《相声大师郭德纲的新节目在美国进行宣传,逗乐了华裔美国人》

导读:郭德纲变身"国际郭"占领纽约时代广场,推动中国民间艺术走向海外。

A bilingual ad titled "Joke King Holds the World" was shown at Times Square in New York October 3, delighting Chinese speaking visitors many of whom took photos of the giant billboard in the iconic US landmark.

The screen ad is part of overseas promotion for a popular online show streamed exclusively on iQIYI, which features famed crosstalk artist Guo Degang performing a comedic monologue in a small teahouse setting.

Crosstalk is a traditional Chinese comedic performance in the form of a dialogue usually between two performers. Guo, a household name in China, and his crosstalk art troupe Deyunshe staged a number of shows to packed audiences during a recent tour of North America. As a leading figure among the new generation of crosstalk artists, Guo has particularly struck a chord with younger audience for his unique way of using playful banter.

Guo was shown in the poster wearing the traditional ankle-length uniform while holding a foldable hand-held fan inscribed with Chinese characters "Joke King is Coming". Its portrayal of Guo as a gracious and cultured Chinese artist has turned many heads among local Chinese.

Guo, a student of late crosstalk maestro Hou Yaowen, has been one of new torchbearers for the art. His online



show, which premiered on iQIYI September 25, is updated at 8am Beijing Time each Sunday.

Both as an artist and an educator, Guo was the first crosstalk artist to give a lecture at a US university when he was invited to give seminars at the prestigious Massachusetts Institute of Technology (MIT) in 2012, when he also accepted the honor as a crosstalk instructor at Fuyunxiangsheng, a local crosstalk art troupe in Boston.

A popular folk art, crosstalk went through a low period in the 90s and at the turn of the century particularly after several crosstalk masters such as Hou Baolin and Ma Sanli passed away. But the advent of new media, particularly those that offer online streaming services such as iQIYI, has lent new fame to crosstalk artists like Guo Degang. Crosstalk has undergone a new revival in China largely due to Guo's antics and as such he has been hailed as a crosstalk master of the new generation.

The rising appeal of crosstalk among audience overseas in recent years has much to do with a growing population of overseas Chinese with many of them being loyal fans of the folk art. Many foreigners have begun to appreciate the art to improve their Chinese and many got into crosstalk due to its artistic aesthetic which has given rise to crosstalk performances in English.