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Regular paper
**Paper Title (Research on the Path of
Drama Communication in the New
Media Era)**



Abstract: - With the rapid development of new media technology, theatre communication has gradually shifted from traditional physical performance to the direction of digitalization, virtualization and networking, which also provides more space for innovation of theatre expression and content. Based on this, this paper explores the role of theatre communication in the new media era, the integration of new media and theatre, the current situation and causes of theatre communication in the new media era, and proposes an investigation into the path of theatre communication in the new media era, including the integration of resources, three-dimensional and all-round communication, platform construction, emphasis on the creation of high-quality works, rapid communication and creative innovation. This paper aims to provide some ideas and references for promoting the digitalisation, virtualisation and networking of theatre communication.

Keywords: new media; theatre communication; integration; paths.

I. INTRODUCTION (*HEADING 1*)

With the advent of the new media era, dramatic communication mode has undergone tremendous changes. The traditional form of drama performance has been impacted by the new media, and drama communication is gradually developing in the direction of intelligence, distance and virtualization. At the same time, the integration of new media and drama has also brought new opportunities and challenges to drama creation. However, there are still some problems in drama communication in the new media era, such as imperfect platform construction and uneven content quality.[1]. Therefore, this paper puts forward some suggestions on integrating resources, three-dimensional and all-round communication, platform construction, attaching importance to the creation of high-quality works, rapid communication, clarifying industry standards, creative innovation, and enriching drama expressions. Through these measures, we can better promote the development of drama communication in the new media era, so that more people can understand and appreciate excellent drama works.

1 the role of new media in drama communication

1.1 Intelligent, remote and virtualized

With the continuous development of new media technology, intelligence, remoteness and virtualization have become the new trend of drama communication. The application of intelligence makes the traditional drama performance more intelligent, such as using intelligent equipment to control the stage lighting, sound, etc., so that the performance effect is even better (as shown in Figure 1-1). Tele-application allows the audience to watch the same performance in different places, such as transmitting the performance to different places by webcasting technology, so that more audiences can enjoy the same performance. The application of virtualization makes the drama performance more vivid. For example, Figure 1-2 uses virtual reality technology to show more realistic scene effects during the performance.



Figure 1-1 "Bai Lianhua", the third stop of Nanyang, the cultural stage of Central Plains.

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Figure 1-2 "Lotus Immortals Out of the Deep Stream" Drama Excerpts

From the above photos, we can see the special effects brought by the new media technology to modern drama performance. Against the backdrop of the hazy lighting effect of the stage halo, drama performance, space modeling and scene changes are combined to the maximum extent, which makes the audience feel an unprecedented impact when listening and singing, and the unique new media screen and various refreshing background materials give people a beautiful feeling.[2]. In this case, the audience's perspective is no longer limited to the actors themselves, but will look to the whole stage. At the same time, the audience can obtain drama information through various channels, not only in the theater to watch live performances, but also through the Internet, television and other media to watch live performances or recorded broadcasts, and even through mobile phones, tablets and Tik Tok and other new media platforms to watch drama programs anytime and anywhere. The application of these new media technologies has broadened the scope of drama communication and better met the needs of the audience.

1.2 Advantages of the site

In the process of performance, traditional drama uses theatres and stages to realize interaction and communication with the audience, while new media technology can construct very unreal images and scenes on the screen by virtualization means, which strengthens the fictional feeling of the scene (as shown in Figure 1-3). Bring different viewing effects, give the audience a sense of time and space crisscross, and get a completely different and brand-new feeling in vision, which can deeply impress the audience and leave a deep impression.[3]. At the same time, it can also provide an immersive experience for the audience, so that the audience can feel the charm of the drama.



Figure 1-3 "Tang Palace Banquet" in Henan Spring Festival Evening

The above-mentioned actors' performances, the use of props, the design of dance beauty and other elements can be best presented on the spot, so that the audience can be greatly satisfied in many aspects such as vision, hearing and psychology[4]. Especially in musicals and other types of dramas, live performances can perfectly integrate song and dance elements with the story, bringing the audience the ultimate audio-visual enjoyment. In a word, the advantage of new media is that it can provide the audience with real, interactive, emotional resonance and other experiences, so that the audience can understand the connotation and expression of drama more deeply.

1.3 From the audience point of view

In the new media era, drama communication is no longer confined to traditional performance venues, but spread through new media platforms such as the Internet and social media. This way of communication not only allows more people to get in touch with the drama, but also allows the audience to choose the time and place of watching more independently, which improves the communication effect of the drama.

From the audience's point of view, drama communication in the new media era pays more attention to the audience's needs and feelings. Audiences can interact through social media, share their views, interact with actors and directors, and communicate with other audiences. This kind of interaction can not only increase the audience's sense of participation, but also increase the spread effect of drama. In addition, the new media platform can also make drama closer to the audience's life. Through live broadcast on the Internet, the audience can watch the performance at home without worrying about time and place restrictions. This way of communication can not only make the drama closer to the audience's life, but also make more people come into contact with the drama and improve the social influence of the drama.

1.4 the spread of new forms of practice

In the new media era, the practice of drama communication is constantly changing and innovating. Although the traditional performance forms still exist, new forms of communication are constantly emerging. The communication mode of new media also allows drama to be better integrated with other art forms, such as music, dance, video and so on, forming more diversified and rich forms of expression.[5]. At the same time, the interactive and personalized features of new media also bring more possibilities for drama communication, such as audience participating in interactive drama performances, or using social media and other platforms for drama promotion and publicity. However, the new form of communication practice is also facing challenges. On the one hand, although the virtual communication mode can bring more abundant experiences, its authenticity and interactivity still have certain limitations. On the other hand, the integration of new media and drama also needs more attempts and practices to ensure the quality and sustainability of its expression and content.

Therefore, the practice of drama communication in the new media era needs constant innovation and improvement, giving full play to the advantages of new media, and at the same time paying attention to the preservation and inheritance of traditional performance forms in order to realize the all-round development of drama communication.

2 the integration of new media and drama

2.1 drama creation is new media, and new media practice is dramatic.

With the development of new media, drama creation is increasingly developing towards new media. Drama creators began to create with the help of new media platforms, such as WeChat WeChat official account, Weibo, Tik Tok, etc. These platforms provided more convenient creative tools and a wider audience, making drama creation more diversified and liberalized.[6]. At the same time, the new media has also injected new elements and creativity into the traditional forms of drama.

Dramatization of new media practice refers to the innovative practice of drama performance with the help of new media platform. For example, using live broadcast platform to perform drama, publishing drama sketches on WeChat WeChat official account, etc. To some extent, this method solves the time and space limitation of traditional drama performance, and at the same time increases the interaction and participation of the audience. On the new media platform, the audience can interact with the actors by praising and commenting, which makes the drama performance more lively. However, there are also some problems in the new media of drama creation and the dramatization of new media practice. First of all, the drama creation and performance on the new media platform lack norms and standards, which leads to uneven quality. Secondly, the audience on the new media platform is younger and more fragmented, and drama creators need to better grasp the needs and psychology of the audience and make accurate positioning and creation. Finally, drama creators need to make better use of new media platforms to improve the dissemination and influence of their works.[7].

To sum up, the new media of drama creation and the dramatization of new media practice are one of the important paths of drama communication in the new media era, but it also requires the joint efforts of drama creators and new media platforms to continuously improve the quality of works and audience experience and inject new vitality and innovation into drama communication.

2.2 drama to learn from the new media innovation practice

In the new media era, drama, as a traditional art form, is constantly seeking innovation and development. Among them, it is an important attempt for drama to learn innovation from new media.

With the advantage of new media technology, drama develops diversified creative practice. For example, drama can also gain more feedback and creative inspiration by interacting and communicating with the audience through new media platforms such as social media. This diversified creative practice is helpful for drama to maintain its vitality and innovation in the new media era. Drama can learn from new media, absorb new expression techniques and artistic elements, and realize innovation in form and content. For example, projection technology on the modern stage and 3D stereoscopic images are all applications of new media technology in drama.[8]. The introduction of these technologies can not only enrich the forms of drama, but also enhance the modernity and sense of the times of drama works. In addition, cultural symbols and popular elements in the new media era can also become important materials in drama creation, such as movies, games and other elements, which can be integrated into drama works to create more interesting and attractive content.

To sum up, it is a useful attempt for drama to learn from the practice of innovation in new media. Through diversified creative practice, absorbing new expression techniques and artistic elements, and promoting the

inheritance and development of traditional culture, drama can maintain its vitality and innovation in the new media era, and at the same time, it can better meet the needs and expectations of the audience.

2.3 The form and content of drama communication are more diversified.

With the development of new media, the forms and contents of drama communication are becoming more and more diversified. In addition to traditional performances, there are many new forms, such as webcasting, short videos, movies and so on. Among them, webcasting is a very popular way in recent years. Through webcasting, drama performances can be transmitted to audiences all over the world in real time, regardless of geographical restrictions, and at the same time, the efficiency of drama communication can be improved. In terms of communication content, with the constant change of society and audience demand, the content of drama is becoming more and more diversified. Besides traditional costume dramas and modern dramas, there are many new types, such as musicals, dance dramas and experimental dramas. These new types of dramas are not only more colorful in content, but also more able to meet the diverse needs of the audience.

In addition, the new media also provides more possibilities for the spread of drama. For example, through social media platforms, viewers can interact with actors, learn behind-the-scenes stories and enhance their sense of participation. At the same time, new media can also provide more publicity and promotion channels for drama, thus attracting more audiences.[9]. In the future, the integration of drama and new media will be more in-depth and bring more colorful drama experience to the audience.

3 the current situation and causes of drama communication in the new media era

3.1 Current Situation of Drama Communication in the New Media Era

In the new media era, the present situation of drama communication is undergoing profound changes. The traditional form of drama performance has been impacted by the new media, and the traditional audience of drama is gradually decreasing. At the same time, the rapid development of new media platforms has brought new opportunities and challenges to drama communication.

First of all, the content on the new media platform is rich and varied, and the spread of drama is facing fierce competition. Secondly, the audience of the new media platform pays more attention to short-term timeliness and entertainment, while drama performance needs time and concentration. All these factors have a certain influence on the spread of drama. In order to better meet the needs of the new media era, we need to innovate in drama creation, performance and communication, so that drama can be closer to the needs of modern audiences.[10]. At the same time, we need to pay more attention to the development and utilization of new media platforms in order to better spread drama culture.

3.2 The causes of the current situation of drama communication in the new media era

In the new media era, drama communication is facing many new challenges and opportunities. However, the causes of the current situation of drama communication in the new media era are various and need to be analyzed from multiple angles. First of all, the rapid development and popularization of new media make people more diversified and convenient in obtaining information and entertainment. Traditional forms of drama performance can't meet the needs of modern people, while new media provide more flexible and diverse forms of drama performance, such as webcasting and short videos. These new forms of expression are more interactive and communicative, which enables drama works to spread more widely. Secondly, the technological innovation and development of new media have also brought many new possibilities for drama performance. For example, virtual reality technology can make the audience feel the drama performance immersive, which increases the audience's sense of immersion and participation; Artificial intelligence technology can make drama performance more intelligent and personalized, and meet the different needs of the audience.

In addition, the causes of the current situation of drama communication are also related to social and economic development and cultural inheritance. With the development of economy and the acceleration of urbanization, the pace of people's life is getting faster and faster, and the demand for traditional forms of drama performance is gradually decreasing.[11]. At the same time, cultural inheritance and innovation are also facing new challenges. How to combine traditional forms of drama performance with modern cultural needs has become one of the important causes of the current situation of drama communication. However, the causes of the current situation of drama communication in the new media era are various, which need to be deeply analyzed from the perspectives of technology, culture and society. Only by deeply understanding and grasping these causes can we better promote the development of drama communication.

4 Exploration of Drama Communication Path in the New Media Era

4.1 Integration of resources, three-dimensional and all-round communication

In the new media era, the drama industry needs to integrate resources to achieve three-dimensional and all-round communication. This move aims to make full use of the advantages of the new media platform and deliver drama works to a wider audience. First of all, by integrating different types of resources, the drama industry can provide more diversified content for the audience, including different types of drama performances, professional production teams and professional actors. In this way, the audience can better understand and appreciate different types of drama works. Secondly, the three-dimensional drama communication can make the audience experience the drama

works better. By delivering drama works to different platforms, such as TV, Internet, mobile devices, etc., the audience can enjoy drama works in different scenes, so as to better understand the connotation of drama.

Finally, all-round drama communication can help the drama industry better meet the needs of the audience. By delivering drama works to different platforms, the drama industry can better understand the needs of the audience, so as to better meet the needs of the audience and improve the popularity and influence of drama works.

To sum up, integrating resources and three-dimensional and all-round communication are the necessary measures for drama communication in the new media era. Through this measure, the drama industry can make better use of the advantages of the new media platform, meet the needs of the audience, and improve the popularity and influence of drama works.

4.2 platform construction, pay attention to the creation of high-quality works

Platform construction plays a vital role in the dissemination and promotion of drama works. Platform construction can provide more extensive and convenient communication channels for drama works. With the popularity of the Internet and mobile devices, more and more viewers began to obtain drama works through the Internet, which also promoted the development of platform construction.[12]. Major video websites, social media platforms and online performance platforms have all become the main carriers for the dissemination of drama works. Through the platform, drama works can be spread globally, and audiences can enjoy high-quality drama works anytime and anywhere.

Secondly, platform construction can help improve the quality of drama works. In the process of platform construction, major platforms have also begun to pay attention to the creation and promotion of high-quality works, providing opportunities for more drama works to be displayed and promoted through financial, technical and other support. This has also promoted the innovation and improvement of drama works and constantly promoted the development of drama art. Platform construction can also provide support for the industrialization of drama works. In the process of platform construction, more and more institutions and enterprises begin to pay attention to the commercial value of drama works, and realize the industrialization of drama works through brand promotion and copyright sales. This also provides a broader and sustainable development space for the creation, promotion and dissemination of drama works. Therefore, through the platform construction, drama works can be spread more widely and conveniently, improve the quality of works, and also provide support for the industrialization of drama works.

4.3 Rapid dissemination, clear industry standards

Traditional drama performance often depends on the strength of the actors, but at the same time it is also limited by the venue, and the communication effect is greatly restricted. The emergence of new media has revolutionized the form and way of drama communication. However, the realization of rapid communication requires clear industry standards. In the new media era, the forms and ways of drama communication are diversified, including live webcasts, short videos and social media. However, with the popularization of new media, a large number of low-quality and low-cost works have appeared in the market, which has brought a lot of negative impact on the development of the industry. Therefore, the formulation of clear industry standards is the guarantee for the rapid spread of drama.

Defining industry standards needs to start from many aspects. First of all, we should standardize the content and quality of dramatic works. Dramatic works should comply with laws and regulations, respect people's cultural habits and aesthetic needs, and avoid the appearance of vulgar and violent elements. Secondly, it is necessary to establish a perfect evaluation mechanism to strictly examine and evaluate drama works. Only through strict evaluation can we ensure that high-quality and high-level works can be promoted and disseminated first. Finally, we should strengthen industry self-discipline and supervision and establish a reasonable market order. Establish a perfect copyright protection system to protect the legitimate rights and interests of creators. At the same time, strengthen market supervision, crack down on infringement and maintain the healthy development of the industry. In a word, only by formulating clear standards and norms can we promote the healthy development of the drama industry and let more people enjoy the cultural feast brought by high-quality drama works.

4.4 Creative innovation, enrich the forms of drama.

Creative innovation is one of the important means to promote the spread of drama, which is of great significance to the spread and development of drama. Creative innovation can start from many aspects such as performance form, expression technique and content innovation.

In the form of performance, the application of new media technology brings more possibilities for drama performance, such as using virtual reality technology to create more rich stage effects, or using interactive multimedia means to enhance the audience's sense of participation. In terms of expression, drama can learn from the expression of art forms such as movies and music to create more diversified forms of expression. In terms of content innovation, drama can pay more attention to the current social hotspots, introduce more cultural elements, and dig more human stories, so as to better attract the audience. China has a long history and profound cultural heritage. As an important carrier of cultural inheritance, drama should pay more attention to inheritance and innovation. In the process of inheritance, drama can learn from traditional forms of expression and storylines, and innovate through modern expression techniques and technical means, so that traditional culture can be better

inherited. In innovation, drama can absorb foreign advanced expression techniques and technologies, and combine local cultural elements to create more dramatic works with China characteristics.

In the new media era, drama should pay more attention to innovation, constantly explore and explore new forms and contents, enhance the audience's sense of experience and participation, and make drama better spread and develop in the new era.

5 Conclusion

In the new media era, the spread and development of drama cannot be separated from the creation of drama itself, which is the basic demand of drama art form. By using new media, the influence of drama itself can be infinitely amplified, thus forming a positive guiding influence in the real society and gradually guiding and paying attention to the inheritance of drama. Therefore, this paper can effectively promote the development of drama communication in the new media era, improve the quality and efficiency of drama communication, enable more people to enjoy high-quality drama works, and better adapt to the changes of the times and meet the cultural needs of the people by integrating resources, building a three-dimensional and all-round communication platform, attaching importance to the creation and rapid communication of high-quality works, defining industry standards and creative innovations, and enriching drama expression forms.

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