

Thoughts on the Innovation of Music Communication Strategy under the New Media Environment

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ABSTRACT. With the rapid development and popularization of mobile Internet technology, society has gradually entered a new era with new media as the main media, and new media has gradually developed into the mainstream way of music culture communication. The dissemination of traditional music culture must conform to the trend of the times and meet the new aesthetic needs of the public. As an important part of Chinese traditional culture, traditional music culture contains rich cultural connotation and spiritual wealth. The emergence of new media represented by digital technology has changed the transmission path and mode of music culture. How to use new media to better protect and spread traditional music culture is a problem that deserves our attention. In the highly developed new media era, the spread of music culture has ushered in unprecedented opportunities. Based on the analysis and Research on the dissemination of Chinese traditional music culture, this paper puts forward the strategies for the dissemination and development of Chinese traditional music culture in the new media era, so as to provide strategies for the development of traditional music culture.

KEYWORDS: New media, Music culture, Spread

1. Introduction

In the course of thousands of years of historical and cultural development, China has formed ethnic music with rich content, unique styles and profound cultural connotations. Since the beginning of the new century, with the continuous improvement of the economic level and the complexity and diversity of cultural consumption concepts, the Chinese music market has entered a stage of rapid development, and its development has changed greatly, in many forms, at a rapid pace, and rich in content. Our prediction [1]. Nowadays, with the continuous development of technology, especially mobile Internet technology, our country has entered an era of development and dissemination of information culture with new media as the main feature. New media has the unique characteristics of strong immediacy, interactivity, and initiative. Music is one of the artistic expressions of human thought, culture, art and aesthetic sentiment [2]. In the era of highly developed new media, the spread of music culture has ushered in unprecedented opportunities.

Traditional folk music has a glorious development in the history of Chinese culture. It has created a splendid and immortal chapter on my country's literary and artistic stage. At the same time, it has formed its own unique artistic style, produced a huge artistic appeal, and inspired generations of China. Children[3]. Traditional music culture, as an important part of Chinese traditional culture, contains very rich cultural connotations and spiritual wealth. It reflects the complex social changes in ancient China. It is not only an organic part of China's intangible cultural heritage, but also an excellent folk tradition of the Chinese nation. The bright pearl of music [4]. New media continues to influence and change the communication of traditional music culture in the traditional sense with its powerful technological advantages. This change is not only reflected in the form, but also in the content. The rapid spread of new media, the variety of forms, and the broad development space have brought new opportunities and challenges to national culture. my country's traditional music culture has shown a vigorous development trend [5]. Based on the analysis and research on the dissemination of Chinese traditional music culture, this paper proposes strategies for the dissemination and development of Chinese traditional music culture in the new media era, in order to provide strategies for the development of traditional music culture.

2. Analysis of the Characteristics of Music Communication in the New Media Era

2.1 Autonomy of Music Communication Content

Compared with the strong position of western music culture and popular music culture of Hong Kong and Taiwan in traditional media, our traditional music culture is still on the edge. Compared with the traditional media, the new media's communication method has changed the traditional media's single communication characteristics. It has diversified communication characteristics. The wideness, immediacy and diversity of its communication have subverted national music and even the entire music. The way of dissemination makes national music show completely different dissemination characteristics from the past under the background of the new media era. The continuous development and update of media technology has not only increased the speed of traditional music culture dissemination by new media, but also changed the communication channels of traditional music culture. Anyone can exchange music with each other in new media such as the Internet and mobile phones. Everyone can become a producer and disseminator of music information in the context of new media. Music communication has reached an unprecedented level of popularization of the subject [6].

In the context of the era of new media, the dissemination of traditional music culture must absorb and incorporate the unique characteristics of the new media itself. The dissemination of traditional music culture broke the confinement of traditional national music dissemination in time and space. Therefore, in the context of new media, people can quickly and easily spread national music to any corner of the world, and can also spread national music from any corner of the world [7]. The increasingly open Internet platform has given the new media the distinctive features of compatibility and inclusiveness. Traditional media continue to improve themselves by relying on the characteristics and advantages of new media. In this way, the two complement each other and realize the integration of media, so that the traditional media of traditional music culture in the context of new media are not only traditional media represented by television, radio and radio.

2.2 The Interaction of Music Communication Process

The media and the audience, between the audience and the audience to establish a diversified interactive relationship. When the disseminator uploads the music information to the Internet, the receiver can make a response immediately, and timely feedback the information to the original communicator, and can also forward the information to other people, so as to realize the two-way and multi-directional interaction of the information. In the context of new media, the core feature of national music communication is strong interactivity, which makes music virtual community gradually become a development trend. The core feature of new media is interactivity, that is, it takes the publisher or disseminator of music as the center, forming one-to-one or one to many communication, and in the process of communication, the audience can establish communication and communication relationship with the communicator [8]. The new media communication brings modern civilization and advanced music concept into the minority areas, which makes the traditional music of ethnic minorities contact with modern music, and breaks the inherent aesthetic and understanding of ethnic music inheritors for their traditional music. The main advantage of interaction is that when the traditional music culture publisher or communicator releases the information to the new media platform, the audience can receive the information at the first time and make corresponding response in time.

3. Communication Strategy of Traditional Music Culture in the Context of New Media

3.1 Innovating Music Culture

In the process of the development of traditional music culture, we must fully rely on the current high-quality culture and absorb the essence of other national music to create traditional music works with characteristics. The emergence of new media has severely impacted and challenged the development environment of traditional music culture, and at the same time has effectively made up for the shortcomings of traditional media. Opportunities and challenges coexist. In the whole process of social development, the development of culture and industry must rely on talents with high media literacy. If any kind of cultural form wants to realize its own inheritance and development, it must always insist on innovation in the long-term development and evolution process, and only a more contemporary and humanistic culture will have vitality, and traditional music culture is no exception [9]. Traditional music culture needs to constantly absorb the essence of music culture from various countries and nationalities, and innovate and develop on this basis, so as to better help traditional music culture spread in a wider range in the context of new media. After thousands of years of cultural accumulation, national music absorbed the cultural essence from various regions and nationalities, and innovated music materials on its own basis, thus creating unique works [10].

Strengthening the dissemination of national music culture in college music education can lay a solid foundation for the inheritance and better achievements of national music culture. The composition structure of music format is shown in Figure 1.

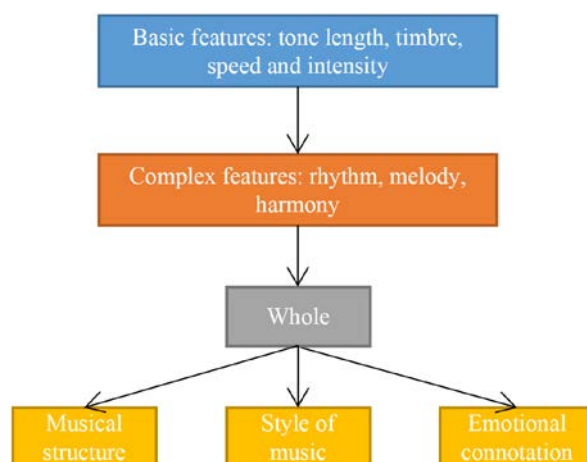


Fig.1 Composition of Music Form

Continuous innovation in the form of communication can make full use of the most popular new media to innovate traditional music and cultural works, so as to gain more favor from the public. Traditional music culture focuses on the processing and arrangement of existing music materials by folk artists. Traditional music has undergone changes, and the presented culture is richer in connotation. With the development of the new media era, people pay more attention to the creation and integration based on traditional music, and then form new works. Any kind of cultural form will constantly absorb the essence of other cultures in the process of development, promote its own development, and constantly innovate and make progress in the process of continuous development and evolution.

3.2 Promoting Music Culture

In the context of new media, how to better expand the popularity and influence of Chinese traditional music culture, and then better show the cultural connotation and artistic charm of traditional music culture to the public, is an important issue that new media music communicators should pay attention to and solve. The openness and rapidity of new media make the communication between countries and people all over the world more convenient. The communication of new media is interactive with the communication of ethnic minority music, and ethnic minority concerts which are not supported by new media are “unknown” in the process of communication, and eventually die out. New media music communicators should keep up with the development pace of cultural innovation industry and dig deep into the brand visual image of traditional music culture, so as to cultivate various music culture industry brands. Any kind of national art can not be separated from its own national characteristics. The rise and development of new media has given the foundation for the development of contemporary national music. Its interactivity and universality enable our national music not only to have our own national characteristics and characteristics, but also to spread in a wider range through new media [11]. With the progress and development of society, from the perspective of the overall development of music culture, its specific living environment is not optimistic. In the era of new media development, we should strengthen the protection of music culture and promote the better development of music culture in communication.

4. Conclusion

Traditional music culture is the foundation of Chinese music development, which is of great significance for developing the soft power of national culture and carrying forward the national root culture. The development of new media plays an irreplaceable role in promoting and developing Chinese traditional music culture. For the spread of traditional music culture, the rapidly changing external environment not only means good opportunities, but also means severe challenges. Communication, as the basis of the development of music culture, cannot be separated from the corresponding media at every stage of development. New media has the characteristics of immediacy and universality. In the process of spreading traditional music culture, it is necessary to build a targeted new media communication platform to spread the essence of traditional music culture all over the world. In the process of propagating excellent traditional music culture, we should correctly handle the relationship between traditional music culture and network culture, modern culture and foreign culture, and innovate traditional music culture. With the progress and development of society, from the perspective of the overall development of music culture, its specific living environment is not optimistic. In the era of new media development, we should strengthen the protection of music culture and promote the

better development of music culture in communication.

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