

# Research on digital protection and inheritance Countermeasures of the world intangible cultural heritage Cantonese Opera Art

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**Abstract:** the digital protection of intangible cultural heritage is an important part of the systematic work of intangible cultural heritage protection. With the rapid development of digital technology, the digital protection of Cantonese opera art has become a new trend and direction, and the protection of intangible cultural heritage has been gradually promoted. Therefore, we should further study how to combine digital protection with the inheritance of Cantonese opera art, strengthen the collection, collation and analysis of Cantonese opera art resources, formulate a sound protection mechanism, and create more powerful support for the promotion of the protection of intangible cultural heritage.

**Key words:** intangible cultural heritage; Cantonese opera; Art; Digitalization; protect

Introduction: in the information age, the protection of Guangdong opera, an important intangible cultural heritage in China, is facing the balance between inheritance and protection. We need to pay more attention to and strengthen the protection of cultural heritage, give full play to the advantages of digital information technology, and establish a sound mechanism, so as to make more contributions to the inheritance and protection of Guangdong opera.

## 1. The historical origin of Cantonese Opera

### 1.1 The origin of Cantonese Opera

Cantonese opera originated from southern opera and is popular in Cantonese speaking areas. It is also known as Cantonese opera. It is sung in Cantonese dialect and is also the largest opera in Guangdong and Guangxi. Cantonese Opera is based on Haiyan opera, Kunshan opera, geyang opera and Bangzi opera, which were introduced into Guangdong during the Ming and Qing Dynasties, and absorbed local folk music. Cantonese Opera is a performing art integrating singing, singing, reciting, music, costumes, physical performance, etc. originated in Foshan, Guangdong Province, and gradually evolved into an art form integrating northern and southern singing, Chinese and foreign singing in the process of development.

### 1.2 The development of Cantonese Opera

The development of Cantonese opera has gone through several stages, including gestation, formation, maturity and development. In the middle of the Ming Dynasty, geyang opera and Kunshan opera began to spread in Guangdong. During the Jiajing period, Kunqu Opera in Guangdong was very popular; In the early Qing Dynasty, Gaoqiang opera and Beijing opera were popular. The original "Guangqiang opera" was formed on the basis of geyang opera, Kun Opera and Beijing opera. In the middle of the Qing Dynasty, singing from all over the country came to Guangdong, laying a solid foundation for the formation of Cantonese opera. Since the middle of the Qing Dynasty, a large number of provincial theatrical troupes have brought a variety of tunes and different types of plays. Different styles of performing arts have provided a large number of materials for the development of local theatrical art, making local theatrical art tend to mature. With the competition and merger between local and foreign troupes, local troupes have become more and more popular, and Cantonese opera has gradually formed its style. In the early years of the Republic of China, Cantonese opera artists faced a difficult situation, promoted the maturity of Cantonese Opera Art in the process of reform, and made changes in language, troupe organization, singing, performance and other aspects, forming a new art genre. Since the founding of the people's Republic of China, Cantonese opera has entered a new period of development, established troupes, sorted out and created excellent repertoires, and started a new round of development and reform.

## 2. The development of Cantonese Opera and its inheritance and protection measures

### 2.1 Problems in the inheritance and development of Cantonese Opera

In the process of inheritance and protection of intangible cultural heritage such as the art of Cantonese opera, the balance between cultural connotation, inheritors, cultural protection and development is more important. In the current protection of Cantonese opera, the protection laws and regulations on intangible cultural heritage at the institutional level do not make specific provisions on digital projects, and problems such as copyright will be encountered in the process of information collection of Cantonese opera, There is no reference system in the implementation process, and the progress is slow. Second, at the technical level, the digital collection of Cantonese opera art lacks institutional construction and framework, and the collection of information is not comprehensive and diversified. At the same time, it also needs more capital investment to ensure the technological development and upgrading of digital protection.

## **2.2 Measures for the inheritance and protection of Cantonese Opera**

At present, in the process of protecting and inheriting the culture of Guangdong opera, most of them focus on the collection and research of intangible cultural heritage information resources of Guangdong opera, and the collection of resources research, data, archives, oral historical facts, documents and objects of Guangdong opera is not sufficient. First of all, we should closely follow the national intangible cultural heritage protection laws, formulate relevant protection work plans, and establish the protection and inheritance system of intangible cultural heritage. Secondly, it is necessary to carry out research and thorough investigation on the intangible cultural heritage resources of Guangdong opera, carry out intangible cultural heritage census and collection, invest human and material resources to carry out large-scale research, collect the relevant resources of Guangdong opera by means of recording, writing, video and digitization, and establish a digital resource database. Moreover, we should cooperate with the inheritors of Cantonese opera to explore new directions and methods of intangible cultural heritage protection. In terms of publicity, we can choose to interview the inheritors of intangible cultural heritage, carry out the collection of oral materials on the inheritance of Cantonese opera, compile them into written materials, and add them to the database of intangible cultural heritage inheritance. In the process of digital protection, intangible cultural heritage art can be combined with technology, cultural creation, cloud technology and other related technologies to promote the protection of Cantonese opera, making digital protection more convenient and efficient.

## **3. The practical significance of digital protection and inheritance of Cantonese Opera Art**

### **3.1 Analysis of the advantages and disadvantages of digital media**

Digital technology refers to the technology that takes computer as the medium, converts information into binary and processes and stores it with the help of equipment. In the Internet era, the development and popularization of digital technology can promote the rapid development of new media and inject new vitality into intangible cultural heritage protection. The art of Cantonese Opera is rich in connotation and covers a wide range. The connotation of operas, costumes, props, musical instruments, etc. is relatively complex. The use of digital technology for accumulation can collect a large number of contents and a variety of information to ensure the integrity of intangible cultural heritage. At the same time, the application of digital technology in the management of intangible cultural heritage can facilitate storage, access and resource sharing. Through the recording, video recording and recording of the art of Cantonese opera, we can save documents that are easy to be lost, use digital technology to record, accept more accounting, and promote the inheritance and utilization of intangible cultural heritage. However, the application of digital technology will also lead to over reliance on new media technology and neglect of the actual inheritance and protection in the process of protection. Insufficient publicity in the process of digital protection will also lead to problems in the inheritance of intangible cultural heritage. Therefore, it is necessary to balance the relationship between protection, publicity and inheritance while using digital technology to protect Cantonese opera.

### **3.2 The role of digital protection in inheriting the art of Cantonese Opera**

First of all, digital technology can bring new development to the protection of intangible cultural heritage, and the protection and dissemination of intangible cultural heritage can be publicized with the help of new digital media. Digital technology can restore the form and characteristics of Cantonese Opera and help it promote in the mainstream media. With the characteristics of fast transmission speed, wide influence and wide range, the establishment of digital protection mechanism can promote the expansion of the communication channels of Cantonese opera art, so that more people can learn about Cantonese Opera Art on various new media platforms even if they do not come to Guangdong. The spread of Cantonese opera art is not limited by various factors, which is conducive to its inheritance and development. Secondly, in terms of the preservation of the art of Cantonese opera, most of the aria will be preserved by means of photography, recording, etc., including the interview clips of famous artists, which can be used as a form of inheritance of intangible cultural heritage. Under the previous storage methods, image data are easy to be damaged or invalid. With the support of digital technology, the data stored in computer equipment can be properly saved, and can be modified and improved when the data need to be updated, so as to promote the high-quality development of storage methods.

## **4. Digital protection and inheritance Countermeasures of the world intangible cultural heritage Cantonese Opera Art**

### **4.1 Building Digital Archives**

The use of digital technology to record and archive the art of Cantonese Opera is conducive to its preservation and inheritance. First of all, realize the digital archiving of the art of Cantonese opera. It can record the precious resources of the art of Cantonese opera, such as images, singing, performance forms, stage art, musical instruments, makeup, costumes, scripts, music books, tapes, props, field journals, classify and sort them, and then digitally convert and store them, so as to establish the literature archive of Cantonese opera culture. In the process of investigating and collecting the art of Cantonese opera, we can also use digital processing to record the relevant words and oral

statements of inheritors, so as to obtain better preservation effect with the help of digital processing. Secondly, in the process of establishing the digital archives of Guangdong opera, we should formulate a unified digital standard, promote the efficiency of resource integration, and realize resource sharing. As a local art form, Cantonese opera has no complete context of academic inheritance. In the process of literature description, it is necessary to find references to ensure the systematicness and integrity of resources. The establishment of digital standards is the focus of literature digitization. According to the information resources of Guangdong opera, the standardization construction of image digitization, data backup, document description, database processing and other work can promote the smooth development of the preservation and utilization of Guangdong opera resources.

## 4.2 Training professional talents

The use of digital technology to protect intangible cultural heritage requires the cultivation of professionals with professional knowledge of digital technology and the ability to protect intangible cultural heritage. They need to be familiar with the knowledge of digital informatization and have excellent professional ability. In practical work, professionals not only need to understand the protection of cultural heritage, but also need to have a sense of responsibility to undertake the important task of protecting cultural heritage. First of all, in the protection and inheritance of Cantonese opera art, we need to select professionals through cooperation with relevant departments. In the process of selecting and employing relevant talents, they are required to have knowledge of cultural protection and information technology, understand the relevant knowledge of Cantonese opera culture, be able to combine digital technology with protection work, establish reasonable and scientific means of Cantonese opera art protection, and then carry out innovation and strict training in protection and publicity. Secondly, relevant departments can cooperate with colleges and universities and other educational institutions to carry out activities such as the introduction of Cantonese opera art into the campus, cultivate potential successors and improve students' interest in Cantonese opera art. Through the combination of inheritance and protection, students who are interested in the art of Cantonese opera will be trained according to their information technology and professional ability, so as to promote their development towards compound talents, undertake the important task of protecting and developing the art of Cantonese Opera in the future, and prepare the talent echelon for the digital protection and inheritance of the art of Cantonese opera.

## 4.3 Building a new media platform

In the context of the rapid development of information technology, in order to protect and inherit the art of Cantonese opera, it is necessary to maximize the role of digital technology and carry out the collection, storage and dissemination of cultural information. The storage of intangible cultural heritage materials in the basic form of digital technology mainly includes audio, images, images, documents, etc. these resources can be publicized and disseminated by using the new media platform to achieve good intangible cultural heritage effect. In the era of advanced network technology, the new media platform can maximize the publicity effect, display the art of Cantonese Opera in an all-round way, and enable the masses to feel the charm of Cantonese opera culture without leaving home. For example, intangible cultural heritage protection personnel can establish a public account for the promotion of the intangible cultural heritage art of Guangdong opera, collect relevant digital resources, and attach the text introduction, image display, picture display, etc. about the art of Guangdong opera after sorting, summarizing and classifying, so as to push it on the public account, so that more people can understand the art of Guangdong opera. At the same time, we can release the relevant trends of Cantonese Opera Art on the official account, introduce intangible cultural heritage inheritors, Cantonese opera classic tracks and other knowledge, improve the popularity of Cantonese Opera and expand the scope of publicity. In addition, the construction of new media platform can also promote the progress of intangible cultural heritage protection technology, use more advanced technology to promote the combination of Internet technology and Guangdong opera intangible cultural heritage protection projects, tap more intangible cultural heritage resources, form the cultural characteristics of Guangdong, and inject new vitality into intangible cultural heritage protection.

## 4.4 Building a digital museum

Using new media and information technology to establish an online digital museum of Cantonese Opera is the need of inheriting traditional culture in the new era, which reflects the role of the combination of digitization and the protection of intangible cultural heritage. Digital technology can promote the dissemination and development of Cantonese opera art by breaking the restrictions of time and space. The digital display platform is used to record the art of Guangdong opera, and technologies such as imaging, informatization and virtualization are applied to the construction of online digital museums. By means of human-computer interaction, virtual technology and AR technology, the digital display and performance of Guangdong opera art are strengthened, so as to enhance the audience's experience and attract more audiences. Through the innovative application of new media technology and the use of advanced technology to perform the art of Guangdong opera, it can promote more audiences to share intangible cultural heritage resources, promote the culture of Guangdong opera and the spirit of intangible cultural heritage inheritors, and achieve better publicity effect. At the same time, the construction of digital museum can promote the industrialization of Cantonese opera art, transform the image of traditional culture, deeply explore its cultural resources, combine the development of cultural and creative products, combine the cultural industry with intangible cultural heritage

inheritance, build a new publicity platform, and promote the efficient development of intangible Cultural Heritage Inheritance and protection. The combination of digital technology and modern culture and art, as the publicity carrier of Cantonese opera culture, is not only conducive to the publicity of intangible cultural heritage culture, but also can promote the development of local economy.

Summary: from the perspective of digital protection and inheritance of Cantonese opera art, the protection of intangible cultural heritage needs digital transformation, giving full play to the advantages of modern technology, applying advanced technology to the protection and dissemination of culture, promoting social development and expanding the development space of intangible cultural heritage. At the same time, in the process of protection, we should clarify the advantages and disadvantages of digital technology, improve the technical level of the overall work, and innovate the work form, so as to realize the systematic development of digital intangible cultural heritage protection and modern technology, and promote the inheritance of intangible cultural heritage.

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