

Reflections on the Dissemination and Development of Ethnic Music Culture in the Context of New Media

Xiaochen Bi*

College of Music, Qingdao University, Qingdao, Shandong, China

**Corresponding Author.*

Abstract: Modern digital music platforms and social media tools have become the mainstream form of music and culture dissemination. These platforms can optimize the efficiency of folk music dissemination, and at the same time, integrate folk cultural resources to present to people in a three-dimensional way. New media platforms integrate traditional music culture and modern art culture, and lay an important foundation for the globalization of folk music. The article explores the characteristics of ethnic music communication in the context of new media, analyses its main ideas and future development trends, with a view to providing important references for professionals.

Keywords: New Media Background; Ethnomusicological Culture; Dissemination and Development

1. Introduction

Folk music, an art form with a long history, is the cohesion of wisdom and emotion of countless working people. It is not only a combination of melody and rhythm, but also a witness of culture and history. In the long course of development, folk music has become a bridge of communication between countries, carrying national memory and identity. Under the background of the development of new media technology, folk music culture has undergone great changes in the form and content of communication. Its form of communication is no longer limited by space, language and time. Through the use of diversified platforms such as social media, modern people have a strong desire and interest in exploring traditional folk music culture. At the same time, it improves the limitation of traditional time and space and presents it in front of people in a vivid and

intuitive form, ensuring that it can inject new impetus into the inheritance and development of folk music culture in the new era.

2. Characteristics of the Dissemination of National Music Culture in the New Media Era

2.1 Diversified Forms of Dissemination

From the point of view of the current development of music culture, the forms of dissemination of national music culture have gradually shown diversified characteristics. The main reason for this phenomenon is the birth and application of new media, which has injected new vitality into the expression and inheritance of traditional music. Under the background of this era, the combination of traditional music style and modern music elements has become a new music culture, which is of great significance for the development of national music culture [1]. At the same time, the new media platform injects creativity into traditional music and conveys it to the target audience in a popular way. In the context of the new media era, the way of music dissemination has become richer and more diversified. Through digital communication channels and the integration of multimedia platforms, national music works can be digitally delivered to global audiences on high-resolution audio platforms such as NetEase Cloud Music, Tencent Music, etc., so as to realise the international dissemination of national music. At the same time, traditional music culture has gradually shifted to the digital media, using new media technology to integrate with other cultures, it opens a new way for contemporary young people to get in touch with ethnic music [2]. By incorporating music into the video, not only can it present the melody of the music but also show the meaning of ethnic culture contained in the music, which can be said to be two birds with

one stone. In addition, the audience can also feel the emotional connotation of the music, thus broadening the dissemination of ethnic music.

2.2 Personalised Communication Content

In the wave of this new media era, the transmission of folk music culture is no longer a one-way transmission in the traditional sense. With the help of new media platforms, the creation and sharing of music has become more personalized and intelligent, which can accurately meet the needs and tastes of different listeners. This is not only a technological progress, but also a revolution in the way of cultural communication [3]. Use intelligent algorithms for in-depth analysis of different platforms to automatically push personalized music that meets the interests of the masses. In this context, the traditional musical form of "music score" or "song name" has been subverted, and a large number of musical works with unique national characteristics have emerged. In addition, new media platforms provide a broad stage where people can spread their art by recording music videos, singing classic songs or participating in online concerts. Such interactivity not only expands the audience range of folk music, but also provides an opportunity for artists to show themselves and learn from each other. Moreover, the interaction between users has become an indispensable part of cultural communication. By liking, sharing music clips, commenting, and discussing, community members can build a strong bond and work together to create a vibrant ethnic music cultural ecosystem. All in all, with the blessing of new media, the transmission of folk music culture has realized the transformation from static to dynamic, from closed to open, from a few people's exclusive hobby to mass participation. In this process, every note and melody are given new life and become cultural messengers across the boundaries of time and space, leading us into a more diversified, rich and three-dimensional world of folk music [4].

3.3. Ethnic Music Culture Communication Ideas in the New Media Era

3.1 Reshaping the Content to Create High-quality Products

In order to better disseminate folk music

culture, it is necessary to reshape the cultural content and create high-quality music works with unique national characteristics. With the development of the times, people's aesthetic consciousness is constantly improving, traditional folk music can no longer meet the needs of modern society, and even limit the direction of the development of folk music heritage. Therefore, in the new media environment, ethnic music should be systematically classified and summarized centering on the needs of the masses and integrated into the new media platform. Respect and protect the cultural resources of ethnic music, make it organically combined with modern art forms, so as to satisfy people's spiritual pursuit. At the same time, comprehensive research is carried out from various aspects such as historical background, cultural inheritance and regional characteristics to ensure that the excellent elements of ethnic music can be preserved and inherited [5]. This will enable target groups and potential listeners to be identified, which will help to intelligently disseminate ethnic music culture that meets individual needs. In addition, it is necessary to pay close attention to the audience's response and make adjustments accordingly to ensure that quality works are created to meet the needs of specific ethnic cultures. As a means of art, it should be integrated with other art forms to enhance the influence of folk music. Using the Internet platform, excellent folk music resources can be delivered to the public, so that they can gain a good reputation and be recognised by the public. This will stimulate the public's interest in exploring high-quality works and establish a positive feedback system to understand the degree of popularity. On this basis, do a good job in the later editing of national music culture, so as to make China's national music style more infectious. Ensure that the way of ethnic music dissemination under the new media environment can better adapt to the music aesthetic viewpoint of contemporary people.

3.2 Respect for Tradition and Inheritance of Culture

How to inherit traditional culture in the context of new media has become the core link to protect the cultural heritage of folk music. Ethnic music is an integral part of the spiritual and historical heritage of the Chinese nation,

which contains national wisdom and emotional connotations, and at the same time can provide important help to improve the quality of people's artistic life. It is an unshirkable obligation for every Chinese child and grandchild, and folk music plays an irreplaceable role in this process. However, since modern times, some traditional musical instruments have been gradually eliminated due to their own inherent defects, which is not conducive to the inheritance of national culture, and is unfavourable to the dissemination of national music and culture in China. Based on this background, the protection of ethnic music and cultural heritage in the context of the new media era is particularly critical [6]. The application of new media platforms makes ethnic music widely noticed and valued, while new media also becomes an important tool for the dissemination of ethnic cultural information. In order to achieve this purpose, it is necessary to continuously strengthen the use of new media communication tools in order to enhance the overall effect of communication. In addition, the wide dissemination of new media provides a comprehensive display platform for national music culture, presenting a wealth of information related to music, such as: knowledge, musical instruments, artistic techniques, and music creators, etc., so that they can have a more comprehensive understanding of the structure of national culture. At the same time, the staff need to maximise the use of new media technology to present ethnic music culture richly and vividly to the public [7]. Deeply excavate the elements of traditional ethnic culture and make innovative display by combining with new media technology, so that traditional culture can be revitalised in the new era. Enhance the real music scene by combining virtual and reality to ensure the inheritance of national music culture.

3.3 Active Innovation Based on the Times

In the modern new media environment, keeping up with the pace of the times and continuous innovation are the key driving forces to promote the dissemination and development of folk music culture. With the rapid development of Internet technology, the public's aesthetic interests have also changed, and the traditional way of folk music dissemination has undergone a radical change.

Ethnic art has to come from daily life, and China's ethnic music culture has a long history of thousands of years, and it still maintains strong vitality in this era of continuous change. In the modern social environment, if folk music culture is to continue to be inherited it should take the initiative to combine with the modern way of life and inject new vigour into it. Therefore, in the process of creating and promoting folk music culture, it is necessary not only to inherit and carry forward its unique traditional qualities, but also to innovate, so as to realise the harmony and mutual integration between the traditional nationalities and the modern society. In addition, in the process of innovation and development, it should be combined with the development of the times to meet the aesthetic requirements of different groups and to promote the national music culture to serve the people [8]. Take the Kunqu opera 'Peony Pavilion' as an example, the theme of love it presents still has a strong potential for dissemination in contemporary times. Through the in-depth analysis of the theme of this musical work, we can find that the cultural connotation expressed in this work is in line with the artistic connotation pursued by modern people, which also shows that our national music culture only has the potential to spread if it is close to daily life. Therefore, in terms of modern style innovation, musicians can appropriately incorporate modern pop elements to adapt to the aesthetic viewpoints of modern people. For example, the song 'Wujiapo 2021' sung by Zeng Li and Zhang Qi is a fusion of modern and traditional cultural elements, and has been widely disseminated in major video platforms. Through watching the comments, it was found that many young viewers very much recognise and this cultural creation, through which new vitality is injected into ethnic music. In addition, ethnic cultural innovation can also integrate the essence of other forms of music, further enriching the form of ethnic music culture and creating a favourable environment for the development of music creation [9].

3.4 Strengthening the Management and Standardization of Guidance

At present, the dissemination of national music culture in China has achieved remarkable results, but there are still some problems that have not been optimized, the most important of which is the lack of management system and

policy support. In order to promote the sustainable development of national culture, the relevant departments need to optimize the management level of public music culture, create an environment conducive to the sustainable growth of national music, and enhance its influence and dissemination in the society. In order to realise the sustainable development of folk music culture, the first task is to establish an online publicity platform, which aims to highlight the uniqueness of folk music culture by concentrating high-quality communication resources [10]. Secondly, it is to establish a perfect management system to build bridges of communication between regions, so that people in different regions can understand the cultural connotations of music in other regions. Integrate a variety of functions, including audio, video and text, to meet the diverse needs of different audience groups. In addition, government agencies, enterprises as well as colleges and universities need to work together to organise and cooperate to incorporate ethnic music appreciation activities into their daily work. By integrating rich resources, a more diverse music culture can be shaped so as to achieve dissemination and influence in the new media era. Finally, it is necessary to focus on cooperation with other ethnic regions to jointly promote the development of China's ethnic music culture. The use of technical means to accurately locate and complete the delivery of information, to ensure that high-quality ethnic music culture can be more intuitively presented to the audience, thereby enhancing its dissemination impact. In addition, it should establish a sound and effective management mechanism, build a perfect public management structure and guidance strategy, and ensure the smooth implementation of this work by strengthening the organisational construction of a sound system. At the same time, the government should also strengthen publicity and education for the public through various means, so as to make them realise the significance of national music culture. In order to ensure that the rights of ethnic music culture in the new media environment are safeguarded and to promote its healthy development, the relevant personnel need to improve laws and regulations, pay attention to the government's leadership and make full use of market forces. The combination of traditional ethnic arts and

modern science and technology can ensure the sustainable development of ethnic music culture. In addition, for also need to strengthen the support for the cultural industry, pay attention to the support for the cultural industry, to provide a good environment for its development. Based on the convenient conditions provided by Internet technology and digital technology, it brings a broader platform for the inheritance and innovation of national music culture. In all links of the music industry chain, government departments should provide necessary support for music creation, production, promotion and sales. At the same time, it is also necessary to increase publicity to create a good atmosphere for the innovation and popularization of ethnic music works. With the advantage of new media technology to promote the development of national music culture, and then meet the current social standards and needs.

4. Development of Ethnic Music Culture in the New Media Era

Firstly, innovation and integration show the diversified appearance. The diversified forms of new media have led to the gradual emergence of digital music platforms and virtual technology, which has injected fresh life force into the development of traditional ethnic culture. Through the use of digital technology, the effectiveness of the integration of electronic music and traditional music can be ensured, so it is very crucial to pay attention to the development of innovation and integration. In this environment, we should gradually explore the future development trend of music culture, and carry out tuberculosis with traditional cultural content to ensure that the national culture of innovation and integration of diversified appearance. Secondly, international exchange to expand global influence. Globalisation has become the current mainstream trend, and in the context of the new media era to promote national music culture, and the integration of modern culture can break through the limitations of different countries and regions, thus making national music, in the international cultural exchanges to occupy a certain position, and through the absorption of other mainstream music culture, and learn from its excellence and how the different artistic styles, and to further promote the efficiency of the global dissemination of

China's traditional national culture, global dissemination efficiency [11].

5. Concluding Remarks

All in all, in this ever-changing era of new media, the communication and development of folk music culture is facing unprecedented innovation. With the help of intelligent technology and advanced equipment, creating a comprehensive music communication platform will undoubtedly greatly improve the communication quality of folk music in the new era. In the subsequent development process, this paper takes it as a carrier to fully analyze the main advantages of cultural communication. Based on the historical background of new media inheritance, the dynamic dissemination of folk music culture ensures the vitality of music culture. In addition, through the clever integration of traditional and modern elements, we can stimulate the development momentum of folk music and push it forward. This kind of integration is not only technological innovation, but also the exchange and collision of cultural concepts, which helps to build a diversified and multi-level national cultural ecosystem, so as to ensure that folk music is revitalized in contemporary society and emits a more dazzling brilliance.

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