Exploring the Sustainable Management of Chinese Drama Creation from the Perspective of New Media

Xiaoqing Yan[1]

[1]*Modern College of Northwest University*
e-mail: 190581548@qq.com

Abstract

With the rapid development of information technology, new media has become the main channel for information dissemination in contemporary society, profoundly influencing various aspects of the cultural and artistic fields, including the creation and dissemination of drama. The rise of new media has provided a broader communication platform and richer creative resources for drama creation, but at the same time, it has also brought many problems. This article takes the sustainable management of Chinese drama creation from the perspective of new media as the research object, deeply explores the challenges and opportunities faced by drama creation in the new media environment, and proposes sustainable management strategies such as technological innovation, content innovation, market expansion, and talent cultivation. Through this study, the aim is to provide theoretical support and practical guidance for the development of drama creation in the new media environment, help drama creators maintain their creative enthusiasm in the new media era, improve the quality of their works, and achieve sustainable development. The rapid development of new media technology has not only changed the dissemination methods of traditional drama, but also promoted the innovation of creative forms. The application of technologies such as virtual reality and augmented reality has injected new vitality into drama creation, while also placing higher demands on the artistic expression of traditional drama. In addition, the promotion of drama on new media platforms is facing problems such as content homogenization and insufficient copyright protection, and it is urgent to establish an effective management mechanism. In the future, drama creation needs to further integrate new media technologies, explore cross media narrative modes, and strengthen industry standards and talent

cultivation to adapt to the market demand of the digital age and achieve the coordinated development of art and technology.

Keywords: New media; Drama creation; Sustainable management; Content innovation;

Communication strategies

1. Introduction

1.1 Research Background

With the rapid development of technology, new media has become an important channel for people to obtain information, exchange ideas, and enjoy culture. Under the influence of new media, traditional Chinese art forms such as drama are also facing unprecedented opportunities and challenges. New media not only provides a new communication platform and expression method for Chinese drama creation, but also has a profound impact on the audience positioning, content innovation, market operation, and other aspects of Chinese drama.

From the perspective of new media, the creation of Chinese drama is no longer limited to traditional stage performance forms, but can be disseminated through various new media channels such as live streaming, short videos, and social media. The transformation of this dissemination method has greatly expanded the audience of theatrical works and provided more creative inspiration for theatrical creators.

However, with the widespread application of new media, drama creation also faces some new problems and challenges. On the one hand, the fast dissemination speed and large amount of information of new media require drama works to constantly innovate in content, form, style, and other aspects to attract the attention of the audience; On the other hand, the interactive and participatory characteristics of new media also require drama creation to pay more attention to interaction and communication with the audience to meet their personalized needs.

Therefore, from the perspective of new media, sustainable management of Chinese drama creation is particularly important. Sustainable management not only requires drama creation to maintain innovation and competitiveness, but also requires efforts to protect the rights and interests of creators, improve the

quality of works, and expand market channels. Exploring the sustainable management of Chinese drama creation can provide useful theoretical guidance and practical experience for the development of drama art in the new media era.

1.2 Research Significance

The research on sustainable management of Chinese drama creation from the perspective of new media has important theoretical significance and practical value, which can help promote the innovative development of drama art, promote the sustainable development of the cultural industry, and enhance the competitiveness of the entire industry.

1.2.1 Theoretical Significance

This study helps to explore the impact of new media on Chinese drama creation from a theoretical perspective, reveal the integration mechanism between the two, and provide theoretical support for the innovative development of drama art. As an important component of the cultural industry, the sustainable development of drama is of great significance to the prosperity of the entire cultural industry. This study takes drama creation as the research object and explores strategies for achieving sustainable management in the new media environment, which helps to expand the research perspective of sustainable development of the cultural industry and provide theoretical basis for the formulation of relevant policies. At the same time, the discipline of art management involves multiple aspects such as art creation, communication, and marketing, among which drama creation is an important field. The study of sustainable management can help enrich the theoretical system of art management and promote the development and improvement of the discipline.

(1) Technology Empowerment Theory from the Perspective of Media Ecology

The theory of media ecology emphasizes the symbiotic relationship between media technology and social environment. New media technology reconstructs the ecology of drama creation through the following mechanisms:

Temporal and spatial narrative reconstruction: Projection technology breaks through the

physical spatial limitations of traditional realistic drama. For example, "Beijing Fayuan Temple" constructs multidimensional historical scenes through dynamic projection, presenting non-linear narrative features in stage time and space. This technology empowers drama to break through the physical constraints of the "fourth wall" and form a symbiotic relationship between technology and art.

Expansion of creative subject: New media platforms lower the threshold for creation and form a "professional+non professional" joint creation model. The Drum Tower West Theater's "Pillow Man" achieved creator socialization through online script collection, confirming the practical value of Henry Jenkins' "participatory culture" theory in the field of drama.

The communication efficiency has soared: social media has achieved "viral communication", and the National Theatre's "Live Founding Ceremony" reached young audiences through the Tiktok Topic Challenge, verifying the applicability of McLuhan's "media is information" theory in the digital era.

(2) The Industrial Sustainability Model in Art Management Theory

Based on the theory of art management, constructing a sustainable management model for drama creation requires attention to the following dimensions: Content innovation mechanism: Modern translation of classic texts: Lai Shengchuan's "Secret Love for Peach Blossom Spring" achieves a dialogue between traditional narrative and contemporary aesthetics through multimedia stages, reflecting the theory of "creative transformation".

Deep exploration of realistic themes: In 2024, "Lilac, Lilac" uses holographic projection technology to restore historical scenes, confirming the creative principle of "art reflecting reality".

Technological ethical balance: Avoiding 'technological alienation': Peter Brooke's theory of 'empty space' warns of the risks of technological abuse, such as excessive reliance on special effects in some experimental plays leading to narrative hollowing out.

Following the principle of "artistic ontology": technology should serve the "presence" essence of drama, such as the animation projection of "Pillowman" always serving to create a suspenseful atmosphere.

Business model innovation: Online theater construction: The "Of course there is drama" platform of Damai achieves synergistic growth in box office revenue and IP derivative development through the "online+offline" dual theater model.

Data driven operation: using big data to analyze audience preferences, such as optimizing tour city selection through ticketing data for "Deling and Empress Dowager Cixi".

(3) The Audience Reconstruction Theory in Cultural Communication Studies

The audience relationship in the context of new media presents the following characteristics: The rise of participatory culture: new forms such as bullet screen theater and virtual character interaction reconstruct the relationship between viewing and performance, confirming Jenkins' theory of "participatory culture"

Circled communication characteristics: Station B "Guochuang Theater" achieves cross circle communication of the Three Body stage play through anime cultural circle communication. Intergenerational aesthetic differences: Research shows that Generation Z prefers "immersive theater," while the silver haired group tends towards traditional realistic styles, verifying the intergenerational applicability of Hall's "encoding/decoding" theory.

1.2.2 Practical Significance

Exploring sustainable management strategies for Chinese drama creation can help promote the healthy development of the drama industry. In the new media environment, the drama industry needs to constantly innovate and adapt to market demand in order to achieve long-term stable development. As an important component of the cultural industry, the development level of drama directly affects the competitiveness of the entire cultural industry. This study will provide new ideas and directions for the cultural industry, which will help enhance the competitiveness and influence of the entire industry.

1.3 Research Objective

1.3.1 Analysis of the Impact of New Media on Drama Creation

This study aims to analyze in depth the impact of new media on various aspects of Chinese

drama creation, including creative concepts, content selection, expression techniques, and communication channels. By comparing the differences between traditional Chinese drama and new media drama, this study reveals the new trends and characteristics of Chinese drama creation in the era of new media, providing theoretical support for the innovative development of drama art.

1.3.2 Exploring Sustainable Management Strategies for Drama Creation

In the new media environment, drama creation faces challenges such as fierce market competition and diverse audience demands. This study will explore sustainable management strategies for drama creation, including how to optimize resource allocation, improve creative efficiency, and enhance market competitiveness. Propose targeted and actionable management recommendations through case analysis, empirical research, and other methods.

1.3.3 Promote the Integration and Development of Drama Art and New Media

New media provides new opportunities and space for the development of drama art. This study will focus on the integration and development of drama art and new media, exploring how to apply new media technology to drama creation and dissemination, and how to expand the audience and market space of drama art through new media platforms.

1.3.4 Enhancing the Social Value and Influence of Drama Creation

As an important cultural and artistic form, drama has unique social value and influence. This study will focus on the social value and influence of drama creation in the era of new media, and explore how to improve the artistic quality and social influence of drama works through sustainable management. At the same time, we also pay attention to the positive role of Chinese drama creation in inheriting and promoting excellent traditional culture, promoting social civilization progress, and contributing wisdom and strength to the prosperity and development of drama art.

1.4 Research Status in China and Other Countries

1.4.1 Research Status in China

In China, the research on sustainable management of drama creation from the perspective

of new media is still in the initial and exploratory stage, but it has attracted extensive attention. In recent years, with the rapid development of new media technology, the combination of drama creation and new media has become increasingly close. The new media platform provides more display space and interactive opportunities for drama creation, but also brings many challenges.

Chinese scholars' research on the sustainable management of drama creation from the perspective of new media mainly focuses on the following aspects:

(1) Research On the Application of New Media Technology in Drama Creation

Scholars have discussed how new media technologies can provide more possibilities for drama creation, such as the application of virtual reality, augmented reality and other technologies in drama performance, and how new media platforms such as social media and webcast can provide new channels for the promotion and dissemination of drama.

(2) Research on the Integration and Development of Drama Creation and New Media

Scholars analyzed the current situation, problems and Countermeasures of the integration and development of drama creation and new media, and discussed how to realize the innovation and development of drama creation in the new media environment.

(3) Research on Sustainable Management Strategy of Drama Creation

In view of the challenges faced by drama creation in the new media environment, scholars have proposed corresponding sustainable management strategies, such as strengthening copyright protection, optimizing content production, and improving audience participation.

However, there are still some deficiencies in China's research in this field, such as relatively single research methods, scattered research content, lack of systematic theoretical construction, etc. Therefore, future research needs to further strengthen interdisciplinary cooperation, adopt a variety of research methods, and form more comprehensive and in-depth research results.

1.4.2 Research Status in Other Countries

In other countries, the research on sustainable management of drama creation from the perspective of new media has achieved some results. Scholars from other countries have conducted extensive and in-depth research on the application of new media technology in drama creation, the integrated development of drama creation and new media, and the sustainable management strategy of drama creation. Specifically, studies in other countries mainly focus on the following aspects:

(1) Innovative Application of New Media Technology in Drama Creation

Scholars from many countries continue to explore the innovative application of new media technology in drama creation, such as using virtual reality technology to provide more immersive drama viewing experience for the audience, and using new media platforms such as social media to strengthen the interaction between the audience and drama.

(2) The Integrated Development Mode of Drama Creation and New Media

This paper analyzes the various modes of the integrated development of drama creation and new media, and discusses the role of these modes in promoting drama creation. They generally believe that the integrated development of new media and drama can not only provide more resources and support for drama creation, but also expand the audience and market share of drama.

(3) Sustainable Management Practice of Drama Creation

Combined with specific cases, scholars from many countries have discussed the sustainable management practice of drama creation in the new media environment. They put forward a series of effective management strategies and methods, such as strengthening copyright protection, optimizing content production process, improving audience participation and so on, in order to achieve the sustainable development of drama creation.

2. The Impact of New Media on the Creation of Chinese Drama

Chinese drama, as a unique cultural treasure of the Chinese nation, is undergoing unprecedented changes in its creative methods and communication channels under the impact of new media.

2.1 Application of New Media Technology in Drama Creation

2.1.1 Application of Virtual Reality (VR) Technology

Virtual reality technology provides a new perspective and experience for drama creation. Through VR technology, the audience can feel the scene and atmosphere of the drama, and get a more real performance experience. In the process of drama creation, creators can use VR technology to simulate a variety of complex scenes and environments, providing actors with more real performance space. At the same time, the audience can also participate in the interaction of the play through VR devices, and have real-time interaction and communication with the actors to enhance the participation and interactivity of the play.

2.1.2 Application of Augmented Reality (AR) Technology

Augmented reality technology can add virtual elements in the process of drama performance to enrich the content and form of performance. Creators can use AR technology to integrate virtual characters, props, etc. into real performance scenes, bringing more rich visual experience to the audience. At the same time, AR technology can also be used to create interactive drama works, allowing the audience to interact with the virtual elements in the drama through mobile devices, so as to improve the audience's sense of participation and experience.

2.1.3 Application of Social Media

Social media has become an indispensable part of modern people's life, and also provides a new communication channel and interactive platform for drama creation. Creators can use the social media platform to release the publicity information, cast, performance time, etc. of the play to attract more audience attention and participation. At the same time, the audience can also express their views and comments on the drama works through the social media platform, and interact and communicate with the creators in real time. This interactive enhancement not only improves the audience's sense of participation and belonging, but also provides more feedback and inspiration for the drama creators.

2.1.4 Application of Big Data Technology

Big data technology can analyze and mine the preferences and needs of drama

audiences, and provide more accurate data support for drama creation. Creators can understand the changes of audiences' preferences and needs by analyzing the audience's performance records, discussions on social media and other data, so as to provide more targeted guidance for the creation and performance of drama. At the same time, big data technology can also be used to evaluate the performance effect and market performance of drama, and provide data support for the sustainable development of drama.

2.2 Changes of New Media to the Mode of Drama Communication

The new media's change in the mode of communication of drama not only widens the audience and market space of drama, but also has a far-reaching impact on the sustainable management of drama creation. New media technology provides more innovative possibilities for drama creation, such as the application of virtual reality, augmented reality and other technologies can bring new artistic effects and viewing experience for drama creation. The interactivity and real-time nature of the new media platform provides more feedback and inspiration for drama creation, and helps creators adjust the direction of creation and improve the quality of works in time. The diversified communication channels and personalized recommendation function of the new media platform provide wider communication space and more accurate audience positioning for drama works, which helps to improve the market competitiveness and social influence of drama works.

2.2.1 Break Through Regional Restrictions and Realize Global Communication

The dissemination of traditional drama mainly depends on theater performance, and the audience needs to watch it in person. However, the new media technology has broken the geographical restrictions, making the drama can be broadcast globally through live webcast, online video and other means. Audiences can watch dramas from all over the world anytime and anywhere through Internet devices, which has greatly expanded the audience range of dramas.

2.2.2 Real Time Interaction to Enhance the Sense of Audience Participation

The new media platform provides the function of real-time interaction, so that the audience

can have real-time communication and interaction with other audiences or actors in the process of watching the play. This interaction not only enhances the audience's sense of participation, but also improves the appreciation value of the drama. For example, the audience can express their views and comments on the play through the social media platform, discuss with other audiences, and even interact with actors through bullet screens.

2.2.3 Diversify Communication Channels and Improve Exposure

The new media platform provides diversified communication channels for drama, such as social media, short video platforms, online video websites, etc. These platforms have huge user groups and high interactivity, and can quickly promote drama works to a wider audience. By publishing the publicity information, highlights and other content of the drama on these platforms, the exposure and popularity of the drama can be effectively improved.

2.2.4 Personalized Recommendation to Meet Audience Needs

The new media platform uses big data and artificial intelligence technology to make personalized recommendations according to the preferences and needs of the audience. For drama works, this means that relevant drama works can be recommended according to the audience's interests and viewing history, so as to improve the audience's viewing experience and satisfaction. At the same time, it also provides more accurate market positioning and audience portrait for drama creation, which helps creators better grasp the market demand and audience preferences.

2.3 Impact of New Media on Drama Market

2.3.1 Expand the Audience and Enhance the Market Potential

New media technology has broken the geographical restrictions of traditional dramas, enabling audiences to watch dramas through live webcast, online video and other ways. This change in the mode of communication has not only attracted the audience of traditional theatres, but also attracted more young people, Internet users and other new audiences. These new audiences have brought greater market potential and commercial value to the drama market.

2.3.2 Real Time Interaction to Enhance Audience Stickiness

The new media platform provides the function of real-time interaction, so that the audience can have real-time communication and interaction with other audiences or actors in the process of watching the play. This interaction not only enhances the audience's sense of participation, but also improves the audience's stickiness and loyalty. Audiences can express their views and comments on the play through social media platforms, discuss with other audiences, and even interact with actors through bullet screens. This interactive enhancement makes the audience have a deeper emotional connection with the drama works, and then promotes the sustainable development of the drama market.

2.3.3 Diversify Marketing Channels and Improve Market Exposure

The new media platform provides diversified marketing channels for drama, such as social media, short video platforms, online video websites, etc. These platforms have huge user groups and high interactivity, and can quickly promote drama works to a wider audience. By publishing the publicity information and highlights of the drama on these platforms, the market exposure and popularity of the drama can be effectively improved. At the same time, the new media platform can also make personalized recommendations according to users' preferences and needs, so as to improve the click through rate and viewing volume of drama works.

2.3.4 Business Model Innovation and Expansion of Revenue Sources

The development of new media technology has also promoted the innovation of drama business model. In addition to the traditional box office revenue, drama works can also realize a variety of income sources such as paid viewing, copyright sales, derivatives development through the new media platform. These new business models not only bring more economic returns to the drama creators and investors, but also promote the diversified development of the drama market.

3. Challenges of Chinese Drama Creation Management from the Perspective of New Media

3.1 Technical Challenges

3.1.1 Technical Challenges of Digital Copyright Management

In the new media era, the digital transmission and storage of drama works has become the norm, but it also brings the technical challenges of copyright management. How to ensure the copyright security of drama works in the process of digital communication and prevent unauthorized copying, dissemination and tampering is an important technical problem faced by drama creation management.

3.1.2 Cross Platform Communication Technology Challenges

There are many new media platforms, and there are differences in technical standards and protocols between different platforms, which brings technical challenges to the cross platform communication of drama works. How to ensure the compatibility and stability of drama works on different platforms and achieve seamless communication is a technical problem that needs to be solved in drama creation management.

3.1.3 Challenges of Interactive Technology

The ways of interaction between audience and drama works are increasingly rich, such as bullet screen, online comments, virtual gifts, etc. However, how to effectively manage these interactive contents, ensure the standardization and safety of the interactive process, and provide high-quality interactive experience is the technical challenge that drama creation management needs to face.

3.1.4 Technical Challenges of Data Analysis and Decision Support

Data analysis has also become an important tool for drama creation management. However, how to collect, sort out and analyze data from different channels to provide effective decision support for drama creation is a technical problem that needs to be solved in drama creation management. In addition, how to ensure the accuracy and reliability of data analysis is also a technical issue that drama creation management needs to pay attention to.

3.2 Content Challenges

3.2.1 Challenges of Content Innovation

In the new media era, the audience's demand for drama works is increasingly diversified

and personalized. They not only pursue artistry and depth, but also hope to see novel and unique content. However, the creation of drama often faces many difficulties in content innovation, such as the limited choice of theme, the exhaustion of creative inspiration and so on. On the basis of maintaining the artistic characteristics of traditional drama, how to integrate new media elements and create works that meet the aesthetic needs of modern audiences has become an important challenge for drama creation management.

3.2.2 Challenges to Content Quality

In the era of new media, the speed of information dissemination is fast, and drama works are vulnerable to the influence of network public opinion and audience feedback. This requires that drama creation must strive for perfection in content quality to ensure the artistry and ideology of the works. However, in the actual creation, due to the limitations of time, capital, talent and other aspects, drama works are often difficult to achieve the ideal quality standard. How to ensure the quality of drama works under the limited resources is the challenge that drama creation management needs to face.

3.2.3 Challenges of Content Regulation

In the new media era, the communication channels of drama works are more extensive, and the audience can watch the works through the network platform anytime and anywhere. However, this also brings the challenge of content regulation. On the one hand, it is necessary to ensure that the content of drama works is healthy, positive and upward, and to avoid the negative impact of vulgar and vulgar content on the audience; On the other hand, it is also necessary to protect the copyright and interests of creators and prevent piracy and infringement. How to ensure the quality of content and strengthen the supervision of content is a problem that needs to be solved in the management of drama creation.

3.2.4 Integration Challenges of Content and Market

In the new media era, the relationship between drama creation and market is increasingly close. The audience's needs and preferences for drama works directly affect the box office and reputation of the works. However, how to combine the content of drama works with the market demand to create works that are both in line with the law of art and the law of the market is the challenge that drama creation

management needs to face. This requires drama creators not only to have artistic literacy and creative ability, but also to understand the market dynamics and audience needs, and grasp the pulse of the market.

3.3 Market Challenges

3.3.1 Challenges of Audience Demand Diversification

In the new media era, the audience's demand for drama works is increasingly diversified. They not only pay attention to the plot and performance, but also pursue unique watching experience, deep cultural connotation and interactive participation. This diversified demand makes the drama creation management need to pay more attention to market research and audience analysis, so as to better grasp the audience demand and create works that meet the market demand.

3.3.2 Challenges of Fierce Market Competition

With the popularity of new media, the competition in the drama market is increasingly fierce. On the one hand, the competition from other art forms such as films and TV plays is increasing; On the other hand, the competition between drama works is becoming increasingly fierce. This competition makes the drama creation management need to pay more attention to the quality and characteristics of the works, as well as the innovation and differentiation of marketing strategies, in order to attract more audiences and market share.

3.3.3 Copyright Protection and Infringement Challenge

In the new media era, the means and channels of communication of drama works are more diverse, but this also brings the problems of copyright protection and infringement. On the one hand, drama works need to be spread and promoted on the new media platform to expand influence and market share; On the other hand, the infringement phenomenon on these platforms is also common, which brings the challenge of copyright protection to the drama creation management.

3.3.4 Innovation and Adaptation of Marketing Strategy

In the new media era, the traditional marketing strategy has been unable to meet the needs of the drama market. Drama creation management needs to pay more attention to the innovation and adaptation of marketing strategies, such as using social media for publicity, cooperating with e-commerce

platforms for ticket sales, etc. However, the application of these new marketing strategies also requires drama creation management to have certain technical ability and market sensitivity.

3.4 Talent Challenge

3.4.1 Talent Structure Simplification Challenge

In the new media era, drama creation needs talents with cross-border integration. They should not only have a solid foundation for drama creation, but also have the knowledge of new media technology and market operation. However, the current talent structure in the field of drama creation is relatively single, lacking such compound talents. This leads to the inability of drama creation management to cope with market changes and innovate the mode of communication in the new media environment.

3.4.2 Brain Drain and Training Challenges

With the increasingly fierce competition in the drama creation industry, the problem of brain drain has become increasingly prominent. On the one hand, excellent creators and actors may turn to other industries due to treatment, development opportunities and other reasons; On the other hand, the drama creation industry also faces many difficulties in the cultivation and introduction of talents. This problem of brain drain and lack of training has seriously affected the sustainable development of drama creation.

3.4.3 Team Collaboration and Communication Challenges

In the new media era, drama creation management needs to pay more attention to teamwork and communication. However, as drama creation involves many fields and departments, such as screenwriters, directors, actors, stage artists, marketing and so on, there are often obstacles in the communication and cooperation between various departments. This leads to difficulties in integrating resources and improving creative efficiency in the new media environment.

3.4.4 Challenges of Talent Incentive and Guarantee Mechanism

In the new media era, drama creation management needs to pay more attention to the incentive and protection of talents. However, the incentive mechanism and guarantee mechanism of the current drama creation industry are relatively lagging behind, unable to meet the actual needs of creators and

actors. This leads to the lack of enthusiasm and creativity in the creative process, which affects the quality and influence of drama works.

4. Sustainable Management Strategy of Chinese Drama Creation from the Perspective of New Media

4.1 Technology Innovation Strategy

4.1.1 Strengthen Technology R&D and Innovation

In view of the technical challenges of digital copyright management, cross platform communication, interactive technology and data analysis, drama creation management should strengthen technological research and innovation, introduce advanced technical means and management tools, and improve the efficiency and effect of management.

4.1.2 Establish Perfect Technical Standards and Specifications

In order to ensure the compatibility and stability of drama works on different platforms, drama creation management should establish perfect technical standards and specifications, clarify the technical requirements and agreements between different platforms, and promote the smooth cross platform communication.

4.1.3 Strengthen the Management and Supervision of Interactive Content

In response to the challenge of interactive technology, the management of drama creation should strengthen the management and supervision of interactive content, establish an effective interactive mechanism, encourage the audience to express positive views and opinions, and delete adverse information in time to maintain a healthy and harmonious interactive environment.

4.1.4 Introduction of Professional Data Analysis Team

In order to improve the accuracy and reliability of data analysis, drama creation management can introduce a professional data analysis team to collect, sort out and analyze data from different channels, so as to provide effective decision support for drama creation.

4.2 Content Innovation Strategy

4.2.1 Strengthen Content Innovation Research

In view of the challenge of content innovation, drama creation management should strengthen the research of content innovation, pay attention to social hot spots and audience needs, and tap new themes and creative inspiration. At the same time, we should also pay attention to the integration with new media, and use the new media platform to provide more diversified materials and inspiration for drama creation.

4.2.2 Improve Content Quality

In view of the challenge of content quality, drama creation management should improve the level of content quality, strengthen the script review and rehearsal supervision, and ensure the artistry and ideology of the works. At the same time, we should also pay attention to the cultivation and introduction of talents to provide high-quality talent guarantee for drama creation.

4.2.3 Strengthen Content Supervision

In view of the challenge of content supervision, the management of drama creation should strengthen the content supervision, establish a perfect supervision mechanism and system, and ensure that the content of drama works is healthy, positive and upward. At the same time, it is also necessary to strengthen cooperation with relevant departments to jointly combat the occurrence of piracy and infringement.

4.2.4 Strengthen Market Awareness and Service Ability

In view of the integration challenge of content and market, drama creation management should strengthen market awareness and service ability, understand market dynamics and audience needs, and grasp the pulse of the market. At the same time, we should also pay attention to the interaction and communication with the audience to improve the participation and satisfaction of the audience. By strengthening market research and service capabilities, the effective integration of drama works and the market can be achieved.

4.3 Market Expansion Strategy

4.3.1 Strengthen Market Research and Audience Analysis

In order to better grasp the audience demand and market trend, drama creation management needs to strengthen market research and audience analysis. By collecting and analyzing audience data and observing market dynamics, we can understand the audience's needs and preferences, and provide strong market support for drama creation.

4.3.2 Improving the Quality and Characteristics of Works

In the environment of fierce market competition, drama creation management needs to pay more attention to the improvement of the quality and characteristics of works. Through careful planning, strict screening and fine polishing, we can create works with depth, uniqueness and artistry to attract more audiences and market share.

4.3.3 Strengthen Copyright Protection and Rights Protection

In order to protect the copyright and interests of drama works, drama creation management needs to strengthen copyright protection and rights protection. By formulating strict copyright protection policies, strengthening copyright registration and monitoring, and safeguarding rights in a timely manner, the legitimate rights and interests of drama works and market order can be maintained.

4.3.4 Innovative Marketing Strategies and Channels

In the new media era, drama creation management needs to pay more attention to the innovation of marketing strategies and channels. Through the use of social media, e-commerce platforms and other new media platforms for publicity and sales, improve the popularity and influence of drama works. At the same time, we also need to pay attention to the differentiation and personalization of marketing strategies to better meet the needs of audiences and market trends.

4.4 Personnel Training Strategy

4.4.1 Broaden Talent Training Channels

In order to meet the challenge of the simplification of talent structure, drama creation

management needs to broaden talent training channels. By strengthening cooperation with other art fields, universities and enterprises, we will jointly cultivate interdisciplinary talents with cross-border integration ability. At the same time, we should also pay attention to the introduction of international talents and improve the overall level of the drama creation industry.

4.4.2 Improve Talent Incentive Mechanism

In order to retain talents and stimulate their creativity, drama creation management needs to improve the talent incentive mechanism. By improving the treatment, providing development opportunities, and strengthening the protection of intellectual property rights, the creators and actors can receive due rewards and respect in the process of creation. At the same time, we should also pay attention to creating a positive creative atmosphere, so that talents can get better development in the drama creation industry.

4.4.3 Strengthen Team Cooperation and Communication

In order to improve the team cooperation and communication efficiency, the drama creation management needs to strengthen the communication and cooperation between various departments. Promote information sharing and resource integration among departments by establishing a sound communication mechanism and collaboration platform. At the same time, we should also pay attention to the cultivation of team spirit and sense of cooperation, so that all departments can form a joint force in the process of drama creation.

4.4.4 Establish and Improve the Guarantee Mechanism

In order to protect the rights and interests of talents in the process of creation, drama creation management needs to establish and improve the protection mechanism. By strengthening the protection of intellectual property rights, improving laws and regulations, and providing legal aid, we can provide strong legal protection for creators and actors. At the same time, we should also pay attention to providing psychological counseling, health security and other support for talents, so that they can maintain a good attitude and state in the process of creation.

5. The Shaanxi People's Art Theatre

5.1 The Shaanxi People's Art Theatre Background

The Shaanxi people's Art Theatre (hereinafter referred to as "Shaanxi people's art") located in Xi'an, Shaanxi Province, China, was founded in 1948. As an important force in the Chinese drama industry, it has actively explored the sustainable management strategy of drama creation from the perspective of new media in recent years. Through continuous innovation and reform, Shaanxi people's art has made remarkable achievements in drama creation, performance and marketing, which has injected new vitality into the inheritance and development of drama art.

5.2 Shaanxi People's Art

5.2.1 Content Innovation: Stick to Tradition and Integrate Modernity

Shaanxi people's art has always adhered to the concept of realistic artistic creation in the creation of drama. With the characteristics of **"**Shaanxi style drama", Shaanxi people's art has created a series of works with profound cultural connotations, such as "White Deer Plain" and "**O**rdinary **W**orld", through in-depth exploration of Shaanxi's local culture. At the same time, they also actively try new creative techniques and forms of expression, such as the introduction of multimedia technology, augmented reality (AR), etc., to make the drama works more contemporary and modern. This innovative strategy of sticking to tradition and integrating modernity has enabled Shaanxi people's art to maintain its continuous innovation and competitiveness in drama creation.

5.2.2 New media Marketing: Expand Communication Channels and Enhance Interactive Experience

Shaanxi people's art association makes full use of the new media platform for marketing and promotion. Through the establishment of official websites, social media accounts, short video platforms and other channels, the content such as the preview of the play, actors' trends and behind the scenes gags is released to attract the attention and discussion of the audience. In addition, they also actively interact with the audience and let the audience participate in the creation and performance of the drama through online

question and answer, voting and other means, so as to enhance the audience's sense of participation and belonging. This new media marketing strategy not only widens the communication channels, but also enhances the interactive experience between the audience and the theater.

5.2.3 Talent Training and Incentive Mechanism

Shaanxi people's Art Troupe attaches importance to talent cultivation and the construction of incentive mechanism. They cooperate with colleges and universities to set up a drama performance major to provide systematic training and guidance for young actors. At the same time, the theater has also set up a number of awards and honors to commend and reward outstanding actors and creative personnel to stimulate their creative enthusiasm and enthusiasm. In addition, the theater also encourages cooperation and communication between actors, and improves the performance level of the whole team through team cooperation and mutual learning. This talent training and incentive mechanism provides a strong talent guarantee for the sustainable development of Shaanxi people's art.

5.2.4 Cross Border Cooperation and Resource Integration

Shaanxi people's art actively seeks cross-border cooperation and resource integration. They cooperate with the film and television industry such as film, TV series and online short plays to jointly launch cross-border works and broaden the audience. At the same time, the theater also interacts with cultural tourism, commercial brands and other fields, and realizes resource sharing and mutual benefit and win-win results through the combination of drama performance, tourism and commercial activities. In addition, the theater also actively strives for the support of the government and enterprises to provide more funds and resources for drama creation. This strategy of cross-border cooperation and resource integration provides a broad space and opportunities for the sustainable development of Shaanxi people's art.

5.3 Case Effectiveness and Enlightenment

Through the implementation of the above sustainable management strategy, Shaanxi people's Art Theater has achieved remarkable results. Their plays have been widely praised in the market and the audience has been expanding. At the same time, the brand influence of the theater has also been significantly improved and has become an important force in the drama industry. From the perspective of new media, Shaanxi

people's art has realized the sustainable development of drama creation through the efforts of content innovation, new media marketing, talent training and incentive mechanism, cross-border cooperation and resource integration.

The case of Shaanxi people's Art Theater provides us with valuable enlightenment. In the new media era, in order to achieve sustainable development, drama creation needs to focus on content innovation, new media marketing, talent training and incentive mechanism, cross-border cooperation and resource integration. Drama groups need to keep pace with the times, actively embrace new media technology, and expand communication channels and audience base. At the same time, we also need to pay attention to the construction of talent training and incentive mechanism to provide a strong talent guarantee for the inheritance and development of drama art. Through continuous innovation and cooperation, Chinese drama creation will radiate new vitality and vigor in the new media era.

6. Conclusion

After in-depth discussion of the challenges faced by the creation and management of Chinese drama from the perspective of new media, the following conclusions are drawn.

6.1 Challenges and Opportunities Coexist

New media has brought unprecedented opportunities for the development of Chinese drama creation, but also brought unprecedented challenges. These challenges include the simplification of talent structure, brain drain and training, team cooperation and communication, and talent incentive and guarantee mechanism. However, it is these challenges that also urge us to re-examine all aspects of drama creation management and seek a more scientific, efficient and sustainable management mode.

6.2 Cross Border Integration Is the Key

In the new media era, drama creation management needs to pay more attention to cross-border integration. This includes the integration of art and technology, creation and market, and talent and resources. Through cross-border integration, we can break the limitations of traditional drama creation, expand new creative fields and audience groups, and enhance the artistic value and market value of drama works.

6.3 Innovation Driven Is the Core

Innovation is the core driving force to promote the sustainable development of drama creation. In the new media era, drama creation management needs to pay more attention to innovation. This includes content innovation, form innovation, technology innovation and management innovation. Through innovation, we can continuously meet the increasingly diverse needs of the audience and enhance the attraction and influence of drama works.

6.4 Talent Training Is the Foundation

Talent is the key to the management of drama creation. In the new media era, we need to cultivate more talents with cross-border integration ability, innovation spirit and teamwork ability. By improving the talent training mechanism, optimizing the talent incentive mechanism, strengthening team cooperation and communication, and establishing a sound security mechanism, we can provide strong talent support for drama creation.

6.5 Sustainable Development Is the Goal

The sustainable development of Chinese drama creation is our ultimate goal. In the new media era, we need to promote the transformation and upgrading of drama creation management through cross-border integration, innovation driven and talent training strategies. At the same time, we also need to pay attention to the market demand and audience changes, and constantly adjust and optimize the creation strategy and management mode to ensure the sustainable development of Chinese drama creation.

To sum up, the sustainable management of Chinese drama creation from the perspective of new media requires us to face up to challenges, seize opportunities, focus on cross-border integration, innovation driven and talent training. Only in this way can we promote the sustainable development of Chinese drama creation and bring more excellent works to the audience.

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