On the Influence of Mass Media on Music Dissemination under the Condition of Digitization

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Abstract. Under the condition of digitization, mass media would have entered people's field of vision as a carrier, and has had an important impact on music dissemination. With the continuous and in-depth development of the media industry, the relationship between mass media and music art has become complex, and has an implication on the production, dissemination and popularity of music art. And the paper mainly discusses the role of mass media and the influence of mass media on communication of music, together with analyzing the ways to reinforce the impact of mass media.

Keywords: digital conditions, mass media, communication of music, impact analysis

1. The concept of mass media

Mass media is established on the basis of communication technology and industrialization development. In addition, it is operated by specialized social institutions. Also, the service objects are mainly the general public, and it is a mode of information production and dissemination with a certain scale. What's more, it is also a medium produced in the era of new media. While it is universal and extensive, including newspapers, televisions, and the Internet. Last but not least, it is a popular tool of news communication in the current society. The mass media has good functions of propaganda, public opinion, news dissemination, etc., and the dissemination speed is fast.

2. Analysis of the role of mass media

2.1. Improving decision-making awareness

Due to the continuous and in-depth development, mass media has set up a bridge among the people and the government, and strengthened the communication between the masses and the government. First of all, the relevant decisions of government departments are disseminated to the masses in the form of mass media, and through mass media publicity, the masses can be absorbed. Secondly, through the understanding of the masses, the voices of the masses are spread in the form of reports, and then the departments of the government would keep a watchful eye on that also.

2.2. Improving effectiveness of collection and dissemination of information

In the development process of the communication media, only the information collected and disseminated can be processed and analyzed in detail. Then the information provided to the masses is called mass communication. At present, the mass media processes the information and disseminates the nonmechanically collected information obtained through analysis, which could meet the demands of people for information acquisition and help them better understand the information, which is called key message.

2.3. Improving public participation in decision-making

In the actual development process, mass media can not only provide a platform for social hotspot discussions, but also provide an important guarantee for the people to express their opinions. Therefore, the people would be able to express their true emotions to the higher-level leadership departments through the mass media, and cause the higher-level leaders to pay attention to the issues that the masses are concerned about.

3. Analysis of the influence of mass media on communication of music

3.1. The promotion of musical diversity

With the advent of the information age, the development of media industry has been promoted. And the media industry has shifted from traditional paper books, newspapers, and FM radio to digital development, and both in terms of specific quantity and scale, have achieved significant results of development. Besides, the media has not only been developed and applied in the field of life, but also played a vital role in the political and economic fields. By virtue of the advantages, the media has penetrated people's production and life, subtly changing people's way of life, as well as the content of people's life, and has now become an indispensable part of people's life. Also the development of media has changed people's artistic thinking to a certain extent. In addition, the rapid rise of mass media has provided a platform for the development of music and has driven the progress of music-related industries. If we want to achieve good development, it is inseparable from good content of music. Therefore, music art and mass media are mutually reinforcing, and the rise of mass media has promoted the diversified development of music.

3.2. The effect of mass media on traditional art

Based on the background of the 20th century, music provides people with spiritual enjoyment and brings people a sense of literature and art. As the content of people's attention, traditional art has an influence on the development of mass media to a certain extent. In addition, based on the influence of communication factors, mass media endows traditional art with more possibilities, and has a positive role in promoting the development of traditional art. At the same time, it had an impact on the popularity of music. Compared with the development of mass media, it not only makes corresponding improvements to the traditional methods, but also includes the innovative ways. For example, with the continuous development of Internet technology, it occupies an important position in people's lives. Compared with traditional media, the Internet has the characteristics of fast transmission speed and wide influence.

4. The negative impact of mass media on music dissemination under digital conditions

4.1. Putting the incidental before the fundamental in the form and content of music

From the initial creation to the final presentation and dissemination of the current music, it needs to overcome all the difficulties in the way, and only after "packaging" can it be displayed to the public. "Packaging" has also become a hot word in modern marketing. But at present, a lot of music is only "packaged" in form, ignoring the connotation and failing to highlight the spirit and substance of the music itself, which has a negative impact on the audience to some extent, especially since the world outlook has not yet been formed. Then as the influence of the group of young people is greater, they gradually lose themselves in the pursuit of different voices and music.

4.2. Abuse and misappropriation of music intellectual property rights

In the development of the music industry, some illegal sell of businesses pirated products in order to obtain huge profits, seriously infringing on the intellectual property rights of others, and disrupting the normal order of the market of music. In recent years, many people have realized the importance of rights for intellectual property and have begun to maintain them, but the phenomenon of stealing and abusing other people's is still repeated.

4.3. The commercialization of music dissemination

Music is an art form, but it is gradually being commercialized and "materialized" in today's commercialization, which leads to music creators who cannot see the value of the work and can only

use the price to evaluate the product, as well as the creator's self-positioning. Gradually blurring, working in accordance with certain templates and formulas, the music works created under the inherent template are too limited and full of commercial taste, which is difficult to resonate with everyone, with quantity but no quality.

5. The specific ways for mass media to promote music media under the condition of digitalization

5.1. Strengthening the use of broadcast media

In the acommunication process, broadcasting will not be restricted by factors such as the transmission location. And the way of broadcasting is relatively simple and random, while compared with the Internet, there are obvious differences. Also people's access to broadcasting is relatively free and will not be restricted by factors such as time and place. With the continuous development of science and technology, broadcasting, as an auxiliary function, is concentrated on mobile phones and other devices. In addition, with the continuous enhancement of the functions of mobile phones, people's dependence on mobile phones has gradually increased. For they watch mobile phones and computers for a long time, their eyesight could be extremely deteriorated. Based on the situation, broadcasting could meet people's needs for information acquisition without watching with eyes. Therefore, it is necessary to improve the utilization of broadcast media.

5.2. Promoting the dissemination and development of music with the help of Internet platforms

Before the development of Internet information technology, radios, newspapers and televisionss were the main media of music. However, with the development of network technology, the application advantages of information technology in music dissemination have become more and more obvious. And digital media has become an important medium for music dissemination and for music producers to speak to the outside world. What's more, the Internet has great advantages in information sharing, which can realize the timely sharing of information, and the development of Internet technology has shortened the time for information transmission. And the speed of people's understanding and mastery of information has been continuously improved, allowing people to have more desire to explore the unknown world, which has greatly promoted the spread and development of music. Along with the sharing of information resources and the increasing influence of regional cultural dissemination, the integration of cultures from all countries in the world is becoming more and more close, and the integration of cultures is more convenient. Also, they work together and serve the development of modern society.

5.3. Increasing attractiveness with the help of TV, movies, etc.

At present, televisions has entered every household, and people have generally accepted the method of enjoying film and televisions programs. Then televisions and movies can combine vision and sound. And with the help of this communication medium, they can better attract people's attention and enhance the appeal and impact on the audience. For example, programs such as "China's New Song" could attract audiences to understand and love music. Therefore, with the help of the program form, the dissemination and development of music art can be better achieved.

6. Conclusion

To sum up, under the conditions of digitization, the development of digital technology and modern information technology has brought about earth-shaking changes in people's production and life, and the form and content of mass media would have also undergone tremendous changes, which have played a positive role in the creation of music and art. But there are also certain obstacles. From the

perspective of positive influence, the development of mass media has made modern music develop in a diversified direction, and the art form of traditional music has undergone great changes. From a negative perspective, the development of mass media has made the commercialization of music more and more obvious, as well as the theft and abuse of intellectual property rights. And the content and form of music would have also turned the cart before the horse. It can be seen that mass media and music dissemination and development would be closely linked, and the two promote and interact with each other, and will eventually achieve common development. Therefore, under the condition of digitization, the positive influence of mass media on music dissemination should be brought into play first. And radio, televisions and Internet platforms should be used to provide impetus for the dissemination and development of music. At the same time, we should also pay attention to the negative influence of mass media on music, and constantly improve and innovate, so as to promote the smooth progress of music dissemination.

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