

DEVELOPMENT GUIDELINES FOR THE PUBLICATION OF SICHUAN'S CHINESE OPERA WISDOM: THE CASE STUDY OF ZIGONG SICHUAN OPERA ART CENTER

Xixiang Chen

Chakrabongse Bhuvanarth International Institute for Interdisciplinary Studies,
Rajamangala University of Technology Tawan-Ok, Thailand,
E-mail: xixiang.chen@rmutto.ac.th

***Corresponding author: Dr.Krisada Daoruang**

Chakrabongse Bhuvanarth International Institute for Interdisciplinary Studies,
Rajamangala University of Technology Tawan-Ok, Thailand,
E-mail: krisada_da@rmutto.ac.th

ABSTRACT

China's economy, influenced by its cultural heritage, particularly Sichuan opera, has grown significantly due to the Yuan Dynasty and 21st-century advancements in science, technology, and information technology. The 18th and 19th CPC Central Committees aimed to enhance international communication and promote Chinese culture globally, with General Secretary Xi Jinping promoting respect for traditional Chinese culture. This study explored the problems and components of Sichuan opera. Current problems in Sichuan opera, Channels for distributing Sichuan opera in the present condition and Study of the elements of Sichuan opera and developing the dissemination of Sichuan opera: preparation of a Sichuan opera information book. This paper focuses on three aspects: "Ziyang River" Sichuan Opera, digitization of Sichuan Opera, and inheritance of knowledge. The research area of this paper is fixed in Zigong City, Sichuan Province, China, taking the Zigong Sichuan Opera Art Center as an example. The sample group is ordinary high school students aged 16–18 with strong learning abilities and adaptability. The research will use smart phones for questionnaire surveys and knowledge questions, as they are key to preserving traditional culture. 100 students, 50 men and 50 women, were randomly selected for analysis. The research tools for collecting data utilize literature readings, interviews, and questionnaires to collect data on Sichuan opera, river art, and inheritance status, aiming to understand its development and classification. The research results found that the problems and components of Sichuan opera, a cultural symbol in Sichuan culture, have evolved over centuries due to the distribution of water systems in the region. It forms an art school divided by river channels, known as "river art." Zigong Opera Art Center represents this school, but its development has faced challenges since its reform and opening. The development of the dissemination of Sichuan opera in preparation of the Sichuan opera information book, Ziyang River Sichuan opera has been a significant cultural influence in Zigong for centuries, but there is limited literature on its inheritance and development. A survey conducted in December 2023 revealed that 62 people know about Sichuan opera, but none know "great river Sichuan opera." During the Spring Festival in Zigong, traditional dramas were performed alongside "gongs and drums" to celebrate the New Year. This tradition continued until the People's Republic of China's founding. Zigong City's Ziliujing is the most representative, with households lighting up and competing in lively competitions. Zigong's Naannian gongs and drums, including Sichuan Opera,

contribute to the development of Ziyang River Sichuan Opera percussion music. The Ziyang River Sichuan Opera, a unique art form, requires extensive data collection, including interviews with local artists and inheritors. The author conducted 15 interviews between August 2023 and January 2024 to gather information on Ziyang River Opera. The information book, designed from five aspects: history, repertoire, famous artists, inheritance, venue, and dilemma, will be used to promote the opera and its exhibition.

Key words: Guidelines for the publication, Sichuan's Chinese opera wisdom, Zigong Sichuan opera art center

1 Introduction

China's economy has grown to become the second largest in the world, behind that of the United States, following 40 years of fast reform and opening up. We need to be realistic about the fact that China is progressively transitioning from "standing up" and "getting rich" to "getting strong" and "entering a new era. Through the ages, the reason why the Chinese nation has a status and influence in the world is not militarism, not military expansion, but the strong appeal and attraction of Chinese culture," as General Secretary Li Hua once emphasized. Sichuan opera, a significant component of traditional Chinese culture, has made its way to Bashu thanks to its distinctive "river art". Chinese opera reached its pinnacle of development under the Yuan Dynasty. This actual truth was proven by the appearance of well-known dramatist Guan Hanqing, Yuan diverse playwright Wang Shifu, Ma Zhiyuan, and others. Their numerous masterpieces served as a powerful inspiration for Chinese opera art. The majority of the available data is focused on the folktales of Duan Gong Xi in public. The following is found in Wanyuan County Annals, volume 5, "Etiquette and Custom": "Duan Gong is referred to as ancient in Yuan Dian. Diseased or rural people do not trust medicine; they are part of a witch's curse; they are referred to as leap-end males; and they say that bar god. The 21st century has seen rapid development in science, technology, and information technology, leading to the birth of the Internet in 1989. This has significantly impacted Chinese traditional culture, including Sichuan Opera, which has become a "sunset art" due to the rapid pace of The Times. The internet has created opportunities for the digital inheritance of Sichuan opera, and the government has issued policies to protect and develop the art, aiming to build cultural confidence and power. The CPC Central Committee and state leaders have been instrumental in nurturing Sichuan Opera's legacy.

In 2015, the 18th CPC Central Committee adopted a plan to strengthen international communication capacity, innovate foreign communication methods, and promote Chinese culture globally. The plan aimed to enhance the national image, the international influence of Chinese culture, and the international competitiveness of the cultural industry. In 2020, the 19th CPC Central Committee aimed to build China into a cultural power by 2035, focusing on inheriting and carrying forward the fine traditional Chinese culture. The party's 20th report emphasized the importance of adhering to Marxism in ideology, serving the people, and fostering creative transformation and innovative development. General Secretary Xi Jinping emphasized the importance of respecting and strengthening the fine traditional Chinese culture, emphasizing the need to create works that reflect the essence of Chinese culture and contemporary values.

Sichuan Opera is a treasure of traditional Chinese culture, blending Chinese opera and Bashu

culture. Its history dates back to pre-Qin times, with the Tang Dynasty renowned for its "Shu Opera." The Ming Dynasty introduced various public operas, including "Sichuan Opera" and "Sichuan Yin". The Qing Dynasty saw large-scale immigration orders, bringing various vocal chambers to Sichuan. The era of "flower elegance struggle" in Chinese opera was marked by the establishment of the Qinghua Class in 1924, marking the birth of Sichuan Opera.

2. Research Objectives

1. To Study the problems and components of Sichuan opera: Current problems in Sichuan opera, Channels for distributing Sichuan opera in the present condition and Study of the elements of Sichuan opera
2. To Developing the dissemination of Sichuan opera: Preparation of Sichuan opera information book, organizing an exhibition to disseminate information about Sichuan opera and organize a Sichuan opera performance

3. Literature Review

3.1 Digital information sharing in Sichuan Opera

The search for digitalization of Ziyang River Sichuan Opera yields 8 literatures, primarily focusing on its genre and inheritance value. However, 34 articles published between 2017-2022 focus on digital dissemination of Sichuan Opera, with little systematic research on specific schools. The focus is on digital platforms like planes and websites, indicating insufficient research in this area. Sichuan opera, a significant aspect of traditional Chinese culture, has seen the establishment of digital information sharing in the field. In 2003, high-normal university Sichuan Opera and Digital first proposed the construction of a comprehensive Sichuan opera information database, including personnel, troupe, works, rehearsals, performances, audience, and more. The database aims to become an encyclopedic museum of Sichuan opera, gradually moving onto the internet.

In 2007, He Yan's trial on the protection, development, and utilization of Sichuan Opera literature resources proposed accelerating the pace of digital transformation of Sichuan Opera literature resources. The rapid development of new information technology provides a broad space for the protection of Sichuan Opera literature resources. The China Sichuan Opera Network has provided a good platform for knowledge dissemination, information sharing, and communication among opera fans, further expanding the influence of Sichuan opera art.

The digital information sharing of Sichuan Opera offers advantages such as making it more convenient to study and research, exploring the unique value of Sichuan Opera, and providing rich and diverse data for learning researchers. Chen Chunru explained the significance of the development and utilization of Sichuan Opera literature resources under the "Internet" environment, which includes improving the utilization rate, collating Sichuan Opera literature resources and academic research, and developing the local characteristic economy and promotion of local culture.

In 2019, Wang Chuan highlighted the need for digital protection of Sichuan Opera visual elements, suggesting that digital technology can complete the digital work of Sichuan Opera visual elements resources uploaded to the Internet, establish electronic library databases, project databases, or websites, and make it easier for readers and creators to search for and utilize these elements.

Zhou Yangyang's research on the current situation and countermeasures of Opera Digital Resources in the Era of Intelligent Media emphasized the use of blockchain storage technology, unified portal websites, and strengthening the fund input, talent reserve, and technology introduction of opera databases.

3.2 The Digital communication of Sichuan Opera

The digital communication of Sichuan Opera in the Internet era has been significantly influenced by the rapid development of the internet, particularly the rise of mobile technology. This has opened up new communication channels and changed the way Sichuan Opera is communicated. The twenty articles related to the digital communication of Sichuan Opera were published between 2014 and 2022, with the first published in 2007.

In 2007, KuangWenBo introduced the concept of new media, which is based on digital, network technology, mobile communication technology, and the internet. In 2015, Peng Jia focused on the use of digital technology to realize Sichuan opera classic operas' digital reproduction and transmission through fragmentation, popularization of information, and the effect of transmission as the core. The purpose of new media communication was to cultivate public interest, form understanding of Sichuan opera and Sichuan opera culture, promote the benign inheritance of folk culture, effectively implement the socialist core value system's attention to traditional culture, and constantly meet people's spiritual and cultural needs.

In 2016, Wu Ji analyzed the evolution of Sichuan opera art transmission mode and proposed a new system of Sichuan Opera communication, including vigorously creating digital Sichuan Opera creative products, building the official website of China Sichuan Opera network, and strengthening the digital teaching of Sichuan Opera art. Gaoxiang, Wang Yu, and Yang Ruan based on the cultural reproduction theory of Sichuan opera inheritance path research suggested that Sichuan opera resource sharing platforms should promote digital preservation and transmission through technical means.

In 2018, Xu Shihu and Qiu SuYang proposed a digital experience system for Sichuan Opera Helmet and Hat Museum under the museum domain, which would involve building a virtual scene and information digital 3D space of the stage of Sichuan Opera. This would allow players to feel the charm of the virtual stage through spatial cognition and the cave system could be used in a high-definition virtual reality environment.

In 2020, Duan Xiao Ling and Liu Yi explored the opportunities and challenges of symbolic elements of Sichuan Opera in the era of financial media. They found that the advent of financial media provided many communication modes for the development of Sichuan Opera, breaking the traditional single communication mode of radio, television, and newspapers, and broadening the development path of Sichuan Opera.

In conclusion, the digital communication of Sichuan Opera has become more vital in the modern era, allowing for the effective inheritance and continuation of intangible cultural heritage.

3.3 Related Research

In 2011, Carrozzino M showcased the traditional bronze mold casting process in Italy, using

virtual reality technology to provide immersive interaction platforms for users. This technology not only enables users to witness the birth of bronze art but also provides detailed information about the process and historical background. In 2017, KimU and Skin K launched an interactive narrative exploration for traditional Korean folk dance, focusing on target users and interactive narratives. The ancient Athens market was rebuilt using multiple virtual characters to recreate the city's cultural situation vividly. The use of natural language interactive characters allows users to interact with virtual characters, transforming them from observers to active participants in the virtual environment. This technology has broader development prospects in various fields, including the Sichuan Opera Museum and historical occasions.

Augmented reality (AR) is a technology that uses devices like mobile phones or head-mounted displays to present virtual digital information in a real environment. It has been widely used to protect history, improve the user experience, and optimize learning. AR has been used in digital reproduction and protection of intangible cultural heritage, such as the 2016 Dunhuang Mogao grottoes application. In 2018, Schaper et al. presented an interactive paradigm called World-as-Support based on AR, demonstrating the design process of virtual heritage experiences. In literary museums, AR has been used to highlight the works and lives of authors such as Italo Svevo. Tom Dieck et al. believe that AR can attract more visitors, create a positive population for traditional culture, and provide a unique experience for personalized education.

4. Research Methodology

4.1 Scope of research

This paper focuses on three aspects: "Ziyang River" Sichuan Opera, digitization of Sichuan Opera, and inheritance of knowledge. It focuses on the school's digital transformation, publicizing it online, and breaking time and space limitations with smartphones. The paper also explores the use of digital technology for communication and teaching, aiming to achieve universal education and knowledge inheritance.

4.2 Research area

The research area of this paper is fixed in Zigong City, Sichuan Province, China, taking Zigong Sichuan Opera Art Center as an example. During the Qing Dynasty, Ziliuwell became a "silver nest" in Sichuan Province due to its salt production and prosperity in the salt industry. The Sichuan opera class club gathered in the salt field, known as "product Sendai." This provided a space for the development and prosperity of the Sichuan Opera Art School. Two well-preserved theaters, the Zigong Prince Temple House, and the Zigong West Qin Guild Hall, are rare cultural relics of Sichuan opera.



Figure 1 Wang Ye Temple-opera tower: Source: Xixiang Chen (2023)

4.3 Population and sample group

The Sichuan Opera exhibition involves pre-heated activities, inviting primary and middle school students to participate in publicity. A large-scale questionnaire survey will be conducted to gather data. The sample group is ordinary high school students aged 16–18 with strong learning abilities and adaptability. The research will use smart phones for questionnaire surveys and knowledge questions, as they are key to preserving traditional culture. 100 students, 50 men and 50 women, were randomly selected for analysis.

4.4 Research Schedule

This paper outlines a research plan for the Ziyang River Sichuan Opera, focusing on its historical origins, development, and inheritance status in Zigong. The plan includes reading historical materials, interviewing inheritors, collecting text materials, planning exhibitions, organizing performances, and launching an online platform. A satisfaction survey will be conducted after the exhibition. The research process is divided into three stages: preparation, implementation, and summary. The preparation stage involves determining the research theme, formulating research plans, studying development status, organizing interviews, and implementing exhibitions. The summary stage includes a satisfaction survey.

Table 1: Research Processes

Stage	Time	Content
stage I preparator y phase	From March 2023 to September 2023	<ol style="list-style-type: none"> 1. Establish research objectives and formulate research plans 2. Read the relevant literature and policies 3. Interview the inheritors and organize the interview contents 4. Analyze the current situation and find out the problems
stage II implement ation phase	From October 2023 to May 2024	<ol style="list-style-type: none"> 1. Classified content, and edited the manual of Ziyang River Sichuan Opera 2. Design the Ziyang River Sichuan Opera exhibition and present specific plans 3. Organize the Sichuan Opera performance of Ziyang River

4. Design the satisfaction questionnaire survey content

phase III Summary stage	From May 2024 to July 2024	<ol style="list-style-type: none"> 1. Satisfaction survey of Ziyang River Sichuan Opera Manual 2. Satisfaction survey of Ziyang River Sichuan Opera Exhibition 3. Satisfaction survey of Ziyang River Sichuan Opera performance 4. Analyze the results and summarize the theories
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4.5 Research Tools for Collecting Data

This study will utilize literature readings, interviews, and questionnaires to collect data on Sichuan opera, river art, and inheritance status, aiming to understand its development and classification.

Table 2: Literature Reading

Literature related to Sichuan Opera				
Type	Author	Name	Press	Project name
Monograph	Du Jianhua、Wang Yifei	History of Sichuan Opera	The Social Sciences Press	"12th Five-Year Plan" national Key book publishing project
Monograph	Du Jianhua、Wang Dingou	Sichuan Opera	Zhejiang People's Publishing House	Intangible cultural Heritage series
Monograph	Du Jianhua、Zhang Shouqing	Sichuan Opera	China Federation of Literary and Art Circles Publishing House	The quintessence of Chinese art reader
Monograph	Du Jianhua、Wang Yifei、Zeng Haoyue、Yu Tianju	"Sichuan Opera and the Folk Customs of Bashu."	Jiangsu People's Publishing House	Chinese opera art and local culture series
Monograph	Gao Shanhu	"The Cross-cultural Communication of Sichuan Opera."	China Drama Press	Results of the Culture, art and scientific Research project of the Ministry of Culture, Culture and Tourism
Monograph	Chongqing Research Institute of Culture and Tourism	"A discussion of Sichuan Opera"	Chongqing University Press	Collection of Sichuan Opera Theory Review of National Art Foundation
Monograph	Wan Ping	An Oral History of an Old Sichuan Opera Artist	People's publishing house	Chengdu city cultural undertakings construction project

Datum	Zigong Sichuan Opera Art Center	inside information	Unpublished	No
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Interview Processes: Sichuan opera, a unique artistic style, is a local art form. Interviews with four Sichuan opera actors provide insights into the history, story, drama, representatives, music, and content of Ziyang River Sichuan opera.

Questionnaire Processes: The research uses Gold Data APP for data collection in questionnaires, knowledge quizzes, and satisfaction surveys. Advanced design and the WeChat "scan" function ensure accurate background data and comparison between topics. Accurate age information is obtained for effective questionnaire surveys.

4.6 Data Collection

Data for this project will be gathered using questionnaires, assessments, interviews, and literature reviews.

1. Literary research has gained an understanding of Sichuan Opera through a variety of text materials and has established the knowledge system of Sichuan Opera by reading books about the opera, papers published on CNKI, and particularly the articles published in the journal Sichuan Drama.
2. Interview: One of the key methods used in this study is the interview. Interview the inheritors of Ziyang River Sichuan Opera on a regular basis, document the entire process with audio, and then categorize in accordance with the recording to create written materials. You can also discover the historical origins of Ziyang River Sichuan Opera in the Zigong area and search through other Ziyang River Sichuan Opera resources.
3. Questionnaires: This study will employ many questionnaires to gather data. The Sichuan Opera Exhibition included knowledge questions and a satisfaction survey. To edit and collect data, gold data applications are used. TikTok and WeChat videos are used as live platforms, while Oh Figure Flash Live Platform is used for photo live platforms. The platforms can show real-time views in order to view data collection.
4. Assessment: The administrator can view the questionnaire results, knowledge before and after two accuracy tests, and satisfaction results of random sampling through the Gold Data APP. If the accuracy of the second knowledge is higher than the accuracy of the first time, there will be more satisfaction, and the exhibition activities will be more effective, and vice versa.

Table 3: Assessment

Ziyang River Sichuan Opera Exhibition and Sichuan Opera performance satisfaction survey

1. How to evaluate the selection of the Sichuan Opera exhibition venue?
2. How to evaluate the site layout of this Sichuan Opera exhibition?
3. How to evaluate the theme of this Sichuan Opera exhibition?
4. How to evaluate the tour itinerary of this Sichuan Opera exhibition?
5. How to evaluate the professional explanation of this Sichuan Opera exhibition?
6. How to evaluate the interactive links of VR and face changing in Sichuan Opera?
7. How to evaluate the Sichuan opera performance (face changing and fire spitting) in this exhibition?

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8. How to evaluate the content setting of this Sichuan Opera exhibition?
 9. What are you most interested in in this Sichuan Opera exhibition?
 10. Generally speaking, are you satisfied with this Sichuan Opera exhibition?
 11. Would you still like to participate in this kind of Sichuan Opera exhibition in the future?
 12. Please make an overall evaluation of the Sichuan Opera exhibition activities and give some suggestions.
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4.7 Data Analysis

The following procedures will be used to examine the study's data:

1. After the interview, the data from the interview is finished, and the investment in Yanghe Sichuan opera content is refined and placed in the appropriate section. For example, Ziyang river Sichuan opera is classified as belonging to the development history section and is described as originating from the development of "river art" and great rivers.
2. In order to monitor visits to each live broadcast platform in real time and compare them with the number of live audience members, the live broadcast and picture live broadcast platforms of Sichuan Opera performances are opened simultaneously. The communication range is wider if the number of network visits exceeds the number of offline viewers.
3. A survey of satisfaction. A survey using a satisfaction questionnaire is conducted at random following the activity. The percentage of satisfied and dissatisfied people is compared after using the gold data. The digital inheritance of Ziyang River Sichuan Opera is practicable and should be further investigated and promoted if the satisfied number is larger than the dissatisfied number.

5. Research Results

5.1 Study the problems and components of Sichuan Opera

5.1.1 Current problems in Sichuan opera

Sichuan opera, a cultural symbol in Sichuan culture, has evolved over centuries due to the distribution of water systems in the region. It forms an art school divided by river channels, known as "river art." Zigong Opera Art Center represents this school, but its development has faced challenges since its reform and opening. Despite these challenges, the Ziyang River Opera remains a valuable treasure in Chinese opera. Chen Yuling, the head of the Zigong Sichuan Opera Art Center, has been working there for over 30 years. The Sichuan Opera Troupe, a national first-class actor, has a rich history and development, having been established in the 1950s as the "Yifeng Opera Club" and later renamed the "Zigong Sichuan Opera Experimental Improvement Club." The troupe has been recognized for its contributions to the national intangible cultural heritage and has been recognized as one of the 400 key art academies in China. In 2021, it was named an outstanding team for the 2021 National Culture, Science, Technology, and Health "Three Going to the Countryside" by the Propaganda Department of the Central Committee of the Communist Party of China. The Sichuan Province "Golden Panda" Award was won in 2023. The transition from private ownership to public ownership ensured the troupe's income source, allowed it to maintain its operations, and restricted its development.



Figure 2 Chen Yuling, national first-class actor, head of Zigong Sichuan Opera Art Center (First from right) Source: Xixiang Chen (2023)

Zigong Sichuan Opera Art Center currently employs 83 staff, including medium-level staff, in-service staff, and external staff. The center has 70 professional and technical titles, with an average age of 45 years old. The director, Chen Yuling, and deputy director, Liu Kaikui, emphasize the importance of scripts, actors, and directors in the development of Ziyang River Opera. However, the current situation of actors presents several challenges.

Firstly, the establishment of public institutions is limited, leading to job burnout and a lack of recognition. The salary system for formal positions is lower than that of employment positions, causing job burnout and a lack of sense of belonging. Second, the average age of actors is older, with many positions facing gaps. Sichuan Opera actors are divided into two categories: singers and band actors. Singers have a shortage of personnel in each profession, especially clowns. Band actors face retirement, leaving them without young actors to replace them.

Third, the distribution of professional titles is uneven, with four categories: screenwriter, composer, actor, and performer. Most actors have not received systematic training in music theory, sight-singing, and ear training, resulting in a lack of artistic quality.

To address these issues, three aspects should be considered: 1) ensuring the recruitment of excellent actors; 2) title selection, which is linked to the salary system; and 3) comprehensive quality improvement and continuing education of actors. Actors need to master singing and performance skills, as well as learn basic music theory, Sichuan opera history, solfeggio, and other professional courses to improve their overall artistic accomplishment and bring more wonderful works to the audience.



Figure 3 Liu Kaikui, national first-class actor, Inheritor of Ziyang River Sichuan Opera (first from right) Source: Xixiang Chen (2023)

5.1.2 Channels for distributing Sichuan opera in the present condition

Sichuan Opera, a national intangible cultural heritage, has evolved over centuries and is now considered a "sunset art" in Sichuan Province. The Zigong Sichuan Opera Art Center is the main inheritance center for this art form. However, there are several challenges to its inheritance, including communication methods, a lack of publicity teams, and the absence of art education in primary and secondary schools.

The single form of communication, live performance, has limited audience participation and has limitations in space and time. Currently, there are three fixed performance venues: the theater, Chen Family Ancestral Hall, and Wangye Temple. Temporary stages are also built during events, but these are subject to time and space constraints.

Another issue is the lack of a publicity team and fixed communication channels. Starting in 2023, a live broadcast platform was established, but it was also broadcast by an actor's private Douyin account. This lack of a complete publicity system is crucial for promoting the charm of Sichuan opera.

To improve communication and online visibility, the internet should be used as a medium for promoting Ziyang River Sichuan Opera. This can be achieved through smartphones and apps, allowing the opera to be known nationwide and even worldwide. Additionally, integrating performances with primary and secondary school art education and second grade and student clubs can help junior and middle school students experience the charm of Sichuan Opera up close.



Figure 4 Zigong City Sichuan Opera Art Center WeChat official account Source: Xixiang Chen (2024)

5.1.3 Lack of higher professional colleges and universities

In 2024, 12 undergraduate colleges and universities in China will be recruiting opera major candidates, including director, composition, music, and performance majors. However, there are no domestic undergraduate colleges offering related majors, and Sichuan Arts Vocational College is the only higher education institution offering a Sichuan opera major. Most relevant personnel have a college or technical secondary school degree, and 67 people have a college degree or below. In 2021, 32 students were selected to form a "Zigong Commissioned Training Class" and entrusted to Sichuan Vocational Art College to conduct directional training. However, four students were unable to persist in their studies and applied to drop out of school. China implements a nine-year compulsory education program with 164 million students in 2023. Traditional arts courses should be integrated into learning in various forms, and Ziyang River Sichuan Opera should be combined with campus art to achieve a virtuous cycle of inheritance and development.



Figure 5 Sichuan opera into the campus Source: Xixiang Chen (2023)

Sichuan opera education consists of both professional and popular education. Professional education focuses on enhancing Sichuan opera performance skills, understanding roles, and appreciating art. Popular education aims to create a stable audience and fan base for Ziyang River Sichuan opera, fostering a well-rounded Chinese student by immersing them in the culture and philosophical ideas.

5.2 Developing the Dissemination of Sichuan Opera

5.2.1 Preparation of Sichuan opera information book

Ziyang River Sichuan Opera has been a significant cultural influence in Zigong for centuries, but there is limited literature on its inheritance and development. A survey conducted in December 2023 revealed that 62 people know about Sichuan opera, but none know "great river Sichuan

opera." To promote and guide the opera, art education workers need to gather more information and visit the Zigong Sichuan Opera Art Center and interview old artists.



Figure 6 Native language culture and music education lectures Source: Xixiang Chen (2023)

5.2.2 Concept of Ziyang River Opera

5.2.2.1 Ziyang River Sichuan Opera is a rigorous art form, especially when combined with the local culture of Zigong to form a unique style. Therefore, it requires the collection of a large amount of textual data, especially interviews with local Sichuan Opera artists and inheritors of Zigong, and from their oral accounts Obtain information, classify and code all information, extract valuable information, and form text materials. This concept is a popular reader for use in the Ziyang River Opera Exhibition, so it also needs to collect pictures, use concise and easy-to-understand language, vivid pictures, and add the exhibition to achieve the purpose of effectively promoting Ziyang River Opera.

5.2.2.2 Collection of Ziyang river opera, from August 2023 to January 2024, the author conducted 15 interviews and multiple informal interviews with extremely representative Ziyang river opera artists. Through the exchanges with the artists, this obtained many precious Ziyang river operas. The relevant information of the opera was collected and summarized, and the text content of Ziyang River Opera brochure was planned to be designed from five aspects: the history, repertoire, famous artists, inheritance, venue, and dilemma of Ziyang River Opera.

Ziyang river Sichuan opera artist interview schedule

number	Time	Name	Gender	Type
1	27 August 2023	Chen Yuling	Female	1. Basic information of Ziyang River Sichuan Opera.
2	03 September 2023	Chen Yuling	Female	
3	09 September 2023	Liu Kaikui	Male	2. The Inheritance and

4	17 September 2023	Xie Zhixiong	Male	development status of Ziyang River Sichuan Opera. 3. Current situation of Zigong Sichuan Opera Art Center. 4. Ziyang River Sichuan Opera "Zigong Commission Training Class". 5. Sichuan Opera comes into the campus.
5	24 September 2023	Liu Kaikui	Male	
6	08 October 2023	Zhu Mengting	Female	
7	15 October 2023	Chen Yuling	Female	
8	21 October 2023	Wang Rong	Male	
9	04 November 2023	Liao Zhongrong	Male	
10	12 November 2023	Wang Rong	Male	
11	26 November 2023	Liu Kaikui	Male	
12	10 December 2023	Zhu Mengting	Female	
13	23 December 2023	Liao Zhongrong	Male	
14	30 December 2023	Wang Rong	Male	
15	06 January 2024	Xie Zhixiong	Male	

5.2.2.3 Formation of Ziyang river Sichuan opera information book, the content of the Ziyang River Sichuan Opera will be composed of six aspects: history, repertoire, famous artists, inheritance, and dilemmas:

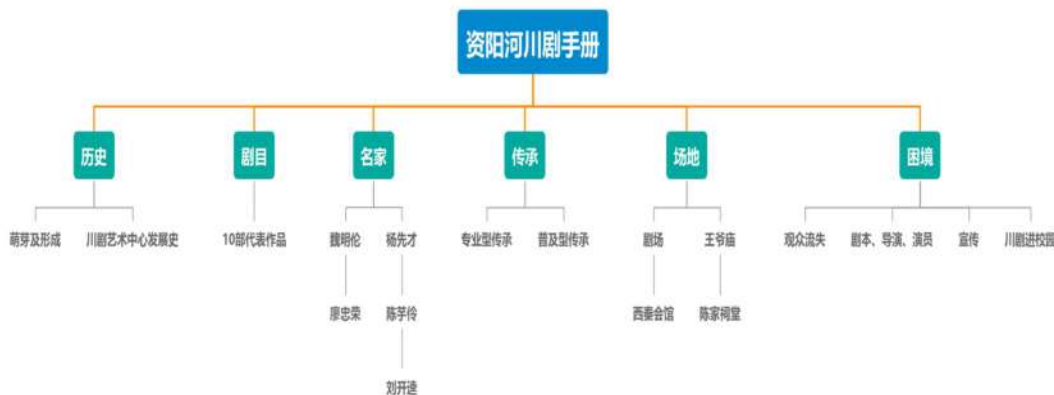


Figure 7 Formation of Ziyang river Sichuan opera information book Source: Source: Xixiang Chen (2024)

Since 1978, the Zigong Sichuan Opera Troupe has been revitalizing Sichuan Opera, producing new plays, and rehearsing classic plays. The troupe has performed in Beijing, Jiangnan, Zhongnanhai, and the Great Hall of Fame, receiving numerous awards from the Ministry of Culture and the Chinese Drama Association. Artists like Wei Minglun, Nanguo, Liu Dayou, Liao Zhongrong, and Xiao Shixiong have emerged, earning them awards such as "First Class Theater Troupe" and "China's Famous Art Performance Group."



Figure 8 Fist and boots (good and evil) Source: Xixiang Chen (2023)

"Bashan Scholar" is a play about Meng Dengke, a scholar from Bashan during the late Qing Dynasty who was a victim of political struggle and died of poisoning. The play, part of the Zigong Sichuan Opera Art Center, won several awards and was praised by the Chinese Ministry of Culture. It was included in "Top Ten Chinese Contemporary Tragedies," edited by Wang Jisi.

5.2.3 Quality evaluation of Ziyang River Sichuan Opera information book

Ziyang River Opera is the crystallization of Bashu culture and a treasure of opera art. Although the inheritance and development of Ziyang River Opera has encountered many difficulties, I believe that with the unremitting efforts of Sichuan opera people and people from all walks of life, Ziyang River Opera will usher in a new era. spring.

Table 4: Quality assessment expert information

Quality assessment specialist				
Name	Work unit	positional titles	Post	Research area
Shi Dungang	Sichuan University of Science & Engineering	professor Master tutor	Member of the Chinese Musicians Association	Ethnic musicology, piano
Chen Yin	Southwest Minzu University	professor Master tutor	Member of the Chinese Musicians Association Vice president of	Ethnic musicology, Sichuan Qingyin

			Chengdu Quyi Association	
Liu Kaikui	Zigong City, Sichuan Opera Art Center	National first-class actor Sichuan opera inheritor	Member of China Dramatists Association	Sichuan Opera performance, Ziyang River Sichuan Opera

5.2.4 Organizing an exhibition to disseminate information about Sichuan opera.

In this study, need to hold a Ziyang river Sichuan opera exhibition, by the author as the exhibition planning, exhibition time scheduled in May 2024, location Wei Minglun drama house, theme "feel the charm of Sichuan opera, inheriting quintessence classics", invited Zigong sixth middle school grade 2 students to participate in, before and after the exhibition to Sichuan opera knowledge question and answer, will open the live online and live photos, after the exhibition will be satisfaction questionnaire survey. Folk customs Sichuan Opera is a product of traditional Chinese culture. Ziyang River Opera is a product of the fusion of Sichuan Opera and local culture. It not only has the artistry of Sichuan Opera but also the uniqueness of local folk culture. Ziyang River Opera is closely linked to the folk culture of Zigong.

Gongs and drums to celebrate the New Year: During the Spring Festival in the old days, Zigong not only performed dramas, but also played "gongs and drums to celebrate the New Year", which gradually became a custom of the Spring Festival in Zigong at that time. From the end of the Qing Dynasty to the founding of the People's Republic of China, fans of Ziyang river opera in Zigong like to play "lunar New Year gongs and drums". Ziliujing in Zigong City is the most representative. From the first to the fifteenth day of the first lunar month of the Spring Festival, every household lights up lights and colors. , waves of New Year gongs and drums compete in competition, the sound is heard in all directions, and it is very lively. Zigong's Naannian gongs and drums include Sichuan Opera gongs and drums, which is conducive to the inheritance and development of Ziyang River Sichuan Opera percussion music.



Figure 9: Zigong Lantern Festival Source: Rui Xia (2023)

In turn, we will visit the face-changing device, the door of the great craftsman, the book of the play, the drama, Bashan scholar, easy bold, the drama, the four girls, Pan Jinlian, the Chinese princess Durandot, face changing, Yandu drama and other theme hall, and watch the Sichuan opera performance at the end. Lao Lang Hui: "Lao Lang" is the drama god worshiped by the troupe. There are three meetings every year, in the first month, June and November of the lunar calendar. The Zigong "Lao Lang Hui" sacrificial event begins in the twelfth month of the lunar calendar every year. In addition to the performances by famous actors from Ziyang River Opera, other famous actors will also be invited to the sacrificial performance for three days in Ziliujing. The special performances of each famous actor will be performed, which is conducive to inheritance. Carry forward the traditional art of Sichuan Opera. Pinxiantai: The name "Pinxiantai" comes from the Zigong Shenhui Opera. It is also the name of Sichuan Opera activities in Ziliujing area. During the "Sichuan Salt Benefit Chu" period, Sichuan Opera performances were very popular. Therefore, there were various activities to appreciate the opera, which were divided into: audience appreciation, famous actors' appreciation, self-appreciation, etc. All actors who were well received were in the opera. Fairy. In Zigong's performances in the Qing Dynasty, a variety of opera appreciation activities became customary, and thus appeared: "If you don't sing in Yangxian Town God's Meeting, you can't be considered a good gentleman; if you don't sing in Ziliujing, you can't be considered a fairy in the opera." Therefore, "Pin Xiantai" became widely spread in the Sichuan Opera circle.

6. Conclusion

The purpose of organizing students to participate in the Ziyang River Opera Exhibition this time is to provide students with an opportunity to comprehensively understand Ziyang River Opera, and to cultivate students' artistic, historical, and cultural literacy through visiting exhibitions, watching Sichuan Opera performances and interactive experiences. It is hoped that through such activities, students' interest in learning can be stimulated, their horizons can be broadened, and their comprehensive quality development can be promoted.

This exhibition showed that Sichuan opera is a representative of Sichuan bashu culture and also belongs to an important part of local opera in China. In 2006, Sichuan basin terrain, river distribution, and Sichuan opera, according to the distribution of the river, formed a unique river art, thus forming the Ziyang river, Sichuan dam, north river, and eastern Sichuan. Four schools, including Ziyang River, spread along the Tuojiang River system and, in the long run, formed the unique artistic characteristics that evolved into Ziyang River Sichuan opera. Zigong is the representative of the Ziyang River Sichuan Opera and also the communication center. In 2010, it became the municipal intangible cultural heritage of Zigong City and was listed as the intangible cultural heritage of Sichuan Province in 2011. Since the reform and opening up, a large number of foreign cultures have poured into China, which has greatly affected the traditional culture of Sichuan opera, lost a large number of markets and audiences, and become "sunset art." If this goes on, fewer and fewer people will pay attention to Sichuan opera, making the development and inheritance of this traditional culture precarious. Zigong city is the national excellent tourist city, has a long history, and has rich tourism resources. Ziyang river Sichuan opera has become one of the business cards of Zigong local culture, but according to the investigation of the author, a lot of local citizens "know Sichuan opera but not great river Sichuan opera." Thus, the spread of great

river Sichuan opera and inheritance is facing huge problems. This study has been organized by teams: General planner: Xixiang Chen Planning: Wei Wen, Chen Ling, and Xia Rui Cooperative Unit: Zigong City, Sichuan Opera Art Center, Zigong City, Wei Minglun Drama Museum, Zigong City No. 6 Middle School School Photography: Sichuan Mirror Culture Company Live broadcast platform: Wang Linglu, Xu Lijia Sichuan Opera performance: Face-changing: Liao Xingke posts fire at Yang Dehong. The author summarizes the problems faced by the development of Ziyang River Sichuan Opera from the five aspects of system, actors, repertoire, audience, and education. System: in 2016, Zigong municipal party committee municipal government will Zigong Sichuan opera art center is divided into public institutions, funds mainly for funding, from private ownership to public ownership, this is a double-edged sword, guarantee the funding sources at the same time, also bring new problems for the development of Sichuan opera river, first, funding sources, creation from active to passive. Second, the change in the actors' salary source restricts the actors' ambition. Third, there are so many other things that we cannot focus on Sichuan opera itself. Actor: The script, actor, and director are the three major elements of the development of Ziyang River Sichuan Opera.

Therefore, actors are the backbone of the development of the troupe and the disseminators of traditional culture. According to the current situation of the actors at the Sichuan Opera Art Center, the following three points can be summarized: First, the establishment of public institutions is limited, and some personnel cannot be enrolled. Second, the average age of the actors is old, and many positions are facing fault problems. Third, the distribution of professional titles is uneven, leading to uneven income. Fourth, the educational background is generally low, as is the lack of comprehensive artistic literacy. Drama: Drama is the source of the development of a troupe. The repertoire of Sichuan Opera is divided into traditional opera and modern opera, so it is extremely important for the reproduction and innovation of the repertoire. With the death of Teacher Wei Minglun from the Zigong Sichuan Opera Art Center and the closure of Teacher Liao Shixiang, the creation of the Ziyang River Sichuan Opera script is in a dilemma. Audience: The audience is both the recipient and the disseminator of traditional culture. Sichuan Opera needs to acquire young audiences to have broader communication power. According to the information provided by Zigong Sichuan Opera Art Center, the audience of Ziyang River Sichuan Opera presents the characteristics of audience number and audience aging. Education: Education is the key to inheritance. In terms of professional education, Sichuan Vocational College of Arts offers two majors: Sichuan Opera Performance and Sichuan Opera Instrumental Music, which is a vocational college but also an affiliated high school and a secondary vocational school. Sichuan Vocational College of Art is also the only college in China offering Sichuan opera-related majors. In terms of universal education, it mainly relies on Sichuan opera on campus and Zigong cultural tourism, with a single form and poor effect. Sichuan Opera on Campus is a long-term project jointly created by the Zigong Municipal Party Committee, the Education Bureau, and the Culture and Tourism Bureau. Relying on the Zigong Sichuan Opera Art Center, traditional culture will be implemented in primary and secondary schools. Sichuan Opera performances will also be held at the Zigong Lantern Festival, but the time is relatively short. Tourists just appreciate the Sichuan opera and cannot really feel the artistic charm of the Sichuan opera. Evaluation and recommendations in this exhibition, a questionnaire survey was conducted on the selection of the exhibition venue, exhibition venue layout, exhibition theme, tour formation, professional explanation, interactive links, Sichuan opera performance, and other aspects. 50 questionnaires were randomly selected, and the satisfaction rate could reach more than 95%, and I was willing to recommend the exhibition

to others. In this exhibition, I am very satisfied with the interaction between face-changing and role-playing technology devices, and I am most interested in the Sichuan opera performance of face-changing and fire-spitting.

In conclusion, the author wants to, through the Ziyang River Sichuan opera exhibition, let more local citizens, especially the primary and middle school students, deepen their knowledge of the history of Sichuan opera, play, horn, and another related knowledge. She also wants to, through the Internet, break the limitations of time and space, make more people aware of Ziyang River Sichuan opera, carry forward traditional art, and reveal cultural confidence.

7. Recommendation

1. Activity background and significance

Sichuan Opera is one of the traditional arts of the Chinese nation. It was entered into the national intangible cultural heritage list in 2006. It has profound historical and cultural heritage and unique performance style. Because of its unique river art, four major schools of Sichuan Opera have been formed, namely: Ziyang River, West Sichuan Basin, North Sichuan River, and Lower Sichuan East. Ziyang River Opera is a calling card of Zigong opera. With the changes of the times, Ziyang River Opera also faces many challenges in its inheritance. Therefore, carrying out activities to promote Sichuan Opera culture for primary and secondary school students will not only allow students to understand and feel Sichuan Opera culture, enhance cultural self-confidence and patriotic sentiments, but will also be conducive to the inheritance and development of Ziyang River Sichuan Opera.

2. Ziyang River Opera Exhibition: Professional teachers will explain it, allowing students to understand the history of Sichuan Opera, the formation of river art, the past and present of Ziyang River Opera, the inheritance and development of Zigong area, representative plays, famous Sichuan Opera actors, performance venues, Status and difficulties faced by inheritance.

3. Ziyang River Opera Performance: Sichuan Opera's unique face-changing technique is performed on site, allowing students to feel the unique artistic charm of Sichuan Opera and interact with the face-changing actors.

4. Mask making: Organize students to make Sichuan opera masks. This not only allows them to understand the visual image of Sichuan Opera culture, but also cultivates their manual skills and creativity.

5. The existing site is relatively small and is recommended to expand.

6. The schedule is tight, so I hope to increase the time of the free visit.

7. It is suggested that the channels and intensity of publicity can be increased to let more people know about the Sichuan Opera exhibition.

8. Add the design of AR interaction so that more people can participate in it and make bold innovations.

9. You can enter the school to connect with compulsory education in primary and secondary schools.

10. I hope that some handmade activities can be included in the exhibition activities, such as painting Sichuan Opera masks together.

11. Sichuan opera performance time is not enough. I hope to increase the time of the Sichuan opera performance.

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