

Research on the Status, Challenges and Countermeasures of the Intercultural Communication of Chinese Opera Culture in the Omnimedia Era

Siwen Wang

School of Journalism and Communication, Henan University, Kaifeng, Henan, China

Abstract: The Chinese opera is a local art in China and an important carrier of Chinese culture. It embodies the spirit of Chinese aesthetics, and is generally recognized as a recognizable representative of Chinese culture and art. In the omnimedia era, the omnimedia platforms enable Chinese opera to appear frequently on the international stage. Meanwhile, the digital technology plays an important role in promoting the cross-cultural communication of opera culture, which make global audiences can enjoy Chinese opera culture through omnimedia channels and gradually increase their acceptance of it. Therefore, the effect and influence of Chinese opera culture in international communication is significantly improved. However, it should be noted that cultural differences are the main obstacles to the intercultural communication of Chinese opera in the omnimedia environment. The copyright and intellectual property right in the omnimedia environment limit the international communication of Chinese opera culture, and there are contradictions between the localization and the globalization needs of opera culture in the omnimedia promotion. To this end, it is necessary to present in-depth cultural interpretation and exchange on the all-media platform to bridge the cultural differences between China and foreign countries, establish corresponding international cooperations and legal protection mechanisms to deal with copyright and intellectual property issues, and use omnimedia to innovate the promotion of opera culture to achieve a balance between localization and globalization. These methods can enhance the cross-cultural output of Chinese opera culture and the international communication intensity and effectiveness of it, so as to enhance the

cultural soft power construction and the international influence of China.

Keywords: Omnimedia Era; Chinese Opera Culture; Cross-Cultural Communication; Countermeasure

In the globalization, the transnational spread of culture has become a bridge connecting different countries and nations. As a traditional art carrying the essence of Chinese civilization for thousands of years, Chinese opera not only shows unique Oriental aesthetics, but also becomes an important medium to understand Chinese culture and spiritual world. In the omnimedia era, the international dissemination of opera culture is facing new opportunities and challenges. How to make this art understood and appreciated by the global audience while maintaining its cultural authenticity is a topic that needs in-depth discussion. This paper takes the Chinese opera culture as the research object, combining the theories of cross-cultural communication, makes an in-depth analysis of the current situation of cross-cultural communication of Chinese opera culture, and discusses the specific difficulties and solutions of its cross-cultural communication in the omnimedia era, with a view to providing powerful theoretical support and practical guidance for the global communication of it, and then promote the inheritance and innovation of traditional Chinese culture on a global scale.

1.Current Situation of the Cross-cultural Communication of Chinese Opera Culture in the Omnimedia Era

1.1 Omnimedia Platforms Enable Chinese Opera to Appear Frequently on the International Stage.

Under the background of the omnimedia era,

the Chinese opera culture has opened up a broad channel to show on the international stage based on the integrated communication platform and the rapid development of Internet technology. Nowadays, Chinese opera is not only performed on the traditional stage, but also through various medium such as webcast, video sharing platform and social media, breaks the geographical and cultural boundaries and presents the unique artistic style to the global audience. Live streaming platforms, such as Bilibili and YouTube, have become the new stages to show opera. On these platforms, international audience can watch traditional opera performances, such as the Peking Opera and the Kunqu Opera in real time and directly feel their artistic charm. This mode of instant communication expands the audience base of opera and speeds up the response speed of this art in the international cultural exchange. At the same time, the popularity of social media makes the opera artists and fans can share short videos or behind-the-scenes tidbits through Weibo, Instagram, Facebook and other channels. These forms of contents are easy to understand, and can effectively attract international audiences who do not know much about opera. In this way, the cultural elements such as the facial makeup, clothing and singing in the opera are spread globally, and the wider cultural exploration and interest are aroused. In addition, the construction of digital archives and online educational resources has also opened up a new way for the academic support and educational promotion of opera in the world. Many opera theaters and cultural institutions have established digital archives containing rich resources, which are convenient for opera researchers and lovers around the world to visit and learn. These open resources enable the artistic connotation and performance skills of opera to spread and inherit in a wider cultural space. It is thus clear that the diversification of omnimedia platforms and the convenience of Internet technologies have provided new possibilities for the international dissemination of Chinese opera culture, and enable it to participate in the global cultural dialogue in a more active and diversified way.

1.2 Digital Technologys Plays an Important Role in Promoting the Preservation and Cross-Cultural Communication of Opera Culture.

The application of digital technology not only ensures the long-term preservation of ancient opera art, but also greatly facilitates its sharing and dissemination on a global scale. The digital preservation technology can strictly record every detail of the opera performance, including the fine performance of the actors, the complex musical accompaniment, and every component of the stage set. This comprehensive record has greatly enriched the database of opera studies, provided scholars with invaluable research resources, and ensured that these cultural heritages can withstand the erosion of time. For example, the use of advanced three-dimensional scanning technology and high-definition video can permanently preserve the classic movements and rare performance skills in Peking Opera, which can provide valuable resources for opera performers and researchers to learn and reference in the future. Further, digital opera materials can be disseminated through the Internet, which has greatly enhanced the global accessibility and influence of opera culture. With the rapid development of globalization, everyone can cross geographical and cultural barriers to access and experience this time-honored art through virtual exhibitions and interactive experiences easily, by using the Internet connection^[1]. In addition, the digital technology has promoted the innovation of opera education. Combining the multimedia and virtual reality technology, the teaching and learning activities of opera become more vivid and intuitive. In the virtual reality environment, learners can not only observe the performance skills of the opera at close range, but also can experience the complexity and artistic charm of the performance. This immersive learning experience has a significant advantage in enhancing students' learning interest and educational effect. Therefore, digital technology not only provides strong support for the protection and preservation of Chinese opera culture, but also promotes the wide spread of opera culture in the world through innovative ways. Digital technology effectively brings this ancient art into the modern society, and strengthens the communication and understanding between different cultures.

1.3 Through the Omnimedia Channels, the Acceptance of Chinese Opera Culture by the Global Audience is Gradually Increasing

With the deepening of globalization, more and more people begin to explore different cultures. Chinese opera, as a unique cultural expression, has attracted the attention of global audiences. Omnimedia platforms, such as video sharing websites, social media and various cultural exchange applications, provide a new display channel for the international spread of the opera culture. The elaborately produced videos can show the highlights of opera performances, behind-the-scenes production process and artist interviews, which make global audiences intuitively experience the artistic charm of opera without learning the prior cultural background knowledge. At the same time, with the advancement of translation technology, dialogues and lyrics in opera performances can be transformed through real-time subtitles to help non-Chinese audiences better understand the content, which can increase the international appeal and acceptability of opera. In addition, the interactivity of social media has greatly promoted the global audience's interest and understanding of opera culture. Audience will not only be able to watch the performance, but also be able to connect with other audience and performers by commenting, sharing and participating in online discussions. This form of cultural engagement creates an active global community for opera culture and enhances the audience's understanding and appreciation of the deep cultural and artistic values of opera.

1.4 The Omnimedia Strategy Has Significantly Improved the Effect and Influence of the International Communication of Opera Culture

The core of the omnimedia strategy is the effective use of various media channels and technical means to ensure that the art form of opera can be widely disseminated and can be presented in an attractive way. In the omnimedia environment, the dissemination of opera culture does not rely on a single platform or a format, but is carried out through the network that integrates multiple media forms, such as digital film and television, online education courses, interactive applications and cross-cultural workshops. Through these diversified communication methods, opera culture can reach different audiences, such as international art lovers, academic researchers and the general public. For example, some opera performance institutions have cooperated

with international education platforms to develop online courses on the history and art form of opera, which not only provide in-depth academic contents, but also include interactive elements and virtual experiences, so as to greatly enhance the fun and practicality of learning. This educational content production leads to the recognition and promotion of the academic value and educational significance of opera culture on a global scale^[2]. At the same time, the omnimedia strategy includes culturally customized promotional activities. In the face of international audiences with different cultural backgrounds, opera communicators can make careful adjustments of performance contents and appropriate integrations of cultural elements, so that the opera performance can retain unique Chinese characteristics while adding universal art forms. For example, the experimental performance that integrate opera with modern dance or classical music can enhance the cross-cultural appeal and artistic novelty of opera.

2. Difficulties in the Cross-cultural Communication of Chinese Opera Culture in the Omnimedia Era

2.1 Cultural Difference is the Main Obstacle to the Intercultural Communication of Chinese Opera Under the Omnimedia Environment

In the omnimedia era, there are cultural differences in the cross-cultural communication of Chinese opera. As a typical traditional art deeply rooted in the specific Chinese historical and cultural background, the performance style, language use, symbolic meaning and moral concept of Chinese opera pose obstacles to the understanding and appreciation of the audience in the non-Chinese speaking culture circle. For example, each color and pattern of the facial makeup and clothing in the opera has specific characteristics and social status symbols. This complex symbol system is a big challenge for foreign audiences who are not familiar with the opera. In addition, the philosophical thoughts and cultural themes contained in the opera, such as Confucian moral concepts, Taoist cosmology and Buddhist causal philosophy, are often difficult to understand and perceive for audiences without corresponding cultural backgrounds. In addition, with the global popularity of the West, especially the

Hollywood movies, and the pop music, the cultural aesthetic of global audience has gradually moved closer to the western standards. It makes the opera, which is an art with strong regional and cultural characteristics, face more challenges in the cross-cultural communication.

2.2 The Copyright and Intellectual Property Issues in the Omnimedia Limit the International Spread of Opera Culture

In the omnimedia era, the international dissemination of Chinese opera culture is faced with the complicated problems of copyright and intellectual property protection. With the wide spread of opera content on digital platforms, maintaining the originality and ownership of these cultural assets is particularly important and challenging. First of all, there are significant differences in legal provisions and enforcement around the world, which brings multiple difficulties to the copyright protection of opera. Different countries have different legal systems and standards for the protection of intellectual property right. For example, the public performance right and regenerative property right may not be strictly protected in some countries. This inconsistency of international legal environment brings legal risks to the international dissemination of Chinese opera. Secondly, the content and performance style of traditional Chinese opera are often passed down orally and lack clear copyright records. As a result, when the opera is transmitted internationally through omnimedia platforms, it is often difficult to clearly distinguish that which contents belong to the public domain that can be freely used and which should be protected by copyright^[3]. Especially in the commercial performance of opera works, it is complicated to ensure reasonable profit distribution and rights protection. Finally, opera performance contains traditional folk stories and characters, and the copyright ownership and use rights of these elements are equally complex. In short, with the rapid development of omnimedia platforms, it is easier to copy and share opera works, but it also brings copyright issues. The anonymity and borderline natures of cyberspace make it difficult to track and combat the infringement behavior, which not only damages the economic interests of opera artists and production agencies, but also affects

the sustainable development of opera culture.

2.3 There is a Contradiction Between the Localization and the Globalization Needs of the Chinese Opera in the Omnimedia Promotion

In the process of promoting opera culture in the omnimedia era, another significant difficulty is the contradiction between localization and globalization needs. This contradiction is mainly reflected in how to maintain the traditional characteristics of opera and the purity of local culture, while making opera attractive and understandable in the global cultural market. As an art form rooted in China's specific social culture and historical tradition, opera has strong local characteristics and the cultural specificity in its performance style, subject matter and expression. These elements constitute the unique charm of opera and are the important part of cultural inheritance^[4]. However, in order to make opera to be accepted by global audience in an omnimedia environment, these elements need to be moderately adjusted or modernized to enhance the opera's cross-cultural permeability and appeal. For example, in the international promotion, the costumes, music or performance style of the opera may be innovated to attract audiences from different cultural backgrounds. Although this transformation can make the opera more competitive on the international stage, it can cause the opera to lose its traditional character and lead to disputes about cultural authenticity and artistic conservatism. In addition, in the process of promoting opera, part of opera contents on the omnimedia platform will be produced in a more entertaining and visually striking form to attract more clicks and attention. Although this approach toward commercialization can enhance the international popularity of opera in the short term, it will affect the sustainable development of opera in the long run.

3. Cross-cultural Communication Strategies of Chinese Opera Culture in the Omnimedia Era

3.1 Provide In-depth Cultural Interpretation and Communication on the Omnimedia Platform to Bridge the Cultural Differences between China and Foreign Countries

In the process of promoting opera culture on

omnimedia platforms and bridging the cultural differences between China and foreign countries, a series of innovative strategies must be adopted to provide in-depth cultural interpretation and exchange activities, such as producing a series of educational contents to introduce the historical background, artistic characteristics and cultural significance of opera to the global audience, help international audience overcome cultural barriers and deeply understand and appreciate this traditional art. First of all, it is necessary to develop a special and multilingual education platform of opera culture. The platform not only provides a basic introduction to opera knowledge, but also includes a detailed interpretation of the symbols, costumes, colors and their symbolic meanings used in opera. Through high-definition videos, the facial makeup art in Peking Opera is displayed, and the characters and destinies represented by different colors and patterns are explained, so that the audience can deeply understand the cultural implications of these visual elements. The platform should also provide full text or abstract translations of opera works, explain the status and influence of these works in Chinese culture, and help international audience understand the importance of opera in Chinese culture and society. Secondly, organizing online cultural exchange activities is also an important strategy to promote opera culture. International audience can be invited to participate in online viewing and discussion of the opera. In this activity, the real-time expert commentary can be provided the audience to interpret the behavior and language of the opera, as well as the uniqueness of the opera in expressing traditional Chinese values. This interactive learning experience can promote the audience's active learning and deepen their understanding of opera. For example, a complete opera performance is broadcast online, and instant cultural annotations and explanations are provided through corner pictures or pop-up Windows during the performance, which allows the audience to follow the development of the plot in real time and understand the cultural background. Finally, producing the virtual reality (VR) or augmented reality (AR) applications to provide an "immersive" opera experience by using the modern technology is an effective means to deepen the cultural exchange. Through VR or AR technology, users

can personally experience opera performance in a virtual environment and have a deep understanding of various cultural elements of opera through an interactive interface^[5]. For example, users can "walk into" the stage of opera in a virtual environment, watch the performances of other characters from the perspective of the actors, and even try the performance techniques of the opera themselves. This immersive experience can greatly enhance the audience's understanding and appreciation of opera in both visual and sensory aspects. These measures can effectively help the international audience to overcome the comprehension obstacle caused by cultural differences, enhance their cognition and understanding of Chinese opera culture, promote the international dissemination of opera culture, and thus enhance its influence and visibility on the global cultural stage.

3.2 Establish Appropriate International Cooperation and Legal Protection Mechanisms to Address Copyright and Intellectual Property Issues

In the omnimedia era, the cross-cultural communication of Chinese opera culture is facing the challenge of copyright and intellectual property rights. Therefore it is necessary to establish the international cooperation and legal protection mechanism. In particular, it is need to cooperate with international legal organizations and cultural departments of different countries to jointly develop and promote internationally recognized copyright protection standards, and strengthen the international protection of opera copyright through bilateral or multilateral agreements. Firstly, it is necessary to work with international bodies such as the World Intellectual Property Organization (WIPO) to promote the establishment of an international copyright agreement specifically for traditional cultural performing arts. This agreement should fully consider the uniqueness and protection needs of traditional art, clearly specify the copyright ownership, usufruct and communication right of traditional art works, and ensure that traditional cultural heritage such as opera is protected from infringement. Secondly, international cooperation projects should be developed, and should cooperate and exchange with cultural and legal institutions in different countries to jointly explore and solve

copyright issues in cross-cultural communication, such as joint seminars, comparative studies on legal frameworks and sharing of successful cases, so as to improve the capacity and efficiency of countries in dealing with copyright issues in traditional art^[6]. Finally, a global accessible opera copyright information database should be established by using the modern technology. The database can provide detailed copyright information on each opera work, including the creator, copyright owner, permitted scope of use, and the ways of legally obtaining a license, so that users around the world can easily check the copyright status of opera works, and the potential copyright infringement can be monitored and prevented. These measures can help to improve the international copyright protection of Chinese opera culture, promote the legal and healthy dissemination of opera around the world, ensure the protection of the rights and interests of cultural creators, and create a safer and more stable environment for the international promotion of Chinese opera.

3.3 Innovate the Form of Opera Culture Promotion by Using Omnimedia to Achieve the Balance of Localization and Globalization

In the process of promoting opera culture in the omnimedia environment, serialized opera micro films or short videos can be produced, combining the classic stories of opera with modern film and television technology and narrative techniques, to reinterpret traditional opera. It can make Chinese opera adapt to the aesthetic and viewing habits of modern audiences. To effectively execute this strategy, a team of professional screenwriters and directors with a deep background in opera knowledge needs to be hired to create contents that meet the tastes of modern audiences. At the same time, high-quality photography and editing techniques are used to ensure that the visual effects can attract the eye of the audience. The finished film and television works should be distributed through internationally popular social media platforms such as YouTube and TikTok, whose wide coverage and high traffic can ensure that the works can reach audiences around the world. At the same time, the interactive opera display platform should be developed. By integrating 3D simulation and virtual interaction technologies, a platform that

allows viewers to choose viewing angles online and interact with performers can be created. The platform includes interactive functions ranging from basic to advanced, and the audience can freely switch the performance perspectives of different characters, and even participate in some scenes of the opera to add gamification elements. For example, if the audience complete certain interactive tasks, they will unlock more knowledge about opera culture. It enhances the audience engagement and makes the process of learning and appreciating opera more interesting and attractive. When developing such platforms, the teams should work closely with technology vendors to ensure a user-friendly interface and the smooth interactive experience^[7]. In addition, holding international opera festivals and opera culture exhibitions are also effective ways to promote opera culture. It can cooperate with cultural exchange institutions from various countries and international festival organizers to jointly plan activities including opera performances, seminars, workshops and exhibitions, so as to introduce the opera art to global audience and collect feedback from audience with different cultural backgrounds. It can provide the data support and creative inspiration for the further promotion of opera. When planning these events, cultural differences need to be taken into account and contents should be designed to be both educational and entertaining, in order to ensure that the interest and resonate of international audiences can be aroused. Through the implementation of above strategies, the dissemination of opera culture will not be limited to traditional performance forms and local audience, but can attract and influence global audience in an innovative and interactive way. This omnimedia promotion method effectively combines the traditional charm of opera with modern science and technology to create a unique cultural experience and make the opera culture glow with new vitality on the global cultural stage.

4. Conclusion

The process of integrating opera art into global culture is both a display of cultural confidence and a contribution to global cultural diversity. However, it should be noted that cultural differences are the main obstacles to the intercultural communication of Chinese opera

in the omnimedia environment. The copyright and intellectual property rights in the omnimedia environment limit the international communication of opera culture, and there is a contradiction between the localization and the globalization needs of opera culture in the omnimedia promotion. To this end, this paper proposes to help the international audience to overcome cultural barriers through the in-depth interpretation and innovative expression of opera culture, so that the audience can more deeply understand and appreciate the unique charm of this ancient art. Through the reasonable copyright protection, the innovation of language expression and the application of omnimedia strategy, Chinese opera can better interact and communicate with audience around the world on the basis of maintaining its original essence. Of course, facing the challenges and opportunities of the omnimedia era, the cross-cultural communication of opera culture needs more creativities, more open mind and more scientific strategies. It is expected that through unremitting efforts, Chinese opera can move to a broader stage, so that the audience around the world can feel its unique artistic charm and profound cultural connotation, and then a higher realm of cultural exchange and win-win can be achieved.

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