

Ways In Which New Media Promote Traditional Chinese Music

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Abstract. Traditional Chinese music has unique aesthetic ideas and rich national culture, leaving brilliant artistic treasures in thousands of years of history. With the continuous advancement of globalization, the operation and development of the new media industry has a significant impact on cultural dissemination and development. Starting from the importance and significance of the development and inheritance of traditional Chinese music, this paper studies how to use the characteristics of real-time, interactive, diversified and globalized new media to inject vitality into its development and find development opportunities. Based on the analysis of existing literature, this paper explores the ways of promoting traditional Chinese music through new media, and opens up a new way for its inheritance. The development of Chinese traditional music from the perspective of new media is worth in-depth analysis, only by making good use of new media can Chinese traditional music continue to innovate and will not be forgotten by the public.

Keywords: New media communications, traditional Chinese music, heritage and development.

1. Introduction

In recent years, with the continuous progress and development of science and technology and society, the development and inheritance of Chinese traditional music has gradually faded out of the public's view under the constant impact. Chinese traditional music should be emphasized as an important part of Chinese traditional culture. In the era of new media, the Internet provides people with rich access to information, but there are few information contents that deeply cultivate traditional culture [1]. In an era of rapid cross-cultural exchange, new media as an effective way to promote the dissemination of traditional Chinese culture, to a certain extent, also puts forward new requirements and challenges for its inheritance and development. In this regard, the research question of how to reasonably use new media to maximize the promotion and development of Chinese traditional music is raised, and new ways and development platforms are provided for the inheritance and value guidance of Chinese traditional music. It also provides a new way and development platform for the inheritance and value guidance of Chinese traditional music, thus promoting the promotion of Chinese excellent traditional culture, the dissemination of socialist core values and the formation of the national spirit, and thus playing a positive role in enhancing the people's recognition of traditional culture [2].

Some scholars have pointed out that "in order to scientifically and reasonably satisfy the general public, it is necessary to rely on new media technology to broaden the dissemination of Chinese traditional culture and accelerate the rate of dissemination of Chinese traditional culture [3]." In the new media era, the greatest characteristic of information dissemination is that it can be accepted by the public in a short time, and part of the dissemination content will try to fit the secularization and entertainment [3]. Therefore, the elements of traditional Chinese music can only enter the public's view in the form of superficialization, which leads to the distortion of classical works. This paper analyzes the substantial impact of the development and dissemination of new media on Chinese traditional music from different perspectives.

2. Overview of Chinese Traditional Music

2.1. Basic Definition of Traditional Chinese Music

Traditional Chinese music is a genre of music composed by Chinese people using methods and forms unique to China. It includes both ancient and contemporary works that have been handed down to the present day [4]. In the Introduction to Ethnomusicology, written by the Institute of Early Chinese Music, traditional music is categorized into five categories: song, dance music, rap music, opera, and instrumental music [5].

2.2. The Importance of Traditional Chinese Music

Chinese traditional music is an important component of the excellent Chinese traditional culture. Unique traditional music works not only show unique musical charm, but also reflect the deep meaning of Chinese traditional culture. In today's ever-developing society and economy, people should better understand the status and importance of traditional music and further encourage its heritage and innovation. Promoting the development of Chinese traditional music is an important step in implementing the strategy of strengthening cultural power, deepening cultural confidence, and firmly adhering to the path of synchronization. The ideas and spirit contained in it are also important expressions of national culture [6].

2.3. Problems Related to the Development of Chinese Traditional Music

Although traditional Chinese music is constantly striving and developing in the right direction, it has now entered the age of the Internet. New media provide a platform for the development and dissemination of different kinds of music. The incessant flow of different musical styles has had a significant impact on the development of traditional Chinese music. The reason is, first, that many young people do not understand traditional Chinese music, consider it "old and outdated," and even develop emotional burnout. If this situation continues to develop, there may be a "gap" in the legacy of traditional Chinese music [7]. Young people's lack of understanding of traditional music is a common phenomenon in today's society, and most of what they talk about is popular music, while traditional Chinese music is just the opposite. The second reason is the changing aesthetic orientation of modern people. With the rapid development of society and innovation in the cultural industry, people have more and more choices and more and more music to choose from as they please. Due to the low acceptance of traditional music, its status in the market has gradually declined, resulting in a decline in the popularity and influence of traditional Chinese music.

3. The Promotion of Traditional Chinese Music by New Media

3.1. Basic Definition of New Media

In the process of inheritance and development, new media has new connotations and characteristics, forming a brand new concept, that is, the media form that provides information to the audience through WeChat, wireless communication networks, computer networks and terminals such as digital TV, cell phones and computers [8]. New media integrates sound, image and text in the form of network communication, so that the public can obtain the information they need in a short time. In the process of public acceptance of information, the new media platform can interact with the communicator and audience, and obtain personalized content according to different needs, so as to enhance the public's use of and satisfaction with the new media platform. The continuous development of new media has reversed the thinking mode and traditional behavior of the public, which not only helps to improve the speed and efficiency of information dissemination, but also provides a convenient way for the public to obtain knowledge in different aspects.

In today's rapid development of digitalization, the development and inheritance of Chinese traditional music need to use new media to spread and realize its original value and strong culture,

and the form of communication of new media matches perfectly with the support needed for the development of Chinese traditional music. New media can increase the exposure of Chinese traditional music, promote the optimization of the promotion of Chinese traditional music by increasing the frequency of its push, gradually develop personalized and diversified communication channels, create columns to establish an important window for its image, and continuously improve the promotion rate of Chinese traditional music, let more people see the existence of Chinese traditional music with the help of new media, increase social attention, and enhance the public's sense of identity and pride in national music, so as to guarantee the development of Chinese traditional music. It can enhance the public's sense of identity and pride in national music, thus guaranteeing its inheritance.

3.2. Using New Media to Break the Influence of Traditional Music Development Method

New media provides a good platform for the development of Chinese traditional music. Even though some people oppose the cross-border dissemination of traditional Chinese music, they think that traditional Chinese music should maintain its original style and not lose its original beauty. This kind of opposition is to ensure the inheritance of Chinese traditional music, although this has some truth, but it is very limited in the inheritance. In terms of the development of traditional Chinese music today, it is experiencing a constant decline due to the impact of hip-hop, pop music and other genres. People's knowledge of traditional Chinese music only stays in the aspect of some operas and even many traditional Chinese music do not know its shape. While inheritance is essentially communication, the logic of its thinking is still correctness and innovation, but the role of the media in communication cannot be ignored [9].

New media as a channel for most people to receive information, especially for the main audience group of new media after 00, they mainly through cell phones, computers and other terminals to get the information related to traditional Chinese music, such as through some software such as: Shake, Sina microblogging, Beili Beili, etc. to watch short videos or browse the website, and to carry out some exchanges and interactions or their own point of view of the output. For example, Jingxuan, a guzheng player on YouTube, plays "See You Again", "Rolling In The Deep" and other European and American pop songs on the streets of France with a traditional Chinese instrument, the guzheng, and uploads them on some media apps, which attracts a lot of fans and favorable comments. She uploaded the music on some media software and attracted a lot of fans and favorable comments. It can be seen that new media as a bridge between Chinese traditional music and the world not only provides favorable preconditions for Chinese traditional music to go abroad, but also traditional music as an important part of national culture, new media has a significant impact on the depth and breadth of its dissemination. Due to most people's prejudice against Chinese traditional music, it directly leads to a serious lack of understanding of its culture. Even though the environment and conditions in which we grow up seem to play a role in the inheritance, most of them only stay in the fragmented information received from the new media, only in the most superficial knowledge. Therefore, the development of Chinese traditional music needs to take advantage of the freedom and flexibility of the new media platform, with the main purpose of enhancing the interest of Chinese traditional music, updating and improving some parts of folk music while retaining its main features, presenting the story background of the music and the main emotions expressed to the public with the help of the new media platform, and guaranteeing the interpretation of its unique media in order to better enhance the penetration of Chinese traditional music. The new media platform is the only way to enhance the penetration of traditional Chinese music.

The dissemination of media promotes the innovation of Chinese traditional music in its essence, and promotes the fusion with Western music instead of limiting itself to the cooperation with Chinese traditional music. In 2018, a large-scale folk music cultural competition reality show was co-produced by Guangdong Satellite Television and Shanxi Satellite Television, which, by splitting Chinese traditional music from its own framework and then combining or mingling it with other forms of music, has enabled its development form to be enlarged and extension to get new expansion. Some

scholars have pointed out that "the leap in technological means firstly transforms the media into new media, and the arts are keenly aware of the huge possibilities hidden under the appearance of new media technology [10]. In recent years, the music played by guzheng in the long river of Chinese traditional music development, according to the new artistic elements and cultural characteristics to create a lot of with the times, rich in characteristics and in line with the development of the times, such as: "The King of Orchidland", "The Waves of the Sea", "As It Is" and other concertos. These pieces break the traditional form of guzheng in the way of playing, the integration of Western instruments make the music more rich at the same time, so that many young people can feel the output of traditional Chinese instruments of folk music has the same irresistible charm, in this process, the influence of media dissemination is not to be ignored.

3.3. The Influence of the Derivation of New Media Platforms on the Dissemination of Chinese Traditional Music

In the new media era, the number of Chinese netizens is constantly increasing, which shows that the popularity of new media platforms is very deep into people's lives. At present, every field has a certain understanding of the dissemination and publicity of new media platforms, and can reasonably use them in practice to expand the influence of Chinese traditional music, greatly broadening its dissemination possibilities and increasing the ways for people to understand Chinese traditional music.

New media traditional music fusion has a high degree of compatibility, new media can maximize to meet the market demand for traditional music, expand the traditional music dissemination space, and promote the market-oriented development of traditional music [11]. The most prominent thing about the new media platform is that its communication mode matches the way people can accept Chinese traditional music. In today's emphasis on the development of national culture, Chinese traditional music has an irresistible charm for most people in the world, and some surveys show that people interested in it are getting younger, and it is one of the main new media contents followed by young people. For example, there is currently a lot of music content related to traditional Chinese music, mainly the guzheng, that has gained widespread attention on new media platforms such as Shakeyin. Many guzheng players use the ShakeYin platform to promote the guzheng and at the same time increase the public's familiarity with folk music. Some video creators record music tutorials in the form of video or live teaching, so that the public can get a free ticket to understand and learn folk music with the help of new media platforms, and at the same time, they will utilize big data to realize automated push according to search records, which greatly expands the dissemination space of Chinese traditional music.

Since 2004, CCTV has cooperated with various Chinese folk music players to launch a program to introduce traditional Chinese music culture and show the charm of folk music artists, adhering to the new concept of inheriting the essence of folk music and promoting folk music, and focusing on the interpretation of different folk music by famous folk music players and young generation of folk music talents at home and abroad, and at the same time, it has increased the way of the public to understand Chinese traditional music. Meanwhile, it increases the public's understanding of Chinese traditional music. In this process, new media use their own characteristics of real-time, interactivity, diversity, customizability and globalization to keep the public's attention on folk music, attract the public's attention with rich forms, ensure the efficiency and quality of obtaining the relevant information after understanding the public's preferred content, and expand the scope and influence continuously. This proves that new media is one of the most important factors to promote the integration of Chinese traditional music with the market.

4. Discussion

New media can maximize the market-oriented development of Chinese traditional music, for traditional music needs to be marketed and inherited, and new media provides a service platform for it to show its characteristics. As one of the main ways for the public to understand Chinese traditional

music, the new media platform should emphasize its content management and use, and should have a strict review mechanism to protect the intellectual property rights of the music concerned. At the same time, the operators of new media should strengthen their service consciousness and thinking, promote the optimization and upgrading of the promotion service environment by increasing the frequency of pushing, and make the communication channel an important window for the image of Chinese traditional music.

As a result, Chinese traditional music can be subdivided into performers' performances and the public's personal experience according to the market needs, and different types of music, such as folk songs, operas, and ethnic instruments, can be integrated and bundled with the new media to different degrees, thus further proving that the new media can push the market-oriented development of Chinese traditional music. In the process of integration, we can rely on the advantages of educational resources of colleges and universities, and actively play the role of new media in promoting traditional Chinese music in the classroom or campus cultural activities. For example, in the author's university club, he participated in the "Zheng Rhythm Art Club", which was spontaneously formed by the teachers of the College of Music. Students can watch videos on the new media platform to learn about the general content of traditional Chinese musical instruments after school hours, and utilize the advantages of network resources to consolidate and deepen students' interest and willingness to inherit them. Secondly, the construction of campus cultural activities is closely integrated with traditional music and new media to form a long-term and fixed way of publicity. For example, increase the number of traditional Chinese music tracks in campus culture and art festivals, improve exposure, and publicize them in the form of live broadcasting to expand the scope of the audience of dissemination. Reasonable use of university resource advantages, the integration of new media and traditional Chinese music is fully practiced, and its successful experience and results are promoted.

Reflecting on the current research focus, the status quo of the integration of Chinese traditional music and new media is a bit off track. Although there has been some success in the integration of the two, there is still a lack of research on the linkage of the overall framework, a lack of systematization and fragmentation, and insufficient highlighting of the specific value of certain aspects, so that there are deficiencies in the depth and breadth of the integration of Chinese traditional music and new media. From the perspective of new media communication, when formulating relevant policies, we should take into full consideration the diversified, personalized and interactive characteristics of new media communication, and fully respect the communication law of new media platforms in order to better promote Chinese traditional music with its advantages. As for universities and colleges, they should be committed to further integrating the two, and put forward feasible practical development strategies or ways. From the perspective of the cultural characteristics of Chinese traditional music, combined with the background of the era of non-legacy and the prospect of the development of culture and tourism industry, we take the development of Chinese traditional music with the help of new media as the main research direction, and sort out the relevant theoretical knowledge and practical experience to put forward the targeted strategies and ways.

5. Conclusion

To summarize, the intervention of new media has epoch-making significance for the inheritance and development of Chinese traditional music. By utilizing its own advantages, new media breaks the limitation of time and space in the development of Chinese traditional music, which not only enhances the influence of its art and culture, but also brings new development opportunities for the dissemination of traditional music. At the same time, performers and innovators of traditional Chinese music can conduct publicity and educational activities through new media, diversify the forms and methods of communication, popularize and publicize the artistic and cultural values of traditional Chinese music from different levels, and through the continuous optimization of the communication of new media, the fusion of traditional Chinese music and new media can be better developed.

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