

Research on the inheritance and development of Kangba Muya opera under the background of rural revitalization

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Abstract: At present, Kangba Muya Opera is facing many difficulties in survival. The proposal of rural revitalization has brought opportunities for the inheritance and development of Kangba Muya Opera, and the inheritance and development of Kangba Muya Opera have injected a strong internal impetus for rural revitalization. Under the background of rural revitalization, Kangba Muya Opera can make use of modern information technology to increase publicity. Muya troupe artists should change their ideas and actively seek their own development. Local governments should strengthen the integration of culture and tourism, protect inheritance artists, and train new inheritors, so as to promote the development of Muya opera. Muya opera artists should constantly improve the level of drama theory and innovate the development of Kangba Muya opera. The opera managers should strengthen top-level design and management.

1. Introduction

Kangba Muya opera is a school of Sichuan Kangba opera. "Muya" is not only the appellation of an ancient tribe and an ancient kingdom but also a regional name. It is also called Muna, Mi 'e, Mina, Muna, Mina, Minya, etc. Bon, the religion, believes that people are from heaven, "mu" refers to heaven, "ya" refers to son, and together they are the beautiful son of heaven. Kangba Muya opera is a local opera in the Muya area of Ganzi Prefecture, mainly distributed in Jiulong County, Kangding City, Yajiang County, and other areas. According to records in the Annals of Opera in Ganzi Prefecture, in 1909, Living Buddha of Muya of Kangding let Yunden establish the Opera Troupe of Monks in Muya Temple. He was good at singing and dancing had a lot of knowledge and talents, and could sing folk songs and dances. Based on learning the "Jianggaran" opera of Batang style, he began to compose the traditional opera repertoire, teaching singing and performance posture. His main plays include Zhuo Wa Sang, Deng Zhu Deng Yue, Bai Ma Wenbo, etc. Kangba Muya opera has strong local characteristics, and its language uses Muya language, integrating local folk songs and Guozhuang dance steps. It has formed unique artistic characteristics in music, performance, choreography, and repertoire. The proposal of a rural revitalization strategy has brought new opportunities for the inheritance and development of Kangba Muya opera.

2. The survival status of Kangba Muya opera

(Zhu Maoqing, 2021)^[1] through the investigation, it is found that due to the change in social environment, the number of young audiences in Kangba Muya opera is decreasing, the performance opportunities are also decreasing, and the performance time is shortened. Because of the Muya language used in Kangba Muya opera, it is difficult for people to accept it. However, the younger generation is not interested in opera, and there is a serious loss of actors with performance talent, and problems such as difficulties in training inheritors and lack of professional talents. (Zhou Shulin, 2017)^[2] The investigation found that since 1990, Muya Opera has not developed much based on the previous opera, only supplementing some young actors with certain talents and voluntary participation. However, due to the weak cultural foundation, the supplementary actors are more limited in the inheritance of opera and can not independently play the leading role. The main reasons are that, first, the social transformation and the change in the economic system, the economic strength of the people in the Muya area is not enough to support the survival of the Muya Opera Troupe. The second is the impact of modern entertainment. Third, it is difficult to cultivate inheritors. Fourth, there is no standardized and scientific management. (Yang Yuzhuo, 2020)^[3] Through investigation, it is found that different from the other Kangba operas observed by us, Muya opera faces some identical or similar dilemmas, although it exists in the common social background of global integration and is in the field of the interwoven discourse of new media, marketization, and intangible cultural heritage protection. For example, it is difficult to sustain talent training, lack of funds, shrinking audience, etc., but Muya opera is on the verge of disappearing because it has cut off the connection with the daily life of local people and has not been promoted by external forces such as the government and the market, and lacks the motivation for its re-creation. (Cao Shuncheng, 2019)^[4] Through investigation, it was found that with the popularization and amateurism of the opera troupe, there were very few post-learners, the old artists who could sing completely passed away one after another, and there were even fewer and fewer artists who could sing part of the tunes and perform part of the skills. In the small courtyard downstairs, the opera artists performed the mask dance, and the opera head performed the body and dance steps. While deeply impressed by the opera art, he was also worried about the future situation of the opera troupe. (Wu Jing, 2020)^[5] personally visited Muya opera Troupe in March 2016, and it is understood that in addition to financial difficulties, the biggest problem facing Muya opera Troupe is the problem of "helping and leading Muya opera".

From the above scholars' investigation and research, we can see that Kangba Muya opera is currently faced with such practical problems as a lack of funds, difficulties in training inheritors, a shrinking audience, poor management, and on the verge of loss. With the rapid development of society, the dissemination of information has become fast and convenient, making people's entertainment more and more diversified, and opera is no longer the only way for people to entertain. With the change in people's aesthetic way, the soil that Kangba Muya opera depends on is changing, and the traditional singing form is difficult to meet people's aesthetic needs. However, Kangba Muya, as a wonderful part of the minority opera garden, is the product of the spirit of the people in the Kangba Muya area, the crystallization of wisdom, with important historical value, cultural value, and artistic value. How to inherit and develop Kangba Muya opera in the new era is an urgent problem to be considered and solved.

3. The necessity of inheriting and developing Kangba Muya opera under the background of rural revitalization

Hegel once said: "Where a nation has drama, it marks the maturity of the nation... Drama is the product of a civilized national life." Kangba Muya opera, as the main body of cultural activities of people in the Muya area at that time, is a concentrated reflection of the common values and spiritual

world of the people. It carries the most simple and genuine spiritual feelings of the working people, is the common cultural memory of the majority of people, is the cultural soul of the Kangba Muya area, the spiritual root, and is an important part of the excellent traditional culture. Inheriting and developing Kangba Muya opera under the strategy of rural revitalization can make the two mutually promote and complement each other.

3.1 Rural revitalization brings opportunities for the inheritance and development of Kangba Muya opera

Implementing the rural revitalization strategy is a major decision made at the 19th National Congress of the Communist Party of China and a major historic task in the decisive battle to complete the building of a moderately prosperous society in all respects and a modern socialist country in all respects. Rural revitalization includes rural industry revitalization, talent revitalization, and cultural revitalization. Cultural revitalization is an important part of the national rural revitalization strategy. Cultural revitalization is of special significance to the Chinese people. In the process of Chinese society moving from tradition to modernity, the development of culture has an important impact on social and economic development, national rejuvenation, and people's happiness. Rural revitalization is the fundamental way to build a new socialist countryside and achieve common prosperity, culture is an important part of the construction of a new socialist countryside, and the development of cultural undertakings and cultural industries has become an indispensable part of rural revitalization. In the Opinions of the Central Committee of the Communist Party of China and The State Council on Comprehensively Promoting Rural Revitalization and Accelerating the Modernization of Agriculture and Rural Areas in 2021, it was proposed that "in-depth excavation, inheritance, and innovation of excellent traditional local culture should be combined with protection, inheritance and development and utilization to give the Chinese farming civilization a new era connotation." In January 2022, the Opinions of the CPC Central Committee and The State Council on Comprehensively Promoting the Key Work of Rural Revitalization in 2022 pointed out that: "We will launch and implement the rural revitalization plan to empower the cultural industry. We need to integrate the resources of cultural activities for the benefit of the people, and support farmers to spontaneously organize village songs, "village evenings", square dances, fun sports games, and other cultural and sports activities that reflect the interests of farming, agriculture, and agriculture. We will host the Chinese Farmers' Harvest Festival. We will strengthen the inheritance and protection of farming culture, and promote the protection and utilization of intangible cultural heritage and important agricultural cultural heritage." Kangba Muya opera is an intangible cultural heritage of Ganzi Prefecture, the proposal of relevant policies for rural revitalization provides a practical and theoretical basis for it and creates new opportunities for the inheritance and development of Kangba Muya opera.

From the current situation, the cultural soil on which Kangba Muya opera relies for survival has been slowly disappearing, the traditional way of inheritance is difficult to maintain, and the audience's aesthetic is also changing. Under such a realistic dilemma, how to inherit and develop Kangba Muya opera and the proposal of rural revitalization provide new ideas and directions for the inheritance and development of Kangba Muya opera. It can be seen from the above documents that the state and local governments attach great importance to intangible cultural heritage and have introduced a series of policies and programs. Then, the locals should seize the opportunity to combine the construction of the new socialist countryside with Kangba Muya to achieve common progress and development.

3.2 Inheriting and developing Kangba Muya opera has injected a strong internal impetus into rural revitalization

In August 2021, the General Office of the CPC Central Committee and The General Office of the

State Council issued the Opinions on Further Strengthening the Protection of Intangible Cultural Heritage, which pointed out that "to protect, inherit and make good use of intangible cultural heritage is of great significance to continuing the historical context, strengthening cultural confidence, promoting cultural exchanges and mutual learning, and building a strong socialist culture." The countryside is the root, the foundation of human existence, and the home of the human spirit. As the most important integration of regional culture in rural areas, opera is the local cultural symbol and cultural root, one of the important contents of rural civilization construction, and an important position and key way of rural culture revitalization. Its inheritance and development have a huge role in promoting the construction of ecological civilization and connotation of the countryside and have important significance in reshaping the soul of the countryside and promoting the revitalization of the countryside.

Therefore, under the background of rural revitalization, exploring the inheritance and development of Kangba Muya opera is of great practical significance to meet the spiritual and cultural needs of the masses in rural areas and effectively promote the revitalization of rural culture. At the same time, it can also better promote the inheritance and development of Kangba Muya opera, and play its unique cultural value and mission.

4. The path of inheritance and development of Kangba Muya opera under the background of rural revitalization

4.1 Use modern information technology to increase publicity

With the rapid development of information technology, people use mobile phones, computers, etc. to understand and learn a lot of things without leaving home. In the construction of modern new countryside, cultural revitalization is the soul of the countryside. Kangba Muya opera should take the opportunity of cultural revitalization, and make full use of modern information technology to strengthen publicity, such as shooting and producing relevant videos, using TikTok, Weibo, website, and other ways to promote. In this way, more people can know and understand the Kangba Muya opera, improve the popularity and influence of Kangba Muya opera, and indirectly promote the inheritance and development of Kangba Muya opera.

4.2 Changing our mindset and seeking our development

Opera troupe is the carrier of the survival, operation, inheritance, and development of opera. The rise and fall of opera troupes is directly related to the development of opera. Kangba Muya opera staff should actively change their ideas, can not rely on the traditional opera performance income model, and can not always rely on government subsidies. Troupe managers should actively explore new management models, and seek new profit models and development space so that the troupe can continue to operate, attract more talents, and promote the inheritance and development of Kangba Muya opera.

4.3 The integration of culture and tourism promotes the development of Muya opera

Culture is the soul of tourism, and tourism is the carrier and means of communication of culture. Tourism is an effective way to protect, inherit, and innovate traditional culture and heritage culture. Ganzi Prefecture is a tourism mecca in China and put forward the development concept of all-region tourism. Ganzi prefecture has the Gongga Mountain scenic area, Hailuoguo scenic area, Mugecuo scenic area, Erlang Mountain scenic area, Luding Bridge, Dege Printing House, and other scenic spots and historic sites. There are also mountain-turning, horse racing, the Seda Golden Horse Festival, the

Yonle Festival, and other traditional festivals. The management department and the troupe can make full use of tourism resources, build rural cultural brands, develop opera-related handicrafts, establish the Kangba Muya opera experience center and performance center, ensure the income of actors, and promote the continuous improvement of actors' singing skills. At the same time, due to the stable income, the opera singing talent can be stabilized, attracting more talents to join the troupe and perform. Of course, festivals can also be made full use of to strengthen the singing and publicity of Kangba Muya opera and promote the inheritance and development of Kangba Muya opera.

4.4 Protecting inheritors and cultivating new inheritors

The protection and training of talents is the key to the inheritance and development of Kangba Muya opera. Judging from the development history of Muya opera, talents play an important value in it, which has a great role in promoting the inheritance, development, and innovation of Kangba Muya opera. To inherit and develop Kangba Muya opera, it is necessary to strengthen the protection of inheriting artists and cultivate a group of new inheritors.

The first is to strengthen the protection of the inheritance of old artists. As the old artists are getting older and the number of young artists is insufficient, it is particularly important to strengthen the protection of the inheritance of old artists. The government should formulate relevant policies to improve the social status and sense of honor of inheritors, and provide financial support, reputation recognition, commendation, and reward for inheritors. Local governments should help and take care of old artists in difficulties. The second is to strengthen the training of new inheritors, the government should establish a corresponding training system, give a certain salary, and create a good atmosphere for learning art so that the inheritance of Kangba Muya opera gets a virtuous cycle. At the same time, it is necessary to create a new exchange and cooperation mechanism between the government, universities, enterprises, art groups, and inheritors, set up intangible cultural heritage skills courses, and conduct professional training. Local governments can build workshops, museums, theme parks, community activity rooms, etc., to create more singing platforms for Kangba Muya opera, protect the income of artists, and inspire more young people to participate in non-genetic motivation.

4.5 Improve the level of drama theory and innovate the development of Kangba Muya opera

Strengthen the theoretical training of inheritors and improve the level of drama theory of artists. Expand and inherit artists' cognition and understanding of opera theory and skills, update ideas and ideas, and enhance professional identity. Based on the original, according to the aesthetic characteristics of the existing people, opera artists can continue to develop and innovate. Of course, this kind of innovation cannot be unfounded and unprincipled innovation. Innovation should be built based on inheritance, only by mastering the basic artistic characteristics and laws of Kangba Muya opera, can we retain the charm and artistic "soul" of Kangba Muya opera in innovation. Otherwise, innovation is just catering to the public and grandstanding.

4.6 Strengthen top-level design and strengthen management

In the past, the survival and operation of the troupe completely depended on the management and maintenance of the troupe itself, but in today's declining opera, it is very difficult to develop effectively by relying on the troupe itself. It requires the cooperation and joint efforts of the government, schools and professionals, and relevant functional departments to improve ideological understanding and value recognition, establish relevant systems, improve research and management levels, strengthen top-level planning and design, and promote the inheritance and protection of Muya opera in multiple ways. For example, local management departments need to strengthen digital

resource libraries, build cultural tourism brands, strengthen online and offline publicity, strengthen cooperation and exchanges with schools and other departments, and form a comprehensive and multi-field inheritance and protection path.

5. Conclusion

Man is the product of culture, the creator of culture, but also shaped by culture. Kangba Muya opera is the gene of Kangba Muya culture, the foundation for the people of Kangba Muya to settle down, the support for survival and development, the sign of identity, and the deepest force to maintain the development and prosperity of this nation. Kangba Muya opera is facing a variety of impacts, traditional art forms and skills are disappearing, and inheritance and development of Kangba Muya opera has become a top priority. But inheritance and development are not a matter that can be accomplished overnight, nor is it a "face project", and it cannot be done for the sake of immediate benefits. It requires a vision with the right values, with all sectors working together and working together. In the development also need to be careful, Kangba Muya opera genes and art "soul" must not be lost, otherwise, it is just sensationalism, flashy, a little careless, and will become "four unlike". (Tian Qing,2013)^[6] once said that history moves forward, just like a river, and culture can only flow in its riverbed and advance in its national tradition. In short, the inheritance and development of Kangba Muya opera should be based on the national cultural soil, retain the cultural roots, integrate into modern life, contribute to the revitalization of rural culture, and make new and greater contributions to the creative transformation and innovative development of Chinese excellent traditional culture.

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