

## **Research on the International Communication Strategy of the Soprano Aria of Jiangsu Original Opera Grand Canal**

Jingjing Zhang

Nanjing Xiaozhuang University, NanJing, Jiang Su, 211171, China  
zhangjingjing\_ha@163.com

**Abstract:** Jiangsu original opera "transport river" is based on the local characteristics of music works, to the history of real opera, and with the support of the domestic first-class opera performers, and the play choose "opera" the international music drama form as a form of expression, the Jiangsu local music culture well with the fusion, to better Jiangsu original opera in the form of internationalization to music promotion. This research is mainly aimed at the international communication value of the soprano aria of the Jiangsu original opera the Grand Canal, and to explore the international communication strategy of the opera based on lasswell's 5W communication theory, aiming to better promote the Chinese Jiangsu original opera Grand Canal to the international environment.

**Keywords:** Jiangsu; Original Opera; Soprano; International Communication

### **1. INTRODUCTION**

Since the May 4th Movement and the New Culture Movement, China's exploration of opera art is in a new stage of development, such as the early Autumn Zi, White-haired Girl, Little Erhei Marriage, etc., have achieved remarkable results. With the development of economy and culture, a large number of original operas have begun to emerge. In recent years, various localities have also actively introduced original operas. As a large cultural and economic province, Jiangsu has rich regional cultural resources. From 2014 to 2022, it has launched a series of operas with historical events, inherited and carried forward traditional Chinese culture, and played a certain role in promoting the creation of Chinese opera. The script of Jiangsu local original opera Grand Canal is based on the local original works formed in the Jiangnan region. It takes the real historical themes as the creative pursuit, uses the Jiangnan music language to tell the plot, and has a magnificent stage design and domestic first-class opera actors. Grand Canal chooses "opera", an international musical drama form, as the form of expression, and integrates Jiangsu local music culture with it (Chen, 2017). Under the trend of international communication of Chinese music, the promotion and dissemination of localized music works in the international environment can better realize the popularization and development of Chinese regional music culture under the background of

cultural exchange between China and foreign countries.

## 2. SOURCE AND PLOT OVERVIEW OF THE OPERA GRAND CANAL

Grand Canal is an opera work created by Professor Tang Jianping from the Central Conservatory of Music. In October 2013, when Professor Tang Jianping was looking for the theme of the opera, Emperor Yang's mausoleum was unearthed in Yangzhou. From a historical perspective, Emperor Yang was an emperor who sacrificed countless lives to build the canal. But objectively, the navigation of the Grand Canal has indeed effectively promoted the economic development and cultural exchanges between the north and the south. So Professor Tang Jianping chose such a controversial historical figure as the protagonist. Standing in the perspective of human nature to depict Emperor Yang of the Sui Dynasty, Change the past film and TV drama in the image of extravagance and extravagance, And in the creation also reflects the emperor Yang dynasty warmth and tyrannical characteristics, This makes the characters more full, The whole plot has a bigger conflict, To produce even more dramatic effects (Yang, 2017). This series of operas can be co-produced in 2014, which is the first original large-scale opera series launched by Jiangsu Province in the 21st century, and has won 7 awards including the Outstanding Drama Award in the second Chinese Opera Festival. On September 20, 2014, as the opening ceremony of the 2nd Jiangsu Culture and Art Festival, it was premiered at Nanjing Poly Grand Theater. On September 25, the same year, it was presented in Yangzhou Transportation Expo, with a successful tour in Europe (Tham, 2009). From the plot creation of the opera Grand Canal, the plot design is divided into five acts, the love of Emperor Yang and Empress Xiao through the whole play, through the tyranny of the construction of the Grand Canal, the event of the core connotation of "water can carry a boat can also overturn a boat". The first scene is a canal for the return of the battle. About the story of Emperor Yang of the Sui Dynasty to return, to open the canal, was stopped by Li Yuan but fruitless. The second act is the benevolent empress at the risk of provoking the emperor to persuade the emperor to sympathize the people, at the same time Li Yuan and his eight sons to discuss the rebellion (Chi, 1996). The third act for Emperor Yang and Empress Xiao boat to the south, the emperor under the psychological exchange, Empress Xiao warned the emperor fear of deception. The fourth act for the emperor love

deep life and death of the farewell, the rebels will arrive, all fled for life, only the Empress Xiao is willing to live with the life and death, Emperor Yang greatly moved, advised it to leave to live a good life. Empress Xiao regretted that the day did not die to admonish, eventually led to disaster, to commit suicide was saved by Yang Guang was forced to leave the palace. The fifth act for Li Yuan to quell the war to go to the fortress, Empress Xiao has reached the old age, for the world people agreed to return to the Tang Dynasty, and proposed to die with Emperor Yang buried, Emperor Yang and Empress Xiao across the time and space to sing the final farewell. Empress Xiao returned to the court, and the curtain fell. From the historical narration and musical performance of these five acts, the opera takes the theme of "water can carry a boat, but also overturn it", and objectively restores the historical achievements of Emperor Yang's excavation of the Grand Canal, which is an international expression of The Chinese story. The drama tours around the world and becomes a name card of the canal culture with world influence (Dong, 2020).

### 3. THE INTERNATIONAL COMMUNICATION VALUE OF SOPRANO ARIA OF JIANGSU ORIGINAL OPERA GRAND CANAL

#### 3.1 Canal culture that is conducive to the reproduction of Chinese history

The Beijing-Hangzhou Grand Canal has a history of more than 2,500 years, is as famous as the Great Wall and is a symbol of the Chinese nation. It can still be navigable since the Sui Dynasty. Among them, the annual navigable mileage is 877 kilometers, mainly distributed in the south of Jining City, Shandong Province, Jiangsu and Zhejiang provinces. Grand Canal from the objective point of view to restore the historical achievements, weaving a stirring, alert, and can release positive energy of the historical drama. In order to better show the historical significance and cultural value of the Grand Canal with opera artistic techniques, the provincial performing arts Group joined hands with the top opera forces in China, and gathered first-class experts, directors, screenwriters and composers to create Grand Canal. The work, composed by the famous Chinese composer Tang Jianping, is a great work (Feng & Tang, 2023). Tang Jianping believes that the theme of the Grand Canal is the most suitable for Jiangsu, and also the most historical theme of Jiangsu characteristics. It is an international opera. Moreover, Grand Canal is a rare masterpiece in China and can reflect the unique charm of Jiangsu and the

Chinese culture and history. The play is also a very important work towards the peak of opera art. At the same time, the stage choreography, costume and other aspects of the whole opera also have a unique historical charm. Xiao queen jewelry design is based on Emperor Yang's tomb unearthed cultural relics, and stage also specially designed a big plate, one side is gold bronze mirror, one side is silver water, design are modeled on the design of the cultural relics, bronze mirror expression is "history as a mirror", water grain has "water can carry the boat can also overturn boat" meaning. It can be said that this kind of musical works with historical themes can reproduce historical stories in the process of international dissemination, and spread the canal culture in Chinese history to the world through the construction of the Grand Canal of China (Pontara, 2021).

3.2 It is conducive to presenting historical stories with international opera

Grand Canal as a large historical opera in Jiangsu province, the music implied in a main line is power ecological landscape, it includes various complex power relations, such as power game, gender conflict, civil conflict, etc., the success of the music is not only a few good aria, more importantly, music in showing power operation logic, shaping the role of character has played a key role. In a patriarchal society, men are dominant and positive, while women are passive and negative. In the gender conflict opera between Yang Guang and Empress Xiao, the music in the opera also shows a distinct positive and negative temperament. Even Empress Xiao's resistance to the power is cautious, flexible and pleasant, full of feminine temperament. Among them, the soprano timbre, soothing and stable rhythm, moderate vocal area, surround melody, and relatively long ending sound, make the music have a melancholy and compassionate temperament. Although the rhythm then quickened a little, and the tone was a little rapid, but on the whole it was still feminine and pleasant pleading and admonition (Wang, 2023). The band in this passage is light and feminine, matching the tone of Queen Shaw's feminine character. However, Yang Guang's solo is the reproduction of the previous symbol of imperial power, with the power of columnar harmony. In the conflict of gender, Yang Guang's solo does not appear in the form of silence, weakening the impulsiveness and strength of the conflict theme. It can be said that this combination of history and music tunes can present historical stories in the form of opera, which is more conducive to the contemporary reflection and international dissemination of Chinese historical stories.

### 3.3 It is conducive to the integration and development of local elements and internationalization

As we all know, the Grand Canal is closely related to Jiangsu province. In 486 BC, King Fuchai of Wu built the Han ditch, which laid the foundation for the development of the Grand Canal. Moreover, the Grand Canal was led by Jiangsu province, so many Jiangsu elements were included in the creation of the opera Grand Canal. For example, although Grand Canal is a western opera form, Yangzhou minor Root Reed Chai Flower is also added in the arrangement, which makes Jiangsu audiences feel very friendly. At the same time, in the process of the nationalization of opera, the language of the symphony and the cultural connotation of the nation are organically integrated in the opera, that is, the symphony, opera, folk music and court music are integrated together. For example, the tonality of the folk song Root Reed Chai Flower has been changed to turn the soft and soothing Jiangnan tune into a magnificent symphony, which has strengthened the aura of this Jiangsu folk song. It can be said that opera is an imported product, but the story of the Grand Canal is the most Chinese. The opera Grand Canal can tell Chinese stories in an international language, and present this unique national memory through an international perspective, which can better spread the local culture. Moreover, through the use of aria, it can better show the inner contradictions and entanglement of the characters, and better reflect the magnificent artistic atmosphere, and the multi-part harmony chorus can better express the rich and delicate feelings of each character at the same time. This is through the combination of regional elements and international vision, in order to present the rich value contained in the great creation of the Chinese nation (Brito, 2021).

## 4. INTERNATIONAL COMMUNICATION STRATEGY OF SOPRANO ARIA OF JIANGSU ORIGINAL OPERA GRAND CANAL

### 4.1 Communication subject: individual creation under the promotion of the government

#### 4.1.1 Based on the national position, the official promotion to enhance the influence

Grand Canal is a musical work carrying the local music culture of Jiangsu province. His works tell the local story of Jiangsu in the traditional western opera performance form, which is the first bold attempt after rehearsing Chinese national opera in Jiangsu Province more than ten years ago. Before

his visit to Grand Canal, his opera works have been invited to the NCPA for two public performances. In June 2015, he was sent to the "World Opera Development Forum" led by the National Center for the Performing Arts. At the forum, experts and scholars at home and abroad believe that the sustainable development of traditional opera should have its own characteristics, and use the international "opera language" to tell the cultural spirit of different countries and regions and convey the national feelings of different countries. In addition, the birth of the river coincided with June 2014 Beijing-Hangzhou grand canal successful declaration for the world cultural heritage and enter the 38th the world heritage list, the music works led by Jiangsu provincial party committee propaganda department, Jiangsu cultural department and performing arts group meticulously, and as the opening of the second Chinese Jiangsu culture art festival drama at Nanjing, this time is the Chinese opera music to the peak of Chinese opera, to the peak of China's original opera. From this perspective, Jiangsu original opera "transport river" the creation and form of the official policy and public performance and develop, through the official platform of publicity and popularization, the opera works soprano aria can also spread in the internationalization of the opera form, to this, Jiangsu original opera Grand Canal soprano aria in the process of international communication, the need to play the national and social multiple platform of publicity, actively in the international community for diversified music performance cooperation, to better improve in the international community of Chinese original opera (Song, 2022).

#### 4.1.2 Explore the History and Culture, and Create Local Music by Individuals

Grand Canal is an opera rehearsed by Jiangsu province to commemorate the success of the Grand Canal applied as the World Heritage Site. Taking the excavation of the Beijing-Hangzhou Grand Canal and the change of the Sui and Tang dynasties as the main line, explaining the truth that "water can carry a boat and can also overturn it". As an important part of the Culture of Jiangsu and Europe, Grand Canal is performed in commemorating the 40th anniversary of the establishment of diplomatic ties between China and the EU, the Milan World Expo and other international activities. The first performance of the opera in Europe was held in Geneva. After watching the opera, the famous Swiss musician, said, Grand Canal presents the history of the Grand Canal through the north and south in the form of opera art. Although it tells the story of Chinese history, it adopts the expression form of modern music, so that Europeans will perceive China from such a

performance." So, from the perspective of international communication, the opera works in the process of creation and transmission, the creation of the main body is based on the state and the opera creation, and in the process of properties, the opera can also be through the spread of non-material cultural heritage and spread in the contemporary social environment, and it is the non-material cultural heritage propaganda makes the opera music works in the international dissemination of its influence, both spread Jiangsu information, and tells the Jiangsu story, guide the international community through this window to know Chinese history and culture. Jiangsu original opera of the river soprano aria in the spread of the international music market, need to stimulate in the Chinese music market diversified folk power to similar original opera continuous creation, soprano opera in the original opera of the river of transport and create a variety of types of soprano aria opera works, and in the music characteristics of local culture, thus based on the creation of the localization to better realize the innovation of the original music presented, also lay the foundation for contemporary spread of national society (Xu & Tian, 2020a).

## 4.2 Communication Content: Plot and Music Rhythm Fusion to Achieve Empathy

### 4.2.1 Music and Content Matching to Show the Image of Chinese History

In the original opera Grand Canal, the song Looking at constant Clouds is at a critical point in the play, which sublimates the sincere love between the emperors and the empress, and leaves the glorious image of the generation of sages in the hearts of the audience, which shows the importance of aria for the role of Empress Xiao. When the Sui Dynasty did not perish, Empress Xiao stood in the perspective of the people for their sake, after the subjugation of the country to Li Yuan's proposal, although the heart is reluctant, but in order to reduce the war to the people of the world, she chose to stand up, it can be said that chivalrous, assuming the responsibility of a queen shoulder. In the music rhythm here, the partial sound clear Angle is added to form d feather clear music, which makes the tone color become rich and the auditory more dim and sad. The lyrics of these two sentences refer to the event is the construction of the Grand Canal killed countless bodies, buried is the eyes, as the queen she loves the people, as a wife she loves her husband, recall these past sad. Can say in the corresponding several partial sound makes the two corresponding lyrics "accumulation" and "but buried" sound in hearing, join crying when singing timbre, also in order to highlight the characters sad husband died at the same time, condemned himself was not to dissuade emperor Yang's that now

regret, but also let many people. Therefore, in the presentation of this kind of original opera, the story plot in the opera has a high match with the singing rhythm of the opera music. Therefore, the combination of music and story needs to be used to shape the image of historical characters, so as to better spread the image of Chinese historical figures.

#### 4.2.2 Cultivate the Emotion with the Rhythm, and Express the Characters' Feelings in the Music

The opera Grand Canal is mainly based on the Beijing-Hangzhou Grand Canal based in Jiangsu province and the tombs of Emperor Sui Chang and Empress Xiao unearthed in Yangzhou, which has a deep brand of Jiangsu culture. For example in singing "they should not be a slave under the whip", its mainly tells the first act of xiao queen to persuade emperor yang's not through the tyranny to crush the people to build river, lyrics for "behind every river workers has a family, have children more white parents", reflects the queen is willing to stand in the perspective of the people, compassion to the difficulties of the public, embodies the love of the queen of the people. As well as singing the third act of the "twilight River flat" in the Empress Xiao and Emperor Yang on the way south, at this time the Empress Xiao temporarily forget all the troubles, immersed in the feelings of the emperor, memories of the past experience, also showed the sincere feelings of the emperor and the queen. In the fifth act look at the clouds and smoke, Empress Xiao was forced to transfer to the fortress, although is not the queen, but she has been with the memory of the motherland and husband living here, in the aria feeling the helpless state of time, also expressed his endless thoughts for Emperor Yang. It can be said that these songs reflect the unswerving love between the emperor and the empress in the music expression, amplify the female charm of Empress Xiao, and shape the glorious image of a generation of virtuous women. Therefore, in the international communication, Chinese original opera needs to shape the characters in the musical expression, and promote the development of the music plot through the change of the characters' emotions in the process of image shaping.

#### 4.3 Communication Media: Integrate Online and Offline Media for International Promotion

##### 4.3.1 Promote International Cooperation and Achieve Resident Performances of International Theaters

The international communication of Chinese opera can be realized



through the form of international cooperation, which can be the cooperation in the creation, performance, promotion and other aspects, so that more international audiences can understand and appreciate Chinese opera, and also promote the international exchange and development of Chinese opera. For example, in the performance activities of perceiving the Chinese Jiangsu culture in Europe, the large-scale original opera Grand Canal from Geneva to Brussels, from Rome to Milan, achieved eight performances in three countries and four cities, which also won a wave of applause and heartfelt respect from the European audience. So to speak, in the process of Chinese music culture out, the marketing of China's opera works is still in its infancy, to this, in Jiangsu original opera Grand Canal in the process of international communication, its communication activities need to actively promote international cooperation, through the international resident theatre performances to realize Chinese opera culture thought and the connotation of the international communication. At the same time, in the process of international communication, Jiangsu original opera can also be performed in the local area by relying on high-quality offline theaters. For example, the river such a well-made, high performance level of opera as Jiangsu grand theatre resident opera, both represents the Jiangsu opera production level and performance level, and improve the culture of Jiangsu grand theatre, also need to pay attention to more to attract international tourists to visit in the region, to the opera river plot, character relationship propaganda, deepen the opera Grand Canal in the recognition of the international people (Si, 2023 ).

#### 4.3.2 Innovate Opera forms and Strengthen the Promotion of International Media

In the environment of today's rapid development of network media, the original Jiangsu opera Grand Canal soprano aria in the process of international dissemination, it needs to give full play to the role of international media to promote, and realize the contemporary promotion of opera through diversified and innovative presentation forms in the market environment. On the one hand, the opera performance can fully through the domestic media and international media propaganda to strengthen international communication, regional influence in Jiangsu province of the official media propaganda opera performances, at the same time in the local media need to reach more cooperation with international media, with the power of international media to realize the internationalization of original opera communication. In Jiangsu original opera, on the other hand, the Grand Canal soprano aria in the process of

international communication, due to the foreign masses for the Chinese original opera soprano aria did not have too much understanding and understanding, so in the process of international communication, the opera can be made into the corresponding audio and video products, physical stores and online sales, at the same time can launch the famous collection of collection, it is conducive to love opera, love the main actor of the audience collection. At the same time, Jiangsu original opera can also promote the most representative soprano fragments of Grand Canal on video websites such as Tencent, iQiyi, Youku, etc. so as to better enable the soprano aria of Jiangsu original opera Grand Canal to be spread internationally through various forms of presentation.

#### 4.4 Communication Audience and Effect: The Use of Accurate Communication and Flexible Communication

##### 4.4.1 Accurate Communication in the International Market Based on Big Data

In today's environment of continuous development of network technology and data analysis technology, the existence of data analysis technology can better analyze the user data in the international market, and develop accurate communication strategies based on the situation of users. Among them, more than 100 countries, a total of 293,668 news. Foreign media involved in the carrier, publication 287786, web news 4601, blog 24, pictures 1255, multimedia 1, according to the us cisco company statistics, in 2018 video traffic accounted for 84% of the network traffic, by visible foreign traditional media in Jiangsu, but pictures and multimedia transmission number less than 0.1% of the total spread, for the coverage of the original opera is 3.23%. Therefore, in the international market for the spread of the original opera, need to fully British data statistics and analysis technology to understand the hot topic in the current international news market, understand the original opera in the international environment, on the basis of attaches great importance to the short video and picture content production, through the multimedia form to show the characteristics of Chinese original opera. Most importantly, the language of English, German, Spanish, Portuguese and French are among the top in the original opera reports, of which English accounts for more than 90% of the traffic, while Chinese news is less. In this regard, the original opera "River of the River" needs to be spread with the help of multiple languages in the world, and the transmission power and influence of the original opera in foreign countries can be enhanced through language adaptation (Brennan, 2004).

#### 4.4.2 Flexible Communication of Music, True Feelings to Tell Chinese Stories

In recent years, the spread of Chinese original opera culture often stay in the transmission subject their imagination level, communicators always use they think appropriate way to other countries to tell the cultural background of Chinese story, or don't know the local cultural background, in different cultural background use the same way, cause inefficient or even invalid spread. In this regard, in the international communication, the communication of the soprano aria of Jiangsu original opera Grand Canal needs to make the audience in the international market willing to listen to, understand and remember, so as to achieve a better communication effect in the international environment (Nestler, 2018). In the international dissemination of Chinese opera, the most important thing is to return to the nature and law of opera communication itself. Research in memory psychology shows that one of the core functions of memory is to develop preference, and the public's memory will participate in later cognitive processes and form an attentional bias in line with memory preference (Arnold & Kramer, 2023). Thus, the international spread of Chinese original opera should strengthen the emotion reveals the increment, the rhythm of original opera rhythm and the foreign audience hearing habits, such as the original opera in Jiangsu "river" soprano aria style, melody to use international instruments to adaptation and creation, through the piano to adapt the original form of opera, etc., it can be in the international environment, with a international more acceptable music style and attributes to realize the original opera performance, for Jiangsu culture going out (Xu & Tian, 2020b).

#### 4.5 Communication effect: Cross-Cultural Communication will Enhance its International Influence

##### 4.5.1 Seek the Common Points of International Cultural Communication

Stuart hall has put forward the theory of coding and decoding, the theory points out that under the different cultural background of the audience information decoding process is not the same, the process of cultural communication is the process of cultural symbols coding, by both only in a common meaning space, to complete cultural coding decoding the two-way communication activities, which needs to break the spread barriers caused by cultural differences, and heterogeneous cultural cognitive prejudice and stereotypes (Sasnett, 2009). Only in a common meaning space, the audience can truly understand the communication intention of communicators, beware of the phenomenon of cultural misreading and

cultural discount, and at the same time promote the transmission of the transmission to reach a common understanding of the significance of communication. Therefore, in the process of spreading the soprano aria of Jiangsu original opera the Grand Canal it is necessary to actively cross-cultural communication of the community with a shared future for mankind, seek and build common meaning space, actively interact and communicate, and reduce the estrangement of cross-cultural communication. For example, China can look for the opera works of the same historical period abroad, find the international cultural common space based on the style and characteristics of the international opera works, and carry out the cultural communication of localized opera works based on the perspective of cross-cultural communication (Sun, 2022).

#### 4.5.2 Shape a Common Discourse System to Enhance its International Influence

From the perspective of the international communication effect of opera works, opera works to obtain high influence in the international environment, to achieve good effect of music transmission, which needs to shape the common music discourse system to promote the international spread of local opera works, and it also need to realize the transformation of cultural context between countries and countries. Edward Hall once explained the specific meaning of high and low context in his book *Beyond Culture*. High-context culture expresses its connotation and meaning through the external environment or the values internalized in the heart. Low-context culture usually integrates the information to be expressed into a clear language. China is a typical country with high context culture, which is implicit and concealed when transmitting information, while western countries tend to spread with low context culture, which is more straightforward when spreading information. So under the perspective of cross-cultural communication, Jiangsu original opera Grand Canal soprano aria in China will have the depth of music connotation and cultural expression, but the foreign public perception of soprano aria is not completely profound, which makes the opera works in the spread of cultural interpretation is not the same, easy to appear in the process of cultural discount, lead to transmission effect is not satisfactory. So for Chinese localization of original opera works, Chinese musicians in creation and translation of opera works need to pay attention to the context of cultural communication, pay attention to foreign audience receive habits of cultural context expression, choose the expression of the foreign masses, abandon the implicit cultural context, adopt simple and direct content,

simple symbols and meaning culture, in order to reduce international communication barriers and barriers.

## 5. PERORATION

To sum up, the opera Grand Canal is based on the artistic historical events of the real existence of Chinese feudal society, and presents the historical events of Emperor Yang digging the Grand Canal for the first time on the international stage in the form of opera. To this, the Chinese original opera Grand Canal soprano aria in the process of international communication, need in the international market in the form of music performances to expand the scope of the performance, rich opera performances and present form, thus in the international market environment alone belongs to the localization of Jiangsu opera works to the world, let the Chinese local culture and ideas more profoundly to the international field of vision.

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