



Narrative Strategies for Sichuan Chinese Opera in Cultural Documentary

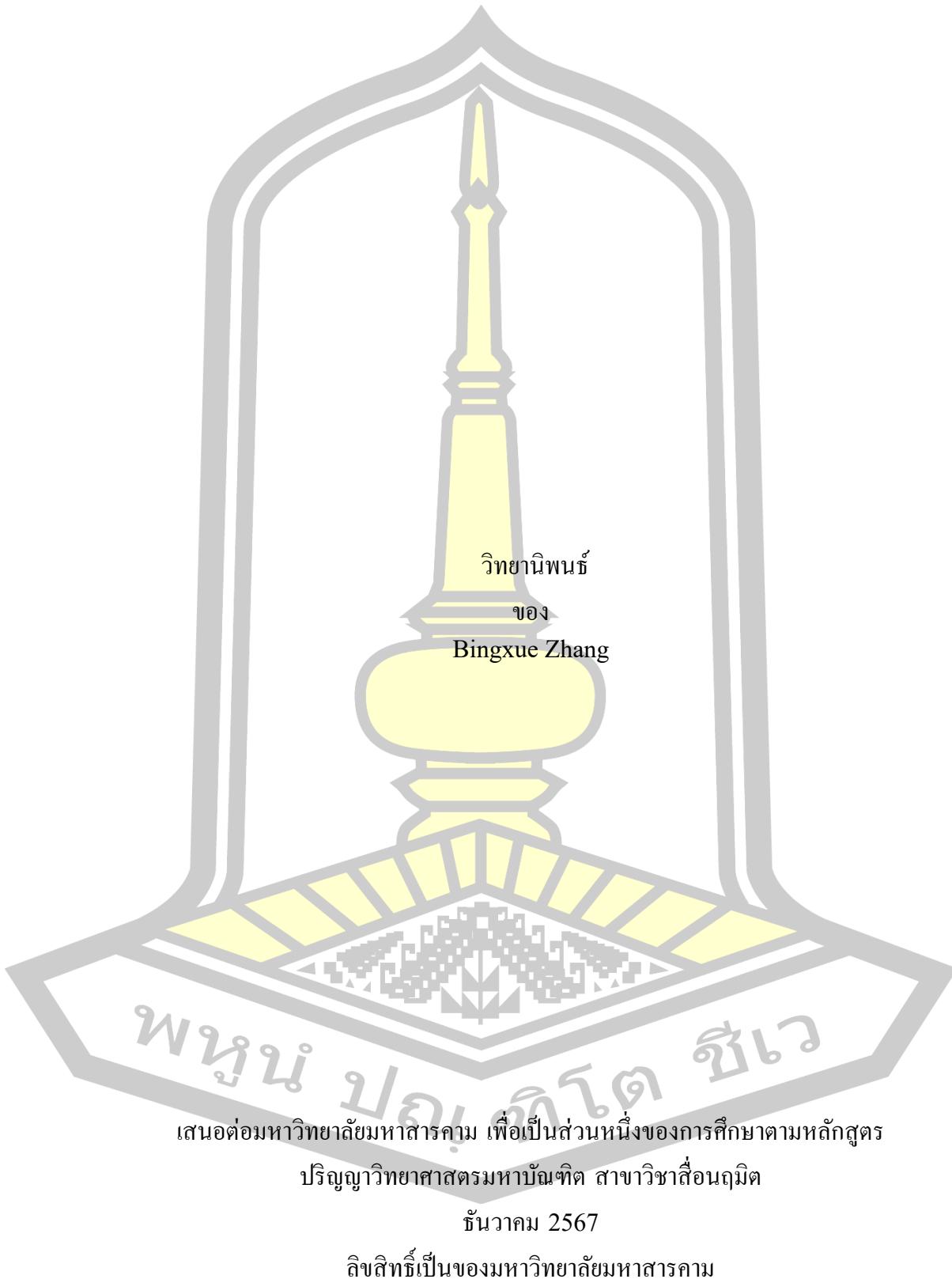
Bingxue Zhang

A Thesis Submitted in Partial Fulfillment of Requirements for  
degree of Master of Science in Creative Media

December 2024

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## Narrative Strategies for Sichuan Chinese Opera in Cultural Documentary



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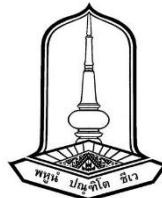
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A Thesis Submitted in Partial Fulfillment of Requirements

for Master of Science (Creative Media)

December 2024

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The examining committee has unanimously approved this Thesis, submitted by Mr. Bingxue Zhang , as a partial fulfillment of the requirements for the Master of Science Creative Media at Mahasarakham University

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### ABSTRACT

This research aimed to 1) study narrative strategies that lead to success in cultural documentaries., 2) production of Sichuan Chinese Opera in Cultural Documentaries, and 3) evaluate the audience's satisfaction with the Sichuan Chinese Opera in cultural documentaries

Before developing the video, a sample group of 450 online viewers on social media provided feedback on the strategies. After the video was completed, a separate group of 500 online viewers on social media expressed their satisfaction with the Sichuan Opera documentary. Both groups were sampled with an error margin of 0.5, a confidence level of 95%, and an error margin of 5%, calculated using Taro Yamane's formula. The data were analyzed using descriptive statistics, including percentages, means, and standard deviations.

The results revealed seven key elements of successful storytelling: 1) Storytelling Techniques, 2) Visual Storytelling, 3) Interview Techniques, 4) Sound and Music, 5) Themes and Motifs, 6) Ethical Considerations, and 7) Engagement Strategies. Viewers think these strategies are very important (average = 3.602, S.D.= 0.739).The quality of the Sichuan Opera documentary was rated as good, and the audience's satisfaction with the documentary's storytelling strategies was rated as agree. Therefore, the strategy identified in this research can be reliably applied to storytelling in cultural documentaries.

Keyword : Narrative Strategies, Sichuan Chinese Opera, Cultural Documentary

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I am very grateful to the following experts for evaluating the quality of the video "Narrative Strategies of Sichuan Opera in Cultural Documentaries": Yu Wu, Sichuan Opera actor; Xian song Hong, Sichuan Opera expert; Jue Wang, documentary director; Ze song Zhang, post-production expert; and Qing he Li, editing expert, whose support and evaluations were crucial.

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Above all, I am profoundly thankful to my parents and all benefactors for their unwavering encouragement and comprehensive support. I dedicate the value and benefits of this thesis to them.

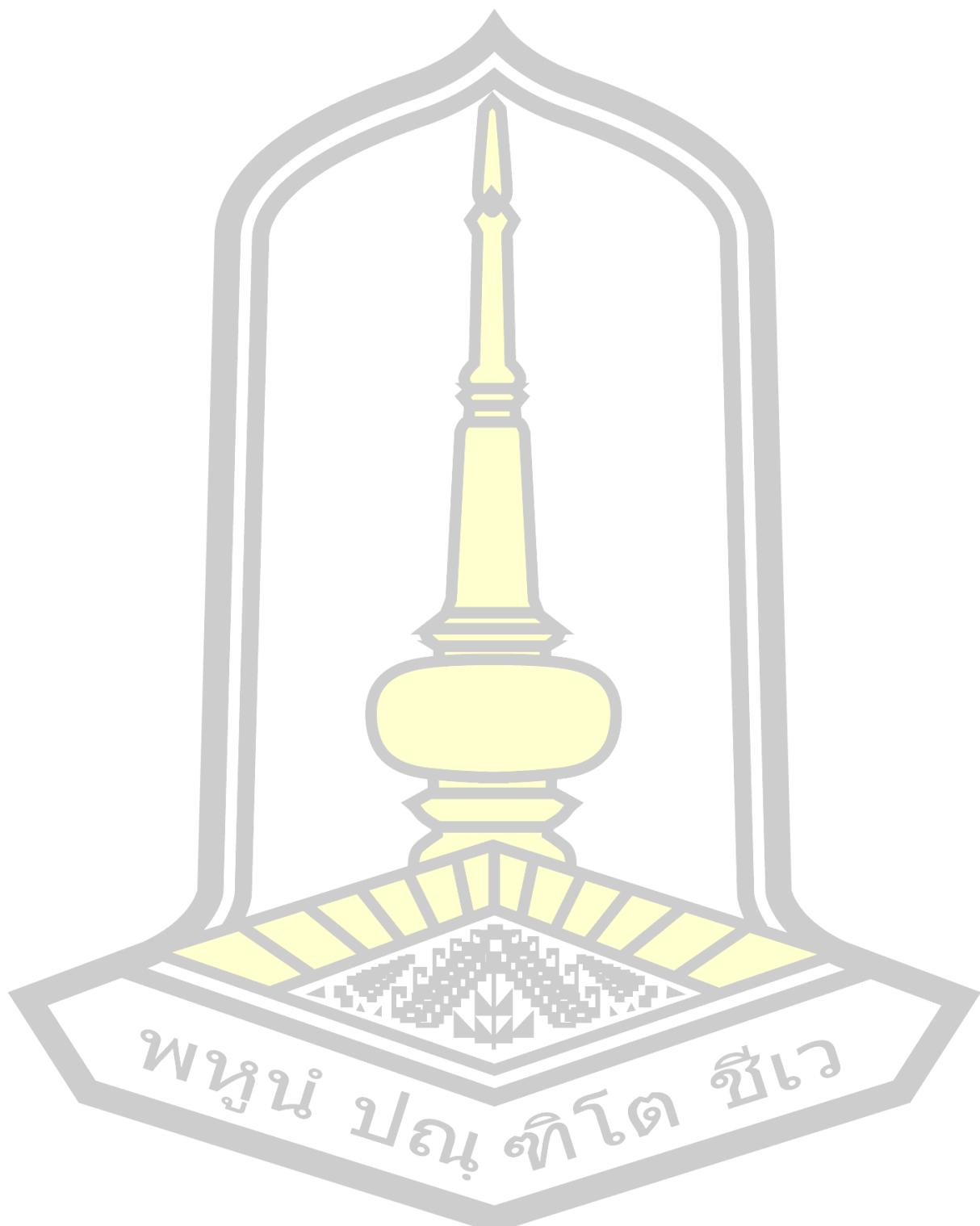
I sincerely hope this research will be useful in promoting and disseminating intangible cultural heritage, particularly in applying storytelling strategies for Sichuan Chinese Opera in cultural documentaries. May it also be of some benefit to those interested in this field.

Bingxue Zhang

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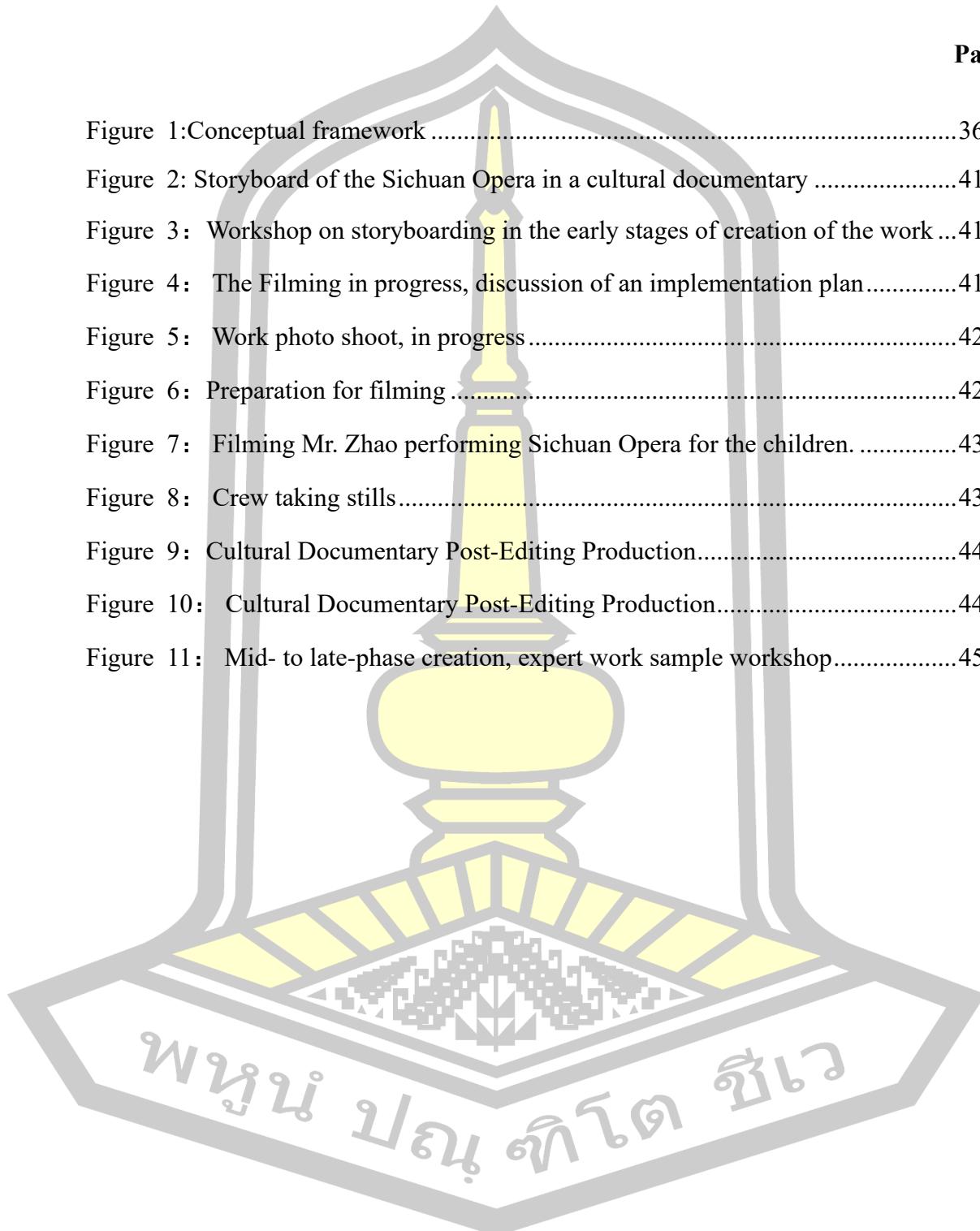


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# Chapter 1

## Introduction

### 1.1 Research Background

Sichuan Opera, a pivotal representative of traditional Chinese opera, is deeply embedded within the cultural fabric of the Sichuan region. This art form amalgamates local folklore, historical traditions, and religious customs, offering a window into the unique cultural identity and practices of the Sichuan people. As a significant cultural artifact, Sichuan Opera not only showcases the rich diversity of Chinese culture but also serves as a medium for artistic expression through its integration of music, dance, and dramatic performance. The story-based narrative of the documentary can attract the attention of the audience. By constructing fascinating storylines, documentaries can stimulate the curiosity of audiences and make them more willing to invest time and energy to watch and understand. This narrative method not only enhances the appreciation of the documentary, but also makes the information easier to be accepted and understood by the audience. Storytelling strategies help to deepen the theme and connotation of documentaries. By telling specific stories, documentaries can show the essence and internal logic of things more vividly and intuitively. These stories can not only show the true appearance of the characters and events, but also reveal the deep meaning of social phenomena and cultural traditions. Such a narrative method makes the documentary more depth and breadth, and can arouse the resonance and thinking of the audience. The story narrative of documentary also has a strong emotional appeal. By telling stories with emotional resonance, documentaries can move the hearts of audiences and arouse their emotional resonance. This emotional resonance not only enhances the audience's sense of identity to the documentary, but also makes the values and thoughts conveyed by it more easily accepted and internalized by the audience.(Ding Shumei.2011)

Sichuan opera, as a bright pearl in the treasure house of Chinese opera, is facing multiple problems and challenges in recent years. The deterioration of the ecological environment and the lack of funds are a major dilemma for Sichuan Opera. With the progress of society and the change of people's life style, some traditional cultures have gradually lost their original survival soil, and Sichuan Opera is no exception. The continuous infiltration of foreign culture has a strong impact on the living environment of traditional culture such as Sichuan opera. The closure of the troupe and the loss of the audience made Sichuan opera gradually fade out of people's sight. At the same time, the popularity of modern media, such as TV and the Internet, has objectively reduced the audience of opera, and the art of Sichuan opera has not made full use of these media for publicity and promotion, leading to the original ownership of its own audience market being occupied by pop music and concerts. In addition, the number of places for Sichuan opera performances is constantly decreasing, and whether it is the terrace, the guild hall or the theater, it is difficult to meet the needs of Sichuan opera performance, which further separates the audience from Sichuan opera and hinders the development of Sichuan Opera. Some leaders lack a correct understanding, confidence and attention to the revitalization of Sichuan Opera, which

has affected the development of Sichuan Opera to a certain extent. The lack of cultural investment and the lack of successors in talent training make the inheritance and development of Sichuan Opera face great pressure. Due to the shortage of funds, many troupes are difficult to maintain normal operation, and excellent Sichuan Opera actors are also lost due to treatment problems, which makes the inheritance and development of Sichuan opera face the risk of talent fault. Lack of effective ways to popularize the popularity of Sichuan opera, the problem of how to further win the audience, especially the young audience, needs to be solved urgently. Although some activities such as introducing Sichuan Opera on campus have been carried out in recent years, overall, the popularity of Sichuan Opera among young people is still not high. This is not only related to the artistic characteristics of Sichuan Opera itself, but also related to the aesthetic needs and cultural habits of modern youth. However, the tradition faces numerous challenges including the erosion of its audience base due to modern entertainment technologies and changing societal norms. The influence of foreign cultures and the economic pressures of maintaining opera productions exacerbate these challenges, threatening the survival of this cultural heritage. The reduction in traditional performance venues and the lack of media utilization further hinder its visibility and engagement with younger audiences.(Li Qinyan & Luo Jun.2018)

Documentaries present a viable solution to these issues by capturing the essence of Sichuan Opera and broadcasting its cultural significance to a wider audience. Through documentary filmmaking, the intricate details of performances, the dedication of artists, and the art form's historical roots can be effectively communicated. This approach not only educates but also engages global audiences, fostering a deeper appreciation and understanding of Sichuan Opera. By incorporating the seven storytelling strategies—identified from a comprehensive literature review and a survey of 450 viewers—such as narrative structure, character development, and emotional engagement, documentaries can significantly enhance their narrative appeal. These strategies ensure the documentaries are not only informative but also compelling and relatable, thus ensuring the preservation and continuation of Sichuan Opera both as an art form and a cultural heritage.(Du Jianhua.2018).

## 1.2 Research Questions

- 1.2.1 What are the successful storytelling strategies of Chinese performing arts in cultural documentaries?
- 1.2.2 How can cultural documentary production follow the storytelling strategy of Chinese Sichuan opera?
- 1.2.3 To what extent can viewers be satisfied with the cultural documentary about Chinese Sichuan Opera?

## 1.3 Research Objectives

- 1.3.1 To study narrative strategies that lead to successful cultural documentaries
- 1.3.2 To explore the production of Sichuan Chinese Opera in cultural documentaries
- 1.3.3 To evaluate audience satisfaction with Sichuan Chinese Opera in these documentaries.

## 1.4 Definition of Terms

### 1.4.1 Storytelling strategies

Documentary topic selection is the basis of success, which needs to choose representative themes that can attract the attention of the audience. The recorded culture should be fully respected and truly reflect its inheritance needs and current quo. The topic selection should also consider the needs and preferences of the target audience, and choose the themes related to the local culture and history, so as to increase the resonance of the audience. Stories are the core of documentaries, which need to select infectious and representative stories to show the hard work and persistence of the inheritors, the hardships of inheriting skills and the importance of non-genetic inheritance. Story planning should be carried out from the aspects of regional characteristics, historical origins and stories behind customs. Narrative is the core of documentary creation, which needs to take into account the coherence of stories and the inheritance characteristics of cultural projects. Direct narration, interview, dubbing, text prompt can be used to tell the inheritance and background story of cultural projects. During filming, the wishes of the recorded object needs to be fully respected and ensure the authenticity and objectivity of the record. The shooting strategy should be combined with the characteristics of the topic selection, and adopt different lens language and shooting techniques, so as to maximize the characteristics and charm of the recorded object.(Fang et al., 2022).

Post-production is an important part of documentary creation, so we need to pay attention to the integration and editing of materials to ensure the consistency and logic of documentaries. At the same time, the processing of elements such as music, sound effects and subtitles should be strengthened to improve the artistic effect and appreciation of the documentary. The dissemination and promotion of documentaries are equally important, and effective publicity strategies need to be developed to ensure the communication effect and social impact of documentaries. The narrative structure of documentaries should be clear and full of a sense of hierarchy. The theme structure can be adopted. Through interviewing different characters or exploring different situations, various aspects of the theme can be displayed from multiple angles, presenting a rich variety of stories and views. The characters in the documentary should be profound and diverse. Through in-depth interviews and observations, the characters should be depicted in a real and delicate way, showing their daily life in China and their current emotional thoughts. In the narrative process, attention should be paid to cultural integration, showing the real presentation of multicultural and the organic integration of Chinese and foreign elements, so as to increase the attraction and appeal of narrative. In the story of documentary, it is a common phenomenon for the reconstruction of time, which also makes the works can be presented reasonably and comprehensively. The appeal of the work can be increased through timing adjustment and duration changes. Narrative perspective is the Angle of the work in the narrative process. The influence of different narrative perspectives on the work can be said to be very large. According to the type and situation of the documentary, the narrative perspective can be selected reasonably and appropriately, which is conducive to the expansion of the story and the prominence of the theme. The material selection of documentary must have a certain practical

significance. The selection of narrative materials is reflected in the early topic selection, the story details in the middle stage, and the editing in the later stage. Conflict is the key to a work element, and also the driving force and lead line for the development of things.(Alshhre, 2024).

#### 1.4.2 Cultural documentary

Cultural documentaries are based on real cultural phenomena and events, do not fabricate stories, and strive to reflect cultural facts truly and objectively. It aims to educate and inspire the audience, providing insight into different cultural backgrounds, traditions, customs and art forms. Cultural documentaries emphasize the value and significance of culture, show the diversity and depth of culture, and promote cultural exchange and understanding. Although based on facts, cultural documentaries construct stories through narrative techniques and enhance the audience's viewing experience and emotional resonance. In the process of shooting and editing, cultural documentaries use the techniques of film art, such as lens language, music, narration, etc., to enhance the visual and auditory effects. Cultural documentaries discuss the role of culture in society and reflect the relationship between culture and society, economy, politics and other aspects. Many cultural documentaries focus on the issue of cultural inheritance, recording the skills of the older generation of artists or craftsmen, and how the new generation inherits and develops these cultural heritages. In the context of globalization, cultural documentaries often involve the theme of cross-cultural communication and integration, showing the interaction and influence between different cultures.(Cao, 2024).

#### 1.4.3 Sichuan opera in China

The formation of Sichuan opera can be traced back to the late Ming dynasty and early Qing dynasties. It is formed on the basis of various folk art forms in Sichuan province, absorbing and integrating the elements of Kunqu Opera, Qinqiang Opera, Han Opera and other types of opera, etc. Sichuan Opera includes various performance forms, including singing, doing, reading and beating, among which the special performances such as "face changing", "fire breathing" and "water sleeve" are the most famous. These unique performance skills enhance the artistic charm of Sichuan Opera. There are many plays in Sichuan Opera, including traditional historical dramas, myth and legend plays, and modern plays reflecting social life and folk stories. The music singing of Sichuan opera is rich and diverse, mainly including several different vocal cavity systems, such as Kunqu Opera, Gaoqiang, huqin, playing opera and lantern opera, each of which has its own unique style and expression techniques. The roles of Sichuan Opera are divided into five categories: sheng, Dan, clean, end and ugly, and each industry has its own specific performance norms and skills. Sichuan Opera has strong local characteristics of Sichuan in terms of language, clothing, makeup and props, reflecting the local customs and social features of Sichuan region. Sichuan opera is not only an important part of Sichuan regional culture, but also one of the important representatives of Chinese opera culture. It carries rich historical and cultural information, and is of great value for the study of the development history, local culture and social changes of Chinese opera.(Ding Shumei.2011)

#### 1.4.4 Satisfaction

The audience's satisfaction with Sichuan Opera documentary mainly comes from the content, form and cultural connotation of the documentary. The audience's satisfaction with Sichuan Opera documentary first comes from the authenticity and depth of its content. Documentary can deeply dig into the history, artistic characteristics, inheritance stories of Sichuan Opera, showing the profound heritage and unique charm of Sichuan Opera culture, so that the audience can have a comprehensive and true understanding of the culture of Sichuan Opera. The documentary adopts an fascinating narrative strategy. Through the wonderful story, vivid characters and exciting plot arrangement, the audience can be immersed in the world of the documentary, resonate with the characters, and feel the emotional charm of Sichuan opera culture. Audiences also attach great importance to the visual and auditory experience of documentaries. High-definition picture, exquisite picture composition and proper sound design can create a unique artistic atmosphere, so that the audience can enjoy high-quality audio-visual experience while enjoying the documentary. The audience's satisfaction with Sichuan Opera documentary also comes from its inheritance and promotion of Sichuan Opera culture. By showing the artistic value and cultural connotation of Sichuan Opera, the documentary enables the audience to deeply realize the importance and uniqueness of Sichuan Opera culture, so as to stimulate the love and respect for traditional culture. When watching the documentary, if the audience can have emotional resonance with the characters and stories in the film, or get some inspiration and perception from it, then their satisfaction with the documentary will be improved accordingly. By telling true and touching stories, Sichuan Opera documentaries can touch the audience's emotions and make them think deeply.(Bonus et al., 2022).

### 1.5 Research scope

1.5.1 Population: The population consisted of Douyin (TikTok) users. In 2023, Douyin reported 746.5 million monthly active users, with 50% using the platform daily. About one-third of these users were aged 20-24 years

1.5.2 Sample group: A survey of 450 participants was conducted before developing the video to identify key strategies for cultural documentaries. After the video was developed based on these strategies, a group of 500 viewers was used to assess their satisfaction. Both samples were drawn from Douyin users, with a 0.5 error rate, a 95% confidence level, and a 5% margin of error, calculated using Taro Yamane's formula..

1.5.3 Content in the media: Sichuan Opera culture

1.5.4 Type of media: video

1.5.5 Research tools

1) Surveys form

2) Quality assessment Sichuan opera culture documentary form

3) Evaluation of audience satisfaction with video narration strategies for Sichuan opera in cultural documentaries

1.5.6 Research variables

(1) Independent Variable :

Narrative strategies for Sichuan Chinese opera in cultural documentary.

(2)Dependent Variable :

(2.1)Video quality using narrative strategies for Sichuan Chinese opera in cultural documentary.

(2.2)Video viewer satisfaction using narrative strategies for Sichuan Chinese opera in cultural documentary.

1.5.7)Research area: Sichuan province in China.

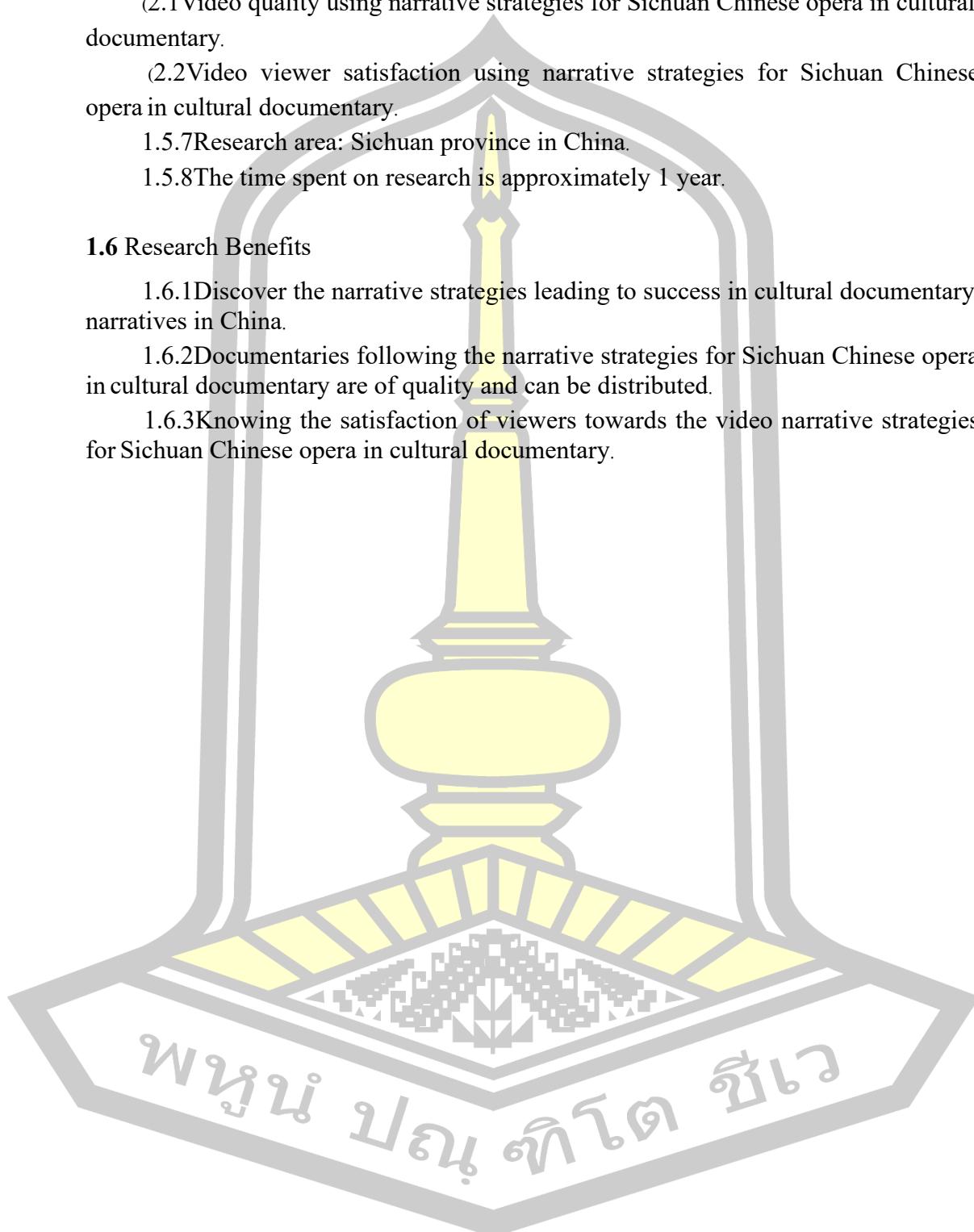
1.5.8)The time spent on research is approximately 1 year.

## 1.6 Research Benefits

1.6.1)Discover the narrative strategies leading to success in cultural documentary narratives in China.

1.6.2)Documentaries following the narrative strategies for Sichuan Chinese opera in cultural documentary are of quality and can be distributed.

1.6.3)Knowing the satisfaction of viewers towards the video narrative strategies for Sichuan Chinese opera in cultural documentary.



## Chapter 2

### Literature Review

In the research titled “Narrative Strategies for Sichuan Chinese Opera in Cultural Documentary”, the researcher reviewed the following related literature:

#### 2.1 Video

##### 2.1.1 Meaning of the video

Video is a multimedia format that typically contains continuous images and sounds. In the field of computer, video usually refers to a series of continuous images (frames) that are played at a certain frame rate, thus creating dynamic visual effects. Videos can be stored and transmitted in different formats, such as MP4, AVI, MOV, etc.(Wu Tingting,2024).

##### 2.1.2 The importance of video

Video is an intuitive and vivid form of communication, which can convey information through images and sounds, which is easier to attract people's attention and understanding. Whether news reporting, education, publicity and promotion, or social entertainment, video is an efficient way of information transmission and communication; video can vividly show images and sounds, bring people richer visual experience and emotional expression. Through video, people can see the real scene and situation, and feel richer emotion and experience; As a form of entertainment, video has rich content and various forms, which meet people's demand for entertainment. At the same time, video is also an important means of cultural communication, through various film and television works and network video, spread different cultural values and ideas; video is an important tool for business promotion and marketing, through vivid images and sound, can better display the characteristics and advantages of products and services, attract consumer attention and purchase desire; video is widely used in the field of education and training, through video courses, teaching video, can vividly show knowledge content, improve the learning effect and learning interest.(Wu Tingting,2024).

##### 2.1.3 Type of video

Video types refer to different types of video classified by content and use. Here are several common types of video:

Films: including films shown in cinemas, independent films shown in film festivals, films on online platforms, etc. Film is a well-made, rich content, with a long period of film and television works (Demeshchenko, 2023).

TV series: it is divided into two types: series and unit drama. Series usually has multiple episodes, while unit drama is usually an independent episode with a complete story.

Documentary: mainly factual content, aimed at recording real events, people, or things (Wijaya et al., 2019).

Animation: video works presented in the form of animation, including animated films, TV animation, etc. Animation can also be utilized within documentaries, blending reality with creative visualizations (Woodworth-Hou, 2022).

Variety shows: including variety show competitions, variety show entertainment, and other types, usually entertainment programs, covering many different forms of content, such as talent shows, reality shows, talk shows, etc.

Advertising: a short film or feature piece made to promote a certain product, service, or brand, usually used for commercial promotion and marketing.

News reports: video works that report and analyze news events can be TV news, network news, and other forms.

Educational video: video works that impart knowledge, skills, or training content for the purpose of education, including online courses, teaching videos, etc. (Xi & Katkhanova, 2023).

Vlog (video blog): A personal log video produced by an individual or a team, including daily life, travel experience, personal views, etc.

Live broadcast: the video content of instant live broadcast can be live broadcast programs and live broadcast activities, which can be transmitted in real-time through the Internet.

#### 2.1.4 Video elements

Video elements refer to the various components of the video content, including images, sounds, text, special effects, etc. These elements together form the video work, affecting the audience's audio-visual experience and emotional expression. An image is one of the basic elements of a video and is composed of a series of consecutive image frames. Images can be actual images, animated images, graphic design images, and so on. Sound includes sound elements such as dialogue, voice acting, sound effects, and background music. Sound can enhance the atmosphere and emotional expression of the video, and play a role in information transmission and emotional resonance. Text can be in the form of subtitles, titles, bullet screens, and so on, used to explain the plot, convey information, or enhance the audio-visual effects. Text is usually presented on the video picture in a static or dynamic manner. Special effects refer to various visual effects added in the process of video production, such as transition effects, filter effects, animation effects, etc. Special effects can enhance the visual appeal and creative expression of the video. Citing refers to the editing and combination of different video clips to form a complete video work. Editing is a crucial part of video production, which determines the fluency of video content and rhythm. Color is an important visual element in the video, which not only affects the tone and color collocation of the picture but also can express the emotion and atmosphere. By adjusting the color, the video can be made more vivid and attractive. Rhythm is the sense of rhythm and rhythm change of video content, including the speed of picture switching, the sense of rhythm of audio rhythm, etc. The sense of rhythm determines the overall rhythm and viewing experience of the video. The story plot is the core of the video content, including the plot arrangement, character setting, plot development, and so on. An attractive storyline can enhance the appeal and enjoyment of the video. (Wang Jianguo, 2024).

#### 2.1.5 Video development steps

The steps of video development can be divided into the following stages:

In the planning stage, determine the theme, purpose, target audience, and core information of the video. In this stage, the overall strategy and plan of the video need to be developed, including the formation of the production team, the determination of the budget, the formulation of the schedule, etc.

In the pre-production stage, conduct detailed project planning and preparation work. This includes writing a script or outline, making a shooting plan, preparing a shooting venue, selecting actors and staff, and preparing equipment and props.

The production phase is the actual shooting and recording of the video content. This includes setting up shooting scenes, arranging actors and staff, shooting and recording, and collecting material.

In the post-production stage, the editing, dubbing, special effects production, sound design, and other post-production work of the shot materials. This stage also includes adding text, subtitles, graphics, and other elements to complete the final video production.

After the video is made, it needs to be released and promoted to let the target audience see and share your video. This could involve uploading videos to online channels such as video-sharing sites, social media platforms, promotion, and collaboration with potential partners.

After the video is released, audience feedback and evaluation are collected to evaluate the effect and impact of the video. According to the feedback results, the video can be adjusted and optimized to provide lessons for future video production.(Zhang Pengfei,2023).

#### 2.1.6 Video evaluation part

The video evaluation section is a key link in the video production process, which involves the review, evaluation, and analysis of the completed video content to evaluate the quality, effect, and goals of the video. The objective of the video evaluation is to ensure that the video content meets the expected requirements and to provide feedback and suggestions for improvement. Check the picture quality, sound quality, and editing quality of the video, check whether there are problems such as picture blur, audio noise, and editing errors, to ensure that the video quality reaches the expected level. Assess whether the content of the video meets the expected theme and goal, and check whether the information is accurately conveyed, whether it meets the expected emotional effect, and whether it is attractive and interesting. Collect audience feedback and opinions, and understand their views and feelings on the video, including their preferences, opinions and suggestions, problem feedback, etc. Assess whether the goal of video production has been achieved, such as whether the brand awareness is increased, whether the sales volume has been increased, and whether the effect of education and training has been achieved. The impact and effect of the video are evaluated, such as the number of views, viewing duration, the amount of sharing, and click rate, as well as the influence of the video on the behavior and attitudes of the target audience. Put forward improvement suggestions according to the evaluation results, and put forward specific improvement plans for the problems and shortcomings, so as to improve the quality and effect of the video.(Wang Jianguo,2024)

## 2.2 Content

### 2.2.1 Meaning of content

The meaning of the video content refers to the message, thought, emotion, or story that the video conveys, and the understanding and perception that the audience obtains from the video. The meaning of the video content can be multifaceted,

depending on the theme of the video, the story plot, the technique of expression, and the audience's understanding and interpretation (van Loggerenberg et al., 2023).

The meaning of the video content is first reflected in the theme and story plot that it conveys. The theme and storyline are central to the content of the video, through which the theme and storyline, the video conveys the message, thought, or emotion that the author wants to express (Fang et al., 2022).

The video content may reflect the views and positions of the author or the production team. These views and positions can be expressed through the dialogue, interpretation, picture settings, and other ways in the video, affecting the audience's understanding and evaluation of the video content (Alshhre, 2024).

The video content may also trigger an emotional resonance with the audience. Through carefully designed plot, characterization, music, and other means, the video can trigger the audience's emotional response, making the audience resonance and emotional connection (Cao, 2024).

Some video content may inspire the audience to think and reflect. Through thought-provoking plots, emotional expression, or implied hints, the video can inspire the audience to think and reflect on society, life, values, and other aspects (Bonus et al., 2022).

The content of the video can also reflect the author's understanding and expression of culture and art. Through picture composition, music selection, rhythm control, and other techniques, videos can present a rich and colorful cultural and artistic connotation (Syamsurrijal et al., 2024).

### 2.2.2 Importance of content

Video is an intuitive and vivid way of communication, which can transmit information and knowledge through various forms such as images, sounds, and text. For the audience, by watching the video, they can more intuitively understand the information and knowledge involved in the content and deepen their understanding (Olsen, 2021).

Video content has the characteristics of audio-visual dual sensory stimulation, which can better attract the attention of the audience. Compared with text or pictures, videos are more likely to arouse audiences' interest and improve their memory of the content (Mi, 2024).

Video content can trigger the emotional resonance of the audience by means of music, pictures, and storylines, so that the audience can be more deeply involved in the content. Through audio-visual experience and communication, video can better convey emotions and emotions (Khairani et al., 2024).

For enterprises and brands, video content is one of the important ways to improve brand image and communication effect. By making attractive and quality video content, it can better attract the attention of the target audience, and enhance the brand image and communication effect (Zhou, 2024).

In the Internet age, video content has become an important part of various online platforms and social media. By publishing engaging video content, it can enhance users' online experience and interactivity, and enhance user engagement and loyalty (Liu, 2023).

Video content is significant in the field of education and training. Through vivid video content, knowledge and skills can be better taught to students and employees, and promote the effect of education and training (Nordström et al., 2023).

### 2.2.3 Type of content

There are various types of video content, which can be divided into multiple categories according to different purposes, audiences, and forms of expression. Documentary is a film and television work presented through observation, recording, and narrative, with the real event, characters, or things as the theme. Documentaries usually aim at spreading knowledge, showing life, and recording history (Slutskiy, 2021).

Movie trailers are short films used to promote upcoming films, arousing the audience's interest and expectation through carefully planned graphics and sound effects. Advertising is a promotional video made to promote a product, service, or brand designed to motivate the audience to buy or use the product or service promoted (Subramanian et al., 2023).

A promotional video is made to promote an organization, event, or event to improve the public's awareness and understanding of related things. Educational videos are video content made for educational and training purposes, usually including teaching courses, knowledge popularization, skill demonstration, etc. (Joshi, 2024).

Entertainment videos are video content produced to entertain the audience, including funny videos, music videos, short plays, variety shows, and so on (Tikhonova, 2022).

News reporting is the video content used to report news events, social phenomena, or current issues, usually including news interviews, field reports, news comments, etc. Live broadcast is a form of real-time transmission of video content to the audience, including network live broadcast, live TV broadcast, live sports events, etc. (Andry et al., 2021).

Vlog is a kind of video log based on personal life, daily experiences, observations, and insights. It is usually made by individuals and shared on the Internet. Food video is based on food, food production, and food culture, usually including recipe sharing, food teaching, food evaluation, etc.

### 2.2.5 Content management

Video content management involves a range of activities such as organising, storing, maintaining, distributing and monitoring video content to ensure that the content is effectively managed and utilised. Organising and categorising video content appropriately involves classifying it according to criteria such as subject, genre, time, and establishing a clear content structure and classification system (Parui et al., 2023).

Ensuring that video content is securely stored and backed up is essential, this includes selecting appropriate storage devices and systems and performing regular data backups to prevent data loss or corruption (Wilson, 2023).

Access management ensures that only authorised personnel can operate and access video content to protect its security and confidentiality (Montesinos-Rosales et al., 2019).

Version control is essential to distinguish between different versions of content to prevent confusion and misuse. In addition, content is regularly reviewed and modified to ensure its accuracy, completeness, and compliance (Harr et al., 2019).

Distribute video content to a variety of channels and platforms to ensure timely access to the content by the target audience to enhance the reach and impact of the content (Guan et al., 2021).

Monitoring the usage and impact of video content, including collecting user feedback and adjusting content accordingly, can help improve user experience and satisfaction (Chotijah et al., 2023).

Finally, analysing and evaluating the use and impact of video content through metrics such as number of views, viewer feedback and social media shares provides valuable insights for subsequent content production and management (Silhavy et al., 2024).

#### 2.2.6 Principles of content design

Video content design principles refer to some basic principles and norms that should be followed when producing video content to ensure that it is of good quality, appealing and effective. Before producing video content, it is first necessary to clarify the goals and intentions of the production, identifying the message to be conveyed, the emotions to be triggered, and the outcomes to be achieved (Harr et al., 2019).

Consider the needs and preferences of the target audience and design content that meets their expectations and interests, ensuring that the content will interest and resonate with the audience. Keep narratives concise and uncluttered, not lengthy, and convey information through concise language and images to avoid audience fatigue and information overload (Montesinos-Rosales et al., 2019).

Elements of video content such as images, sound, and subtitles should be consistent, coordinated, and unified to ensure uniformity and coherence of audiovisual effects. The appeal and appreciation value of the video should be enhanced through well-designed picture composition, visual effects and special effects to capture the attention of the audience (Wilson, 2023).

Through techniques such as the use of music, sound effects, and graphics, emotions are expressed and emotional resonance is triggered in the audience to enhance the appeal of the content. Video content is designed in the form of storytelling and coherent narratives to attract viewers and keep their attention and engagement through compelling storylines (Parui et al., 2023).

In content design, focusing on innovation and uniqueness, the courage to try new forms of expression and creative elements to make the video content distinctive and generate a sense of freshness and surprise. If the video content is used for brand promotion or marketing, ensure that the content is consistent with the brand image and values, maintaining consistency and unity (Guan et al., 2021).

After production, feedback and evaluation from viewers should be collected in a timely manner to assess and optimise the video content to continuously improve and enhance the quality of the content (Chotijah et al., 2023).

#### 2.2.7 Content evaluation

Video content evaluation is the comprehensive, systematic and objective analysis and assessment of video content to determine its quality, effectiveness and success. The level of production of the video content, storyline, audiovisual effects, editing skills, picture quality, sound effects, etc. need to be evaluated to determine whether the content meets the professional level and desired goals (Subramanian et al., 2023).

Feedback and comments from viewers are also an important part of evaluating video content. By collecting viewers' feelings, comments, and suggestions after viewing, it is possible to understand viewers' satisfaction and acceptance of the video content and to assess the content's appeal and impact on viewers (Konak, 2023).

Analysing the performance of videos on social media platforms, including data such as the number of views, shares, comments, and likes, can assess the dissemination effect and social influence of video content (Almoayad et al., 2024).

In addition, inviting experts, scholars or industry insiders in related fields to review and evaluate video content, and providing opinions and suggestions from a professional perspective can help to optimise and improve content quality (Pertiwi & Sanusi, 2023).

In terms of the embodiment of brand image and values and communication effects, the video content is assessed to see if it is in line with the brand positioning and strategic objectives, and whether it contributes to the enhancement of the brand's value and influence (Feng et al., 2023).

Finally, based on the original intention and objectives of the video production, it is assessed whether the video content has achieved the expected results and objectives, including the communication effect, audience impact, market response and other aspects. Combined with the evaluation results, targeted improvement and optimisation suggestions are made, including content production, dissemination strategies and audience interaction, in order to further improve the quality and effectiveness of the video content (Mishra et al., 2024).

### 2.3 Strategy

#### 2.3.1 Meaning of strategy

The strategic significance of cultural documentaries on Sichuan opera is far-reaching, not only in relation to the preservation and transmission of traditional culture, but also in terms of their positive contribution to cultural diversity, artistic innovation and international cultural exchange. Cultural documentaries play a key role in promoting cultural diversity and enhancing international cultural exchanges by facilitating authentic cultural interactions and understanding between different groups, which ultimately improves international relations, such as those between China and Myanmar (Hong et al., 2024).

In addition, cultural documentaries are embedded in academic curricula through digital tools and educational strategies that promote cultural literacy, cultural diversity, artistic innovation, and international cultural exchange (Ahadiyyah et al., 2024). These documentaries also enhance international cultural exchanges through subtitle translation strategies, such as naturalisation and alienation, which effectively convey the appeal of Chinese culture to a global audience (Yao & Li, 2024).

Cultural documentaries play a strategic role in the dissemination of cultural heritage and local arts, especially in engaging the public and raising awareness and participation in cultural heritage preservation and transmission (Giacomasso & Conforti, 2024).

#### 2.3.2 Importance of strategy

The production and promotion of Sichuan Opera cultural documentaries is of important cultural and strategic significance, and plays an irreplaceable role in inheriting and promoting the art of Sichuan Opera, strengthening cultural confidence, promoting cultural diversity and international cultural exchanges. As an important part of the traditional Chinese drama culture, Sichuan Opera has a long history and rich artistic connotation. Through the form of documentaries, the knowledge and art of Sichuan Opera can be systematically recorded and disseminated, so that the

younger generation can easily understand and learn Sichuan Opera easily, so as to effectively promote the inheritance and development of culture. In the context of globalization, it is of great significance to maintain and develop national culture to build cultural confidence. Through the high-quality Sichuan Opera cultural documentary, the unique artistic charm and profound cultural heritage of Sichuan Opera are displayed, which helps to enhance the people's recognition and pride of traditional culture, so as to promote the establishment of cultural confidence. In the global cultural exchange, Sichuan Opera, as a unique art form, its cultural value and significance need to be more widely recognized and respected. As a powerful means of cultural communication, documentaries can effectively introduce Sichuan opera to the world, promote the understanding and respect among different cultures, and contribute to maintaining global cultural diversity. Sichuan opera cultural documentaries can not only arouse the attention to traditional art in China, but also be an important window to show the soft power of Chinese culture to the world. Through documentaries, a platform can be built to promote international cultural exchanges and cooperation, and enhance China's influence on the international cultural stage. The production and promotion of Sichuan opera documentaries can also be taken as a part of the development of the cultural industry, and they can contribute to the development of the cultural industry through various ways, such as box office revenue, copyright sales, and the development of related cultural products. This can not only provide financial support for the inheritance of Sichuan opera art, but also promote the development of relevant industrial chains and drive economic growth. (Yao & Li, 2024).

### 2.3.3 Components of strategy

Content planning and creative conception are the core of Sichuan opera culture documentary strategy. This involves the in-depth study of Sichuan opera culture, the exploration of its historical origin, artistic characteristics, performance forms and other aspects, and the aesthetic needs of modern audiences, creative ideas. Through careful planning, to ensure that the documentary content not only has a profound cultural heritage, but also can attract the audience's attention. Shooting, production and technical support are the key links in the implementation of Sichuan opera culture documentary strategy. This includes choosing the right shooting location, shooting equipment, and a professional shooting team. At the same time, it is also necessary to use advanced technical means, such as high-definition photography, UAV aerial photography, post-production, etc., to ensure that the picture quality, sound effect and editing effect of documentaries reach the professional level. Publicity and market expansion are an important part of the documentary strategy of Sichuan opera culture. Through the development of effective publicity strategies, using media channels, social platforms and other channels, the highlights and features of the documentary are widely publicized to attract the attention and interest of the audience. At the same time, we will actively expand the market, cooperate with TV stations and network platforms, and realize the wide dissemination and commercial operation of documentaries. Cultural inheritance and innovative development are the long-term goal of Sichuan opera cultural documentary strategy. Through the production and promotion of documentaries, the culture of Sichuan Opera will be inherited and carried forward, so that more people can understand and love this art form. At the same time, on the basis of inheritance, we will actively explore the path of innovative

development, combine Sichuan opera culture with modern elements, create new art forms and ways of expression, and promote the sustainable development of Sichuan opera culture. International exchange and cooperation is an important part of Sichuan opera culture documentary strategy. By participating in international cultural exchange activities, holding exhibitions, and carrying out cooperative research, the Sichuan Opera culture will be promoted to the international stage to show its unique charm. At the same time, actively learn from international advanced experience and technical means to improve the quality and influence of Sichuan Opera cultural documentaries.(Giacomasso & Conforti, 2024).

## 2.4 Storytelling

### 2.4.1 The meaning of storytelling

Documentary stories telling can vividly and truly show the essence and connotation of things. Through careful planning and shooting, documentaries can present real events, characters and scenes to the audience, enabling the audience to feel and understand the information conveyed by the story personally. This authenticity and vividness makes the documentary more persuasive and appealing, and can arouse the resonance and thinking of the audience. Documentary storytelling can convey profound thoughts and values. Documentaries often focus on social, historical, cultural and other important issues. By telling representative and universal stories, they can arouse the audience's attention to and thinking about these issues. The thoughts and values contained in these stories can not only inspire the audience to think, but also have a positive impact on the audience and guide them to form the correct values and world outlook. Documentary storytelling also has the function of recording and inheriting history and culture. By telling historical events, cultural traditions and character stories, documentaries can record and inherit human's cultural heritage and historical memory. These stories are not only a review and summary of the past, but also a revelation and guidance for the future. They carry the wisdom and emotion of human beings, and they are important ways for us to understand and understand ourselves and our culture. Documentary story-telling can expand the audience's vision and cognition. By telling stories of different regions, different cultures and different social groups, documentaries can break the audiences' inherent cognition and prejudice, and let them see a wider world and more diverse cultures. This cross-cultural communication and cognition helps to enhance the audience's understanding and respect for different cultures and societies, and promote the harmony and development of the society.(Giacomasso & Conforti, 2024).

Sichuan opera culture documentary storytelling has a profound and multi-dimensional significance. It is not only a vivid display of the art of Sichuan opera, but also a profound interpretation and transmission of traditional culture, historical memory, social values and international exchanges. Storytelling is an effective way for Sichuan opera cultural documentary to show the artistic charm of Sichuan Opera. By telling vivid stories, the documentary can show the performance form, music, costumes and other artistic elements of Sichuan Opera, so that the audience can intuitively feel the unique charm and artistic value of Sichuan Opera. This vivid display method can help to attract the attention of the audience and enhance their awareness and interest in Sichuan Opera culture. Sichuan opera culture documentary

telling stories is helpful to inherit and carry forward the traditional culture. By telling the historical origin and development of Sichuan Opera, as well as representative plays and characters, documentaries can convey the spiritual connotation and values of Sichuan Opera culture, so that the audience can further understand and feel the charm of traditional culture. This way of inheritance and promotion helps to enhance the audience's sense of identity and pride in traditional culture, and promote the inheritance and development of culture. Sichuan opera culture documentary storytelling also has the function of recording history and inheriting memory. By telling the changes and development of Sichuan Opera in different historical periods, the documentary can present the historical changes and cultural evolution of Chinese society, and leave precious historical materials and cultural memories for future generations. This way of recording history helps the audience to have a more comprehensive understanding of Chinese history and culture, and enhance their national identity and cultural confidence. Sichuan Opera culture documentary storytelling also has the significance of promoting international cultural exchanges. By telling the uniqueness and diversity of Sichuan opera culture, documentaries can attract the attention and interest of foreign audiences and promote mutual understanding and respect among different cultures. This way of cultural exchange helps to promote the internationalization process of Chinese culture and enhance the international influence and competitiveness of Chinese culture.(Ding Shumei.2011)

#### 2.4.2 The importance of storytelling

Storytelling is the core way for documentaries to convey information and express opinions. Through carefully planned and arranged stories, documentaries can present the essence and connotation of things in a simple way, so that the audience can gain knowledge and enlightenment in the process of appreciation. This way is more vivid and interesting than the simple presentation and explanation, and is more easily accepted and understood by the audience. Storytelling helps to enhance the appeal and appeal of documentaries. A good story is often fascinating and inspires the emotional resonance and curiosity of the audience. By telling stories with emotional color and dramatic tension, documentaries can move the hearts of audiences and make them have a strong interest in the film, so as to further understand and think more about the information and views conveyed by the film. Storytelling helps to show the theme and significance of the documentary. Each documentary has its own specific theme and meaning to be expressed, and the story is an important carrier to present these themes and meanings. By telling stories closely related to the theme, the documentary can show its theme and meaning more directly and vividly, making it easier for the audience to understand and accept. Storytelling is also an important way for documentaries to conduct cultural inheritance and communication. Documentaries often involve history, culture, society and other aspects. By telling the stories in these aspects, documentaries can inherit and carry forward the traditional culture, and promote the communication and understanding between different cultures. This is of great significance for promoting cultural diversity and the progress of human civilization.(Fang et al., 2022).

Storytelling is the core means of documentary to convey the cultural and spiritual connotation of Sichuan Opera. By telling vivid stories and character experiences, the documentary can deeply show the unique charm and spiritual core of Sichuan Opera art, so that the audience can deeply feel the profound heritage and rich connotation of

Sichuan Opera culture. This emotional resonance and cognitive enhancement can help enhance the audience's interest in and identification of the Sichuan Opera culture, and promote the inheritance and development of the culture. Storytelling can enhance the appreciation and attraction of documentaries. By telling fascinating stories, documentaries can break with the dullness and monotony of traditional documentaries, making the audience more easily attracted and moved. The plot twist, character conflict and emotional expression in the story can stimulate the audience's curiosity and the desire to explore, and make them resonate and emotional experience in the process of watching. Storytelling helps to show the historical context, inheritance and development of Sichuan Opera culture. By telling the historical origin, development and change of Sichuan Opera, as well as the inheritance stories of representative plays and characters, the documentary can present the historical track of Sichuan opera culture and the continuity of cultural inheritance. This display of historical dimension not only helps the audience to understand the origin and development of Sichuan Opera culture, but also stimulates their respect and love for traditional culture. Storytelling is an important bridge for international cultural exchange among Sichuan opera cultural documentaries. By telling stories with universal values and resonance, documentaries are able to overcome cultural differences and language barriers and resonate and communicate with foreign audiences. This way of cultural exchange helps to help promote the international dissemination of Sichuan Opera culture and enhance the international influence and competitiveness of Chinese culture.(Fang et al., 2022).

#### 2.4.3 Storytelling techniques

The perspective determines the way the story is told and the perception of the audience. The common perspective includes the first person perspective, which resonates the audience and the protagonist strongly; from the third person perspective, the bystander perspective is more objective and fair; from the whole perspective, the narrator holds all the information and can explain across time and space. Suspense can stimulate the curiosity of the audience and make them expect the development of the story. Suspense can be set up through flashbacks, questions, omissions, coincidence, or comparisons. Conflicts are the driving force for the development of the story, which can arouse the tension and expectation of the audience. The story is even more fascinating by showing the contradictions between the characters, conceptual conflicts or plot twists. Capture and record the key details in the story, such as the characters' expressions, movements, dialogue and environmental atmosphere, which can enrich the emotional color and visual effects of the story, so that the audience can understand and feel the story more deeply. Commentary plays a vital role in the documentary. It can not only supplement the narrative, explain the identity, event background and other information; but also arouse the audience emotion and create emotional climax. The commentary needs to be concise and comprehensive, and cooperate with the picture and plot to build the atmosphere and emotion of the story together. Through clever editing and rhythm control, the story is more compact and smooth. Fast editing can be used to show intense scenes, or slow motion can be used to show delicate emotional changes. At the same time, pay attention to control the rhythm of the story, to avoid too slow or too rapid. Score music and sound effects are an important means to enhance the emotional color of the story. By choosing the right music and sound

effects, a different atmosphere and emotions can be created to make the audience more deeply immersed in the story.(Fang et al., 2022).

Stories that are closely related to Sichuan Opera should be selected, such as the creation background of famous plays, the shaping process of classic characters, and the growth experience of artists, etc. These stories can intuitively show the artistic characteristics and cultural connotation of Sichuan Opera. In the process of telling the story, the segments of Sichuan opera, such as singing, figure, face changing and other skills. This can not only intuitively show the artistic charm of Sichuan Opera, but also deepen the audience's understanding of the performance form of Sichuan opera. Combining different narrative perspectives such as first person and third person, the story is more vivid and three-dimensional. Telling stories from the perspectives of different characters can reveal richer emotional levels and character relationships. Suspense and conflict are set up in the story to arouse the audience's curiosity and tension. For example, it can reveal the difficulties and challenges of the artist in the creation process, or show the legend behind the classic plays. Through the description of costumes, props, makeup and other details of Sichuan Opera, the delicacy and uniqueness of Sichuan Opera art is shown. At the same time, pay attention to the emotional changes and psychological activities of the characters, and make the story more deeply rooted. Sichuan opera experts or scholars are invited to interpret the key nodes in the story and reveal the cultural connotation and historical background behind it. This helps the audience to have a deeper understanding of the deep meaning of Sichuan opera art. Through the carefully designed lens language, picture composition and color application, it creates a visual effect in line with the cultural atmosphere of Sichuan Opera. At the same time, the use of appropriate sound effects and music, to enhance the appeal of the story.(Fang et al., 2022).

## 2.5 Documentaries

### 2.5.1 The meaning of the documentar

Sichuan opera culture documentary has far-reaching and multi-dimensional significance. Sichuan opera culture documentary is an important carrier to inherit and carry forward the excellent traditional Chinese culture. As a treasure of Chinese traditional opera art, Sichuan opera has a profound historical background and a unique artistic charm. Through the form of documentary, the artistic essence, performance form and cultural connotation of Sichuan Opera can be comprehensively and vividly displayed to the audience, so that more people can understand and understand Sichuan Opera, so as to stimulate the love and respect for traditional culture. Sichuan Opera culture documentary is helpful to promote the dissemination and development of local culture. As a representative art form in Sichuan region, Sichuan Opera has strong local characteristics and cultural connotation. Through the dissemination of documentaries, the artistic charm of Sichuan opera can be spread to a wider range of regions, attracting more people to be interested in Sichuan culture, and then promoting the prosperity and development of local culture. Sichuan Opera cultural documentary also has the value of historical record and cultural inheritance. By recording the development process, artistic inheritance and performance skills of Sichuan Opera, the documentary has left a valuable cultural heritage for future generations. These video materials can not only be used as an important reference for

academic research, but also as a vivid textbook for cultural education to help people better understand and inherit the culture of Sichuan Opera. Sichuan Opera cultural documentaries can also promote cultural exchanges and mutual learning. In the context of globalization, the communication between different cultures is increasingly frequent. Through the display of Sichuan Opera culture documentary, people from all over the world can understand the unique charm of Chinese traditional culture, enhance the understanding and respect between different cultures, and promote the diversity and common development of culture.

(Zhi guo CAI.2008)

### 2.5.2 Documentary type

Documentary types are rich and diverse, and each type has its own unique way of expression and focus. Historical and cultural documentary documentary mainly focuses on historical events, biographies or cultural phenomena, and deeply excavates and displays the historical background and cultural connotation behind them. For example, documentaries about the culture of Sichuan Opera belong to this type, which records in detail the historical origin, development context and artistic characteristics of Sichuan Opera. Natural ecological documentaries mainly focus on the natural environment and ecological issues, showing the living conditions of animals and plants, the changes of the natural environment and the impact of human activities on the ecosystem. They guide the audience to reflect on the relationship between man and nature through exquisite pictures and in-depth observation. Social reality documentary: This type of documentary focuses on social phenomena, social problems or social changes, and reveals the complexity and diversity of society through real recording and analysis. They may focus on vulnerable groups, social problems or social progress, triggering the audience's attention to and thinking about the social reality. This type of documentary focuses on specific characters, recording their life stories, upbringing experiences or unique contributions. By digging deep into the inner world and growth trajectory of the characters, they can show their personality charm and life wisdom. Art Documentary Art Documentary focuses on the art field, including painting, music, dance, drama and other art forms. They show the charm and cultural connotation of the art by recording the creative process of the artist and the display and interpretation of the artistic works. Scientific exploration documentary This type of documentary focuses on new discoveries, new technologies or scientific principles in the field of science. Through vivid pictures and in-depth interpretation, they popularize scientific knowledge and stimulate the audience's interest and curiosity in science. Tourist scenery documentary mainly shows the natural scenery, cultural landscape and tourist resorts around the world. Through exquisite pictures and vivid interpretation, they lead the audience to appreciate the local customs and cultural charm of different regions.. (He Su Liu.2005).

### 2.5.3 Documentary elements

Documentary elements are rich and diverse, and the picture is the most intuitive element of the documentary. Through the lens language, picture composition, color application and other techniques, the stories or events are vividly displayed in front of the audience. The quality and expressiveness of the picture directly affect the viewing experience of documentaries. Therefore, photographers need to use various shooting techniques and techniques to capture the most expressive pictures. Sound is also an

indispensable element of the documentary. Sound includes simultaneous sound, commentary, sound effects and soundtrack. The simultaneous sound can enhance the sense of reality and scene of the documentary, while the commentary can supplement the picture information and help the audience to better understand the story. Sound effects and music can create an atmosphere and enhance the emotional resonance of the audience. Words are also an important element in documentaries. Text can appear on the screen as a title, subtitle or annotation to help the audience understand the content of the picture. At the same time, the text can also be used as a part of the narration or commentary to guide the audience's thinking and feeling. Music plays an important role in the documentary. Music can set off the atmosphere, enhance the emotional expression, and enable the audience to feel the theme and emotion of the documentary more deeply. Different musical styles and rhythms can correspond to different scenes and emotions, making the documentary more appealing and ornamental. Editing and rhythm are also crucial elements in documentary production. Editing can organically combine different images and sound materials to form a coherent story line. The rhythm affects the overall perception of the documentary and the audience's watching experience. Through the reasonable rhythm arrangement, the documentary can be more compact and fascinating.(Jiaoli.2015)

#### 2.5.4 Documentary production process

Preliminary planning This is the initial stage of documentary creation. The main task is to determine the topic selection of the film, study the data in related fields, and formulate the shooting plan and budget. The planning team needs to do full research, contact with the subjects to understand their stories and needs. For historical and cultural documentaries, it is also necessary to collect documents and consult with experts.<sup>11</sup>. Successful documentaries need a professional team to support the production. The team includes directors, producers, cameramen, lighting artists, sound effects artists, editors, and more. Each member has their own unique expertise and works closely together throughout the production process. In the shooting stage, the team will shoot according to the shooting plan made in the early stage. This requires close collaboration and efficient communication between team members to ensure that every scene is well documented. Sometimes each scene requires multiple shots in order to capture the best picture and sound. After filming, the post-production phase began. This stage includes material sorting, editing, sound effect design, music score, subtitle synthesis and so on. The editor selects the best images and sounds from hundreds of shots and combines them into a coherent storyline. The sound engineer and music engineer are responsible for adding sound elements to enhance the look and feel of the film.(Yang Yang.2016).

#### 2.5.5 Documentary publishing process

The distribution process of the documentary involves multiple links, aiming to bring the work to market for a wider audience. The documentary needs to complete the whole production process, including editing, sound effects, music and other later work, to ensure that the works meet the distribution standards. In China, documentaries are required to apply to the State Administration of Radio, Film and Television for a public release license, the so-called "dragon logo". This is a key step through the content review to ensure that the documentary content complies with relevant regulations and policy requirements. The application process may need to adjust according to the review comments until the requirements are met. Develop

appropriate distribution strategies according to the type, content and target audience of documentaries. This may include choosing the distribution channels, determining the release time, making publicity plans, etc. Documentaries can be distributed through various channels, such as cinemas, television stations, online platforms, etc. Distributors need to choose appropriate distribution channels according to the characteristics of documentaries and the market demand. In the distribution process, publicity and promotion are crucial. Publicity through various media channels, such as TV advertising, network publicity, social media promotion, etc., to improve the popularity of documentaries and the audience's sense of expectation. Once the documentary is licensed and the distribution channel is determined, the formal distribution and sales work can begin. This may include details such as signing contracts with cinemas, television stations or online platforms to determine the proportion of accounts. After the release, the feedback from the audience and the market should be collected in time to evaluate the release effect of the documentary. This helps to understand the audience's preferences and market needs, and provide a reference for future documentary production and distribution.. (Yang Yang.2016).

### 2.5.6 Documentary evaluation process

The evaluation process of the documentary is a comprehensive and detailed analysis work, which involves the consideration of many aspects of the documentary. Assessors will focus on the logic of the documentary. This includes analyzing whether the structure of the documentary is clear and reasonable, whether the content is organized tightly and coherent, and whether the narrative is fascinating. By examining these aspects, we can judge whether the documentary is smooth and persuasive when telling stories or delivering information. The evaluator will evaluate the way and effect that the documentary conveys the core message. This includes checking the accuracy and comprehensiveness of the information and whether the information is presented to the audience in an attractive and influential way. Good information presentation can help the audience to better understand the theme and content of the documentary. Audiovisual elements are an important part of a documentary and are therefore carefully evaluated by evaluators. This includes the use of photography, the clarity of the picture, the rationality of sound effects, and the use of music. By evaluating these aspects, it can be judged whether the documentary brings a good experience to the audience. The director is the soul of a documentary, so the evaluation of its performance is also essential. The evaluator will focus on the way of the director to handle the documentary theme, the uniqueness of the style, and the guidance of the audience's emotion. Excellent directors can convey profound thoughts and emotions through documentaries, and arouse the resonance of the audience. The evaluator will assess the extent to which the documentary affects the audience's thoughts and feelings. This includes examining whether the documentary arouses the audience's attention to social issues, whether it touches the audience's emotions, and whether it promotes social change. The influence of documentary is an important embodiment of its value, so the evaluation of this aspect is also very important.(Jiaoli.2015)

## 2.6 Sichuan Province

### 2.6.1 Geographic characteristics

Sichuan is located in the first and second level of the three steps of Chinese mainland, that is, the transition zone between the first Qinghai-Tibet Plateau and the second level of the middle and lower reaches of the Yangtze River. Its geographical characteristics are remarkable and diverse. Sichuan, high in the west and low in the east. The west is plateau and mountainous, with an altitude of more than 4000 meters, including the northwest Sichuan Plateau. This part belongs to the southeast corner of the Qinghai-Tibet Plateau, with an average altitude of 3000~5000 meters, and has the characteristics of alpine climate and alpine meadow vegetation. In the southwest is the northern section of Hengduan Mountains, with high mountains and deep valleys, and alternate mountains and rivers. From east to west are Minshan Mountain, Minjiang River, Qionglai Mountain, Dadu River, Dashan Mountain, Yalong River, Shaluli Mountain and Jinsha River. And the east is the basin, hills, the altitude is mostly between 1000~3000 meters. Among them, Sichuan Basin is one of the four major basins in China, covering an area of 165,000 square kilometers. The basin is surrounded by Qinling Mountains, Micang Mountain, Daba Mountain, Dalou Mountain, Longmen Mountain, Qionglai Mountain and other mountains, forming a unique geographical environment. The interior of the basin can be divided into three parts: the western Sichuan Plain with rich irrigation area with high land production capacity; the middle is the purple hilly area with elevation 400-800 m, the terrain slightly sloping south; the east is the eastern Sichuan, including Huaying Mountain, Causeway Mountain and Mingyue Mountain. The climate in Sichuan is warm and humid, warm in winter and hot in summer. The annual precipitation in most areas is between 900 and 1200 mm, which belongs to the subtropical humid monsoon climate, and the vegetation is mainly subtropical evergreen broad-leaved forest. This climate condition makes the ecological environment of Sichuan rich and diverse, providing a good living environment for all kinds of organisms.(Ding Shumei.2011)

### 2.6.2 Cultural characteristics

The characteristics of Sichuan culture are reflected in many aspects, and Sichuan's cultural heritage is extremely rich. Sichuan has 5 world heritage sites, many museums, cultural relics protection and management institutions throughout the province, and a large number of national key cultural relics protection units and provincial cultural relics protection units. Among them, the "sun god bird" unearthed at the Jinsha Site has been approved as the symbol of "Chinese cultural heritage", symbolizing the spirit of pursuing light, unity, harmony and inclusiveness. These precious cultural treasures are the profound accumulation of Sichuan's history and culture. Sichuan's culture has distinct regional characteristics. Sichuan mainly belongs to the Bashu cultural area, and its language and culture, opera culture, tea culture, wine culture, food culture, brocade culture and salt culture all have strong local characteristics. For example, Sichuan dialect is vivid and humorous, Sichuan opera is high and exciting, Sichuan tea is fragrant, and Sichuan cuisine is spicy and delicious, which are deeply marked on the brand of Sichuan culture. Sichuan culture has the characteristics of inclusiveness. In addition to the local Bashu culture, Sichuan culture has also been influenced by chu culture, Gansu culture, Qinling culture, Yunnan culture, Yelang culture, Tibetan and Yi culture and other cultures, forming the obvious characteristics of diversity, compatibility and openness. The integration and collision of this culture makes Sichuan culture not only have profound historical deposits, but also full of vitality and innovation. Sichuan culture is also reflected in the daily life of

its people. Whether it is the performance of Sichuan opera, or the chat of the teahouse, whether it is the spicy hot pot, or the sweet dragon copy hands, they all reflect the Sichuan people's love for life and the inheritance of culture.(Ding Shumei.2011)

### 2.6.3 Sichuan culture type

Sichuan has rich and colorful cultural types, with distinctive local characteristics. Sichuan mainly belongs to the Bashu cultural area, and its regional culture has its own system, covering language culture, opera culture, tea culture, wine culture, food culture, brocade culture, salt culture and other aspects. These cultural types all have strong local characteristics, such as Sichuan dialect, Sichuan opera, Sichuan tea, Sichuan wine, Sichuan cuisine, Sichuan medicine, Shu embroidery, Shu brocade and other cultural brands, which are all representatives of Sichuan culture. In terms of opera culture, Sichuan Opera is one of the most representative operas in Sichuan Province, and it has won wide praise for its unique singing style, performance forms and rich repertoire. In terms of food culture, Sichuan cuisine is deeply loved by people for its spicy and delicious taste and rich and diverse dishes, and has become a bright name card of Sichuan culture. Sichuan culture also embodies the characteristics of diversity and compatibility. The culture of Sichuan does not exist in isolation, but permeates and influences the culture of the surrounding areas. For example, the culture of Sichuan is closely related to Chu culture, Qinlong culture, Yunnan culture, Yelang culture and Tibetan and Yi culture. This integration of diverse cultures makes Sichuan culture more colorful.(Du Jianhua.2018)

### 2.6.4 Unique characteristics of Sichuan culture

The uniqueness of Sichuan culture is reflected in many aspects. Sichuan culture has profound historical deposits and distinctive local characteristics. As an important part of the Bashu Cultural Area, Sichuan has a long history of cultural traditions, including the ancient Sanxingdui cultural sites, and the teahouse culture and food culture full of life atmosphere. These cultural elements together constitute the unique regional cultural style of Sichuan, which makes Sichuan culture unique among many regional cultures in China. Sichuan culture has the characteristics of inclusiveness. Sichuan is located in the southwest of the hinterland, is a variety of cultural blend area. Sichuan culture not only inherits the essence of Bashu culture, but also absorbs various cultural elements such as Chu culture, Qinlong culture, Tibetan and Yi culture in the surrounding areas. The integration and collision of this culture makes Sichuan culture not only have profound historical deposits, but also full of vitality and innovation. The uniqueness of Sichuan culture is also reflected in its unique form of artistic expression. For example, Sichuan Opera, as one of the most representative operas in Sichuan Province, has won wide praise for its unique singing style, performance forms and rich repertoire. The performance form of Sichuan opera is lively and vivid, and the combination of comedy and seriousness has a profound meaning, showing the wisdom and artistic creativity of Sichuan people. Sichuan's food culture is also an important embodiment of its uniqueness. Sichuan cuisine is popular with people for its spicy taste and rich dishes. Whether it is hot pot, string incense, or Mapo tofu, kung pao chicken, are the classic representatives of Sichuan cuisine, showing the Sichuan people's love and pursuit of food. The uniqueness of Sichuan culture is also reflected in the character and spiritual outlook of its people. Sichuan people are hospitable, open-minded and cheerful, and good at expressing

emotions, which has been fully reflected in their culture. Both the chat in the teahouse and the celebration in the festival are full of joy and enthusiasm, showing the unique charm of Sichuan culture.(Li Qinyan & Luo Jun.2018)

#### 2.6.5 Sichuan cultural values

The values of Sichuan culture are rich and diverse, deeply rooted in the history and tradition of Bashu land, showing the spiritual outlook and moral pursuit of Sichuan people. Openness and inclusiveness is one of the core elements of Sichuan's cultural values. Sichuan, located in the hinterland of southwest China, has been a region of diverse cultures since ancient times. This geographical location and historical background makes Sichuan culture open and inclusive, and it is good at absorbing and integrating various foreign cultural elements. The people of Sichuan are hospitable and good at communicating and interacting with people from different cultural backgrounds. This spirit of openness and inclusiveness is also reflected in all aspects of Sichuan society. Chongde is an important embodiment of Sichuan cultural values. Sichuan people pay attention to moral cultivation, advocating the moral character of honesty and trustworthiness, diligence and kindness. They pursue reality, focus on practical results, and oppose vanity and empty talk. This value of worshiping virtue and upholding reality has been widely reflected in the social life of Sichuan province. Whether it is family education, school education or social morality, they all emphasize the importance of moral cultivation and practical action. Hard-working and daring to be the first are also an important part of Sichuan's cultural values. In the face of difficulties and challenges, the people of Sichuan show the spirit of perseverance and courage. They dare to innovate, dare to explore, and constantly pursue excellence and success. This spirit has been fully reflected in Sichuan's economic development, social progress and cultural innovation. The philosophical friendliness and comfortable comfort reflect the optimistic and harmonious attitude of Sichuan people. Sichuan people are cheerful and optimistic. They are good at regulating their emotions and enjoying their life. They pay attention to the harmony of interpersonal relationship, are ready to help others, and are good at resolving conflicts. At the same time, they also pursue the comfort and comfort of life, and pay attention to the improvement of the quality of life.(Ding Shumei.2011)

#### 2.6.6 Preserving Sichuan culture

Protecting Sichuan culture is a multi-level and all-round task, involving policy formulation, capital investment, inheritance education, innovative development and international exchanges and other aspects. The Sichuan provincial government should introduce clearer policies on cultural protection and formulate relevant laws and regulations to ensure that there are laws and rules to follow in cultural protection work. Violations of cultural protection laws and regulations should be punished in accordance with the law to form an effective deterrent force. A special fund will be set up to support the protection, inheritance and development of Sichuan culture. At the same time, we will encourage and guide social capital to enter the field of cultural protection and form a diversified capital investment mechanism. A comprehensive survey and registration of cultural heritage in Sichuan were conducted, and a detailed database of cultural heritage was established. For important cultural heritage, such as ancient buildings, ancient sites, and intangible cultural heritage, effective protection measures should be taken to prevent their damage and loss. Strengthen Sichuan culture education in primary and secondary schools and universities, and open

relevant courses, so that students can understand and understand their own cultural roots. At the same time, cultural lectures, exhibitions and other activities to improve public awareness and identity of Sichuan culture. Encourage and support cultural workers to carry out innovation and development on the basis of inheriting Sichuan culture. Through modern scientific and technological means, such as digitalization, networking, Sichuan culture will be pushed to a broader stage. International cultural festivals, expositions and other platforms will be used to show the charm of Sichuan culture. At the same time, we will strengthen cultural exchanges and cooperation with other countries and regions to promote Sichuan culture to the world.(Du Jianhua.2018).

## 2.7 Perception theory

The lens language of documentary carries a lot of information other than the story, and the use of lens language reflects the emotional orientation of the creator. The flexible use of lens language such as empty lens, long lens and slow lens can inject different aesthetic implication into the film.

Empty lens is an important component of the lens language, also known as the scene lens, which can be used complementary to the conventional lens. The use of empty shots is very extensive in documentaries, and their functions are also very different. In addition to describing the time and place, empty shots can also play a role in promoting the development of the plot and laying the emotional tone of the film. China has a vast territory and abundant resources, and its different natural environment has shaped the distinctive production and life styles of various ethnic minorities. In the creation practice of documentaries on the intangible cultural heritage of ethnic minorities, the empty mirror is used to capture and reproduce the living space of ethnic minorities, which can make the audience form a perceptual understanding of the breeding environment of intangible cultural heritage projects in a short time.(Yingying.2015).

A long lens is a relative concept, generally refers to no processing, no splicing and continuous lens. Because it retains relatively complete space and time information and has a strong sense of authenticity and participation, the long lens can provide the audience with an immersive experience similar to the real space. Therefore, the long lens is still regarded as the best means to show the documentary characteristics of documentaries. The ever-changing digital imaging technology makes the former professional cameras can achieve the upgraded shooting function, become the standard configuration of "consumer camera", and slow motion is gradually favored by documentary creators. The slow motion mentioned here, also called high-speed lens or upgraded lens, refers to the film and television art technique that uses the frame speed beyond the actual projection speed to shoot and create the time delay and static effect. Documentary narrative is difficult to do as drama exciting, for the most minority intangible documentary, build appreciate atmosphere is even more important than the plot, which requires documentary creators flexible use of all kinds of slow motion to give the audience understanding of the content and aftertaste to create time gap, appropriate "blank" can let the audience meditation experience picture outside the emotional implication. (Shen Fangyu.2015).

The narrative and emotional expression of the documentary cannot be separated from the sound of music and sound. Music sound is an ideal way to control the rhythm of the film in addition to editing means, but also can play a role in setting off the situation atmosphere and shaping three-dimensional characters. The creative use of music sound establishes a broad imagination space for the post-production of documentary. The soundtrack can arouse the emotional resonance of the audience to a large extent, and guide them to capture the subtle emotions outside the image. With traditional tunes, folk songs and dialect sounds, which can play a role in the rendering of the ethnic cultural context in the documentary of the minority intangible cultural heritage theme.

## 2.8 Audience behavior

Audience behavior refers to the behavior and reaction shown by the audience when watching film and television works, participating in cultural activities or experiencing entertainment products. The characteristics and expression forms of the audience's behavior can vary according to person, time and place. When watching films and television works, performances or performances, the audience will show different viewing behaviors, including focus, devotion, immersion, appreciation, thinking, etc. The audience will have a variety of different reactions during the watching process, including laughter, applause, exclamation, thinking sound and so on. These reactions reflect the audience's comments and feelings about the content, performance skills, and plot development of the work. When participating in cultural activities or experiencing entertainment products, audiences may show interactive behaviors, including communicating with other audiences, interacting with actors or artists, and participating in games or competitions. After experiencing cultural activities or entertainment products, audiences may share their feelings and experiences with others, including through social media, oral communication, writing comments and other ways. After watching or experiencing, the audience may put forward feedback or suggestions, including the evaluation and feedback on the content, expression form, service quality and other aspects of the work. When participating in cultural activities or experiencing entertainment products, audiences may conduct consumption behaviors, including purchasing tickets, purchasing peripheral products, subscribing to membership services, etc. Audience behavior is a series of behaviors and reactions expressed by the audience in the process of watching, participation and experience, reflecting their understanding, evaluation and participation in the works or activities. The research and analysis of audience behavior helps the cultural industry and entertainment industry to better understand audience needs, improve product quality and enhance user experience.(Chen Lili.2024).

The audience may show the following behaviors: focus and devotion: The audience may focus on watching the tie-dye documentary, engage in the tie-dye art and culture presented in the film, and try to understand and feel the content and emotion presented in it. Tie-dye documentaries may arouse the emotional resonance of the audience by showing the details of the tie-dye technology, the creation process of the artist, and the beauty of the tie-dye works, and make them resonate and move the tie-dye culture. The audience may hope to learn more about the art of tie-dye by watching the two documentaries, and explore its historical origin, technology, cultural

connotation and other aspects. Audiences may appreciate the aesthetic feeling of various tie-dye works shown in tie-dye documentaries, including pattern design, dyeing techniques, fabric texture and other aspects, so as to gain aesthetic enjoyment. When watching the tie-dye documentary, the audience may think about and reflect on the cultural significance, life philosophy and other aspects behind the tie-dye art, and get inspiration and thinking from it. Visitors may share the viewing experience with others after watching, deepen their understanding and understanding of tie-dye culture through exchanges and discussions, and promote cultural exchanges and sharing. The behaviors that viewers may show when watching tie-dye documentaries include focus, devotion, engagement, emotional resonance, learning, exploration, aesthetic appreciation, thinking, reflection, sharing and communication. These behaviors reflect the audience's interest and identification in the tie-dye culture, as well as their understanding and evaluation of the content of the film.(Chen Lili.2024).

## 2.9 Social media platforms

### 2.9.1 Definition of social media platforms

Social media platforms refer to the system that can support the registration of community members, personal information management, social activities among members, content creation management and other social network applications. In real life, the social platforms perceived by people are more about the presentation form of social media on the Internet, namely, social App, social networking websites and other social applications, which actually belong to social platforms. Social media platforms are content production and exchange platforms based on user relationships. They are tools and platforms for people to share their opinions, opinions, experiences and opinions with each other. At present, it mainly includes social networking sites, Weibo, wechat, live broadcasting, forums, etc. In social media, content is at the core and is created by users rather than platform developers. As a virtual place in cyberspace, social platforms have great advantages in gathering popularity and distributing information. Especially based on network technology can classify the Internet resources and integration, realize the reasonable allocation of resources and fully share these features, social platform when development has the resource advantage, it can be a huge information resource repository, also can be an opportunity for people to participate in network communication and place of information flow. Social media platforms have great appeal worldwide, and mobile apps make these platforms easily accessible. A variety of tools can help businesses track, measure, and analyze the attention companies get from social media, including brand awareness and customer insight.(Dong Xin.2020)

### 2.9.2 Benefits of social media platforms

Social media platforms provide a vast space for information acquisition and knowledge sharing, making it easier for people to acquire news, learn knowledge and master skills. Whether current affairs news or professional knowledge can spread quickly through social media to meet people's information needs. Social media allows people to stay in touch with friends, family and colleagues, and share their lives and feelings. Through social media, people can make new people, expand their social circles, and increase their social experience and horizons. This social approach is not only convenient and quick, but also helps people build a wider range of interpersonal

relationships. On social media platforms, people can share their feelings and experiences, and get support and love from friends and family. This kind of emotional communication helps to enhance mutual understanding and trust, and strengthen interpersonal ties. Social media provides opportunities for individuals to present and express themselves. Many people build their personal brands and reputation by sharing their creations, thinking and experiences through social media. Social media platforms provide a stage for people to show their talent and creativity. Social media has become an important channel for news and event dissemination, and people can have timely access to all kinds of information and information. In addition, social media also provides a platform for the public to directly participate in and influence the discussion of social issues, enhancing the public's freedom of speech and sense of participation.(Dong Xin.2020)

#### 2.9.3 Types of social media platforms

There are various types of social media platforms. According to the different functions and characteristics, platform-based social media platforms integrate social entertainment and life services, such as Weibo and wechat. They not only provide basic social functions, such as chat and sharing, but also integrate various services, including shopping, payment, news and information, allowing users to meet multiple needs on one platform. Social social media platforms focus on the communication and interaction between the same type of individuals, such as city groups, hobby groups, professional groups, etc. These platforms provide space for people with the same interests or backgrounds to communicate and help build close community relationships. Tool-based social media platforms mainly provide specific functions or services, such as netease Cloud Music, Dianping, etc. By integrating music, movies, food and other resources, these platforms provide users with a rich entertainment and life service experience. Embedded social media platforms are usually combined with other platforms or applications to realize one-to-many real-time interaction and communication, such as live channels provided by major platforms. These platforms allow users to participate in the interaction in real time through live streaming and short videos, increasing the interest and real-time of social interaction. (Didebao & Gu Xiaohui.2017)

#### 2.9.4 Components of social media platforms

The components of the social media platforms refer to the various elements and functional modules that constitute the social media platforms, which work together to provide users with rich social experience and information exchange services. User interface refers to the visual design and interactive elements of the platform, such as buttons, menus, ICONS, etc., which directly affect the user's experience. User experience refers to the overall experience of users in the process of using the platform, including the ease of use, fluency and response speed of the platform. User registration and login provides the function for users to create accounts and login to ensure the security and uniqueness of user identity. Profile editing allows users to edit and update their profile, including profiles, nicknames, profiles. Content editor provides editing tools for text, pictures, videos and other forms of content for users to create and publish content. The sharing feature allows users to share content to other networks within or outside the platform, expanding the spread of content. Thumbs ups, comments and retweets are the most common social interactions on social media platforms, which allow users to express their preferences, opinions and opinions on

the content. Private message and chat provide one-to-one or group chat function, to facilitate the real-time communication and communication between users. Attention and fans Users can follow other users or topics to get their latest developments, and at the same time, they can also accumulate fans and expand their influence. The search function allows users to search for content, users, or topics on the platform through keywords. Based on the users 'interests and behaviors, the recommendation system recommends the content and users that they may be interested in to improve the user's discovery experience. The system notification timely pushes user-related dynamics, such as likes, comments, followers, etc., to maintain user activity. The reminder function reminds users to check unread messages, update status, etc., to avoid users missing important information. User management maintains and manages user data to ensure the security and privacy of user information. Content management: Review and manage the content on the platform to prevent the dissemination of bad information. Data analysis collects and analyzes user behavior data to provide data support for platform optimization and decision-making. The authentication ensures the authenticity and security of the user identity through the password, verification code and other ways. Privacy Settings allow users to set their own privacy rights, such as who can check my dynamic, who can send me private messages, etc.(Zhang Zixuan, Wang Hai & Xu Dan.2014).

#### 2.9.5 Steps in designing and developing social media platforms

Identify the product positioning, target user groups, and the features and features they need. This helps to better meet the user needs in the subsequent development and design process. At the same time, the user interface (UI) and interactive interface design draft are drawn to provide a clear visual direction for the development team. According to the requirements planning, select the appropriate technical solutions, databases, servers and third-party platform. Ensure that the selected technology meets the product performance, safety, and scalability requirements. Prototype tools (such as Axure) design the general structure and process of the product, preview and test. This helps team members to better understand the product features and provide guidance for subsequent development efforts. Start the program development of the software and APP according to the requirements and technical planning. This includes background data services, API interface design, user interface (UI) design, front and back end programming, etc. During the development process, you need to ensure the quality and performance of the code, while focusing on the user experience. Conduct unit tests and comprehensive tests of the various modules and functions in the development process to ensure the quality and performance of the program. The testing team needs to identify and fix potential problems and defects to ensure the stability and reliability of the product. Before going online, the functionality, performance, and test assessments are performed. Once you have no problems, you can release the product to major app stores and other channels. After the launch, the product needs to be continuously operated and maintained, including updates, handling user feedback, and fixing issues. Based on user feedback and market changes, constantly upgrade product functionality, performance, and user experience. This helps to keep the product competitive and attract more users to use it. In the whole design and development process, it is also necessary to consider the unique selling points and competitive advantages of the product, in order to stand out in the fierce market competition. At the same time, conducting market research to

understand the target audience, their needs and preferences, as well as their competitors in the current market, will help to develop more accurate product development strategies.(Dong Xin.2020)

#### 2.9.6 Principles for using social media

Privacy protection This is the basis for using social media. Users should always pay attention to protect their personal information and privacy, and avoid random disclosure to strangers or operating in an unsafe network environment. At the same time, reasonable account privacy rights to ensure that personal information is not abused. Information posted on social media should be authentic and reliable to avoid spreading false information or misleading others. When viewing and sharing information, the necessary verification should be conducted to maintain a healthy order in cyberspace. When communicating on social media, you should respect the opinions and feelings expressed from others to avoid making offensive, insulting or discriminatory remarks. Maintain a friendly and harmonious atmosphere for communication, and jointly maintain the civilization and order in cyberspace. When using social media, they should abide by national laws, regulations and relevant policies, and shall not publish illegal content. Respect intellectual property rights and shall not share or use others' works, photos or videos without permission. Avoid indulging in social media, arrange your time properly, and maintain a work-life balance. At the same time, be alert to online violence and negative emotions, and maintain a positive and healthy attitude. Social media is not only a platform for entertainment and communication, but also a place to learn and improve yourself. Users should actively participate in valuable topic discussions, share useful knowledge and experience, and jointly promote the healthy development of cyberspace.(Didebao & Gu Xiaohui.2017)

#### 2.9.7 Principles for evaluating the use of social media

To assess whether social media use has met the intended goal. This includes analyzing whether social media campaigns effectively promote the brand, increase user engagement, increase sales, or achieve other specific goals. Also, check whether social media use is aligned with your overall business strategy and goals. Assessing user engagement and interaction on social media platforms is an important indicator to evaluate their usage. This includes analysis of data such as followers, likes, comments, and sharing to understand how much users are interested in and willing to interact. High engagement and interaction levels often imply the effectiveness of social media strategies. The quality and creativity of content on social media is critical to attracting and retaining users. Therefore, when evaluating social media use, pay attention to whether the published content is valuable, interesting, engaging, and meets the tastes and needs of the target audience. At the same time, the frequency and diversity of content updates should also be taken into account. Dig deeper into social media use with data analysis tools for valuable insights. This includes analyzing data on user behavior, interest preferences, and traffic sources to better understand user needs and market trends, and then optimize social media strategies. Social media is an important channel to build a brand's reputation and image. Therefore, when evaluating the use of social media, we should pay attention to the user evaluation and feedback on the brand, as well as the reputation and influence of the brand on social media. Positive brand reputation and image can help to enhance the brand value and market competitiveness. When evaluating the use of social media, we should also pay

attention to whether it complies with relevant laws, regulations and ethical standards. This includes checking whether social media campaigns follow privacy protection, information security, intellectual property, and other rules, and whether the ethical principles of fairness, integrity, and respect are followed.(Zhang Zixuan, Wang Hai & Xu Dan.2014).

## 2.10 Theory about satisfaction

### 2.10.1 The meaning of satisfaction

Satisfaction has important significance in psychology and life, which can affect individual emotion, behavior and well-being. Satisfaction is an important part of mental health. When individuals feel satisfied, they often experience less anxiety and depression and are more likely to maintain a positive emotional state. Satisfaction is closely related to happiness. When individuals feel satisfied, they tend to feel happier, more satisfied with life, and more likely to experience positive emotional experiences such as happiness, satisfaction, and pleasure. Satisfaction helps to an individual sense of self-affirmation. When individuals achieve their goals and meet their needs, they are more confident and more likely to face challenges and difficulties. Satisfaction can motivate individuals to adopt positive behavior. When individuals are satisfied, they are often more open to social activities, pursue personal development, and are more motivated to achieve their goals. Satisfaction can promote good relationships. When individuals are satisfied, they are often more likely to build close relationships, maintain positive communication, and are more willing to give support and care to others.(Chen Lili.2024).

The significance of Sichuan opera documentary satisfaction is multifaceted, which not only plays an important role in promoting the inheritance and development of Sichuan opera art, but also meets the audience's needs for the understanding and appreciation of traditional culture and art. Sichuan opera documentary shows the essence and charm of Sichuan opera art to the audience by means of video. By recording the whole process of Sichuan Opera performance, the documentary shows the unique performance forms, singing, chanting and rich performance skills, so that the audience can have a deep understanding of the artistic characteristics of Sichuan Opera. At the same time, the documentary also introduces the historical origin, genre development of Sichuan Opera and the cultural connotation behind it, so that the audience can have a more comprehensive understanding of Sichuan Opera. Sichuan opera documentary is of great significance to the inheritance and protection of Sichuan opera art. Through the production and dissemination of documentaries, Sichuan opera, a traditional art form, can be inherited and carried forward in a wider scope. The documentary provides valuable materials for later researchers and helps to promote the in-depth research and development of Sichuan opera art. At the same time, the documentary also provides a way for the audience to understand and appreciate Sichuan Opera, and helps to cultivate more people's interest in and love for Sichuan Opera. Sichuan Opera documentaries also meet the audience's needs for cultural diversity. In today's era of globalization, people pay more and more attention to the exchange and integration of different cultures. As an art form showing the traditional Chinese culture, Sichuan Opera documentary can make the audience feel the extensive, profound and unique charm of Chinese traditional culture while appreciating Sichuan opera. Sichuan Opera documentaries are also educational

significance. Through watching the documentary, the audience can understand the excellent traditional virtues of the Chinese nation contained in the art of Sichuan Opera, such as respecting the old and caring for the young, being honest and friendly. The transmission and promotion of these virtues plays a positive role in cultivating the audience's moral concept and social responsibility.(Zupan&Babbage,2017)

#### 2.10.2 Concept of satisfaction

Satisfaction refers to the feeling or attitude towards an emotion, experience or result, indicating that the individual is satisfied, satisfied or meets the expectation of the things or situations experienced or obtained. Such feelings are usually based on factors such as individual expectations, needs, values and goals, and may be influenced by factors such as individual emotional state, social environment and cultural background. Satisfaction can be manifested in different aspects of emotional satisfaction, cognitive satisfaction and behavioral satisfaction. It means that an individual feels emotionally happy, happy or satisfied, and has a positive emotional experience of things or situations experienced or obtained. For example, satisfaction can be reflected as love, enjoyment or satisfaction for a certain product or service. It means that an individual is cognitively satisfied with the thing or situation experienced or received, and believes that it meets their own expectations, needs or criteria. For example, satisfaction can be reflected as the recognition, affirmation or satisfaction with a certain decision, choice or scheme. It means that an individual is behaviorally satisfied with the things or situations experienced or received, and may show positive behavior, repeated purchase or use, word of mouth, etc. For example, satisfaction can be reflected by frequent visits of a restaurant or word of mouth of a product.(Chen Lili.2024).

The concept of "satisfaction" in Sichuan opera documentary can be interpreted from multiple levels. First of all, in a literal sense, "satisfaction" represents the audience's recognition and appreciation of the content, form and production of Sichuan Opera documentary. This means that the documentary successfully conveys the charm of the art of Sichuan Opera and meets the audience's needs for understanding, appreciating and experiencing the culture of Sichuan Opera. From a deeper cultural and artistic perspective, "satisfaction" also represents the achievements of Sichuan Opera documentary in inheriting and carrying forward the art of Sichuan Opera. When the audience expresses their satisfaction with the documentary, they will not only affirm the documentary itself, but also respect and identify with the intangible cultural heritage of Sichuan Opera. This "satisfaction" means that the art of Sichuan Opera has been effectively spread and promoted through the form of documentary, which helps more people to understand and love Sichuan Opera."Satisfied" also involves the satisfaction and achievement of the documentary production team for their own work. When the documentary is recognized and praised by the audience, the production team will feel that their efforts have been rewarded, and this satisfaction will inspire them to continue to create more excellent Sichuan opera documentaries.(Chen Lili.2024).

#### 2.10.3 Criteria for evaluating satisfaction

Satisfaction evaluation criteria can be formulated according to different situations and purposes, including the accuracy, completeness, depth and breadth of the content. Evaluation of content quality can consider whether all important information covering relevant topics, whether it is accurately reflected in the facts,

and whether the depth and breadth of content meets the audience's expectations. Including image quality, sound effect, editing technology and so on. When evaluating the production quality, the clarity of the image, the color saturation, the fidelity of the sound effect, and the fluency and consistency of the editing technology can be considered. Including the degree of emotional resonance of the audience to the content. When evaluating emotional resonance, we can consider whether the audience has an interest and resonance in the content, whether it causes the emotional fluctuations of the audience, and whether it touches the emotional depth of the audience. Including the overall feeling and experience of the audience during the watching process. (Chen Lili.2024).

The evaluation criteria of Sichuan Opera documentary satisfaction are from: whether the documentary comprehensively shows the history, schools, performance forms and other aspects of Sichuan Opera, to ensure the richness and integrity of the content. Whether the content of the documentary is true and credible, without exaggerating or misleading the audience, and it can truly reflect the artistic characteristics and cultural connotation of Sichuan Opera. Whether the documentary deeply excavates the artistic value and cultural heritage of Sichuan Opera, and also covers the evolution and development of Sichuan Opera in different historical periods. Whether the picture of the documentary is clear and stable, and whether the color is full, it can present the details and beauty of Sichuan Opera performance. Whether the sound effect of the documentary truly restore the atmosphere of Sichuan opera performance, and whether the music is appropriate, can enhance the audience's viewing experience. Whether the editing of the documentary is smooth and whether the narrative is clear can guide the audience to deeply understand the artistic charm of Sichuan Opera. Through the audience questionnaire survey or online evaluation, the audience understands the acceptance and satisfaction of the documentary content. Collect audience opinions and suggestions on the documentary in order to improve and optimize the subsequent works. Whether the documentary has been widely concerned and reported by the media, which has improved the popularity and influence of Sichuan Opera. Whether the documentary broadcast channels are wide, whether it can be broadcast on multiple platforms at home and abroad, to expand the dissemination scope of Sichuan opera. Whether the documentary has aroused social attention and discussion on the art of Sichuan opera, and promoted the inheritance and development of Sichuan opera culture.(Zupan&Babbage,2017)

## 2.11 Researches Related

Luo Jia (2019)'s research shows that through rich and detailed investigations and researches, the current Sichuan Opera popularization education faces bottlenecks and problems such as limited professional power, difficulties in popularization, single activity methods, and inconvenient interactive experience. In order to solve the above Problem, this article is based on the situational education concept of "teaching as the leading and learning as the main body", focusing on the organic integration of management, teaching and learning, and designing a system architecture of a digital service platform for popularizing and inheriting education of Sichuan opera culture for children with strong interactive experience function , and starting from the three modules of experience management, real-time experience and interactive

communication, a specific practical plan for the interactive experience platform is proposed, and the method and effectiveness of solving the problem are demonstrated.

Zhang Shun's (2018) research shows that, from the perspective of aesthetic education, Chinese opera—how Sichuan opera can be inherited, protected and entered into university campuses with the help of recorded images, so that excellent culture and art can warm the hearts of college students and improve aesthetics and humanity Literacy and other aspects of creation and dissemination strategy research. By combing the research literature, it is found that relying on colleges and universities, using documentaries as a means, using actual creation as a case, explaining the creative process, and sharing creative feelings, there are only a handful of them at present

Li Xiaoya's (2016) research shows that with the development of modern science and technology, the emergence of new media not only changes the way traditional art is spread, but also affects the expression form of traditional art to a certain extent. Among various media, television has become the most widely used mass media in recent years due to its advantages of sound and picture integration and rapid dissemination. The use of television media channels for the dissemination of opera is the only way for the promotion and development of opera. The combination of opera and television not only changed the "stage"-centered "face-to-face" single transmission mode of opera, but also made up for the shortcomings of opera in time and space.

Shi Xia (2013). The Sichuan opera documentary "Role" focuses on the growth experience of Chen Zhilin, the director of the Sichuan Opera Theater, on the road of Sichuan opera art. It uses prose-like narration from the first perspective, combines a large number of character interviews and precious performance clips, and is accompanied by a Chinese-style symphony and music. The gongs and drums of traditional Sichuan opera intertwinely show many dusty past events in the development history of modern Sichuan opera, and the hardships and tenacity of Sichuan opera people represented by Chen Zhilin watching the traditional culture of Sichuan opera. The bitterness of the blue thread along the road with the development of modern science and technology, the emergence of new media has not only changed the way of traditional art communication, but also affected the expression form of traditional art to a certain extent. Among various media, television has become the most widely used mass media in recent years due to its advantages of sound and picture integration and rapid dissemination. The use of television media channels for the dissemination of opera is the only way for the promotion and development of opera. The combination of opera and television not only changed the "face-to-face" single transmission mode of opera centered on the "stage", but also made up for the shortcomings of opera in time and space.

Wu Wenjing (2015) shows that through rich and detailed investigation and research, it is proposed that the current professional strength faced by the popularization of Sichuan opera education Xuzhou Bangzi is an intangible cultural heritage item of drama in Xuzhou area, and the protection and inheritance of the public There is no shunning responsibility, and the use of new media is imminent. Using the advantages of the network, human resources, and communication, we will actively explore ways to use all media to improve the public's awareness of intangible cultural heritage and their awareness of participating in the protection work. And

through investigation and research, solid preservation of this cultural heritage will be carried out to lay a foundation for the next step of inheritance work.

Guo Hongdan (2022) shows that since the 21st century, many scholars and art workers have actively explored and practiced in the protection, inheritance and development of Sichuan Opera, and have also achieved a series of relatively fruitful research results. On the occasion of the 40th anniversary of the revitalization of Sichuan Opera, this paper reviews and sorts out the theoretical research results on the inheritance and development of Sichuan Opera since the 21st century from the aspects of Sichuan Opera genre, Sichuan Opera Changing Face, Sichuan Opera entering the campus, Sichuan Opera and tourism, and the development and application of Sichuan Opera. , to summarize its advantages and disadvantages, in order to provide reference for the future development of Sichuan Opera and related research.

Jiang Xiaoyi's (2022) research shows that in the past, the inheritance and development of traditional opera culture mostly relied on the performances and singing of artists walking around the streets and the support and promotion of official government agencies. Nowadays, the rise of new media provides a broader idea for the inheritance and dissemination of traditional opera culture. Under the situation that the development of Wuyin opera is facing difficulties, we urgently need to explore new ways for the development and innovation of Wuyin opera, a traditional opera, based on the current new media background. By taking advantage of Bilibili, an interactive barrage video network platform, for the dissemination of traditional opera culture, young people can understand Wuyin Opera, fall in love with Wuyin Opera, and inherit Wuyin Opera, and then expand the scope of dissemination of Wuyin Opera, so that Wuyin Opera can It has been passed down for a long time in a youthful way.

Sang Jun Wang Hualong (2023). New media is a form of communication that provides information and services to users through modern technological channels and digital terminals, and has become the mainstream of media development. In this context, traditional theater intangible cultural heritage has been greatly impacted in terms of inheritance and development, and its original communication mode has begun to change.

Feng Wenting, Zhang Lanfang (2023) Based on the network research and investigation of drama portals, video platforms, audio platforms and comprehensive platforms in new media, on the basis of analyzing the communication characteristics of Sichuan opera, film and television dramas in the context of new media, combined with the art of Sichuan opera Laws and communication characteristics of different new media platforms, focusing on three aspects of content, positioning, and operation, for the current production and dissemination of Sichuan opera film and television dramas, it is proposed to "adhere to content as king, pursue excellence" and "clearly position first, and strive to implement dual-use Medium" "Continuous operation is essential, and seek to keep up with the times" communication suggestions.

The researches presented above collectively converge on the theme of inheriting and developing Sichuan Opera culture through the lens of new media. Therefore, the key points can be categorized into 4 main themes as follows:

1. Utilization of New Media for Inheritance and Promotion of Sichuan Opera Art: Several studies emphasize the use of new media such as television, digital platforms, and interactive interfaces as tools for inheriting and promoting Sichuan

Opera art to local communities or the general public. This aims to foster understanding and appreciation of traditional culture, impacting its development and preservation in the contemporary era.

2. Presentation of Sichuan Opera Art through Modern Communication Media: Several studies point out the use of new media like videos and interactive platforms to present Sichuan Opera art. By utilizing these services and platforms, viewers can gain a suitable understanding and appreciation of Sichuan Opera art.

3. Collaboration between Arts Industry and New Media: Proposals are made for collaborative efforts between the arts industry and new media to create quality content and suitable marketing strategies for audiences and consumers.

4. Dissemination and Inheritance of Sichuan Opera Art in the Contemporary Era: The importance of using new media for the dissemination and inheritance of Sichuan Opera art in the contemporary era is emphasized. By presenting diverse and interesting content through appropriate channels, popularity and accessibility of Sichuan Opera art to communities and the general public can be enhanced.

## 2.12 Conceptual framework

Developing a conceptual framework for research on narrative strategies in cultural documentaries on Sichuan opera involves defining key concepts. The relationship between the independent and dependent variables will guide the study. The following is a conceptual framework that can be used as a foundation for research:

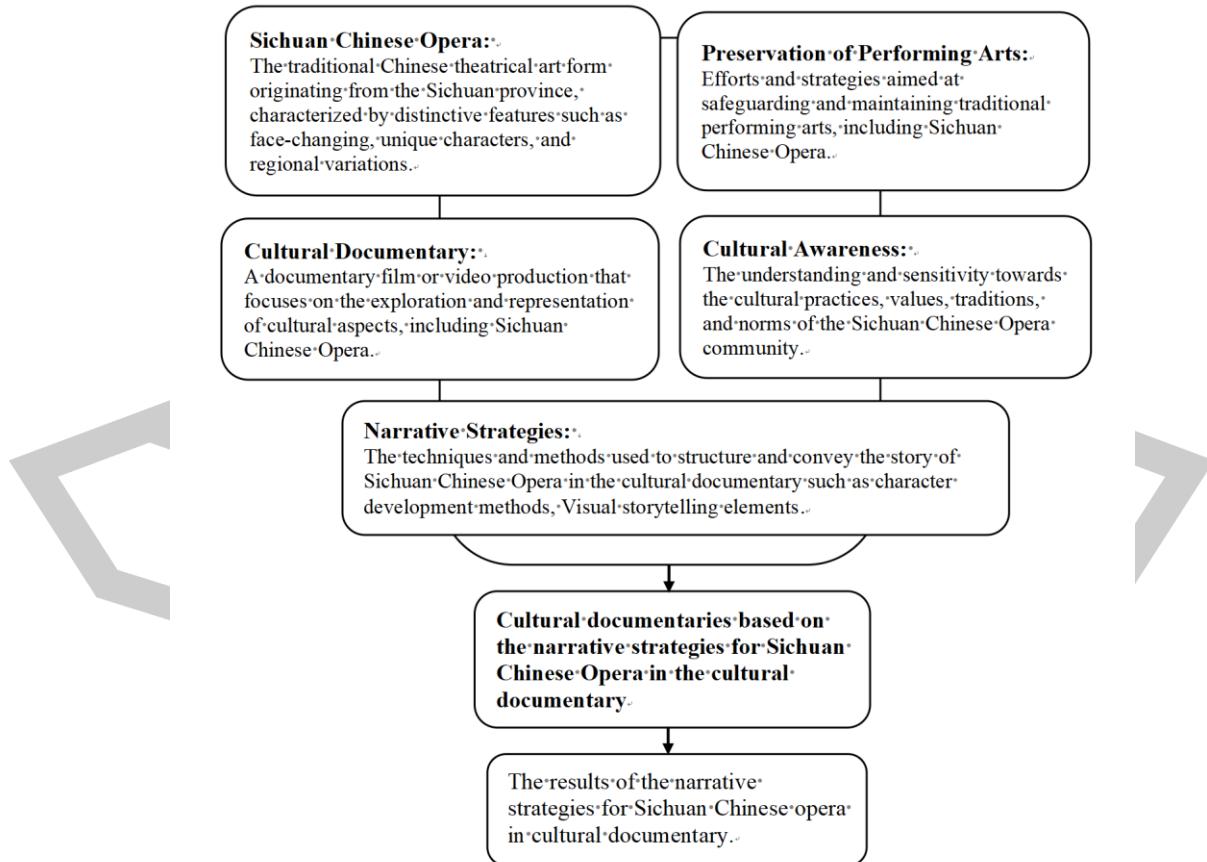


Figure 1:Conceptual framework

## Chapter 3

### Research Methodology

The research titled "Narrative Strategies for Sichuan Chinese Opera in Cultural Documentary" was being conducted using a research and development methodology. The researcher was exploring storytelling strategies that audiences valued and was using the findings to develop a cultural documentary aligned with audience interests. Before its release, the documentary's quality was being reviewed by experts, and an assessment of viewer satisfaction was being conducted. The researcher was presenting the following details of the research methodology:

#### **3.1 Population and Samples**

3.1.1 Population: The population was consisting of users of the social media platform Douyin (TikTok). As of 2023, it was being reported that Douyin had 600 million monthly active users, with 50% being daily users. Approximately one-third of Douyin's users were aged between 20-24 years.

3.1.2 Sample: Before developing the video, a survey of 450 participants was being conducted to identify key strategies for producing cultural documentaries. After the video documentary was developed based on these strategies, a group of 500 viewers was being used to assess their satisfaction with the documentary. Both groups were being surveyed from the Douyin platform, with sampling done using a 0.5 error rate, a 95% confidence level, and a 5% margin of error, calculated using Taro Yamane's formula.

#### **3.2 Research variables**

3.3.1 Independent variables: Narrative strategies of cultural documentary in Sichuan China.

3.3.2) Dependent Variable:

1) Video quality using narrative strategies for cultural documentaries in Sichuan, China.

2) Video viewer satisfaction using narrative strategies for cultural documentaries in Sichuan, China.

#### **3.3 Scope of research**

3.3.1 Narrative Strategies: The seven key elements of successful storytelling: 1) Storytelling Techniques, 2) Visual Storytelling, 3) Interview Techniques, 4) Sound and Music, 5) Themes and Motifs, 6) Ethical Considerations, and 7) Engagement Strategies.

3.3.2 Research Area: The focus of the study is the folk Sichuan opera group located in Deyang City, Sichuan Province, China. The research will focus on the development and inheritance of Sichuan opera culture.

3.3.3 Contents of the documentary: Sichuan Opera culture.

3.3.4 Type of creative media: A cultural documentary with content about Sichuan opera.

3.3.5 Social media platforms: Douyin (TikTok).

3.3.5 Media development time: Developing a cultural documentary featuring Sichuan opera takes approximately 1 year.

### 3.4 Research Tools

3.4.1 Surveys form

3.4.2 Sichuan opera cultural documentary

3.4.3 Video quality assessment using narrative strategies for Sichuan Chinese Opera in cultural documentaries

3.4.4 Video viewer satisfaction assessment using narrative strategies for Sichuan Chinese Opera in cultural documentaries

### 3.5 Experimental Action Plan

Production results of the Sichuan Opera cultural documentary using the identified narrative strategies, following the 3P process (Pre-Production, Production, and Post-Production)

Pre-Production Stage: This stage involved developing the content, script, and storyboard for the Sichuan Opera in the cultural documentary.

**Table 1** Script of the Sichuan Opera in a cultural documentary

Scene	Narration	Visual	Sound	Time
Sichuan Opera Theater Performance	Sichuan Opera is a pearl among Chinese traditional operas, carrying a rich history and culture. Today, we will take you into the world of Sichuan Opera and feel its unique charm!	Camera switches to interior of theater showing audience and stage setup. Close up shot of actors putting on makeup and getting ready to go on stage. Shots showing Mr. Zhao Xiaoli in costume on stage.	lit. traditional Sichuan opera gongs and drums Music and drum beats during Sichuan opera performances	0:00-1:30

Scene	Narration	Visual	Sound	Time
Biography of Mr. Zhao Xiaoli	Zhao Xiaoli, a faithful inheritor of Sichuan Opera, has been immersed in the culture of Sichuan Opera since he was a child. Today, he still silently guards this ancient art in his own way.	Close up and medium close up scenes showing children (when Mr. Zhao Xiaoli was a child) learning and performing Sichuan Opera.	Soft strings create a nostalgic atmosphere, and Mr. Zhao Xiaoli's narration tells of his upbringing	1:30-3:00
Ms. Zhao Xiaoli's teaching process	The spirit and techniques of Sichuan Opera are perpetuated in Mr. Zhao's teaching, and the students feel the charm of Sichuan Opera through their hard work and practice	Multi-camera shooting of the teaching process, close-ups of children practicing seriously. Insert an interview with the students about their feelings about learning Sichuan Opera.	Soft strings. Students' voices and the guiding voice of Ms. Zhao Xiaoli.	3:00 - 5:00
Mr. Zhao's Night Life	Connecting with my own husband, talking to friends about recent developments in the theater company, interviews with Mr. Jo.	Ms. Zhao returns home alone in the middle of the night, providing an all-encompassing view of Ms. Zhao's life through buying medicine, returning home, and organizing.		5:00-7:30
Mr. Zhao Xiaoli's Self-Inheritance	In order to keep Sichuan Opera alive, Mr. Zhao not only participates in performances, but also offers classes to teach the younger generation.	Scene of Mr. Zhao Xiaoli teaching students, close-up of students studying seriously. - Clips of Ms. Zhao Xiaoli's participation.	The sound of students discussing and learning while teaching on-site	7:30 - :10:00

Scene	Narration	Visual	Sound	Time
Organize your make-up after teaching the activity	After teaching the activity, Ms. Zhao straightened her makeup in front of the mirror and told us about her trip in a while.	A shot of Mr. Cho organizing his belongings through a close up.	Live action sound effects.	10:00-10:40
Introduction of former member dormitories	Arriving at the dormitory of the former members of the troupe, we were introduced to each member's room one by one.	Through Mr. Zhao's introduction, we used the camera to show what the dormitory looks like nowadays.	The sound of the door opening at the scene, the sound of Mr. Zhao's contemporaneous interview.	10:40-11:40
Former Sichuan Opera Venue	This used to be the place where Mr. Zhao performed, but with the difficulties of passing on Sichuan opera, it is now deserted.	Use the language of the camera to capture the theater scene as it exists today.	Mr. Zhao's live contemporaneous voice.	11:40-13:40
Interview with Mr. Zhao Xiaoli	How I want Sichuan Opera to be passed on forever.	Through the teacher's interview, the camera shows Mr. Zhao's heart and desire for the inheritance of Sichuan opera	Interview with Mr. Zhao contemporaneous.	13:40-15:00



1



2



3



4



5



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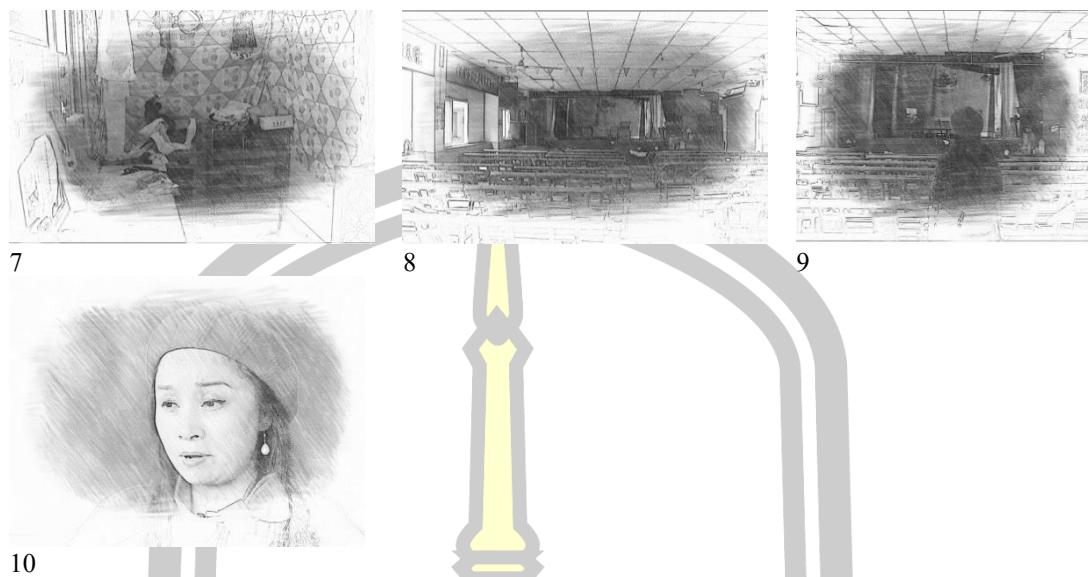


Figure 2: Storyboard of the Sichuan Opera in a cultural documentary



Figure 3: Workshop on storyboarding in the early stages of creation of the work



Figure 4: The Filming in progress, discussion of an implementation plan

Production Stage: In order to produce the cultural documentary, the researcher undertook the following actions:

During the filming stage of the documentary, the team used high-quality camera equipment to capture the details of the performances and the cultural stories behind the Sichuan Opera. During the production process, the team focused on the use of light and color to enhance the visual effect, and captured pure and infectious sound through on-site recording equipment. This phase also involved interviewing Sichuan opera performers and cultural experts to gather their insights on the significance of Sichuan opera and its cultural values.



Figure 5: Work photo shoot, in progress



Figure 6: Preparation for filming



Figure 7: Filming Mr. Zhao performing Sichuan Opera for the children.



Figure 8: Crew taking stills

Post-Production Stage: Following the production of the cultural documentary, the researcher carried out the following actions:

In the later stages of the cultural documentary production, the editing team finely edited and toned the filmed materials to ensure that the final output video could truly and vividly reflect the artistic charm and cultural depth of Sichuan opera. In addition, to enhance the impact of the story, the team added dynamic charts and cultural notes to help viewers better understand the history and cultural background of Sichuan opera. Finally, the team conducted several rounds of quality review to ensure that every detail of the video met the high quality standards.



Figure 9: Cultural Documentary Post-Editing Production



Figure 10: Cultural Documentary Post-Editing Production

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Figure 11: Mid- to late-phase creation, expert work sample workshop

### 3.6 Data Collection

#### 3.6.1 Surveys form

Using the survey to inquire about Sichuan opera storytelling strategies in cultural documentaries and the needs of Sichuan opera audiences, the steps are as follows:

- 1) Survey preparation: Make sure the survey you create is clear and covers all the issues you want to explore.
- 2) Audience Selection: Select the Sichuan Opera audience you want to explore.
- 3) Survey Sending: Send surveys to your target audience and receive their responses.
- 4) Collect Responses: Collect and categorize survey responses and summarize the results.

#### 3.6.2 Interviews form

Taking the interview form to inquire about Sichuan opera storytelling strategies in cultural documentaries with experts involves the following steps:

- 1) Preparing the Interview Form: Make sure the created interview form is clear and covers all the points you want to explore.
- 2) Make an appointment with an expert: Make an appointment with Sichuan opera experts, culture experts and documentary culture video production experts with knowledge and experience in Sichuan opera.
- 3) Conduct expert interviews: Conduct expert interviews and get answers back.
- 4) Collect answers: Collect and categorize the answers obtained from the interview.

#### 3.6.3 Sichuan opera cultural documentary

Taking the finished Sichuan opera culture video and evaluating its quality by having experts evaluate it. The collection steps are as follows:

- 1) Video preparation: Make sure the finished video has good clarity and quality.

- 2) Bring to Experts: Experts in Sichuan Opera, Cultural Studies, and Documentary Video Creation with knowledge and experience in Sichuan Opera.
- 3) Quality Evaluation: Experts evaluate the quality of the videos. Considering content, clarity of picture and sound, presentation, and audience understanding.
- 4) Receive evaluation results: Receive evaluation results from experts and make improvements to the video according to recommendations.

#### 3.6.4 Quality assessment Sichuan opera culture documentary form

- 1) Preparing the assessment: Make sure that the assessment is clear and covers all the points you want to assess.
- 2) Selection of experts: Select experts with knowledge and experience in Sichuan opera, cultural studies, and documentary cultural video production<sup>34</sup>.
- 3) Assessment Submission: Send assessments to experts and receive responses.<sup>34</sup>
- 4) Collect answers: Collect answers and categorize the information obtained from the assessment and summarize the results of item 3) in preparation for further data analysis.

#### 3.6.5 Evaluation of Sichuan opera narrative strategies in cultural documentary forms

- 1) Preparing the assessment: Make sure that the assessment is clear and covers all the points you want to assess.
- 2) Video preparation: Make sure the finished video has good clarity and quality.
- 3) Sending the video and assessment to viewers: Send the video and assessment from steps 1) and 2 to your viewers.
- 4) Satisfaction Assessment: Viewers watch the video and evaluate the quality of the video using the assessment provided.
- 5) Receive evaluation results: Receive evaluation results from viewers and make improvements to the video according to suggestions.

### 3.7 Data Analysis

#### 3.7.1 Surveys form

The data collected from the survey was mostly quantitative. The researcher analyzed the data using a computer program to analyze the statistics as follows.

Quantitative survey data analysis has the following data analysis steps:

- 1) Data preparation: Verify the accuracy of the received data, and organize the data to be ready for analysis.
- 2) Basic data analysis: Understand the overall picture of the data by calculating statistics such as frequency, percentage, mean, and standard deviation.
- 3) In-depth analysis: analyze data on recommendations, which is qualitative data, using content analysis techniques (Content Analysis), synthesize important information and summarize it in academic language.
- 4) Summarizing results: Summarizing and interpreting the results from data analysis.

#### 3.7.2 Interviews form

Data analysis from interviews is a content analysis method. The data analysis steps are as follows.

- 1) Data categorization: Classify data into aspects or factors.
- 2) Interview analysis: Categorize data into groups.

3) Synthesizing and summarizing into academic language: Take important information obtained from interview transcripts to synthesize and summarize into academic language.

#### 3.7.3 Quality assessment Sichuan opera culture documentary form

Quantitative data analysis from the Sichuan opera culture documentary form quality assessment form. The steps for analyzing data are as follows.

1) Data preparation: Verify the accuracy of the received data, and organize the data to be ready for analysis.

2) Basic data analysis: Understand the overall picture of the data by calculating statistics such as frequency, percentage, mean, and standard deviation.

3) In-depth analysis: analyze data on recommendations, which is qualitative data, using content analysis techniques (Content Analysis), synthesize important information and summarize it in academic language.

4) Summarizing: Summarizing and interpreting the results from data analysis.

#### 3.7.4 Evaluation of Sichuan opera narrative strategies in cultural documentary forms

Quantitative data analysis to evaluate Sichuan opera narrative strategies in the form of cultural documentaries. The steps for analyzing data are as follows.

1) Data preparation: Verify the accuracy of the received data, and organize the data to be ready for analysis.

2) Basic data analysis: Understand the overall picture of the data by calculating statistics such as frequency, percentage, mean, and standard deviation.

3) In-depth analysis: Analysis of data on recommendations, which is qualitative data, uses content analysis techniques (Content Analysis), synthesizing important information and summarizing it in academic language.

4) Summarizing: Summarizing and interpreting the results from data analysis.

### 3.8 Statistics used in data analysis

Statistics used to analyze data for research are descriptive statistics as follows.

1) Frequency: Counts the number of times each type of data appears in a data set.

2) Percentage: Calculate the proportion of each data type in the total data set.

3) Finding the Mean: Finds the middle value of a data set.

4) Finding Standard Deviation: Measures the spread of data from the mean.

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## Chapter 4

### Result

The title of the study is "Narrative Strategies of Sichuan Opera in Cultural Documentaries". The researcher elaborated the findings of the study according to the research objectives as follows.

Part 1: Exploring successful narrative strategies in cultural documentaries.

Part 2: Producing Sichuan opera in cultural documentaries based on the identified narrative strategies.

Part 3: The results of assessing audience satisfaction with Sichuan opera in cultural documentaries based on narrative strategies

#### Result

##### Part 1: Exploring Successful Narrative Strategies for Cultural Documentaries

Before producing the Sichuan Opera documentary, the researcher conducted a survey on successful storytelling strategies for cultural documentaries. This was done to validate findings from an analysis and synthesis of relevant principles, theories, and previous studies. The research identified seven key strategies: 1) Storytelling Techniques, 2) Visual Storytelling, 3) Interview Techniques, 4) Sound and Music, 5) Themes and Motifs, 6) Ethical Considerations, and 7) Engagement Strategies. To confirm these findings and ensure they aligned with the current audience's perspectives, the researcher conducted a survey of 450 viewer opinions from Douyin (TikTok) online. The study revealed that:

Table 2: Results of analyzing narrative strategies that lead to successful cultural documentary

No .	Narrative strategies lists	Aufderh	Barbash	I., &	Bernard,	Bordwell	I.D., &	Chion,	Heider,	Macdon	MacDou	Nash,	Nichols,	Rabiger,	Renov,	Ruby, J.	Total
		1	2	3	4	5	6	7	8	ald, K.,	ald	K.,	1	1	1	1	
1.	Storytelling Techniques	<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>								<input checked="" type="checkbox"/>				3
	a. Personal Narratives	<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>									<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		4

No.	Narrative strategies lists	Aufderh									Total			
		1	2	Barbash, I., & S. C.	Bernard, S. C.	Bordwell, D., & Thompson, K.	Chion, M.	Heider, G.	Macdonald, K., & Nichols, J.	Nash, K., & Nichols, J.	Rabiger, J.	Renov, J.	Ruby, J.	
	b. Chronological Structure					✓				✓				2
	c. Non-linear Structure			✓						✓				2
2.	Visual Storytelling				✓			✓		✓				3
	a. Cinematography				✓									1
	b. Archival Footage						✓			✓		✓		3
	c. Reenactments	✓								✓				2
3.	Interview Techniques	✓								✓		✓		3
	a. Expert Testimonies	✓	✓									✓		3
	b. Voices from the Community							✓				✓	✓	3
4.	Sound and Music				✓	✓					✓			3
	a. Cultural Soundscape				✓	✓								2
	b. Narration			✓						✓	✓			3
5.	Themes and Motifs								✓		✓	✓		3
	a. Identity and Belonging								✓			✓		2
	b. Change and Continuity							✓			✓			2
	c. Conflict and Resolution	✓								✓				2

No .	Narrative strategies lists	Aufderheide, Barbash, I., & Taylor, L., 1997; Bernard, S. C., 2011; Bordwell, D., & Thompson, K., 2013; Chion, M., 1994; Heider, K., 2006; Macdonald, K., & Cousins, M., 1996; MacDougall, D., 2006; Nash, K., Hight, C., & Summerhayes, C., 2014; Nichols, B., 2017; Rabiger, M., 2009; Renov, M., 2004; Ruby, J., 2000)											Total	
		1	2	3	4	5	6	7	8	9	10	11		
6.	Ethical Considerations		<input checked="" type="checkbox"/>				<input checked="" type="checkbox"/>						<input checked="" type="checkbox"/>	3
	a. Cultural Sensitivity		<input checked="" type="checkbox"/>				<input checked="" type="checkbox"/>						<input checked="" type="checkbox"/>	3
	b. Informed Consent					<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>					<input checked="" type="checkbox"/>	3
7.	Engagement Strategies	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>						<input checked="" type="checkbox"/>				3
	a. Interactive Elements.	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>						<input checked="" type="checkbox"/>				3
	b. Call to Action	<input checked="" type="checkbox"/>								<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>		3

The literature review on storytelling strategies that led to successful cultural documentary storytelling identified seven key strategies: 1) Storytelling Techniques, 2) Visual Storytelling, 3) Interview Techniques, 4) Sound and Music, 5) Themes and Motifs, 6) Ethical Considerations, and 7) Engagement Strategies (Aufderheide, P., 2007; Barbash, I., & Taylor, L., 1997; Bernard, S. C., 2011; Bordwell, D., & Thompson, K., 2013; Chion, M., 1994; Heider, K., 2006; Macdonald, K., & Cousins, M., 1996; MacDougall, D., 2006; Nash, K., Hight, C., & Summerhayes, C., 2014; Nichols, B., 2017; Rabiger, M., 2009; Renov, M., 2004; Ruby, J., 2000). These strategies were used by the researcher to narrate the story of an individual representing an experienced Sichuan opera performer and a skilled teacher instructing adolescents in Sichuan opera singing and dancing. This effort aimed to preserve and sustain this cultural performance. The researcher conveyed this narrative through a cultural documentary in this study.

Table 3: Basic information of the 450 respondents

No.	Basic information items	frequency	percentage
1	Gender		
	Male	147	32.7
	Females	148	32.9
	(Sth. or sb) else	155	34.4
2	Total	450	100
	Age		
	Under 18 years of age	77	17.1

No.	Basic information items	frequency	percentage
	18-25 years	66	14.7
	26-35 years	96	21.3
	36-45 years	71	15.8
	46-55 years	62	13.8
	55 years and over	78	17.3
	Total	450	100
3	Educational level		
	Less than high school	78	17.3
	High school diploma	68	15.1
	Associate degree	80	17.8
	Bachelor's degree	68	15.1
	Master's degree (MSc)	86	19.1
	Advanced degree	70	15.6
	Total	450	100
4	Area of residence.		
	North China	74	16.4
	Eastern China	74	16.4
	South China	70	15.6
	Western China	57	12.7
	Central China	55	12.2
	Northeastern China	71	15.8
	Other (specify)	123	27.3
	Total	450	100
5	Average monthly income		
	Less than \$5,000	78	17.3
	5,000-10,000	100	22.2
	10,001-15,000	93	20.7
	15,001-20,000	89	19.8
	Over \$20,000	90	20
	Total	450	100
6	Hourly and daily viewing of Sichuan Opera documentaries		
	Less than 1 hour	111	24.7
	1-2 hours	127	28.2
	2-4 hours	94	20.9
	4-6 hours	83	18.4
	More than 6 hours	35	7.8

No.	Basic information items	frequency	percentage
	Total	450	100
7	Popular channels for watching Sichuan Opera documentaries (please select all that apply)		
	• Participation in film festivals	37	8.2
	• Educational institutions Cultural and performing arts programs	39	8.7
	• Libraries and cultural centers in China.	33	7.3
	• CCTV cameras and provincial television stations.	25	5.6
	• iQIYI	31	6.9
	• Tencent video	37	8.2
	• Youku (website)	29	6.4
	• Bilibili	30	6.7
	• Douyin (TikTok)	97	21.6
	• Microsoft	35	7.8
	• Microblog	34	7.6
	• Other (specify)	23	5.1
	Total	450	100
8	The Satisfaction of Watching a Documentary on Sichuan Opera		
	Very happy	96	21.3
	Happy	99	22
	Neutral	67	14.9
	Unsatisfactory	95	21.1
	Very dissatisfied	93	20.7
	Total	450	100
9	Recommend Sichuan Opera Documentary to others based on your experience.		
	Definitely recommend	88	19.6
	Recommend	87	19.3
	Not sure	97	21.6
	Not recommend	92	20.4
	Not recommend at all	86	19.1
	Total	450	100

Table 3 presented the general information from a survey of 450 respondents conducted via Douyin (TikTok). Among the respondents, 34.4% did not specify their gender. The majority, 21.3%, were aged between 26 and 35 years. This was followed by 17.3% who were over 55 years old and 17.1% who were under 18 years old. Most respondents held a master's degree, accounting for 19.1%, while 17.8% had an

associate degree, and 10% did not specify their place of residence. Additionally, 16.4% lived in Northern China and Eastern China.

The average monthly income of the respondents ranged from \$5,000 to \$10,000. Most viewers spent less than 1 hour per day watching the Sichuan opera documentary, representing 28.2%, followed by 22.2% who spent 1-2 hours per day, and a smaller percentage, 7.8%, who watched for more than 6 hours per day. The majority preferred to watch the documentary through Douyin (TikTok), accounting for 21.6%, with the second most popular source being educational institutions and performing arts programs, at 8.7%.

Regarding satisfaction with watching Sichuan opera, 22% of viewers felt satisfied, 21.3% were very satisfied, and a smaller portion, 14.9%, felt indifferent. Most viewers were uncertain about recommending the cultural Sichuan opera documentary to others, representing 21.3%, while 92% indicated that they would not recommend it, and 19.6% expressed confidence in recommending it to others.

As an important part of the traditional culture of Bashu, Sichuan Opera has profound regional cultural characteristics. The narrative strategy of documentaries is the key to attracting the audience. The attraction and educational significance of documentaries can be enhanced through the central line series structure, story-based narrative, diversified narrative strategies, plot combination narrative and other techniques. As a cultural carrier, documentary has unique documentary, knowledge and artistry, and can provide the audience with knowledge, interpret history and look forward to the future. Sichuan Opera documentaries can be used as an important tool to spread Sichuan Opera culture and educate the public. As one of the important categories of Chinese traditional opera, Sichuan Opera has rich cultural connotation and historical value. The development of Sichuan Opera documentary should pay attention to the inheritance and innovation of its cultural values, and show the literature and values of Sichuan Opera, as well as its value and influence in the society. As an integral part of the modern civilization of the Chinese nation, Sichuan Opera inherits and carries forward the cause of Sichuan Opera requires continuous thinking in practice and theory, and continuous integrity and innovation. The development of Sichuan opera documentary should pay attention to the combination of tradition and modernity, and promote the creative transformation and innovative development of Sichuan opera art. The development of opera art cannot be separated from the cultivation of talents. The development of Sichuan Opera documentaries should pay attention to the cultivation of Peking Opera talents, show the growth process and artistic achievements of Sichuan Opera artists through documentaries, and stimulate more people's interest in and love for the art of Sichuan Opera.

Table 4: Viewers' opinions on successful narrative strategies for cultural documentaries collected from 450 online viewers.

1) Storytelling Techniques, 2) Visual Storytelling, 3) Interview Techniques, 4) Sound and Music, 5) Themes and Motifs, 6) Ethical Considerations, and 7) Engagement Strategies

No.	List of Narrative Strategies	Viewers' opinions level		Meaning	
		n=450			
		Mean	S.D.		

No.	List of Narrative Strategies	Viewers' opinions level		Meaning	
		n=450			
		Mean	S.D.		
1	Interview Techniques				
	a. Voices from the community	3.960	0.745	Important	
	b. Expert testimony	3.633	0.583	Important	
2	Total	3.797	0.688	Important	
	Sound and Music				
	a. Narrative	3.756	0.733	Important	
3	b. Cultural soundscape	3.693	0.664	Important	
	Total	3.724	0.699	Important	
	Storytelling techniques				
4	a. Personal narratives	3.940	0.639	Important	
	b. Chronological structure	3.616	0.555	Important	
	c. Non-linear structure	3.484	0.500	Neutral	
5	Total	3.680	0.599	Important	
	Engagement Strategies				
	a. Calls for action	3.729	0.799	Important	
6	b. Interactive elements.	3.584	0.692	Important	
	Total	3.657	0.751	Important	
	Visual Storytelling				
7	a. Photography	4.018	0.852	Important	
	b. Archived video	3.558	0.853	Important	
	c. Repeats	3.222	0.636	Neutral	
8	Total	3.599	0.852	Important	
	Themes and Motifs				
	a. Identity and belonging	3.660	0.838	Important	
9	b. Change and continuity	3.529	0.734	Important	
	c. Conflict and resolution	3.382	0.684	Important	
	Total	3.524	0.763	Important	
10	Ethical Considerations				
	a. Cultural sensitivity	3.318	0.670	Neutral	
	b. Informed consent	3.196	0.624	Neutral	
11	Total	3.257	0.650	Neutral	
	Overall Total	3.602	0.739	Important	

Table 4 shows the opinions of 450 viewers regarding successful cultural documentary storytelling strategies. Overall, the viewers rated these strategies as highly important (Mean = 3.602, S.D. = 0.739). When ranking the strategies from most to least important, the findings revealed the following:

Rank 1: Interview techniques were considered the most important (Mean = 3.797, S.D. = 0.688), particularly the aspects of Voices from the community and Expert testimony.

Rank 2: Sound and music were also rated as highly important (Mean = 3.724, S.D. = 0.699), with emphasis on Narrative and Cultural soundscape.

Rank 3: Storytelling techniques ranked third in importance (Mean = 3.680, S.D. = 0.599), including elements like Personal narratives, Chronological structure, and Non-linear structure.

Rank 4: Engagement Strategies were rated highly as well (Mean = 3.657, S.D. = 0.751), particularly Calls for action and Interactive elements.

Rank 5: Visual Storytelling was considered important (Mean = 3.599, S.D. = 0.852), focusing on Photography, Archived video, and Repeats.

Rank 6: Themes and Motifs were deemed significant (Mean = 3.524, S.D. = 0.763), particularly in terms of Identity and belonging, Change and continuity, and Conflict and resolution.

Rank 7: Lastly, Ethical Considerations were rated as moderately important (Mean = 3.257, S.D. = 0.650), with a focus on Cultural sensitivity and Informed consent, as shown in the table.

## **Part 2: Producing Sichuan opera in cultural documentaries based on the identified narrative strategies.**

After identifying the successful storytelling strategies in cultural documentaries, the production of the Sichuan Opera cultural documentary followed the seven discovered strategies. The researcher presented the production outcomes in three stages and the quality assessment results as follows:

**Results of the quality assessment of Sichuan opera culture documentaries based on narrative strategy**

Based on the storytelling strategy, five experts assessed the quality of the video content design of the Sichuan opera culture documentary. The evaluation results are as follows:

**Table 5: Basic information on the five experts**

No.	General Information	Frequency	Percentage
1.	Gender		
	- Male	0	0
	- Women	5	100.0
	- Other	0	0
	Total	5	100
2.	Age		
	- Under 25 years of age	0	0
	- 25-34	0	0
	- 35-44	2	40.0
	- 45-54	1	20.0
	- 55 years and over	2	40.0

No.	General Information	Frequency	Percentage
	Total	5	100
3.	Educational level		
	- Bachelor's degree	1	20.0
	- Master's degree (MSc)	0	0
	- Doctoral degree	3	60.0
	- Other (specify)	1	20.0
	Total	5	100
4.	Area of specialization		
	- Mass communication	2	40.0
	- Advertising	0	0
	- Cultural documentaries and performing arts	0	0
	-History and Sichuan Opera	1	20.0
	-Visual storytelling and documentary production	2	40.0
	Total	5	100
5.	Relevant experience		
	- Less than 5 years	0	0
	- 5-10 years	1	20.0
	- 11-15 years	1	20.0
	- More than 15 years	3	60.0
	Total	5	100

Table 5 provided the general information about the five experts who evaluated the quality of the Sichuan Opera cultural documentary. All of the experts were female, making up 100% of the group. Regarding age, 40% were between 35-44 years old, another 40% were over 55 years old, and 20% were between 45-54 years old. The majority, or 60%, held doctoral degrees. In terms of expertise, 40% specialized in mass communication, another 40% were experts in visual storytelling and documentary filmmaking, while 20% specialized in history and Sichuan Opera. Additionally, 60% of the experts had more than 15 years of experience, 20% had 11-15 years of experience, and 20% had 5-10 years of experience.

Table 6: Quality Evaluation of Video Sichuan opera Cultural Documentaries by 5 Experts

No.	Quality Evaluation Items	Quality Level		Meaning
		n=5	Mean	
1.	Storytelling techniques			
	1.1 Expert testimony	4.600	0.548	Very Good
	1.2 Personal narratives	4.400	0.548	Good
	1.3 Emotional engagement	3.800	0.837	Good

No.	Quality Evaluation Items	Quality Level		Meaning
		n=5	Mean	
			S.D.	
	1.4 Voices from the community	3.400	0.548	Moderate
	1.5 Disappearing cultures	3.200	0.837	Moderate
	Total	3.880	0.833	Good
2.	Image quality			
	2.1 Naturalness of image transmission	4.800	0.447	Very Good
	2.2 Color and brightness of video	4.400	0.548	Good
	2.3 Image clarity	3.200	0.837	Moderate
	2.4 Use of state-of-the-art technology in image transmission	2.800	0.837	Moderate
	2.5 Ordering and alignment of images	2.600	0.548	Moderate
	Total	3.560	1.083	Good
3.	Professionalism and expertise			
	3.1 Expertise in video production and creation	3.800	0.447	Good
	3.2 Ability to meet client needs and requirements	3.800	0.837	Good
	3.3 Professionalism of videographers and video editors	3.600	0.894	Good
	3.4 Troubleshooting the video production process	3.400	0.548	Moderate
	3.5 Use of state-of-the-art technology and equipment in video production	3.200	0.447	Moderate
	Total	3.560	0.651	Good
4.	Stimulating interest and participation			
	4.1 Engaging narratives and storytelling	4.000	0.000	Good
	4.2 Appreciation and interest of videos	3.600	0.894	Good
	4.3 Use storytelling techniques to engage and excite the audience	3.400	0.548	Moderate
	4.4 Use of communication tools to stimulate interest in content	3.400	0.548	Moderate
	4.5 Content-induced interest	3.000	0.000	Moderate
	Total	3.480	0.586	Moderate
5.	Editing and content creation			
	5.1 Using graphics and animation in editing	3.800	0.837	Good

No.	Quality Evaluation Items	Quality Level		Meaning
		n=5	Mean	
		S.D.		
	5.2 Appropriateness of ordering and editing	3.600	0.894	Good
	5.3 Diversity of content presentation	3.600	0.548	Good
	5.4 Providing easy-to-understand information	3.200	0.447	Moderate
	5.5 Completeness and accuracy of information	3.000	0.000	Moderate
	Total	3.440	0.651	Moderate
6.	Tone			
	6.1 Natural sound	4.000	0.000	Good
	6.2 Interest aroused by demonstration of sound	3.600	0.894	Good
	6.3 Harmony of sound and image	3.200	0.837	Moderate
	6.4 Clarity of sound	2.800	0.447	Moderate
	6.5 Use of technology in recording	2.800	0.837	Moderate
	Total	3.280	0.792	Moderate
	Overall Total	3.533	0.791	Good

Table 6 presented the quality assessment of the Sichuan Opera cultural documentary, as evaluated by five experts. The overall quality was rated as good (Mean = 3.583, S.D. = 0.706). When analyzed by specific aspects, ranked from highest to lowest mean scores, the findings were as follows:

The first aspect, Storytelling techniques, was rated as good (Mean = 3.880, S.D. = 0.833). Specifically, expert testimony was rated very good (Mean = 4.600, S.D. = 0.548), personal narratives were rated as good (Mean = 4.400, S.D. = 0.548), and emotional engagement received a good rating (Mean = 3.800, S.D. = 0.837).

The second aspect, Image quality, also received a good rating (Mean = 3.560, S.D. = 1.083). Within this category, naturalness of image transmission was rated very good (Mean = 4.800, S.D. = 0.447), color and brightness of video were rated as good (Mean = 4.400, S.D. = 0.548), while Image clarity was rated as moderate (Mean = 3.200, S.D. = 0.837).

The third aspect, Professionalism and expertise, was assessed as good (Mean = 3.560, S.D. = 0.651). Expertise in video production and creation was rated as good (Mean = 3.800, S.D. = 0.447), as was the ability to meet client needs and requirements (Mean = 3.800, S.D. = 0.837), and the professionalism of videographers and video editors was also rated as good (Mean = 3.600, S.D. = 0.894).

The fourth aspect, Stimulating interest and participation, received a moderate rating (Mean = 3.480, S.D. = 0.586). The standout item in this category was engaging narratives and storytelling, which was rated as good (Mean = 4.000, S.D. = 0.000). This was followed by appreciation and interest in videos, also rated as good (Mean = 3.600, S.D. = 0.894).

The fifth aspect, Editing and content creation, was rated as moderate (Mean = 3.440, S.D. = 0.651). Within this category, Using graphics and animation in editing received a good rating (Mean = 3.800, S.D. = 0.837), as did appropriateness of ordering and editing (Mean = 3.600, S.D. = 0.894) and diversity of content presentation (Mean = 3.600, S.D. = 0.548).

The sixth aspect, Tone, was rated as moderate (Mean = 3.280, S.D. = 0.792). The sub-item natural sound was rated as good (Mean = 4.000, S.D. = 0.000), and Interest aroused by the demonstration of sound was rated as good (Mean = 3.600, S.D. = 0.894).

### **Part 3: Results of the Assessment of Audience Satisfaction with Sichuan Opera in Cultural Documentaries Based on Narrative Strategies**

Evaluation of audience satisfaction of Sichuan Opera culture documentary based on narrative strategy involves collecting 500 viewers. The researchers are introduced as follows.

Table 7: Basic information on 500 persons

No.	Basic information	frequency	percentage
1.	Gender		
	• Male	254	50.8
	• Females	237	47.4
	• (sth. or sb) else	9	1.8
	Total	500	100
2.	Age		
	• Under 18 years of age	123	24.6
	• 18-25 years	22	4.4
	• 26-35 years	161	32.2
	• 36-45 years	89	17.8
	• 46-55 years	81	16.2
	• 55 years and over	24	4.8
	Total	500	100
3.	Educational level		
	• Less than high school	71	14.2
	• High school diploma	67	13.4
	• Associate degree	102	20.4
	• Bachelor's degree	49	9.8
	• Master's degree (MSc)	98	19.6
	• Advanced degree	113	22.6
	Total	500	100
4.	Area of residence		
	• North China	76	15.2
	• Eastern China	73	14.6
	• South China	66	13.2

No.	Basic information	frequency	percentage
	<ul style="list-style-type: none"> <li>• Western China</li> <li>• Central China</li> <li>• Northeastern China</li> <li>• Other (specify)</li> </ul>	77 79 60 69	15.4 15.8 12 13.8
	Total	500	100
5.	Average monthly income		
	<ul style="list-style-type: none"> <li>• Less than \$5,000</li> <li>• 5,000-10,000</li> <li>• 10,001-15,000</li> <li>• 15,001-20,000</li> <li>• Over \$20,000</li> </ul>	132 66 160 54 88	26.4 13.2 32 10.8 17.6
	Total	500	100
6.	Hourly and daily viewing of Sichuan Opera documentaries		
	<ul style="list-style-type: none"> <li>• Less than 1 hour</li> <li>• 1-2 hours</li> <li>• 2-4 hours</li> <li>• 4-6 hours</li> <li>• More than 6 hours</li> </ul>	128 121 74 82 95	25.6 24.2 14.8 16.4 19
	Total	500	100
7.	The Satisfaction of Watching a Documentary on Sichuan Opera		
	<ul style="list-style-type: none"> <li>• Very happy</li> <li>• Happy</li> <li>• Neutral</li> <li>• Unsatisfactory</li> <li>• Very dissatisfied</li> </ul>	53 95 103 161 88	10.6 19 20.6 32.2 17.6
	Total	500	100
8.	Recommend Sichuan Opera Documentary to others based on your experience.		
	<ul style="list-style-type: none"> <li>• Most likely</li> <li>• Possible</li> <li>• Not sure</li> <li>• Unlikely</li> <li>• Very unlikely.</li> </ul>	72 53 140 117 118	14.4 10.6 28 23.4 23.6
	Total	500	100

Table 7 presented the demographic data of 500 viewers who watched the Sichuan Opera cultural documentary on the online platform Douyin (TikTok). The majority of the viewers were male, with 254 individuals accounting for 50.8% of the total. Most viewers were aged between 26-35 years, representing 32.2%, followed by those under 18 years old at 24.6%. The next largest group was aged 36-45 years, comprising 17.8%, while the smallest group consisted of viewers over 55 years old, with only 24 individuals, making up 4.8%.

Regarding educational background, the largest group of viewers held a higher education degree, numbering 113 individuals, or 22.6%. The second largest group consisted of viewers with a diploma, totaling 102 individuals or 20.4%. Those with a master's degree (MSc) followed closely with 98 individuals, accounting for 19.6%, while 71 viewers, or 14.2%, had an education level below high school. The majority of viewers resided in central China, with 79 individuals making up 15.8%, followed by 77 viewers, or 15.4%, who lived in western China, and 76 viewers, or 15.2%, residing in northern China.

When considering monthly income, most viewers earned between \$10,001 and \$15,000, representing 160 individuals or 32%. The second largest group, comprising 132 individuals or 26%, earned less than \$5,000, while those earning more than \$20,000 made up 17.6%, with 88 individuals. Most viewers watched the Sichuan Opera documentary for no more than 1 hour per session, with 128 individuals accounting for 25.6%, followed by those who watched for 1-2 hours, with 121 individuals or 24.2%. A total of 95 viewers, or 19%, watched for more than 6 hours.

Regarding basic satisfaction with the Sichuan Opera documentary, the majority of viewers did not enjoy it, with 161 individuals or 32.2%. Another 103 viewers, representing 20.6%, felt indifferent, while 95 viewers, or 19%, enjoyed the documentary. A large number of viewers, 140 individuals or 28%, were uncertain about recommending the Sichuan Opera documentary to others. Additionally, 118 viewers, or 23.6%, indicated they were unlikely to recommend the documentary, while only 72 viewers, representing 14.4%, were highly likely to recommend it to others.

Table 8: Audience Satisfaction with Sichuan Opera Culture Documentaries Based on n=500

No.	Audience Satisfaction	Audience Level n=500	Satisfaction		Meaning
			Mean	S.D.	
1.	Calls for action				
	1.1 The video makes you feel involved in conservation.	3.946	0.604		Agree
	1.2 Videos to promote the legacy of the younger generation	3.690	0.588		Agree
	1.3 The video encourages people to preserve national culture.	3.573	0.559		Agree
	1.4 Video makes me want to share information with others.	3.679	0.998		Agree
	1.5 This video demonstrates the value of actors and teachers passing on performance knowledge.	4.278	0.448		Agree
	1.6 The videos have made me interested in participating in culturally relevant activities.	3.316	0.465		Neutral

No.	Audience Satisfaction	Audience Level		Satisfaction Meaning	
		n=500			
		Mean	S.D.		
	Total	3.747	0.704	Agree	
2.	Video quality				
	2.1 High video image clarity.	4.060	0.501	Agree	
	2.2 Video sound is clear and uninterrupted.	3.657	0.538	Agree	
	2.3 Video editing is smooth and professional.	3.540	0.499	Agree	
	2.4 Video length is appropriate.	3.386	0.671	Neutral	
	2.5 The video has good color and lighting quality.	3.417	0.719	Neutral	
	2.6 Rationalize the arrangement of various elements in the video.	3.338	0.494	Neutral	
	Total	3.566	0.627	Agree	
3.	Content understanding				
	3.1 Video content is clearly explained.	4.063	0.496	Agree	
	3.2 The purpose of the video is easy to understand.	3.681	0.574	Agree	
	3.3 The information provided in the video is clear and uncomplicated.	3.563	0.542	Agree	
	3.4 The video uses plain language.	3.524	0.737	Agree	
	3.5 A clear summary of the content at the end.	3.347	0.784	Neutral	
	3.6 New Generation of Successors to Continue the Breath of Sichuan Opera	3.185	0.840	Neutral	
	Total	3.561	0.728	Agree	
4.	Attract attention				
	4.1 The video should first attract attention.	3.946	0.604	Agree	
	4.2 The entire video content is lively and interesting.	3.657	0.538	Agree	
	4.3 The video is creative and innovative.	3.540	0.499	Agree	
	4.4 The video is entertaining and not boring.	3.308	0.632	Neutral	
	4.5 The use of graphics or animation helps to attract attention.	3.104	0.813	Neutral	
	4.6 The presentation of information was interesting.	3.194	0.842	Neutral	

No.	Audience Satisfaction	Audience Level		Satisfaction
		n=500		Meaning
		Mean	S.D.	
	Total	3.458	0.727	Neutral
	Overall Total	3.583	0.706	Agree

From Table 8, the research results revealed that out of 500 viewers, the majority expressed a high level of satisfaction with the cultural documentary (Mean = 3.583, S.D. = 0.706). When considering individual aspects, ranked from highest to lowest mean scores, the findings were as follows:

First: In the Calls for Action aspect, the group of viewers was highly satisfied (Mean = 3.747, S.D. = 0.704). Specifically, they were very satisfied with "This video demonstrates the value of actors and teachers passing on performance knowledge" (Mean = 4.278, S.D. = 0.448). They also expressed high satisfaction with "The video makes you feel involved in conservation" (Mean = 3.946, S.D. = 0.604) and with "Videos to promote the legacy of the younger generation" (Mean = 3.690, S.D. = 0.588).

Second: In the Video Quality aspect, the viewers were also highly satisfied (Mean = 3.566, S.D. = 0.627). They particularly appreciated the "High video image clarity" (Mean = 3.566, S.D. = 0.706), followed by their satisfaction with "Video sound is clear and uninterrupted" (Mean = 3.657, S.D. = 0.538) and "Video editing is smooth and professional" (Mean = 3.540, S.D. = 0.499).

Third: In the Content Understanding aspect, the satisfaction level was also high (Mean = 3.561, S.D. = 0.728). The viewers were particularly satisfied with "Video content is clearly explained" (Mean = 4.063, S.D. = 0.496), followed by "The purpose of the video is easy to understand" (Mean = 3.681, S.D. = 0.574), and they were similarly satisfied with "The information provided in the video is clear and uncomplicated" (Mean = 3.563, S.D. = 0.542).

Fourth: In the Attract Attention aspect, satisfaction was moderate (Mean = 3.458, S.D. = 0.727). Within this category, they were highly satisfied with "The video should first attract attention" (Mean = 3.946, S.D. = 0.604), followed by satisfaction with "The entire video content is lively and interesting" (Mean = 3.657, S.D. = 0.538), and lastly, they were also satisfied with "The video is creative and innovative" (Mean = 3.540, S.D. = 0.499).

## CHAPTER 5

### Conclusions, discussions and Suggestion

The study on "Narrative Strategies of Sichuan Opera in Cultural Documentaries" presents the following conclusions, discussions and recommendations:

#### 5.1 Conclusion

Part 1: Exploring successful narrative strategies in cultural documentaries.

The research focused on identifying successful storytelling strategies for cultural documentaries before producing the Sichuan Opera documentary. The researcher first conducted an analysis and synthesis of relevant principles, theories, and previous studies to identify seven key strategies: Storytelling Techniques, Visual Storytelling, Interview Techniques, Sound and Music, Themes and Motifs, Ethical Considerations, and Engagement Strategies. To validate these findings and ensure they matched current audience perspectives, a survey was conducted among 450 viewers on Douyin (TikTok).

The survey's demographic data revealed that the majority of respondents were aged between 26 and 35 years, with most holding a master's degree. Regarding their viewing habits, most viewers watched the Sichuan Opera documentary for less than one hour per day, primarily through Douyin. Satisfaction levels varied, with the majority feeling satisfied or very satisfied with the documentary, though a significant number remained indifferent or uncertain about recommending it to others.

When evaluating the importance of the identified storytelling strategies, the viewers ranked Interview Techniques as the most critical, especially focusing on "Voices from the community" and "Expert testimony." Sound and Music followed closely, emphasizing "Narrative" and "Cultural soundscape." Storytelling Techniques ranked third, highlighting "Personal narratives" and both "Chronological" and "Non-linear structures." Engagement Strategies were also rated highly, particularly for "Calls for action" and "Interactive elements." Visual Storytelling, Themes and Motifs, and Ethical Considerations followed in importance, with Visual Storytelling focusing on "Photography," "Archived video," and "Repeats." Themes and Motifs emphasized "Identity and belonging," "Change and continuity," and "Conflict and resolution." Finally, Ethical Considerations were regarded as moderately important, with attention to "Cultural sensitivity" and "Informed consent."

Part 2: Producing Sichuan opera in cultural documentaries based on the identified narrative strategies.

After identifying successful storytelling strategies in cultural documentaries, the production of the Sichuan Opera documentary adhered to the seven key strategies

identified in the research. The production process was divided into three stages: Pre-Production, Production, and Post-Production and the quality assessment results

### 1. Production Results

#### 1.1 Pre-Production Stage:

During this stage, the content, script, and storyboard for the Sichuan Opera documentary were developed. The researcher focused on ensuring that these elements effectively conveyed the cultural significance of Sichuan Opera.

#### 1.2 Production Stage:

In the production phase, the team used high-quality camera equipment to capture the intricate details of the performances and the cultural stories behind them. Special attention was given to lighting and color to enhance the visual appeal. On-site recording equipment was employed to capture clear and authentic sound. Additionally, interviews with Sichuan Opera performers and cultural experts were conducted to gather insights on the significance and cultural value of Sichuan Opera.

#### 1.3 Post-Production Stage:

In the post-production stage, the editing team meticulously refined the footage to ensure that the final video accurately and vividly represented the artistic and cultural essence of Sichuan Opera. Dynamic charts and cultural notes were added to help viewers better understand the historical and cultural background. Several rounds of quality reviews were conducted to ensure the video met high-quality standards.

### 2. Quality Assessment Results

Five experts assessed the quality of the Sichuan Opera cultural documentary based on the identified storytelling strategies. The group consisted entirely of female experts, with 60% holding doctoral degrees. Their expertise spanned mass communication, visual storytelling, documentary filmmaking, and Sichuan Opera history, with most having over 15 years of experience.

The overall quality of the documentary was rated as good. The specific aspects evaluated, in order of highest to lowest mean scores, are as follows:

**Storytelling Techniques:** Rated as good, with expert testimony receiving a very good rating, while personal narratives and emotional engagement were rated as good.

**Image Quality:** Also rated as good. The naturalness of image transmission received a very good rating, color and brightness were rated as good, and image clarity was rated as moderate.

**Professionalism and Expertise:** Assessed as good, including the expertise in video production and the professionalism of the videographers and editors.

**Stimulating Interest and Participation:** Received a moderate rating, with engaging narratives and storytelling rated as good, followed by appreciation and interest in the videos.

**Editing and Content Creation:** Rated as good, with the use of graphics and animation in editing, the appropriateness of content ordering, and the diversity of content presentation all receiving good ratings.

**Tone:** Rated as moderate, with natural sound and interest aroused by sound demonstrations both receiving good ratings.

### Part 3: The results of assessing audience satisfaction with Sichuan opera in cultural documentaries based on narrative strategies

The assessment of audience satisfaction with the Sichuan Opera cultural documentary, based on narrative strategies, involved a survey of 500 viewers on the Douyin (TikTok) platform.

#### 1. Basic information of the respondents

The majority of the viewers were male, with the largest age group being 26-35 years old. The education levels varied, with 22.6% holding a higher education degree, followed by 20.4% with a diploma. Most viewers resided in central China and had a monthly income between \$10,001 and \$15,000. In terms of viewing habits, 25.6% watched the documentary for no more than one hour per day. The results showed mixed levels of basic satisfaction. A significant portion, 32.2%, did not enjoy the documentary, while 20.6% felt indifferent, and 19% expressed enjoyment. Regarding the likelihood of recommending the documentary, 28% were uncertain, and only 14.4% were highly likely to recommend it.

The research revealed that, overall, the majority of viewers were highly satisfied with the documentary when considering specific aspects:

**Calls for Action:** Viewers were most satisfied with how the video highlighted the value of passing on performance knowledge and promoting cultural legacy. They felt involved in the conservation efforts depicted in the documentary.

**Video Quality:** High satisfaction was noted in this aspect, particularly regarding the clarity of the video image, the uninterrupted sound, and the professional editing.

**Content Understanding:** Viewers expressed high satisfaction with the clarity of the content explanation, the ease of understanding the video's purpose, and the straightforwardness of the information provided.

**Attracting Attention:** Satisfaction in this category was moderate. While viewers were satisfied with the video's creativity and innovation, they believed the video could better capture attention and maintain interest throughout.

## 5.2 Discussions

### 1. successful narrative strategies in cultural documentaries.

This study investigates the effectiveness of storytelling strategies in cultural documentaries, particularly focusing on the Sichuan Opera documentary. The findings are consistent with recent research, which highlights the significance of specific narrative techniques in engaging audiences and enhancing the educational value of cultural content (Nash, 2020; Aufderheide, 2021).

#### 1. Importance of Interview Techniques

The survey results show that viewers regard Interview Techniques as the most critical storytelling strategy. This aligns with current literature, which emphasizes the power of interviews in adding authenticity and depth to documentaries (Bernard, 2020). The focus on "Voices from the community" and "Expert testimony" resonates with viewers, as these elements bring credibility and a personal connection to the cultural narrative (Renov, 2022). This finding suggests that the use of interviews, particularly those involving community members and experts, is crucial in cultural

documentaries, as it fosters a deeper understanding and emotional engagement with the content.

## 2. Significance of Sound and Music

Sound and music were also ranked highly, with particular emphasis on the "Narrative" and "Cultural soundscape." This is consistent with Chion's (2021) updated work on the role of sound in cinema, which argues that soundscapes can significantly enhance the narrative by creating a more immersive and emotionally resonant experience. The use of traditional music and sounds that are culturally significant to Sichuan Opera likely contributed to viewers' heightened engagement, as these elements reinforce the cultural context and emotional tone of the documentary.

## 3. Storytelling Techniques

The ranking of Storytelling Techniques in third place underscores their importance in structuring the narrative effectively. The viewers appreciated both "Personal narratives" and the use of "Chronological" and "Non-linear structures." Bordwell and Thompson (2023) highlight that varied narrative structures, including non-linear storytelling, can capture audience interest and add complexity to the documentary's message. This finding indicates that while traditional chronological storytelling remains effective, incorporating non-linear elements can enrich the narrative and maintain viewer engagement.

## 4. Engagement Strategies

Engagement Strategies were also rated highly, particularly for "Calls for action" and "Interactive elements." This reflects the growing trend of interactive media and its role in enhancing viewer participation (Nash, 2019). The emphasis on calls for action in the documentary likely contributed to the viewers' satisfaction, as it not only informed but also motivated them to engage further with the cultural content. The success of these strategies suggests that incorporating interactive elements can significantly boost the documentary's impact, making it more than just an informative piece, but also a catalyst for cultural preservation and participation.

## 5. Visual Storytelling, Themes and Motifs, and Ethical Considerations

While Visual Storytelling ranked slightly lower, it remains a vital component, with "Photography," "Archived video," and "Repeats" being key elements. The use of visual elements to illustrate themes such as "Identity and belonging," "Change and continuity," and "Conflict and resolution" aligns with MacDougall's (2020) work, which emphasizes the importance of visual representation in conveying complex cultural themes. Ethical Considerations were regarded as moderately important, which suggests that while viewers appreciate cultural sensitivity and informed consent, these factors might be less immediately engaging compared to other elements. However, Nichols (2021) reminds us that ethical practices are foundational to documentary filmmaking, particularly in representing cultural groups with respect and accuracy.

## 6. Implications and Future Research

The findings indicate that successful cultural documentaries must balance various storytelling strategies, with a strong emphasis on interviews, soundscapes, and

narrative structures. Future research could explore how these strategies can be further refined to cater to evolving audience expectations, particularly in the context of digital platforms like Douyin. Additionally, understanding the moderate importance placed on ethical considerations might prompt further investigation into how these can be better integrated without compromising engagement.

## 2. Producing Sichuan opera in cultural documentaries based on the narrative strategies.

This study focuses on the production of a Sichuan Opera documentary, applying identified narrative strategies to enhance its cultural and educational value. The production process was carefully structured across three stages—Pre-Production, Production, and Post-Production—aligning with best practices in documentary filmmaking. The quality assessment, conducted by experts, provides valuable insights into the documentary's effectiveness in communicating the cultural significance of Sichuan Opera.

### 1. Pre-Production Stage

During the Pre-Production stage, the development of content, script, and storyboard was crucial in setting the foundation for an engaging and informative documentary. The emphasis on accurately conveying the cultural significance of Sichuan Opera aligns with MacDougall's (2020) principles of ethnographic filmmaking, which stress the importance of cultural context and authenticity in narrative construction. By ensuring that the script and storyboard reflected the rich history and cultural importance of Sichuan Opera, the production team laid a strong foundation for a documentary that resonates with audiences.

### 2. Production Stage

In the Production stage, the use of high-quality camera equipment and meticulous attention to lighting and color were essential in capturing the intricate details of the Sichuan Opera performances. This approach is supported by Nichols (2021), who highlights the importance of visual aesthetics in enhancing the storytelling experience in documentaries. The decision to conduct interviews with performers and cultural experts also proved effective, as it allowed for the inclusion of personal and expert testimonies, which are critical elements in building credibility and audience engagement (Bernard, 2020). The focus on capturing authentic sound through on-site recording equipment further contributed to the documentary's overall quality, as it preserved the cultural soundscape that is integral to the Sichuan Opera experience (Chion, 2021).

### 3. Post-Production Stage

The Post-Production stage involved meticulous editing to ensure that the final product accurately represented the artistic and cultural essence of Sichuan Opera. The addition of dynamic charts and cultural notes during this stage is consistent with contemporary practices in educational documentaries, where visual aids are used to enhance viewer understanding of complex historical and cultural contexts (Aufderheide, 2021). The multiple rounds of quality reviews highlight the production

team's commitment to maintaining high standards, ensuring that the documentary not only informs but also engages its audience effectively.

#### 4. Quality Assessment Results

The quality assessment by experts, who have extensive experience in mass communication, visual storytelling, documentary filmmaking, and Sichuan Opera history, provides a comprehensive evaluation of the documentary's effectiveness. The overall rating of "good" reflects a successful implementation of the identified narrative strategies. Specifically, the high rating for Storytelling Techniques underscores the effectiveness of expert testimony and personal narratives in engaging the audience, a finding supported by Renov (2022), who emphasizes the role of narrative in shaping audience perception and emotional connection.

Image Quality was also rated as good, with particular praise for the naturalness of image transmission, indicating that the visual elements of the documentary effectively conveyed the cultural and artistic nuances of Sichuan Opera. However, the moderate rating for image clarity suggests that there may be room for improvement in this area, perhaps by investing in even higher-quality equipment or refining post-production techniques (Bordwell & Thompson, 2023).

Professionalism and Expertise in video production were similarly rated as good, reflecting the high level of skill and knowledge applied by the production team. This aligns with current standards in documentary filmmaking, where technical expertise is crucial in producing content that is both visually compelling and informative (Nash, 2020).

The moderate rating for Stimulating Interest and Participation suggests that while the documentary succeeded in engaging its viewers, there is potential to further enhance audience interaction, possibly by incorporating more interactive elements or calls to action, which are increasingly important in modern documentary practices (Nash, 2019).

Lastly, the Editing and Content Creation aspects were well-received, particularly in terms of the use of graphics and animation, content ordering, and presentation diversity. This reflects a well-executed post-production process that aligns with the standards set by contemporary documentary editors (Aufderheide, 2021). The moderate rating for Tone indicates that while the sound elements were generally effective, there may be opportunities to further refine the auditory experience, perhaps by enhancing sound design to evoke a stronger emotional response from the audience (Chion, 2021).

#### 5. Implications and Future Directions

The results of this quality assessment highlight the strengths and areas for improvement in the production of cultural documentaries. The successful application of the seven identified narrative strategies provides a framework for future productions that seek to balance educational content with engaging storytelling. Future research could explore the impact of interactive elements on audience engagement in cultural documentaries, particularly in the context of digital platforms. Additionally, further refinement of visual and auditory elements could enhance the overall quality and effectiveness of such documentaries.

### 3. Audience satisfaction with Sichuan opera in cultural documentaries based on narrative strategies

This study assesses audience satisfaction with a Sichuan Opera cultural documentary, utilizing narrative strategies identified in prior research. The results from a survey of 500 viewers on the Douyin (TikTok) platform offer valuable insights into the documentary's effectiveness in engaging its audience and promoting cultural heritage.

#### 1. Audience Demographics and Viewing Habits

The demographic analysis reveals that the majority of the documentary's viewers are male, aged 26-35, with diverse educational backgrounds. The concentration of viewers in central China and their moderate income levels suggest that the documentary attracted a specific socio-economic group. These demographics align with existing research on digital media consumption in China, which indicates that younger, urban males are more likely to engage with cultural content online (Wang et al., 2020).

#### 2. Overall Satisfaction

The findings indicate mixed levels of satisfaction among viewers, with 32.2% not enjoying the documentary and 20.6% feeling indifferent. This outcome highlights a significant challenge in appealing to a broad audience, particularly on platforms like Douyin, where content competes for viewers' limited attention. Previous studies have emphasized the importance of tailoring content to the preferences and expectations of the target audience to enhance engagement (Li & Zheng, 2021). The lower enjoyment levels suggest that while the documentary effectively reaches its intended audience, it may not fully meet their entertainment expectations.

#### 3. Calls for Action

The highest satisfaction levels are reported in response to the documentary's calls for action, particularly in promoting the cultural legacy of Sichuan Opera. Viewers appreciate the emphasis on conserving cultural heritage, which aligns with contemporary trends in documentary filmmaking that focus on raising awareness and encouraging audience participation in cultural preservation (Gong & Yang, 2022). This result suggests that the documentary successfully engages viewers on an emotional and cultural level, fostering a sense of responsibility toward the preservation of Sichuan Opera.

#### 4. Video Quality

High satisfaction with video quality, particularly regarding image clarity, sound quality, and professional editing, reflects the technical proficiency of the production team. This finding is consistent with current standards in digital media production, where high-definition visuals and clear audio are crucial for maintaining viewer engagement (Zhou et al., 2019). The positive response to these technical aspects indicates that the documentary meets industry benchmarks for quality, which is essential for retaining viewers' attention on visually driven platforms like Douyin.

## 5. Content Understanding

Viewers express high satisfaction with content clarity and the ease of understanding the documentary's purpose. This result underscores the importance of clear and concise communication in educational documentaries, where the goal is not only to inform but also to ensure that the content is accessible to a wide audience (Chen & Xu, 2021). The straightforward presentation of information likely contributes to the documentary's success in conveying the cultural significance of Sichuan Opera to viewers who may not be familiar with the art form.

## 6. Attracting Attention

While the documentary receives moderate satisfaction ratings for attracting attention, there is room for improvement in capturing and maintaining viewer interest. This finding suggests that, although the documentary is creative and innovative, it may not fully leverage the interactive and dynamic capabilities of platforms like Douyin to engage viewers continuously. Research by Liu and Wu (2023) emphasizes the importance of integrating interactive elements and pacing content to maintain viewer interest in digital media, suggesting a potential area for enhancement in future productions.

### Implications and Future Research

The assessment of audience satisfaction with the Sichuan Opera documentary highlights both strengths and areas for improvement. The documentary succeeds in promoting cultural heritage and maintaining high production quality, yet it faces challenges in fully engaging a diverse audience. Future research could explore the integration of more interactive and participatory elements in cultural documentaries, particularly on digital platforms. Additionally, understanding the specific preferences and expectations of different demographic groups could inform more targeted content strategies, enhancing overall viewer satisfaction.

## 5.3 Suggestion

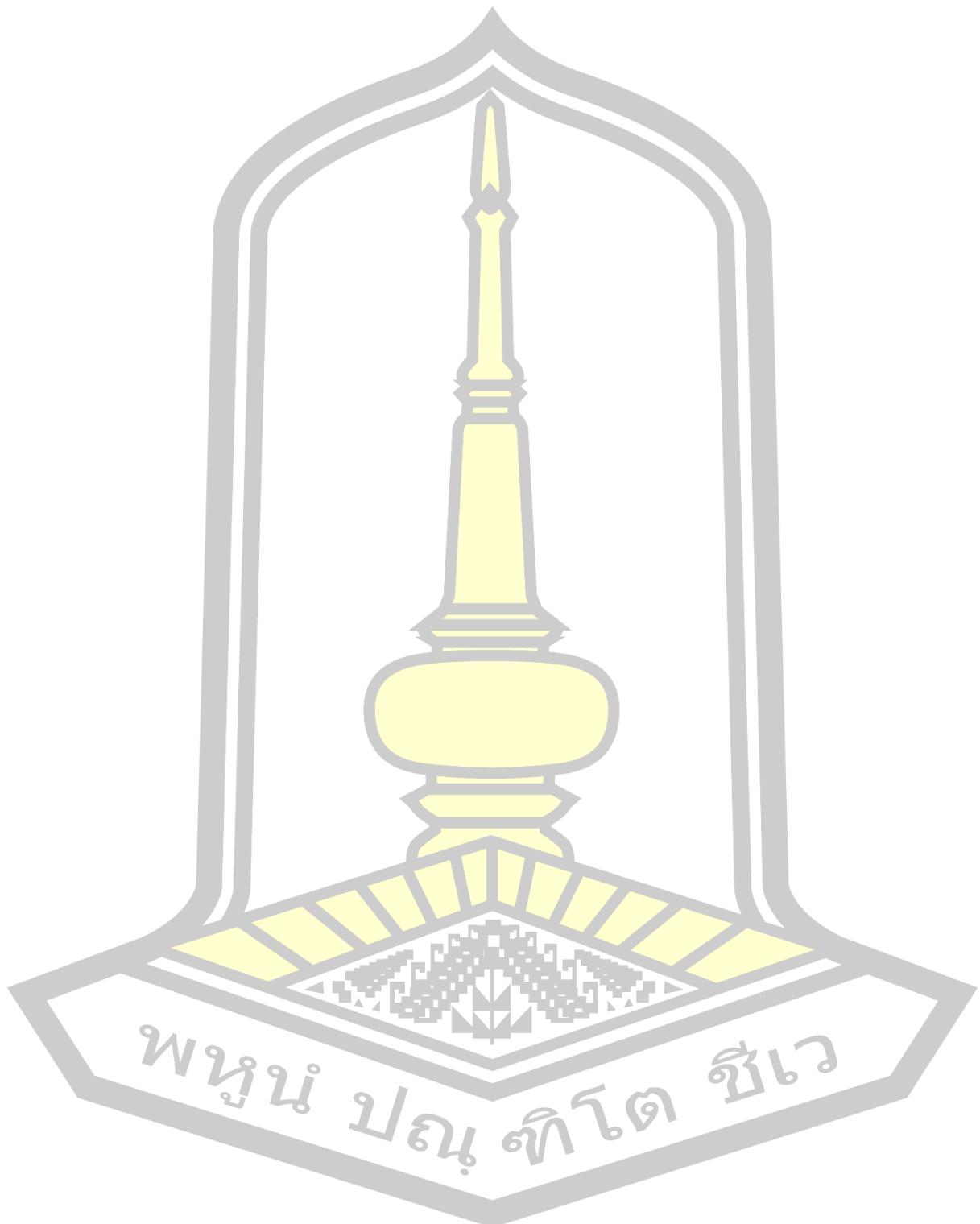
### Research Recommendations

Given the importance of personal narratives and non-linear structures in enhancing the audience experience, it is suggested that future research could explore the applicability and effectiveness of these narrative strategies in other cultural contexts to further validate their generalizability and adaptability.

### Recommendations for the next study

Considering the rapid development of technology, it is recommended that future research should assess the potential of emerging technologies (e.g., virtual reality and augmented reality) for use in cultural documentaries. These technologies may provide new dimensions to narratives, resulting in a more immersive and dynamic viewing experience for the audience.

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