

# A Comparative Study of Communication Strategies between Musical Theatre and Bel Canto Art on Different New Media Platforms——Take Tik Tok and WeChat as examples.

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**Abstract:** Nowadays there are many communication platforms among the major network platforms, among which Tik Tok and WeChat are typical ones. Tik Tok, as the entertainment network platform with the largest number of users and the highest frequency of use, involves complex industries and fields, resulting in a huge number of daily videos. At the same time, the publicity and promotion function of Tik Tok platform can play a very good role on the support of huge user data, which is one of the main ways for many industries to carry out publicity and promotion. As a social software, WeChat can narrow the distance between people, provide convenience for information transmission, and improve the efficiency of people's work and life. However, there are some differences in the role of information dissemination and the communication strategies used by them. Therefore, this paper outlines the development of musicals and Bel Canto under the new media environment, briefly analyzes the communication strategies of Tik Tok and WeChat new media platforms, and puts forward the comparison of communication strategies between Tik Tok and WeChat in musicals and Bel Canto.

**Keywords:** Musical; Bel Canto Art; New Media Platform; Communication Strategy; Tik Tok Wechat; Compare

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## Introduction

At present, the development of digital technology in China is getting faster and faster. With the support of advanced digital technology, the optimization and innovation of new media platforms are also in progress. Among them, Tik Tok and WeChat, as new media platforms commonly used by people in daily life, not only provide convenience for people in entertainment and communication, but also bring information from different fields and industries to people, thus becoming the main way for modern people to obtain information. However, the two new media platforms, WeChat and Tik Tok, are influenced by the platform rules and positioning in the process of spreading musicals and Bel Canto, resulting in some differences in their strategies, but there are similarities.

## 1. Summarize the development of musical and bel canto art under the new media environment.

If musical and bel canto art want to survive in the new media environment, they need to adapt to the survival rules and development environment of new media. Musical is the first choice. Musical, as a product derived from the background of commercial economy, has a certain commercial nature. In the process of creating works, it will combine the interests and hobbies of the audience to create a function that meets the audience's aesthetic conditions and meets the audience's spiritual needs. As a result, the musical language of musical gradually changes to popular preference, becoming popular and easy to understand, and the expression form of the overall emotional connotation of musical function also changes from the original implicit to straightforward. The development of musicals is closely related to life. While gaining public support in different fields, musicals can make their own musical expressions and singing methods flexible and changeable. Compared with Bel Canto, the audience is much larger.

Secondly, the art of Bel Canto, which has a strong artistic medium and unique vocal way, constantly impacts people's hearing, and under the action of beautiful melody, it brings people auditory enjoyment. Therefore, it will be an important direction for Bel Canto to seek the core content of Bel Canto to be reflected in the new media environment. How to package bel canto art so that it can be distinguished from other kinds of music in the new media environment needs to be considered by every new media communicator engaged in bel canto art. For example, in bel canto art, the division of male and female voices in low, middle and high can be expressed by using symbols with high recognition, and the audience can easily extract the required information from the symbols after receiving the corresponding symbols.

## **2. Analyze the communication strategies of Tik Tok and WeChat new media platforms.**

### **2.1 Tik Tok Communication Strategy**

In the process of development, the communication strategy of Tik Tok's new media platform has been continuously studied and summarized by many scholars, and the contents with systematic characteristics are as follows.

1. Content is king. As the mainstream new media platform at present, Tik Tok follows the principle of originality in the process of dissemination, and gives great support to original works, especially to high-quality original works. Through investigation and research, it is found that high-quality original content will be given priority to users, thus expanding the promotion and publicity scope of original works, increasing the number of viewers, and further promoting the increase of the influence of original content.

2. Beautiful idea, one of the key reasons for Tik Tok's success is the proposal of beautiful idea, which is very in line with consumers' psychology. By recording and analyzing beautiful events in life, the works cover all the people, and then they can gradually grow under the impetus of the people.

3. Accurate positioning. Tik Tok's big data operation technology can calculate users' preferences according to their daily video viewing preferences, then screen huge video information, and push videos that meet users' preferences to users, so as to achieve accurate push.

4. It's sticky with social media, and all the video contents on the vibrato platform are closely related to people's lives. Then, many social media contents in the society can be released in the form of videos on the vibrato platform, which is in line with the fast-paced social development mode.

### **2.2 WeChat communication strategy**

As the mainstream social communication platform at present, WeChat plays an important role in communication. It can promote and publicize the content among users' friends through the form of friends circle, WeChat official account and video number. The strategy is as follows.

1. Audience strategy. WeChat's audience strategy is mainly to meet the emotional needs of users. While expanding the scope of social use, it can meet the emotional needs and obtain emotional social capital.

2. Appeal strategy. Appeal strategy is mainly reflected in information, while information appeal is divided into two types: rational and emotional. That is to say, from the audience's point of view, emphasizing the characteristics of a product or service, owning or using the product will bring benefits to the audience.

3. Goal strategy. The ultimate goal of WeChat is to deliver effective information to users and attract users' attention, such as turning contacts in the phone address book into WeChat friends, learning about friends' daily life and dynamics through a circle of friends, and realizing the combination of real life and virtual network.

4. Formal strategy. WeChat uses the mode of "spreading from one word to another and spreading from one word to another" to spread information like a virus. The effect and role of this method in the early development of WeChat is very obvious.

### **3. Comparison of communication strategies between Tik Tok and WeChat in musical and Bel Canto.**

#### **3.1 From the form of comparison**

And Tik Tok WeChat have some differences in the communication strategies of musical and bel canto. The communication form of Tik Tok is mainly video. Through vivid and interesting pictures and sounds, users can independently extract the information they need during the video playing time, thus enhancing the efficiency of information acquisition. This way, for users, the extracted information content is simple without enough profound meaning, but for musicals, it can fully reflect the important content of musicals. However, the communication form of WeChat is complicated, and it can be in the form of text, pictures and videos. When users check the title, they get a preliminary understanding of the information they want to convey, and then determine whether they need to continue to obtain it. However, boring text and pictures are difficult to convey the information clearly. Even through the way of videos, most users will choose to learn from the vibrato platform. It can be seen that Tik Tok and WeChat are more effective than Bel Canto in the communication form of the communication strategies of musicals and Bel Canto.

#### **3.2 Compare from the function.**

The number of users of WeChat and Tik Tok is very large. The installed users of the two softwares basically cover people of all ages in all fields. Basically, everyone now has WeChat and Tik Tok in their mobile phones, which link people's work, life, entertainment and communication. Tik Tok's function is mainly reflected in entertainment and marketing. Through various live marketing activities, it can be shown that Tik Tok's marketing function is very powerful. In entertainment, users can be mentally satisfied by watching interesting video activities. However, WeChat is a strong communication and social function, and its main function is the tradition of information, which can be reflected by the function of WeChat group chat, and this function is flexibly applied to people's work and life. It can be seen that Tik Tok and WeChat have roughly the same communication function in the communication strategies of musical and bel canto.

#### **3.3 Make a practical comparison.**

During the actual use of WeChat and Tik Tok, due to the influence of its own conditions and nature, the practicality of WeChat is stronger than that of Tik Tok. People spend more time using WeChat every day than they all do, mainly because they need to carry out corresponding work and life, and the practicality of Tik Tok is reflected in entertainment time. Therefore, in terms of practicality, Tik Tok and WeChat are more practical in the communication strategies of musicals and bel canto art, and WeChat is more suitable for the communication of bel canto art content, while Tik Tok is the communication of musicals, both of which can meet the spiritual needs of users. However, WeChat pays more attention to the acquisition of knowledge, while Tik Tok pays more attention to entertainment, so the comparison between them has its own strengths and merits.

### **Concluding remarks**

A comparative study of the communication strategies of musical bel canto in different types of new media platforms is not only reflected in the above contents, but also in other aspects. Therefore, when using different types of new media platforms to spread musicals or Bel Canto, the communication strategies formulated should be fully combined with the selected new media platform or who the selected platform is more suitable for, so that the entertainment effect of musicals can be exerted and the intrinsic value of Bel Canto can be reflected.

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