

Developing and Disseminating Traditional Chinese Music from the Perspective of Non-foreign Heritage

-- Taking Henan Yule as an Example

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Abstract: As one of China's intangible cultural heritage, Yu Opera has irreplaceable social influence and artistic value. However, with the continuous prosperity of the economy and society, traditional music is facing the problem of inheritance. Therefore, how to better protect and develop folk traditional music in the new era is an urgent problem that relevant industry personnel need to solve.

Keywords: Non-Foreign Heritage; Traditional Music; Henan Yule; Strategic Recommendations.

1. Introduction

Henan Yule, as one of the representatives of traditional Chinese music, has a profound historical and cultural background and is one of the representative projects in the list of intangible cultural heritage protection in China. With the development of modernization and the influence of cultural globalization, the development of Henan Yule is also facing difficulties. This paper aims to study the development and dissemination of Henan Yule from the perspective of non-foreign heritage, and explore how to effectively protect and inherit traditional Chinese music.

2. The Living Environment of Henan Opera in Today's Society

2.1. Socio Economic Environment

With the rapid development of China's economy and the acceleration of urbanization, the audience of Henan opera has undergone significant changes. The original rural audience turned to urban audience, and their cultural identity and appreciation level of Henan opera were different. At the same time, urban audiences pay more attention to entertainment and fashion, which poses new challenges to the traditional performance form and content of Henan opera.

2.2. In Terms of Technological Progress

With the advancement of technology and the diversification of entertainment methods, entertainment forms such as movies, television, and the internet have had an impact on the audience and market competitiveness of traditional Henan opera. At the same time, the widespread application of digital technology and multimedia equipment has provided new opportunities and possibilities for the performance and inheritance of Henan opera.

2.3. Cultural Identity

As one of the representatives of traditional culture in Henan Province, Henan opera is facing the challenge of cultural identity in modern society. With the trend of cultural diversity and globalization, the traditional performance methods and

content of Henan opera have gradually lost their appeal among young people, which has brought difficulties to the inheritance and development of Henan opera.

2.4. Policy Support

In recent years, the Chinese government has increased its support for traditional culture, providing policy guarantees for the inheritance and development of Henan opera. At the same time, the government has also increased the visibility and influence of Henan opera by building cultural facilities and promoting cultural activities, creating favorable conditions for its development.

3. The Problems of Henan Opera Heritage

3.1. Single Inheritance Method

Oral transmission and apprenticeship inheritance are the main ways of inheriting Henan opera, and their inheritance effect is significantly different from traditional written records and publications. This inheritance method is prone to problems such as incomplete information transmission and unstable inheritance, which are precisely the core issues of inheritance. The inheritance of traditional culture requires a rigorous set of norms and standards, which often need to be established and disseminated through written records. In the absence of written records, oral transmission and apprenticeship transmission are prone to errors and deviations, and may even lead to the loss of traditional culture. In addition, with the changes in modern society, the way young people accept traditional culture has also undergone changes. They are more inclined to understand and learn traditional culture through new media channels such as the internet, while oral transmission and apprenticeship transmission of this traditional approach seem inadequate in this situation.

3.2. Obsolete Stage and Equipment

The outdated performance stage and related equipment of Henan opera have also become a bottleneck in its development. With the continuous progress of society and the increasing demands of the audience for performances,

traditional performance equipment can no longer meet the needs of modern performances. Although there is an urgent need for updating and upgrading stage lighting, sound systems, props, and other aspects, there is a lack of sufficient funding and technical support, which has become an important constraint factor for upgrading and upgrading. In addition, the technical personnel required for device updates are also very scarce, which makes device updates even more difficult. The existence of these problems makes it difficult for Henan opera to survive and develop in modern society, and also limits its space for inheritance and development.

3.3. Lack of Market Demand

Pop culture and emerging art forms have become more favored choices for young people, while the performance form and artistic style of Henan opera are relatively traditional, making it difficult to attract the attention of young audiences. The decrease in audience demand has led to a gradual decrease in the number of performances and market share of Henan opera, posing a threat to the inheritance and development of Henan opera. In addition, traditional performance forms and repertoire also need to be reformed and innovated according to the aesthetic needs of modern audiences. How to combine Henan opera with modern culture and audience needs has become an important topic for the inheritance and development of Henan opera.

3.4. Lack of Professional Talent

At present, there is a shortage of talents in related fields, which is an important problem faced by the inheritance of Henan opera. On the one hand, the professional talents needed to inherit Henan opera are relatively scarce, and they need to possess comprehensive qualities in music, dance, performance, and other aspects. However, due to the neglect of traditional culture and the impact of popular culture by society, the problem of lacking professional talents in the field of Henan opera has become increasingly prominent. On the other hand, although there are a certain number of Henan opera enthusiasts and practitioners, the lack of professional training and standardized education system limits the development and progress of Henan opera.

4. The Reasons for the Difficulties in the Development of Henan Opera

4.1. The Reason for the Single Inheritance Method

There is no rigorous standard or standard for oral transmission and apprenticeship inheritance, which can lead to misinformation and deviation. In addition, with the changes in modern society, the way young people accept traditional culture has also undergone changes. They are more inclined to understand and learn traditional culture through new media channels, such as TikTok, Weibo, etc. In addition, the changes in modern society and economic development have also made young people pay more attention to practicality and career development, and the learning and inheritance of traditional culture do not occupy a primary position in their daily lives.

4.2. The Issue of Outdated Stage and Equipment

The issue of outdated performance stages and related equipment in Henan opera is partly due to historical reasons, and the updating and upgrading of this equipment has not

received sufficient attention and investment for a long time. On the other hand, due to insufficient demand in the Henan opera market, there is also a lack of funding and technical support for equipment updates. At the same time, the professional and technical personnel required for device updates are also extremely scarce, which makes device updates even more difficult. In addition, due to the promotion of marketization of traditional culture, many commercial performance institutions use modern equipment for performances, which makes the performance equipment of Henan opera useless.

4.3. Reasons for Lack of Market Demand

With the development of society and cultural diversity, the aesthetic needs and cultural interests of young audiences are constantly changing and expanding. Against this backdrop, the performance form and artistic style of Henan opera are relatively conservative and traditional, making it difficult to meet the needs of young audiences. At the same time, traditional performance forms and repertoire are also difficult to match the cultural habits and aesthetic needs of modern audiences. In addition, the rise of modern popular culture and emerging art forms has also become a more favored choice for young audiences. However, the performance form and artistic style of Henan opera are relatively conservative, difficult to combine with modern culture and audience needs, and unable to attract young audiences, resulting in its market share declining year by year.

4.4. Reasons for the Lack of Professional Talents

The reasons for the lack of talent in the inheritance and development of Henan opera mainly stem from two aspects. On the one hand, society's neglect of traditional culture has led to the loss of talent in the field of traditional culture. With the acceleration of modernization and the impact of popular culture, many young people have turned their attention to popular culture and emerging art forms, resulting in the art of traditional culture being neglected. On the other hand, the traditional cultural field lacks professional training and a standardized education system, making it difficult for practitioners to receive systematic training and further improvement. Meanwhile, due to the relatively narrow performance scope of Henan opera, its development in talent cultivation is also limited. These reasons have jointly led to the shortage of talents in the field of Henan opera, hindering the inheritance and development of Henan opera.

5. Strategic Suggestions for Inheriting and Developing Henan Opera in the Contemporary Cultural Background

5.1. Diversified Inheritance Methods

in the process of inheriting Henan opera, a systematic written record can be established to record the norms and standards of traditional culture, and disseminated through publishing, digitization, and other means. This can avoid the problem of incomplete and erroneous information transmission, and provide a stable foundation for inheritance. At the same time, training and evaluation of inheritors should be strengthened to ensure that they can correctly inherit and teach traditional culture. In addition, professional inheritance institutions or traditional culture schools can also be established to provide systematic traditional culture education

for young people, in order to make up for the shortcomings of oral transmission and apprenticeship inheritance. In response to the changes in the way young people accept traditional culture, new media channels such as the Internet should be utilized to actively promote traditional culture and enhance their awareness and interest in traditional culture. By establishing traditional culture websites, apps, and other means, convenient and fast learning paths can be provided. At the same time, interesting traditional culture activities can also be carried out to attract the participation of young people. In addition, traditional culture can also be presented to more people through multimedia displays, performances, and other forms to enhance its dissemination and influence.

5.2. Timely Update of Stage Equipment

The government and relevant institutions should provide more financial support for updating and upgrading Henan opera performance equipment and stages. These funds can be used to purchase the latest stage lighting, sound, props and other equipment, as well as to repair the stage, improve the stage effect of the performance and the audience's viewing experience. Secondly, it is necessary to strengthen the cultivation and introduction of technical talents. The government can encourage colleges and vocational schools to offer relevant majors and provide employment opportunities for outstanding graduates by formulating relevant policies. In addition, the upgrading of Henan opera performance equipment and stages can be accelerated by introducing excellent technical talents from both domestic and international sources. Finally, it is necessary to promote the popularity and influence of Henan opera, increase its recognition and influence in society, and attract more funding and technical support. The government and relevant institutions can promote Henan opera by organizing performances, holding competitions, and exhibitions, and promote its value and cultural connotations to society, increasing its attractiveness.

5.3. Strengthening the Integration of Henan Opera and Modern Culture

In order to solve the problem of reduced audience demand faced by Henan opera, we need to find new performance forms and innovative artistic styles, so that Henan opera can better resonate with modern audiences. We can consider combining Henan opera with popular culture, utilizing modern stage equipment and technical means to create new forms of performance, and improving audience participation and interactivity. At the same time, it is also necessary to strengthen the creation and promotion of Henan opera dramas, attract more young audiences' attention and participation through more marketing and promotion. In addition, promotional activities can be carried out to promote Henan opera on campus and in the community, to enhance its

popularity and influence, and to enhance the acceptance and identification of young audiences. Through the above measures, Henan opera will be combined with modern culture to enable its inheritance and development in modern society.

5.4. Strengthen the Cultivation of Professional Talents

We can establish a professional Henan Opera Academy or training institution to offer courses related to Henan opera and cultivate more professional talents. At the same time, relevant universities and institutions can also be encouraged to strengthen their research and teaching of Henan opera, thereby increasing their awareness and popularity of Henan opera. Secondly, a comprehensive and systematic education system for Henan opera should be established, including the cultivation of basic dance, music, and performance skills, as well as the transmission of Henan opera culture and artistic knowledge, to further improve the professional quality and level of practitioners and enthusiasts. Thirdly, strengthen the publicity and promotion in the field of Henan opera. Various publicity and promotion methods can be used, including widely promoting Henan opera on the internet, television, radio and other media, increasing the frequency and coverage of publicity, attracting more young people and talents to participate in the field of Henan opera, and providing more sufficient human resources and professional support for the inheritance and development of Henan opera.

6. Conclusion

In short, the inheritance and development of Yule is a long-term and arduous task that requires joint efforts and support from all parties. By strengthening publicity and promotion, cultivating and selecting professional talents, and integrating and innovating with modern society, we need to strengthen our research and exploration of Yule, explore its application and development in modern music, and promote its development in contemporary music culture, so that more people can understand and appreciate this unique form of music.

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