

A study on the current situation and countermeasures of the communication and development of college students' opera culture ---- A case study of universities in Hangzhou

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Abstract: Traditional Chinese opera is one of the outstanding traditional cultures and has a significant role in cultivating moral sentiments and enhancing cultural confidence. The effect of opera is gradually decrease among the contemporary university community, and there are widespread flaws in the cultural literacy of opera. The transmission and development of opera culture in universities is facing great challenge, so the popularisation of opera in the scale of campuses has become an urgent issue for improvement. This paper investigates the current situation of Chinese opera popularization in universities in Hangzhou city China, explores inherent problems and puts forward corresponding countermeasures and suggestions. In order to help universities to improve the education and popularisation of Chinese opera.

Keywords: Yue opera; opera culture; universities; cultural education.

1. Introduction

The art of traditional Chinese opera is a significant carrier for expressing and inheriting excellent Chinese traditional culture. After a century of sharpening and development, the opera has already become a systematic form of singing and artistic expression. With the rapidly development of society, the ever-changing online media, foreign culture is constantly imported and the widespread circulation of popular culture, traditional opera culture has been “left out”. It is popular among the young people to catch up with western culture, but they pay a little attention to excellent Chinese traditional culture. There are widespread flaws in the cultural literacy of opera among the university students and the transmission and development of opera culture in universities is facing great challenge.

The heritage and development of a new generation of Yue opera relies on the contemporary youth, and university students are an integral part of this. How to root in local culture and to build a paradigm for the conservation and transmission of opera culture is an important issue for cultural construction and research in universities in the new generation. Hangzhou, a beautiful and historic city, not only has plentiful and long history of opera culture and environment, but also a large number of colleges, many of them dedicate to opera development and that extremely have representative and valuable for research. The research group investigates university students in Hangzhou for researching the current situation of the dissemination and development of Yue opera art and culture, and to promote better popularisation of the art of opera and to push Hangzhou literature and art to continue to be at the forefront.

2. Organization of the Text Research objects and methods

The research investigated students who from ten universities and people from professional opera troupes in Hangzhou as research subjects. These ten universities are Hangzhou Normal University, Hangzhou Normal University Qianjiang College, Hangzhou Dianzi University, Zhejiang University of Finance & Economics, Zhejiang University, Zhejiang Gongshang University, Zhijiang college of zhejiang university of technology, Zhejiang Sci-Tech University, Zhejiang Conservatory of Music, China Jiliang University. The professional opera troupes are Hangzhou Yue Opera Training Institute, Zhejiang Xiaobaihua Yue Theatre (Zhejiang Yueju Opera Troupe). The total number of people surveyed was 2107, and the survey was conducted by a combination of online and offline questionnaires and field interviews. The data were analysed using SPSS23.0 statistical software for descriptive statistics, t-test, ANOVA and multiple stepwise regression analysis. The difference was considered statistically significant at $P < 0.05$.

General information for university students: general information on university students in this study includes gender, grade, university and major. Male 517(24.54%), female 1590(75.46%). Freshman 763(36.21%), sophomore 632(30%), junior 356(16.9%), senior 156(7.4%), postgraduate 200(9.94%). Zhejiang University 190(9.02%), Zhejiang Gongshang University 105(4.98%), Zhejiang Sci-Tech University 105(4.98%), Zhejiang University of Finance & Economics 116(5.51%), Zhejiang Conservatory of Music 114(5.41%), Hangzhou Normal University 306(14.52%), Hangzhou Normal University Qianjiang College 611(29%), China Jiliang University 105(4.98%), Zhijiang college of zhejiang university of technology 338(16.04%), Hangzhou Dianzi University 117(5.55%). Management Studies 345(16.37%), Economics 310(14.71%), Medicine 290(13.76%), Literature 272(12.91%), Engineering 199(9.44%), Artistic Studies 199(9.44%), Law 160(7.59%), Science 112(5.32%), Education 110(5.22%), Agronomy 23(1.09%), Philosophy 9(0.43%), History 7(0.33%), Others 71(3.37%).

3. Conclusion

3.1 The basic opera literacy of students

3.1.1 University students' knowledge and enjoyment of opera

a. Knowledge of opera among university students

In the survey of university students' knowledge of opera, the research group learned that only 0.33% of students said they knew a lot about opera. The percentage of students who had some understanding was 64.03%, while 35.64% of them did not know anything about it. When researchers asked the question "What do you think is the form of the opera?" about 1.99% of students thought it was cabaret, and most of the students about 91.93% believed it was a traditional form of Chinese opera such as Beijing opera and Kun opera. Besides that, 3.22% of students felt that similar to Western drama, and 2.86% felt that opera similar to comic dialogue and dance duet. The results of the survey showed that most of the college students have a certain understanding of opera, but there is still a lack of conceptual understanding, which means the popularization of opera is not enough.

b. University students' enjoyment of opera

After investigation it was found that about 33.49% of students liked opera, 6.41% of them disliked it and the proportion of students who did not understand the opera and could not say whether they liked it or not is about 60.37%. As for the aspects they liked, 80% chose singing, 72.57% of students thought the make-up and costumes attracted them, 69.43% thought the storyline was interesting, 63.57% chose body and form, and 54.86% chose choreography. According to the survey the research group believe that there is various aspects which attract students.

3.1.2 Factors influencing the acceptance of opera among university students

a. Level of knowledge

The results of a between-subjects effect test, using the degree of knowledge of opera among university students as the dependent variable showed that only "school" and "major" were significant less than 0.05, which means the degree of knowledge of opera by students is related to the school and the major. In multiple comparisons of ten schools and different majors, the group use the level of understanding as the dependent variable and find significant differences between Zhejiang Conservatory of Music and the arts and the other nine schools and other majors.

b. Level of enjoyment

The results of a between-subjects effect test, using the degree of enjoyment of opera among university students as the dependent variable, showed that only "school" and "major" were significant at $P < 0.05$, which means the degree of enjoyment of opera by students is related to the school and the major. In multiple comparisons of ten schools and different majors, the group use the level of enjoyment as the dependent variable and find significant differences between Zhejiang Conservatory of Music and the arts and the other nine schools and other majors.

4. Discussion

4.1 Limitations of the artistic form of opera

In a questionnaire survey of university students in ten universities in Hangzhou, 65.93% of students did not like opera because they "could not understand the lyrics and had difficulty understanding the plot", 43.70% thought that "opera does not belong to our generation group and is for the elderly", and 38.52% thought that "opera is old-fashioned and out of the times". It is can not deny that traditional opera does have limitations in its art form. According to the language of opera, most of area use dialect to perform the opera. The limited of opera due to the barriers to understanding caused by dialects cannot be ignored.

4.2 University students' misunderstanding of the concept of opera

According to the survey, most of the students have a roughly correct understanding of the concept of opera, and a small number of students confuse opera with other art forms such as Western drama and folk art forms. However, the understanding of opera by students is only at the basic stage and a few of them have an in-depth knowledge. In this case, affected by the divide of times, although some of them are interested in opera most students are unable to develop a strong interest in slow pace of opera performances, the deep and difficult words and songs, etc., which causing students are discouraged from opera.

4.3 Lack of general studies courses in opera in higher education

Because of the different situation which universities have, the reflection of establishing opera courses is different. For professional art universities, courses about art are inherently part of their specialism and there is no doubt about students' attention and their ability to learn it. However, in some general universities and comprehensive universities, the attention and enthusiasm of students in opera course are not satisfactory. In some universities that take "Appreciation of Opera" as an elective course, most students are lack of interest. Moreover, due to their lack of previous exposure to opera, students encounter many barriers to learning in a opera course.

4.4 The development dilemma of college opera clubs

With the situation of Central Party's policy of boosting opera into universities, university opera societies have made substantial progress in all aspects. Nevertheless, the development of opera societies is still constrained in many ways, such as the lack of professional faculty, funding, etc., which straightly affect popularization of opera among the universities.

5. Suggestion

5.1 Promoting innovation and change in opera

Traditional opera models are unchanging and homogeneous, which tends to make audiences aesthetically tired and makes opera education even more difficult, and the transmission of opera in universities has become a great challenge. Hence, it is a requirement of improving opera innovation and change to promote the good development of opera in a new era. A sign and symbol that the Chinese people and the rest of the world are familiar with is the program standard and performance qualities that opera has developed over the course of performance for a long time, as well as its distinctive composition and fixed mode that is difficult to modify.

5.2 Promoting the improvement and implementation of general education courses in universities

In order to increase students' interest and literacy in opera, universities should enhance the status of the opera course among the public classes and strengthen the management of the classroom. Through the teaching of the curriculum to create outstanding talents with both artistic and cultural cultivation and to promote the all-round development of students.

6. Conclusion

This research investigated a total of 2107 college students in Hangzhou city through questionnaires, visited two professional opera troupes in Hangzhou, and made a survey on several university opera communities in Hangzhou. It found that there is a lack of awareness of traditional opera art among students in Hangzhou universities, and a significant proportion of university students lack basic cultural literacy in opera. The factors that have hindered the growth of opera in Hangzhou universities are analyzed, and solutions are suggested to increase opera's appeal in universities by encouraging creativity and change in opera, creating a new face of opera in the new generation, urging professional theatres to effectively implement the "opera on campus" activities, promoting the construction of opera societies and heritage bases in universities, improving the general education curriculum of opera in universities, etc. The programme aims to enhance the popularity of opera in universities and to promote the effective transmission and development of traditional arts on campus.

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