

Research on Current Situation and Development of Publicity and Popularization of Modern Stage Drama Based on Social Media Perspective

Yixuan Qian^{1,a,*}

*¹Beijing New Oriental Foreign Language School at Yangzhou, Yangzhou, Jiangsu, China
a. peilinyao@ldy.edu.rs*

**corresponding author*

Abstract: In the CMG 2022 Spring Festival Gala, the stage poem "Only This Green" left a deep impression on all audiences at home and abroad. The dancers interpreted "Thousands of Miles of Rivers and Mountains" through beautiful postures and movements, which is the only work of Wang Ximeng, a famous painter in the late Northern Song Dynasty. This stage play perfectly combines traditional Chinese art forms and modern stage performing arts culture, which has caused a great response. Therefore, this study discusses how contemporary modern stage plays or musicals can increase traffic under the influence of mainstream media applications and explore whether there is a "link to promote the development of this art form". Different representatives of Chinese classical art are combined with modern stage plays, resulting in linear regression. In addition, the communication data of different applications is gathered together for research to understand whether adding popular IP or "links" can promote the promotion and publicity of modern stage plays and increase traffic exposure.

Keywords: Modern stage play, representative of Chinese classical art, linkage, mainstream media.

1. Introduction

Stage play can be defined as a dramatic art presented on stage. Stage plays can be divided into comedy, tragedy and drama according to their content; and can be divided into drama, opera, dance drama, pantomime, poetry, musical, puppet show and so on according to their performance form.

In stage plays, the script is the "first creation", while the director and performance are the "second creation". If the screenwriter is the designer of a house, the director and actors are like the builders and decorators of the house. The actors must devote themselves to the work, integrate the tone of the work, the director's ideas, the script lines and their own feelings into themselves, and accurately show the inner state and appearance of the character by experiencing and understanding the inner activities and external actions of the role they play[1, 2].

In this sense, stage play is a kind of work that requires directors, editors, and actors, not only in front of the stage, but also behind the scenes. Therefore, a stage play is a huge condensation of the essence of everyone's contribution. However, compared with other art forms, stage plays still lack many effective opportunities in front of the public, as well as effective and efficient publicity capabilities.

In the 21st century, with the rapid advancement of the internet, numerous forms of entertainment are available to the general public. For instance, they can appreciate classic literary works, engage in outdoor activities to promote metabolism, watch short videos, or listen to their favorite songs. In recent years, a new form of entertainment has gradually emerged - enjoying stage plays.

Stage plays can be defined as the theatrical art presented on the stage. As the name implies, they are based on scripts and performed in various forms on the stage. The plots of stage plays can be original or adapted from novels, animations, TV series, movies, etc. Moreover, they inevitably involve professional skills such as music, scripting, styling, stage design, and lighting. Therefore, the requirements for a successful stage play are quite demanding.

In the 19th century, many famous ballet operas were born in Russia, such as "Swan Lake" and "The Nutcracker" etc. However, such a new form of entertainment did not begin to spread to China until the mid-20th century.

In the past, the method of spreading information was mostly through word of mouth among neighbors, villages, and cities. People told each other what they had heard, or it was reported in bold headlines on newspapers, telegraphs, or written on paper, waiting to be discovered by archaeologists for further study and adaptation. However, things are different now. Apps like Douyin, Xiaohongshu, Weibo, and Bilibili, which have strong transmission capabilities, are not uncommon. New forms of transmission are constantly emerging. Not only are apps available in mobile app stores, but also radio, news broadcasts, and even radios. This greatly increases the audience's exposure to news facts and their ability to observe things from multiple angles in dynamic changes.

It is hoped that by searching different modern stage plays on the modern mainstream media app and comparing the data, we can find out the main factors that affect the communication flow of modern stage plays. In addition, the stage musicals of different ages in China and abroad are put together to find out whether there are common characteristics and borrow them, and try to put forward suggestions for better publicity and popularization of modern Chinese stage dramas.

This research is based on the framework of the review research, through the comprehensive discussion to explain the overall content of the article. In this process, the case analysis of famous Chinese and foreign stage plays is used, and several cases are further analyzed by comparison. In addition, some secondary data are collated to help the research. First, read the introduction of famous foreign stage plays, and then look for the representatives of more famous modern stage plays in China in recent years. Put them together, through comparative reading, find out the common characteristics of these plays, and try to explore the characteristics that can make the stage plays have strong communication ability. In addition, this discovery is applied to modern stage plays in China. First, linear regression is used to find out the corresponding correlation, and then, according to the final results, the search and comparison are made on mainstream media apps -- Tiktok and bilibili, and the final conclusion is drawn.

This paper will first introduce the pain points and challenges in the development of modern stage plays, find out the similarities and common points of Chinese and foreign stage plays, summarize the characteristics as a whole, and then find out the correlation by using linear regression in matching topics and stage plays respectively, and then make a summary based on data. Then, separately, search topics on mainstream media apps, and finally put the data results together and compare to find out the main factors affecting the change of publicity traffic. Finally, the overall summary.

2. Literature Review

2.1. Overview of Famous Stage Plays

In such a country as Russia mentioned above, its stage musical bar from the germination, formation, and then to its peak development into a unique Russian dance drama and occupy an irreplaceable

important position on the world stage, which has indeed experienced a long and tortuous process. This is especially true of Russian ballets such as *Swan Lake*, *The Nutcracker* and *Giselle*. It was around the beginning of the 1830s that the national style of Russian ballet gradually began to take shape. Therefore, this has established an important seat for Russia in the world dance scene.

The Nutcracker is a Russian classical ballet directed by Lev Ivanov and composed by Tchaikovsky. It was first performed at the Maria Theatre in St. Petersburg in 1892. Based on Ernst Theodor Amadeus Hoffmann's fairy tale "The Nutcracker and the Mouse King," the music of the dance drama is full of simple and mysterious mythological color, with strong musical characteristics of children. It is called "Christmas ballet" in the West. About Christmas, the girl Mary gets a nutcracker. At night, she dreamed that the nutcracker had turned into a prince, leading her group of toys to fight against the rat soldiers. Later he took her to the Jam Mountain, where she was welcomed by the plum sugar fairies and enjoyed a happy story of toys, dancing and feasting. "The Nutcracker" is known as "the indispensable source of joy on Christmas Eve" and has become the most popular dance drama of the holiday. The exquisite stage design, gorgeous costumes, innocent children, princes and princesses, and the festive atmosphere revealed everywhere became a ballet feast under the beautiful music of Tchaikovsky [3].

Tchaikovsky's ballet *Swan Lake*, written in 1876, is Tchaikovsky's first dance, based on folklore, the story of the princess Odette was turned into a white swan by a demon on the shores of Swan Lake. Prince Siegfried visited Swan Lake and fell deeply in love with Odette. On the night of the prince's bride selection, the devil had his daughter Black Swan disguise herself as Odette in order to deceive the prince. The prince was nearly deceived, but finally found out in time to strike the demon and kill him. The white swan restores the princess's original form and marries the prince for a happy ending. The musical characteristics of *Swan Lake* are very obvious, first of all, dramatization. Tchaikovsky has been very fond of drama since he was a child, so that he also incorporated drama elements into his music creation, and *Swan Lake* is more obvious in musical dramatization. Second, the dance drama "Swan Lake" raises the music to the level of symphony, creates a beautiful artistic conception, praises the loyal love. *Swan Lake* brings us not only a piece of music and a piece of dance, but also tells a beautiful and moving love story through the perfect combination of music and dance [4].

Only This Green is a dance drama co-directed by Zhou Liya and Han Zhen and produced by the Palace Museum, People's Daily Online Co., LTD., China Oriental Performing Arts Group Co., LTD., and Yushanghemei Cultural Development Co., LTD. It is based on the painting "A Thousand Li of Rivers and Mountains", which was created by the painter Wang Ximeng in the Northern Song Dynasty. On the New Year's Eve of January 31, 2022, excerpts from the series were featured in the 2022 China Radio and Television Group Spring Festival Gala. "Only This Green" This dance poem drama is based on one of the ten most famous Chinese paintings, "A Thousand Li of Rivers and Mountains". The original intention of this painting is to put Wang Ximeng and his countrymen's feelings of loving the motherland deep in the green mountains and rivers. The Tang ink painting shows the colorful world in black and white [5].

A Dream of Red Mansions is a national dance drama adapted from a *Dream of Red Mansions* written by Cao Xueqin, a Qing Dynasty writer. It is an original dance drama planned by Jiangsu Cultural Investment Group and co-produced by Jiangsu Grand Theatre and Nanjing Chinese Orchestra. The creative team of the dance drama "Dream of Red Mansions", with the outstanding representatives of the new generation of "post-90s" Chinese dance industry as the core, has injected a unique modern meaning into the drama with young and imaginative innovation while respecting the original work. Premiere on September 23, 2021. The drama follows Jia Baoyu's love with Lin Daiyu and Xue Baochai. While respecting the original work, it invites outstanding young artists with rich imagination and innovative pursuit to inject a unique modern aesthetic and meaning. Visually, the play draws on the aesthetic characteristics of the ancient paintings of the Ming and Qing dynasties,

aiming to show the elegant and elegant dance group images; The use of many classical symbols with Chinese characteristics is not only a tribute to the excellent traditional Chinese culture, but also a re-interpretation of national literature classics from the perspective of the younger generation [6].

2.2. Stage Drama Development Pain Points and Challenges

Through reading the representatives of the several Chinese and foreign stage plays mentioned above, we can find that these plays are based on the adaptation of previous works. But there is one difference: these two classic ballets are both from the 19th century, while the Chinese stage plays below are more recent and combine with ancient Chinese traditional art forms.

The lack of a real exclusive platform for modern stage drama to promote and spread, only rely on such mainstream media as Tiktok, bilibili is not enough. Because the content contained on such a platform is very complicated and chaotic, for the contemporary masses, brushing short videos is just to relax and relieve pressure, and according to the popular videos now, the shorter the more popular, everyone will not spend more time to brush these long videos. But for the stage play, a long editing is needed to publicize the script, the content, the picture, and the details of the characters' costumes. So, this is a big pain point for modern stage plays.

3. Research Methods and Legend Data

3.1. Research Design

First, two keywords "Dream of Red Mansions" and "musical theater" were input into the "Baidu Index", and the timeline was positioned between January 1, 2023 and January 31, 2023, to find out whether the two keywords were influenced by each other by comparing the index data (Figure.1).

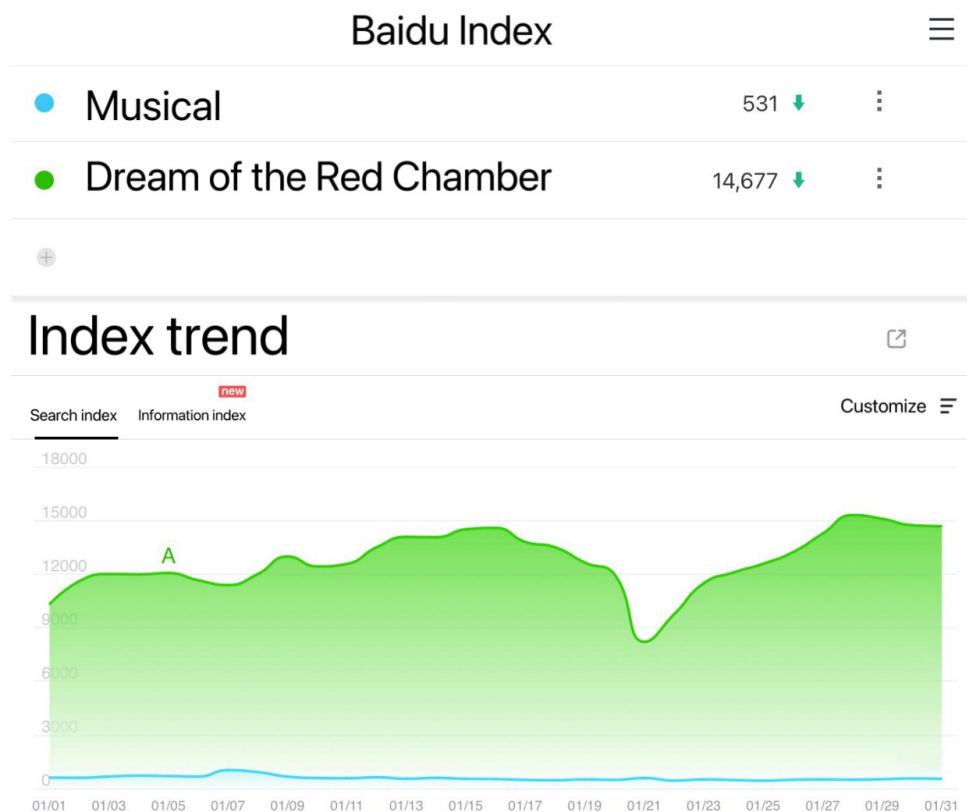


Figure 1: The search index trend between "Dream of Red Mansions" and "musical theater".

Second, using the same method, the two new keywords "only this green" and "A Thousand Li of rivers and mountains" are also input into the "Baidu Index", and the timeline is positioned between February 1, 2022 and March 1, 2022, and the degree of mutual influence of the two is still found through comparison (Figure 2).

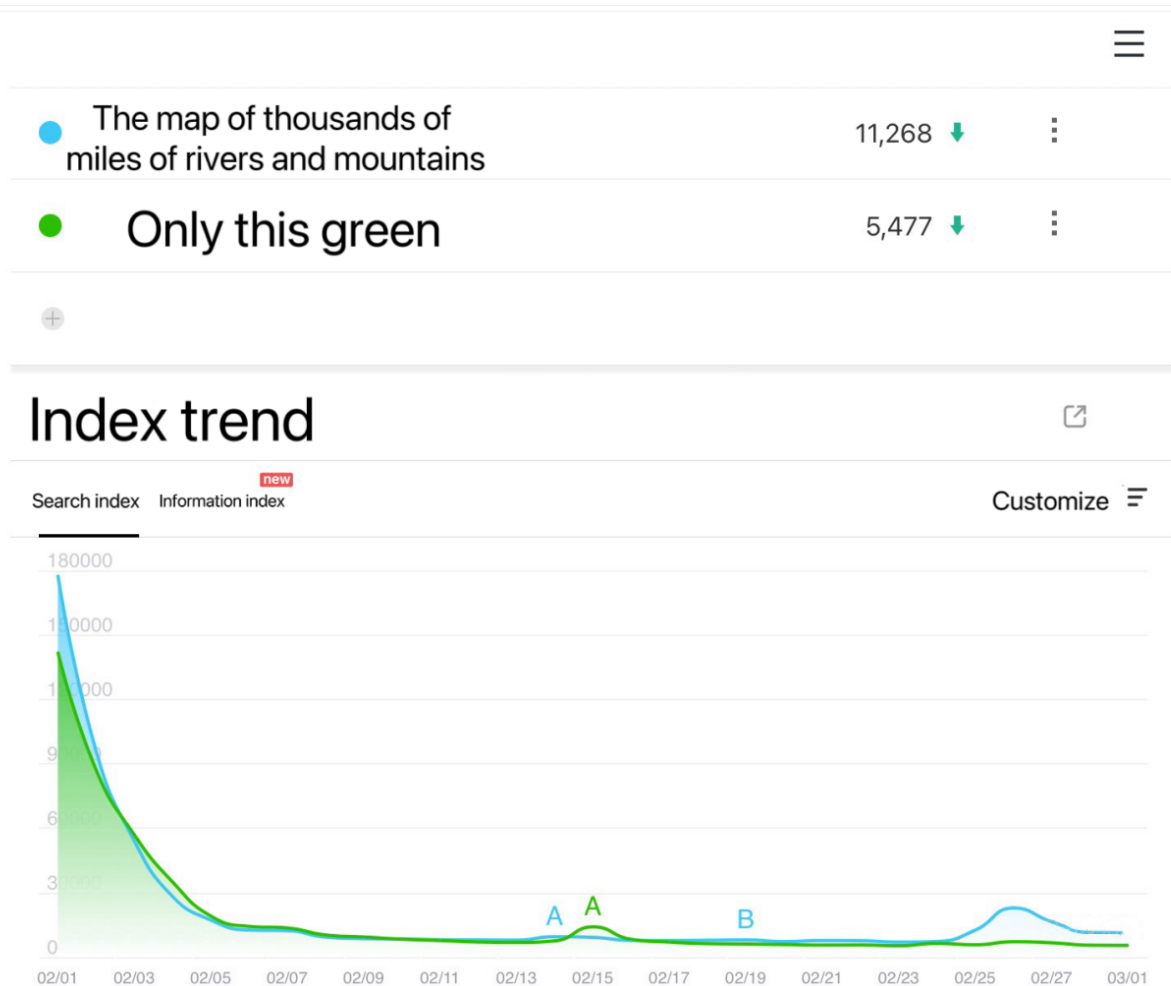


Figure 2: Search index trend between "only this green" and "a Thousand Li of rivers and mountains".

3.2. Research Hypothesis

First of all, there is a certain correlation in the index graph between the keywords "Dream of Red Mansions" and "musical theater" mentioned above (Table 1&2).

Second, there is a certain correlation between the key words "only this green" and the index chart presented by "a thousand Li of rivers and mountains" (Table3&4).

Finally, the addition of Chinese classical art image can increase the exposure of musical or stage art performance in front of the public. After adding the topic of Chinese classical art image, the stage play has more search rate.

4. Research Result

Table 1: The Musical's linear regression results.

[illegible]

The end result is a linear regression of the keyword "musical" -0.080.

Table 2: The result of linear regression between "Dream of Red Mansions."

[illegible]

The end result is that the second graph is the result of linear regression for the keyword "Dream of Red Mansions" -0.013

Table 3: The result of linear regression between "only this green".

[illegible]

The final result, the third graph is the linear regression result of the keyword "only this green" - 0.093.

Table 4: The result of linear regression between "a Thousand Li of rivers and mountains"

	B	Standard error	Beta	t	p	VIF	tolerance
constant	1645069814001.504	142048582.080	-	11581.037	0.000	-	-
Search index	-10236.379	3510.846	-0.489	-2.916	0.007	1.000	1.000
R2			0.239				
adjust R2			0.211				
F			F(1,27)=8.501 p=0.007				
D-W value			0.079				
Note: Dependent variable = date							

The final result, the fourth figure, is the result of linear regression of the keyword "a thousand Li Map of rivers and mountains" -0.079.

5. Research Discussion

As shown in the above four pictures. The first graph is the result of linear regression for the keyword "musical" -0.080; The second figure is the result of linear regression of the keyword "Dream of Red Mansions" -0.013. The D-W values of these two variables are calculated by linear regression respectively. It can be found that although there is a certain gap between 0.080 and 0.093, the absolute values of these two data are all less than one. Therefore, it is speculated that there is a mutual influence between "Musical" and "Dream of Red Mansions", which will drive the change of each other's search volume.

The third graph is the result of linear regression of the keyword "only this green" -0.093; The fourth figure is the result of linear regression of the keyword "a thousand Li of rivers and mountains" - 0.079, through linear regression to calculate the D-W values of these four variables, you can send 0.013 and 0.080, so it seems that the similarity of the two topics and the correlation coefficient are very close.

Next, enter the main media app to search this related topic.

For "A Thousand Li of Rivers and Mountains" : When the public enters the keyword "A Thousand Li of Rivers and Mountains" on the Tiktok app to search, the pushed out of the highly praised comments and highly forwarded videos are related to the topic of "Only this green". Therefore, it can be found that adding the specific topic of "A Thousand Li of Rivers and Mountains" on the Tiktok platform can make the topic of the dance poem drama "Only this Green" more spread and better publicity.

Then, Using the same method, searching for "a thousand Li of rivers and mountains" on Bilibili, the videos pushed by the higher number of views are related to the dance poem "Only This Green". Therefore, it can be found that adding the specific topic of "A Thousand Li of Rivers and Mountains" on the Bilibili platform can make the topic of dance poem drama "Only This Green" more spread and better publicity.

For "Dream of Red Mansions": First of all, when I searched the keyword "Dream of Red Mansions" on TikTok, the result is only a selection of clips from the 87 TV drama "Dream of Red

Mansions", which is a clip of the classic character of "Dream of Red Mansions" - Lin Daiyu. At the moment, it turns out that there aren't many videos promoting "the musical" at all.

If you add a limited keyword such as "dance drama" or "musical" before "Dream of Red Mansions", then search.

So now it turns out that the results are different. Therefore, it can be concluded that with the blessing of the hot ip of the dream of the Red Chamber, such an art form as the stage play can have better publicity and be seen by more and more people.

After exploring one by one through the methods described above, the final answer to the three hypotheses mentioned above is as follows: the index graph between the keywords "Dream of Red Mansions" and "musical theater" mentioned above does have a certain correlation; There is indeed a certain correlation between the index chart presented by the key words "only this green" mentioned above and "A Thousand Li of rivers and mountains Map". Therefore, "musical" and "Dream of Red Mansions" have a hot classic ip image to drive the role of traditional art display, which will affect the change of each other's search volume. "Only this green" and "A Thousand Li of Rivers and Mountains" have the effect of mutual influence on publicity, if the two topics are used at the same time, it will benefit both.

But the actual situation is still very direct, if there is no "dream of Red Mansions" and "a Thousand Li of rivers and mountains" such familiar classical masterpieces of art or the hot ip image known to all ages to join, it seems that modern stage drama such as the traditional art form cannot get a better way to spread, so that they enter the eyes of more audiences. Those official accounts of modern stage plays should know how to use modern mainstream media software to edit videos, to find out what characteristics and characteristics the stage plays promote really have. Whether the modern stage play itself can create a bright spot is what those script editors really need to consider. And the hot ip joint name or rewrite classical art works, is just another way, also mentioned above, this is just a kind of scenery on the role of flowers, but never deny that there is another layer of mutual promotion between the two.

6. Conclusion

Throughout the overall study, the addition of Chinese classical art images can not only increase the exposure of musical or stage art performances in front of the public, but also have more publicity and exposure in the mainstream media in the current era, the light is not only complementary, but also complement each other. However, after the final study and discussion, in fact, the reason why modern people can invest more attention may not be the main drainage role of contemporary mainstream media apps. From the comparison of the data presented above, perhaps it is the addition of traditional Chinese culture and art forms such as "a dream of Red Mansions" and "A Thousand Li of Rivers and Mountains" that makes the emotional expression of stage plays fuller, allowing the public to feel the beauty of this art form. Unlike other simple songs and dances, a stage play is inherently a multicultural combination of songs, dances, lighting, sound effects, and sometimes speaking, so the requirements for a successful stage play are very demanding. Not to mention the modern stage drama, what is "modern" the word, is included in the 21st century, the current society popular, widely circulated, trendy, novel, dynamic, charming various trend factors. With such an addition, it may be able to take the development of the stage to a higher level.

However, this study only considers the topic search, analysis and traffic changes of media apps, which are the main media apps in China -- TikTok and bilibili. Instead of expanding the horizon, this study is put into the world's mainstream media apps for further research and analysis, such as the global YouTube, Facebook, Instagram or Google. Ignoring the global spread and development of modern stage musicals, it is less likely to draw conclusions just by analyzing and researching in China.

Finally, it is hoped that through this study, more people can pay attention to such a novel and elegant art form as modern stage drama, so that modern stage drama can have more and better traffic promotion on mainstream media apps. In addition, it can gradually break through the linkage with other hot ip, write an original script with its own strength, and dance confidently on the big stage of the world.

References

- [1] DONG Jian. *History of Modern Chinese Drama* [M]. Beijing: China Drama Press, 1989: 22-24
- [2] ZHAO Yang. *Re-creation of directors and actors from stage plays* [J]. *Art Science and Technology*, 2023, 36(18): 80-82. (in Chinese) DOI:10.3969/j.issn.1004-9436.2023.18.026.
- [3] Fu Qiuwen. *Study on the relationship between Music and Dance in Ballet "The Nutcracker"* [J]. *Modern Marketing*, 2011(8): 312-313. (in Chinese) DOI:10.3969/j.issn.1009-2994.2011.08.247.
- [4] GUO Lei. *Analysis on musical characteristics of ballet Swan Lake* [J]. *Journal of Jilin Radio and Television University*, 2012(6): 79-80. (in Chinese) DOI:10.3969/j.issn.1008-7508.2012.06.043.
- [5] LV Yisheng. *Cultural Implication of "Only This Green"* [J]. *Research of Culture and Art*, 2022, 15(2): 68-72. (in Chinese) DOI:10.3969/j.issn.1674-3180.2022.02.008.
- [6] LIAO Yi. *Promoting the artistic expression of Excellent literary works on stage -- Taking the national dance drama "Dream of Red Mansions" as an example*. *Human World*, 2023(9): 35-37.