

Research on the Cultural Communication of Huangmei Opera in Anhui by Information Graphicization

Beibei Zhang *, Dan Liu

School of Arts, Anhui University of Finance and Economics, Bengbu 233030, China

* Corresponding author: Beibei Zhang (Email: 1465585742@qq.com)

Abstract: The arrival of the information age has changed the way of communication and expression between people, and the access to information resources has also been revolutionized. The use of visual information graphic design can not only meet the urgent need of people to obtain information in the context of the information age, but also help people to analyze and understand the information in a diversified way in the face of the influx of information. This paper takes "Huangmei Opera" as an example of information graphic design, aiming at a more intuitive way of conveying information, using a new perspective to show the audience this kind of opera with strong regional flavor, further enhance the popularity of Huangmei Opera, so that more people are familiar with this intangible cultural heritage.

Keywords: Anhui Huangmei Opera; Information Graphic; Cultural Communication.

1. Introduction

China is a great country with five thousand years of culture up and down, with the rapid development of China's economy, the people's material and cultural needs continue to improve in the country's development strategy of the weight of the cultural industry is also more and more heavy, the introduction and implementation of cultural industry policy not only promotes the development of the economy, improve the standard of living of the people at the same time but also enhance the soft power of the country's culture. However, compared with European countries, China's cultural industry still needs to be strengthened, and the protection and inheritance of the excellent traditional culture of the Chinese nation is one of the important contents of China's cultural industry.

China has many forms of opera art, and Anhui opera is most famous for Huangmei Opera. Huangmei Opera is one of the traditional local operas of Anhui, originating in Huangmei County, and is known as the "mother of Anhui opera". With its long history, rich cultural connotations and unique performances, Huangmei Opera is very popular among the public. Nowadays, with the economic development and social progress, we have stepped into the information age, and the traditional TV and radio have little effect on promoting the protection and inheritance of Huangmei Opera, so we can integrate the data content of Huangmei Opera culture through information graphicization, and promote the dissemination of Huangmei Opera culture and research in the most brief and efficient way.

2. The Current Situation of Huangmei Opera Cultural Communication in Anhui

With the emergence of computers, information has become an important part of society, and we have entered the information age, and the dissemination of Anhui Huangmei Opera culture has been overloaded from the electronic media to the Internet media. The dissemination of Huangmei Opera culture has become more diversified, three-dimensional and

interactive, but there are still great challenges in the process of dissemination of culture.

Under the influence of the new era, the material culture is rich and colorful, the rapid development of the network makes people's pace of life faster, all kinds of entertainment culture emerge one after another, Anhui Huangmei Opera culture gradually lost its luster, the young people are more fond of movies, concerts and other forms of entertainment, the traditional opera theater dare not interest. Anhui Huangmei opera culture there is a lack of talent reserves, in the process of cultural inheritance of Huangmei opera, unable to meet the high demand for young scholars, resulting in the willingness to learn the culture of Huangmei opera few and far between, making it difficult to get the real inheritance of the culture of Huangmei opera, at the same time, the culture of Huangmei opera in the dissemination of a variety of media there is a dissemination of the main body of the mixed, the lack of real professional knowledge, it is easy to confuse the public for the understanding of the Huangmei opera culture in Anhui, Anhui. Huangmei opera culture.

Anhui huangmei opera culture audience main body of the aging, obsessed with the huangmei opera culture enthusiasts older people, but with the continuous development of society, huangmei opera culture dissemination to follow the trend of the times the dissemination of the way to change, the countryside, the county huangmei opera theater performances more and more less and less, appearing in the city stage performances gradually towards "aristocratic", making the elderly for the opera theater to stop. Make the elderly for the opera theater to stop, the government launched a play to the countryside effectively consolidate the elderly Huangmei opera market, while the development of young people as a lover of Huangmei opera is also a major problem to be solved.

3. The Cultural Communication Value of Information Graphics for Anhui Huangmei Opera

3.1. Disseminate and Develop Outstanding Traditional Chinese Culture

The art of opera is an excellent culture accumulated by the Chinese nation with rich forms of expression, and Huangmei Opera, as a kind of Chinese traditional opera, was listed as one of the first intangible cultural heritages of the country in 2006. Huangmei Opera is also one of the important contents of traditional cultural resources in Anhui region, condensing the essence of Chinese national culture. The research of information graphicization for Huangmei Opera can promote the dissemination and development of Huangmei Opera, which is an initiative to protect the traditional culture, reflecting the state's concern and attention to the traditional culture, and it has a profound impact on the progress and development of promoting the excellent traditional culture.

3.2. Connecting the Gap between Opera Culture and the Rapidly Developing Information Society

Informatization has become the development stage of the global society now and in the future quite historical period, and it is also the social ecology of the whole China pursuing progress and development now. The study of Huangmei Opera information graphicization can connect the long history and unique charm of Huangmei Opera culture with our life, work and study, and promote the dissemination of Anhui Huangmei Opera culture.

3.3. Improve and Sound the Content of the Cultural System of Huangmei Opera

Huangmei Opera cultural heritage is a huge amount of information, and some of it is also relatively scattered and irregular, the numerous and complex cultural heritage information will be screened, categorized, summarized, simplified, refined, and designed to make the information more accurate and have a strong logic, to improve the Huangmei Opera cultural system, so that the really important information is communicated more accurately, and to help people understand the non-heritage culture in a better way.

4. Graphic Dissemination of Anhui Huangmei Opera Cultural Information

General Secretary Xi proposed to protect cultural heritage as if it were our own life. In the report of the 19th National Congress, it is also proposed to strengthen cultural confidence and promote the prosperity of socialist culture. Intangible cultural heritage has received more and more attention in recent years, but only through written information, data, digitized pictures and images are still unable to provide a complete, accurate and even vivid description of the intangible heritage, and the expressive power of text and data is still not attractive enough for young people. Vision is the main source of information for human beings, and people are more willing to read graphic and dynamic visual information than text and data. Nowadays, video animation, hologram, intelligent interaction, new media art, virtual reality and other immersive experience will be more memorable, and get the

information of non-legacy in fun, so that young people can understand non-legacy, love non-legacy, and make non-legacy get better spread. With the diversification of modern entertainment culture, as well as the development of popular culture and exotic culture, and in the face of fast-paced modern life, the role of ordinary means of cultural dissemination is minimal, we need to carry out creative transformation and innovative development of traditional culture, only in this way can we make the best cultural genes and the development of contemporary culture under the information technology ecology the same as the development of the culture of the people of the modern society, which is incompatible with the cultural needs of the people. people's cultural needs in the modern society.

On May 20, 2006, Huangmei Opera was approved by the State Council to be included in the first batch of national intangible cultural heritage list, he followed the trend of the information age, in the face of such a complicated era of big data, Huangmei Opera as an intangible culture is recognized as the most energetic opera during the transition period of the current Chinese opera. In the decline of other opera genres, it has pioneered and innovated with the help of modern means of communication, and has developed tenaciously in the form of movies and TV dramas. At the same time, the Anhui Provincial Government has put forward the cultural development strategy of "Singing Huangmei Opera, making a good Anhui article, and building a strong cultural province", which has given great support and help to Huangmei Opera. Therefore, it is of great practical significance to take measures to pass on and protect the intangible cultural heritage of Huangmei Opera, which has an important social value but is in a disadvantageous position. After careful and in-depth contact with the current situation and development of Huangmei Opera, we believe that information graphics are crucial to the cultural dissemination of Huangmei Opera in Anhui.

In this paper, firstly, through understanding the connotation, exploring its development history, design methods, characteristics and other aspects of the study to interpret the theoretical basis of information graphic, the history, culture, production methods and other relevant combing of Huangmei Opera, analyzing the current status of social development of Huangmei Opera, the audience as the center, from the point of view of the information conveyance and interactive communication, to explore the feasibility of Huangmei Opera for the graphic design of the message; and secondly, through the summarized Secondly, by summarizing the aesthetics method, exact communication and interaction method, unique aesthetic experience and other application laws of information graphic design, and the layout method based on graphics, text and color, we can sort out the design methods and expressions that can be borrowed, and carry out a brand new practical exploration of Huangmei Opera's development according to the actual situation, and set up a brand new interaction and communication method that meets the needs of the times. Finally, through the practice of Huangmei Opera information graphic design, we start from logical sorting, design conception, information layout design, style design, graphic transformation, etc., to show the historical story, production process, raw materials and ingredients of Huangmei Opera under the premise of information graphic innovation.

Huangmei Opera cultural heritage is a huge amount of information, and some of it is also relatively scattered and

irregular. The numerous and complex cultural heritage information will be screened, categorized, summarized, simplified, refined, and designed to make the information become more accurate and have a strong logic, so that the really important information can be conveyed more accurately, and to help people understand the non-heritage culture in a better way.

5. Conclusion

With the continuous development of economy and science and technology, advanced technology is constantly applied to our production life, people's material life has been greatly satisfied, while the spiritual life is also indispensable. Information graphic visualization of the dissemination and development of Anhui Huangmei Opera culture, as well as the dissemination and development of Chinese traditional culture, can make more people understand the charm of Huangmei Opera culture more clearly.

Acknowledgments

This paper is the result of the Provincial Student Innovation Training Program (S202210378096) of Anhui University of Finance and Economics in 2022.

References

- [1] Long Feiya. Survival Status and Development Research of Huangmei Opera in Anqing City under the Background of Cultural Industry Development [D]. Fuzhou University,2016.
- [2] Duan Yanjie. Research on information visualization of Fengxiang clay sculpture and its application [D]. Shaanxi University of Science and Technology,2018.
- [3] Zhang Lei. Research on the design and application of information visualization of stone carvings in mausoleums of the Six Dynasties[D]. Suzhou University,2023.
- [4] Li Ruiwen. Research on the cultural communication of the Jiangsu section of the Grand Canal by information graphicization and animation[J]. Comparative Research on Cultural Innovation,2019.