Enhance the audience's awareness and market concept, take into account the audience's feelings when creating plays, and use high-tech means on the stage. Improve the overall quality of existing talents, organize and manage existing talents and use them reasonably, and give full play to their advantages. The government should provide both policy and financial support for the artistic development of Henan Opera, and hold regular exhibitions of outstanding creative plays of Henan Opera, and combine the new media technology to broadcast the games live[10].

#### 4.2. Path Screening Analysis

##### (1) Preliminary screening analysis

With the prevalence of new media today, facing the problem that Henan Opera is difficult to inherit and carry forward, combined with the contemporary youth's preference for using social network media to obtain information, this paper selects the path of innovation and development with the help of new media under the background of the Internet to explore. According to the path of inheritance and development of Henan opera, combined with the Internet, the research objects selected in this paper are as follows.

Develop modern drama of Henan Opera. In the development of Henan Opera, in addition to traditional plays, there are also modern Henan Opera plays such as Chaoyanggou and Jiao Yulu. These plays are based on people's materials, keep up with current events, publicize mainstream social values, and show amazing communication effects through ingenious conception, gorgeous dance beauty and artistic processing of actors. The development of modern drama of Henan Opera has achieved certain positive

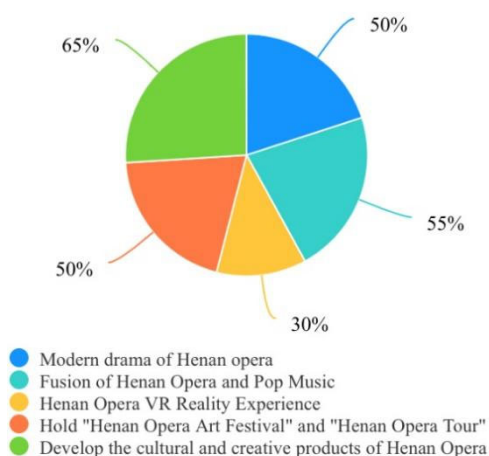


Figure 1. Path preference situation

significance, and it is still an acceptable form in the development of sentences in the future.

Combine Henan Opera with pop music. A new form of expression has emerged in Henan Opera, which is integrated with film and television music and pop music. For example, the soundtrack of the movie "Man Jiang Hong" adopts the combination of Henan Opera and rock music, and the music in the movie uses the aria of the Henan Opera "Ten Guaranteed Officials", which makes people feel refreshed by the close combination of rock music and opera elements. These innovative attempts have attracted the attention of young people, promoted tradition with popularity, and made traditional drama in the new era. Once it was shown to people.

VR real-life experience of Henan Opera. "VR", also known as virtual reality technology, is a newly emerging digital media technology in recent years. Surgery. VR technology can put people in a vivid and realistic scene environment, enhance the sense of participation and better real estate. Have a sense of gain. Combining VR technology with Henan Opera culture, people can learn and watch Henan Opera in any space. This innovative integration of traditional culture and science and technology can better catch the eyes of teenagers and promote the spread of Henan opera.

Hold "Henan Opera Art Festival" and "Henan Opera Tour". By holding the "Henan Opera Art Festival" to attract the participation of opera fans and friends, and at the same time expand the influence by using the mode of webcasting. Join the street tour and flash show of Henan Opera in various holidays, and increase publicity when the traffic of tourists is the largest.

Develop cultural and creative products of Henan Opera. According to the survey, with the promotion of national cultural soft power, young people prefer cultural and creative products combined with national traditional culture to ordinary souvenirs. There are many impressive characters in Henan Opera. Combining the characters, costumes and other products of Henan Opera to design commemorative products that match the characteristics of Henan Opera can not only promote consumers' desire to buy, but also stimulate consumers' interest in Henan Opera.

##### (2) Questionnaire survey and analysis

According to the above-mentioned selected paths, the questionnaire is designed and distributed, and after a period of time, the preferences of the questioner for the five paths of inheriting and developing Henan Opera are collected and counted, and the results are shown in the following figure.

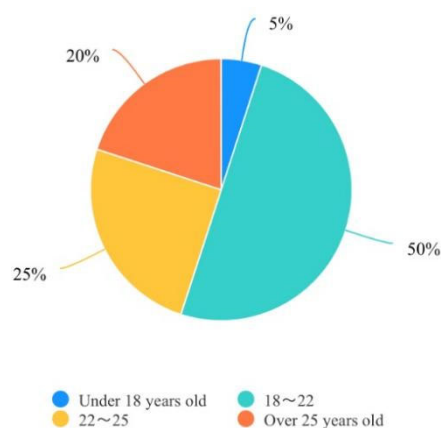


Figure 2. Age distribution

It can be seen from Figure 2 that 75% of the respondents are between the ages of 18 and 25, which shows that most of the respondents are the younger generation. As can be seen from Figure 1, the path of developing Henan Opera's cultural and creative products accounts for 65%, which is the most popular among contemporary young people. The path of integrating Henan Opera with pop music accounts for 55%, which is more popular among contemporary young people. The two paths of integrating modern Henan Opera and holding "Henan Opera Art Festival" and "Henan Opera Tour" account for 50%, which shows that these two paths are also more popular among young people, and the VR live experience of Henan Opera accounts for only 35%.

## 5. Conclusion

According to the investigation, inspiring the younger generation to inherit and develop Henan Opera under the background of the Internet can be further realized by developing creative products of Henan Opera, stimulating new creation by integrating with pop music, creating modern Henan Opera by combining current events, and holding "Henan Opera Art Festival" and "Henan Opera Tour". In a word, the development of Henan Opera in the new era should give full consideration to the artistic demands of the people, adhere to the people-oriented creative concept, dig up the fusion mode of new things and Henan Opera in the process of communication, pay attention to the aesthetic education of the later generation, and create works that conform to the current aesthetics without losing the characteristics and connotation of Henan Opera.

## Acknowledge

The research results of this paper belong to the project "Explore the Effective Path of Inheriting and Developing Traditional Drama in the Background of the Internet-Take Henan Opera as an Example" of Anhui University of Finance and Economic National College Students Innovation and Entrepreneurship Training Program (Project No:

202210378255), financed by the project fund.

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