

## Трансформации и разпространение на операта в ерата на дигиталната комуникация

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Традиционните форми в изкуството са изправени пред безпрецедентни възможности и предизвикателства в ерата на дигиталното възприятие и трансформация. Изследването анализира как платформите за кратки видеоклипове влияят върху разпространението на операта, като се фокусира върху механизмите, чрез които знанията, нагласите, когнитивното подобрене и интерактивното поведение на потребителите определят ангажираността им със свързаното с операта съдържание. Резултатите потвърждават, че познанията на потребителите за операта и кратките видеоклипове в значителна степен прогнозира отношението им към този жанр и повлияват положително поведението им при разпространение. Когнитивното подобрене е модерирано от следствената верига „знание – нагласа – поведение“, усилвайки процеса на трансформация. Интерактивните поведения като харесване и споделяне повишават ефективността на разпространението, докато по-малко видимите – коментирание и събиране, са с ограничено въздействие. Стига се също до извода, че жените потребители и тези с европейски културен произход по-добре преобразуват знанието в нагласа, а потребителите над 26-годишна възраст демонстрират по-висока поведенческа ангажираност. Изследването допринася за разширяването на рамката на модела „знание – нагласа – практика“ чрез въвеждане на многоизмерни механизми за дигитално модерирание и предоставя приложими стратегии за комуникация чрез операта в дигитална медийна среда.

**Ключови думи:** *опера, медия, кратко видео, модел „знание – нагласа – практика“, трансформация, разпространение*

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