

Hui Chang You Xi APP diversity and publicity of Anhui heritage drama under the Internet plus background

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Abstract

Intangible cultural heritage, as a "living fossil" highlighting national cultural personality and aesthetic habits, has far-reaching value in its promotion and inheritance. Taking Anhui Province as an example, Anhui is the most dramatic Province, with more than 30 kinds of existing drama. Its performing arts have a long history and many famous artists. Therefore, in view of the current development of Anhui's intangible cultural heritage drama, this paper develops a APP with internet plus background, which is characterized by multiple functions, strong creativity and strong interaction. Specifically, it includes panoramic VR Museum exhibition, the joining of intangible cultural heritage inheritors, and various interactive communication functions, so that users can understand Anhui drama from the historical dimension; It also provides users with comprehensive, classic and high-quality drama performances by combining video restoration technology and online purchase of performance tickets. In addition, it also cooperates with inheritors and cultural and creative companies to create cultural and creative products exclusive to Anhui drama for sales, so as to realize the transformation of Anhui intangible cultural heritage drama culture from intangible to tangible, and then realize the unique national style brand of Anhui drama, Finally achieve the purpose of carrying forward and inheriting Anhui intangible cultural heritage - drama.

Keywords

Drama, intangible cultural heritage, diversification, promotion and inheritance.

1. Project background

Chinese traditional opera culture is in an increasingly embarrassing situation. As a traditional opera in China, the outlet of Huangmei Opera is a very important issue. Nowadays, a single drama theme and content can no longer meet the increasingly diversified appreciation needs of the audience. Most theaters and troupes are struggling, opera schools can not recruit students, and the audience who appreciate opera art has decreased or not increased. In the face of so many difficulties and problems, we should face up to the "crisis" and "dilemma" of traditional opera in contemporary society.

In the "several policies on supporting the inheritance and development of operas" issued by the State Council, it is mentioned to carry out a general survey of local operas, implement the revitalization project of local operas, strengthen support for drama script creation and drama performance, improve the conditions of drama creation and production sites, and implement a differentiated land policy for drama teaching, rehearsal and performance facilities. At the same time, pay attention to talent training and talent development, focus on funding grass-roots and private opera art performance groups, strengthen the training of opera professionals in schools, and improve the training mechanism of young performers in opera art performance groups. Encourage and guide social forces to support opera performing groups, strengthen ideological education for young people, improve the social environment, reduce social prejudice and confusion about opera work of intangible cultural heritage, improve the public's understanding

and acceptance of traditional culture and art, and strengthen the protection and inheritance of opera.

In order to protect the intangible cultural heritage, the state has successively included Huangmei Opera, puppet opera, Qin opera and other traditional operas in the list of national intangible cultural heritage. In order to protect the intangible cultural heritage in a more standardized way, avoid the loss and damage of intangible cultural heritage caused by over development, man-made destruction or preemptive application by other countries or regions, improve the popularity of intangible cultural heritage, increase the cultural soft power of the region, attract tourists to visit and experience, and increase local tourism income and urban employment opportunities.

As the hometown of Huangmei Opera, Anhui is also constantly maintaining and developing Huangmei Opera and other intangible cultural heritage operas. Through policy guidance, government support, Folk publicity and other means, we can inject fresh blood into Huangmei Opera and other traditional operas, combine with the times and burst out new vitality.

At the same time, Anhui Province has also strengthened the research and protection of the core and culture of intangible operas. In 2021, four social science fund art projects were approved in Anhui Province, "Research on the cultural relationship between Huangmei Opera and the middle and lower reaches of the Yangtze River", "Research on the history of artistic exchange between permanent Xia and the Silk Road", "Research on the formation and development of Chinese five tone harmony theory", Research on the development strategy of Chinese traditional settlements in the context of modern social life. The Ministry of culture and tourism has set up a cultural and tourism think tank project to promote relevant units of the cultural and tourism system to better play the role of think tanks, integrate the research forces of all sectors of society and pay attention to the practice of cultural and art construction.

2. Product definition

2.1. Product name

Hui Chang You Xi

(1) There are mountains and rivers up and down and humanities around, so there is the word "emblem". "I've never dreamed of Huizhou in my life" comes from Tang Xianzu's "no fruit in traveling to the White Mountains of Huangshan" in the Ming Dynasty. As a Chinese Dramatist in the Ming Dynasty, Tang Xianzu's representative work "Peony Pavilion" is also widely spread. Among them, the Peony Pavilion of the Huangmei Opera version of Yuan Mei and Mei Yuan army is widely praised. I came to Anhui to experience the Huiyun version of "I don't know what I can do and go deep".

(2) Dangtu folk songs with strong local feelings, interesting shadow play in southern Anhui, ancient and honest Nuo play in Guichi, melodious Huangmei play, and bright and lively Sizhou play... Listening to a "good play", landscape and humanistic paintings of Anhui rhyme tour also unfold. May friends from afar "often" come to visit, because Anhui is very "theatrical".

(3) Through the strong support of the state and the unique entrepreneurial model in the context of the Internet in the new era, more and more audiences will pay attention to and join in the inheritance and promotion of intangible cultural heritage, so as to make the cultural firewood of the Chinese nation perfect, and the arrival of the prosperous era of intangible cultural heritage is "very interesting".

2.2. App introduction

APP is a Android based and IOS operating system, which combines drama, entertainment, entertainment, interaction, drama tickets and sales of cultural products and heritage. The

Internet plus background is a diversified platform for APP. It aims to provide users with a comprehensive, experienced, strong sense of interaction and far-reaching significance.

2.3. Development background and necessity

(1) The mobility of APP carrier makes the activities that originally need to be carried out in fixed places convenient, brings convenience to people's life, adapts to the fast pace of modern life and saves more time.

(2) The integrated service of intangible cultural heritage drama based on mobile phone and the publicity market of scientific and technological influence are not yet saturated, so there is still much room for development.

(3) With the development of communication infrastructure, the traffic of mobile devices is becoming more and more stable, cheap and instant. The emergence and wide use of wechat, microblog, QQ and other major social apps have made the time and space for communication and use unrestricted, and has become an important way of interpersonal communication and information acquisition.

(4) Compared with corporate websites, app is mostly accessed through mobile devices such as smart phones and tablets, which makes the audience of APP wider and access frequency higher, which also achieves the purpose and original intention of the company to vigorously promote and carry forward Anhui intangible cultural heritage drama.

2.4. Construction principle

(1) Forward looking

To ensure the overall development of the system, operating system platform, software platform, development platform and application function, we should adopt advanced, forward-looking and expansible technologies to integrate various advanced technology platforms, and adopt practical and mature computer development technology as far as possible. The function design is reasonable, so as to ensure that the built website system has good stability, scalability and security. During system design, there should be appropriate advance in equipment capacity, computer performance, software platform index, etc., so as to prolong the life cycle of the system.

(2) Reliability

When building the app, we consider ensuring the reliability and security of the system on the construction platform. The system shall have the right to check, edit and other operation objects in advance, and the system shall have the right to check, edit and other redundancy, and shall have the right to ensure the safety of other operation objects in the system.

(3) Openness

It has good openness in system architecture, technology and platform selection. Especially in the selection of products, we adopt the identification standards that meet the openness requirements and comply with the provisions of the international organization for standardization. Most of our products are self operated and have their own quality advantages. For the sales of performance tickets and cultural and creative products, we choose to cooperate with large theatres and cultural and creative companies in Anhui Province to ensure the operation authority, safety and the quality of products sold.

(4) Maintainability

The system design shall be standardized and standardized, and the software component shall be realized according to the hierarchical design. The development mode of software component is adopted: first, the system structure is layered, the business is separated from the implementation, and the logic is separated from the data; Second, take the unified service

interface specification as the core and use open standards; The third is the formalization of component semantic description; Fourth, refine and standardize packaging components.

(5) Operability

The system software is stable and the man-machine interface is friendly. Choose to use internationally common, concise, practical and convenient software system for secondary development to ensure friendly man-machine interface. After use, learn to use the system in a short time and master all functions. The system architecture is easy to understand, the system interface is simple and practical, the system function is powerful, and the system management is simple and easy to maintain. At the same time, improve the comprehensive processing capacity of the system to ensure the high and stable operation of the system. Considering that the system data information is backed up and updated at any time, even if the system crashes, it can ensure the recovery of data and system in a short time.

2.5. Product features

(1) Diversification of functions

In order to maximize the characteristics of Anhui intangible cultural heritage drama, Hui Chang You Xi app forms a breakthrough from all aspects to increase the publicity of drama, including ar panoramic visit to the museum, video appreciation, opera imitation singing, the settlement and interaction between the inheritor and the drama up owner, as well as the sales of drama tickets and cultural and creative products. Taking full advantage of the Internet plus background, making the traditional intangible cultural heritage combine the internet entertainment function of the sense of the times and the popularity, enhance participation sense, experience and interaction feeling, so that the scale of the user is constantly expanding and younger. This is also conducive to the inheritance of the non heritage drama.

(2) One stop service

The Hui Chang You Xi app is designed in a comprehensive way. For users who have never known Anhui drama, we adopt a one-stop service. Through the service chain of characteristic drama publicity - resource provision - Drama Teaching - story inheritance, and combined with other entertaining functions, a brand-new user can realize a comprehensive understanding and understanding of Anhui intangible cultural heritage drama on an app, and even fall in love with Anhui drama, Completed the transformation from exploratory customers to resident customers.

(3) Complete types of resources

As the company has many partners, we have more comprehensive drama resources, including not only the most basic Drama Videos, but also the performance videos that can be provided by the theater, the teaching and cultural communication videos provided by the inheritors and up owners, as well as the classic old videos based on the video repair technology of the company. Compared with website search or other drama apps, users can enjoy the most comprehensive and convenient access to resources.

(4) Mainly promote the inheritance of drama culture

The main purpose of Hui Chang You Xi app is to promote and inherit Anhui intangible cultural heritage drama. Therefore, compared with other drama video apps, we not only provide drama resources, but also provide inheritance resources and channels, providing a good display platform for the majority of drama inheritors, so that their skills can get a lot of attention through the platform, so as to realize the purpose of promoting and inheriting the intangible cultural heritage of drama.

3. Marketing strategy

3.1. Product strategy

3.1.1 Product features

(1) Open live lecture hall

At the initial stage, the official media numbers of major platforms were operated, and opera teaching and opera performance were set up. Set a fixed period, duration, etc. for carrying out such activities. The content of live broadcast course can be divided into drama knowledge popularization, allusion history popularization, singing guidance and art evaluation popularization. Invite non heritage inheritors or well-known opera performing artists, with opera students as the main audience.

At the same time, attract users' attention in a secondary way, increase the number of fans on different platforms, and attract users to use this product. At the same time, major online celebrities and up masters are invited to participate in the performance to absorb traffic dividends.

(2) Launch online Premiere

Considering the requirements of epidemic prevention, the online public performance is hosted. Combined with the video platform like jitter and B station, the open tiktok invited to enjoy opera and watch the appreciation of the majority of netizens interested in drama. Invite opera creators to participate in the performance, and invite famous artists to sing classic songs. Improve the popularity and reputation of this product.

3.1.2. Barley eye (Professional) ticket purchase platform

(1) Page Jump cooperation.

(2) Ticket purchase function in the product. Collect the information of the official website of the Grand Theatre and WeChat official account, and build a relatively complete information collection platform. And help users buy tickets more conveniently.

Ticketing cooperation - our company has reached an agency ticketing cooperation with the theater and obtained the exclusive agency right. Help the theater expand ticket sales channels, improve users' demand for this product and improve users' evaluation.

Authorized cooperation - the theater has the right to know about the agency cooperation of the company and agrees to the cooperation between the company and the ticket purchase platform.

Platform mutually beneficial cooperation - our company has reached a long-term cooperation with professional ticket purchase platforms. Our company provides contacts and information resources and undertakes relevant preferential policies... Professional ticket purchase platforms such as cat's eye have reached advertising cooperation with our company free of charge or at a friendly price to promote this product.

3.1.3 Cultural and creative products

(1) Set up a cultural, creative and creative group, which is responsible for providing product ideas, verifying the feasibility of ideas, and giving feasibility opinions and market prediction opinions for each product.

(2) Reach cooperation with professional cultural and creative companies.

Cooperate with creative studios and creative companies. The company provides a sales platform for business negotiations related to copyright, and the creative team provides product prototypes and creative opinions. Produce a controllable number of cultural and creative products in the form of crowdfunding and pre-sale.

3.2. Marketing channel

3.2.1. Payment channel

(1) invest in advertising, and promote tiktok on the major Internet platforms (WeChat, micro-blog, and jockey).

(2) Invite us media bloggers to experience this product. Take the big V of Zhihu and Baidu as the main selection object to publish the tweets of this product; Take the opera of BiliBili and other video software as the main selection object for bloggers to release videos related to this product, such as releasing a aria using k-song module, using this product for opera learning, etc.

3.2.2. We media channel

Tiktok Kwai, micro-blog, WeChat, B station, YouTube, jitter, fast hand APP and other official accounts, regularly publicize content, such as: product update function play gameplay, excellent content forwarding promotion. You can set up a special person to manage the official account, or cooperate with a professional public relations processing company to take care of the account content. Establish a positive and valuable brand image.

3.2.3 Official channels

Reach mutually beneficial cooperation with the officials of major theaters. The theater shall publicize and promote the relevant advertisements of the project on the official website and recommend the product to the theater audience. This product needs to increase the publicity and promotion of theater plays in the recommendation interface, and provide technologies such as play catalogue system and restoration of old plays.

3.2.4. Offline channel

Carry out geo promotion activities. Well known drama artists and inheritors of intangible cultural heritage are invited to carry out public welfare performances and public welfare lectures. During the activity, let the host play propaganda slogans, and provide participants with water, paper towels, water cups, pillows, etc. printed with the company logo and product publicity copy.

Hold activities in commercial squares with large traffic. Play HD classic aria, provide k-song synthetic aria and other product features on site. In addition, exquisite gifts or coupons will be issued within a limited time to attract onlookers to participate.

3.3. Promotion strategy

(1) Invest in Baidu and other search engine platforms. When the keywords searched by users include "drama", "Huangmei Opera" and "Anhui drama", the advertising information of this product will be automatically pushed out in the search answer. In the sidebar of the search interface, the icon and other characteristic information of the product will also pop up automatically.

(2) Select some software platforms with large number of users and invest in the advertising of the startup interface. Tiktok: TV, Tencent video, Youku video, Iqiyi, jitter, and Kwai Tai.

(3) Invest in QQ space advertising, wechat circle of friends advertising, microblog advertising, etc.

(4) The official account of WeChat tiktok and the voice of the company are regularly pushed to the product users.

(5) Hire a water army to publish the advertising information of this product in some Douban circles and QQ groups

(6) Cooperate with Anhui Tourism and Culture Bureau and other institutions to promote this product with the help of government resources.

3.4. Customer maintenance

3.4.1. Provide complete customer service for users

(1) In addition to the failure of response caused by irresistible factors, the maximum waiting time for customers to write to customer service during working hours shall not exceed 5 minutes.

(2) Set up a scoring system, jump out the scoring option after each service, and invite customers to give comments.

(3) Take half a year as the cycle, automatically push the feedback questionnaire to collect user feedback and opinions.

(4) Set up AI customer service, and set common questions and answers into the database of intelligent customer service in advance.

(5) Set up a reward mechanism to give platform points or cultural and creative products to users who put forward effective improvement suggestions and truly respond to defects affecting the use experience.

3.4.2 Achieve convenient and efficient communication with customers

(1) Establish a front-line docking group. Under the condition that the strategic plan proposed by the company remains unchanged, the group leader is authorized to give priority to the decision-making of the price and profit of the specific plan with a floating range of less than 5%.

(2) The group leader has certain decision-making power. The company will give substantial rewards for decisions that are in line with the development interests of the company; For decisions that harm the interests of the company, the company will, depending on the degree, take measures to exempt bonuses, deduct wages and other penalties.

(3) Supervisors are set up in the group to be responsible for preventing, judging and supervising whether the behavior of the group is in line with the interests of the company.

(4) Set up exclusive customer service personnel for loyal customers and honest customers. Customer service personnel shall strictly abide by the requirements of customer service work rules.

3.4.3. Hold activities to maintain users

(1) Hold an anniversary celebration or internal performance on the anniversary of the establishment of the company

The company's long-term partners, loyal users and honest partners are invited to participate. Invite platform users, provide clothing venues, music teams, instructors... Prepare for small-scale internal performances, record performance videos, publish them on various official platforms and promote them.

(2) User feedback activities

This product sets up a user level system, which gives different level titles according to the user's activity and length of use. Users at different levels enjoy different feedback, including points, privileged experience, cultural and creative products, exquisite gifts, etc.

(3) Set up creative activity group

A theme activity is proposed every quarter. Encourage users to upload their own aria, share their appearance, forward, comment, etc. Improve the vitality of the platform and promote the resident of users. The details are as follows:

Organization Department - responsible for group management;

Design Department - responsible for providing design ideas;

Execution department - responsible for providing feasibility and risk opinions;

Outreach Department - the headquarters gives corresponding authorization to negotiate business cooperation details and reach mutual benefit with relevant partners;

Legal department - responsible for providing corresponding legal opinions and contract writing.

4. Risk management

4.1. Technical risks and avoidance measures

When the enterprise runs to a certain scale, the number of users increases. In the face of a large number of users and complex user information, the loss of data will affect the safety of users, and it is also a heavy blow to the development of our enterprise. Therefore, we should pay attention to the security and storage of user data, but the security and storage technology of these complex and massive data is a great challenge for our college students. In addition, with the continuous development of science and technology, the needs of users are also changing. In order to meet the needs of users and promote the development of enterprises, our app should also be constantly updated. However, the security and storage of data is still a challenge for our college students, and the updating of technology is a difficulty.

These difficulties are related to the future development of the enterprise, so we must face up to these technical risks and difficulties. Be able to perceive the existence of technical risks in advance and take avoidance measures, carefully analyze the risks before the technical risks come, and fundamentally solve the problems that restrict the development of enterprises due to technology.

Circumvention Measures

(1) At the initial stage of research and development, we will pay attention to the technical research on data security and storage to create a safer operating environment. Establish a database firewall to encrypt and manage the data by levels, which can protect the data to the greatest extent and prevent information leakage.

(2) Look for reliable technology companies to cooperate and introduce talents from technology companies. Compared with us, technology companies have mature technology and sufficient technical personnel. Introduce technical talents, improve technical problems, follow the development of the times, constantly update and develop app, improve competitiveness and create brand services.

(3) While introducing technical talents, we should also pay attention to the cultivation of talents and how to retain talents. The retention of technical talents who understand app technology is a major focus. Compared with newly hired technical talents, technicians familiar with app operation can better promote our technical update and development. Therefore, we need to retain and cultivate technical backbone, conduct in-depth research and development of technology and improve the brand of the enterprise.

4.2. Market risk and avoidance measures

With the emergence of various new technologies in the times, people's attention is attracted by new scientific and technological products, thus ignoring the learning and inheritance of traditional intangible cultural heritage culture. Therefore, in the process of enterprise development, we need to pay attention to attracting people's attention and meeting the needs of users, which is related to whether enterprises can gain a firm foothold and sustainable development in the future market.

At the same time, the lack of people's understanding of opera culture increases the difficulty of enterprises in the development process. In the development process, we are facing not only the competition from customers of the same type of app, but also the development and development of Hui opera market, so as to attract more users as much as possible. All these require our enterprises to constantly improve their competitiveness and highlight service advantages in the process of development, expand the opera market while attracting customers, unite policies and intangible cultural heritage inheritors to publicize and carry forward the Hui

opera, and help the development and inheritance of the national intangible cultural heritage while expanding the market of Hui opera.

Circumvention Measures

(1) Cooperate with the national support policies on opera culture to develop the opera market, and use the public performance opportunity to publicize opera culture and app in the early stage. At the same time, the inheritors of intangible cultural heritage are combined to carry forward and inherit the Hui opera culture, increase the popularity and understanding of Hui opera, and expand the enterprise development market.

(2) In the process of operation, enterprises should accurately locate their own competitive advantages, and make use of the unique competitive advantages of APP compared with other opera apps, such as multiple types, full functions and easy to use, so as to attract Hui opera loving groups to use app, and help the development of the company and the dissemination and promotion of Hui opera culture.

(3) While developing the market, retain users and gradually become old users, and use the influence of old users to drive and develop new users. Therefore, in the early stage of research and development, we should accurately locate the user group of our app, and design the functions that are more loved by the Hui opera lovers and novel functions that attract the hobbies of new user groups. At present, Hui opera lovers are still older groups, while new user groups are young people affected by the older generation. Therefore, our R & D needs to carry out R & D and improvement from different aspects and focuses, and find the functions most suitable for different groups, so as to attract users and develop into old users to drive new users.

4.3. Financial risks and avoidance measures

Financing risk. In the early stage of enterprise development, due to the immature scale, external enterprises do not have high trust in US and are unwilling to invest, making external financing more difficult. At the same time, compared with other popular markets, the investment return of Huixi market is less in the short term, but it has great development potential. Most enterprises see the current profits and are unwilling to invest.

Misestimating the use of funds, resulting in difficulties in fund operation. In the early stage, the investment and income of the enterprise should be estimated. The wrong estimation of the use of funds will cause difficulties in the operation of funds. Excessive income estimation will lead to excessive capital investment in the later stage, resulting in a shortage of funds in the capital chain; Over underestimating the income will lead to the unreasonable use of follow-up funds and the difficulty of finding partners.

Expansion risk. After the initial scale of the enterprise is formed, the company will consider further expanding the scale of the company and expanding market investment. In the process of expanding the scale, if the market is positioned incorrectly and fails to meet the new needs of users in the new era, it will lead to the failure of the research and development of the new generation of app and the failure of investment in the research and development of app, resulting in the shortage of funds and the difficulty of internal capital turnover, resulting in a financial crisis.

Circumvention Measures

(1) Adopting a variety of financing methods can obtain a large amount of funds in a short time, with flexible financing direction and less restrictions. In the stage of enterprise financing, we college students can carry out financing in a variety of ways. The government will help college students in the entrepreneurial stage. In addition, some enterprises will also pay attention to the entrepreneurial projects of college students for investment.

(2) Reasonable planning and distribution of capital structure can make the funds run well, reduce the increase of financing pressure caused by unreasonable capital distribution, reduce

financial risks and avoid financial crisis. Moreover, a reasonable capital structure is conducive to improving the value of our enterprise. The improvement of enterprise value and reasonable capital structure can clearly reflect our business conditions and help attract external investors.

(3) The investigation of user groups and user markets and a correct understanding of user needs will help us develop apps that better meet user needs and apps that can attract users. At the same time, invest R & D funds reasonably to ensure the normal operation of enterprise funds even if R & D fails.

(4) Make a reasonable plan for the development of the enterprise, make correct arrangements before expansion, do not expand blindly, accurately understand the operation status of the enterprise, and carry out expansion after planning.

4.4. Business risks and avoidance measures

At the initial stage of the enterprise, the staff are college students. Compared with other professionals in society, our college students have less work experience, are immature in enterprise management, and are prone to decision-making mistakes, resulting in the failure of the company's operation and management.

The development of Hui opera market is related to the realization of our business achievements. Although the national policy has protected and supported the intangible cultural heritage, once the opera culture fades out of the market, it is a fatal blow to the operation of our enterprise. Our enterprise operation is not only to facilitate Hui opera lovers to listen, learn and sing Deng, but also to protect and inherit the precious intangible cultural heritage.

In addition to the above two business risks, the team risks we face in the process of development are also very important for the operation and management of the enterprise. Because college students have not really entered the society, they are somewhat young and vigorous, and may be prone to discord in the process of team management, which is a huge hidden danger for the development of enterprises.

Circumvention Measures

(1) For the core managers in the process of enterprise development, they need to constantly improve their ability, exercise themselves, and lead the team members and the enterprise to develop correctly. For team members, we should also improve their comprehensive strength, regularly train and hold activities for team members, promote the relationship between team members, and let each member live in harmony.

(2) Cooperate with external enterprises, gradually understand the management methods of enterprises, learn different advantages from different enterprises, use them for reference, find the shortcomings of our enterprises, and then use different management methods according to different development stages to realize the enterprise management, even if there is no management, it can operate normally.

(3) In the process of enterprise development, pay attention to the operation of the company and the expansion of the market at the same time. In terms of market expansion, we joined hands with the government to properly publicize Hui opera, such as public performances, increase the popularity and market scope of Hui opera, let more people know and like Hui opera, and promote the national intangible cultural heritage while helping the development of the company.

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