

Research on the Paths and Mechanisms of Vocal Art Practice Empowering Traditional Cultural Innovation: From the Perspective of Digital Short Drama Integration

Yan Sun

College of Communication, Liaoning Communication University, Shenyang, Liaoning, China

Abstract

Against the backdrop of building a culturally strong nation and the vital inheritance and innovation of traditional culture, the rise of new media formats such as short videos and digital short dramas has expanded brand-new scenarios for vocal art practice. As an art form with auditory aesthetics, emotional expression and cultural communication attributes, vocal art, combined with lightweight, scenario-based and highly communicable digital short dramas, has become a core carrier to promote the innovative development of traditional culture. Based on the integration logic of vocal art practice and digital short dramas, this paper analyzes the core values and practical dilemmas of the two jointly empowering traditional cultural innovation, constructs an integration path from the four dimensions of creative symbiosis, performance presentation, teaching implementation and communication breakthrough, and deeply explores four operating mechanisms: motivation, coordination, guarantee and feedback. The aim is to break the barriers between vocal art, digital short dramas and the inheritance and innovation of traditional culture, achieve a win-win situation among the sublimation of vocal art value, the quality improvement of digital short dramas and the dynamic inheritance of traditional culture, and provide theoretical references and practical ideas for literary and artistic innovation and cultural revitalization in the new era.

Keywords

Vocal Art Practice; Traditional Culture; Digital Short Drama; Innovative Empowerment; Integration Path; Operating Mechanism.

1. Introduction

Excellent traditional Chinese culture is the spiritual lifeblood of the Chinese nation and the foundation of cultural construction in the new era. Currently, the inheritance of traditional culture is facing dilemmas such as rigid forms, audience disconnect, and weak communication, which urgently requires the use of young and lightweight artistic carriers to achieve creative transformation and innovative development. Vocal art practice, with singing performances, work creation, classroom teaching, and stage performances as its core forms, has the characteristics of practicality, popularity, and communicability; while digital short dramas, as the current mainstream audio-visual format, have the advantages of short duration, flexible scenes, wide audience, and adaptability to mobile communication. They can transform the abstract connotation of traditional culture and the auditory beauty of vocal art into concrete and visual audio-visual content, breaking the barrier between traditional culture and modern young audiences. Theoretically, this paper focuses on the three-dimensional integration logic of vocal art practice, digital short dramas, and traditional cultural innovation, filling the research gap in the cross-border integration of vocal art into new media formats and enriching the cross-media theoretical system for the dynamic inheritance of traditional

culture. Practically, exploring the implementable and promotable empowerment path and long-term mechanism of "vocal music + digital short dramas" helps traditional culture get rid of the predicament of being "kept on the shelf", and at the same time promotes vocal art to break through the limitations of a single stage performance and digital short dramas to get rid of the shortcoming of homogenized content, realizing the in-depth integration of artistic value and cultural value, and meeting the growing spiritual and cultural needs of the public, especially young groups. [1]

2. Definition of Core Concepts and Internal Correlation

2.1. Definition of Core Concepts

Vocal Art Practice: Refers to a whole-process practical activity with vocal singing as the core, covering work creation, skill training, stage performance, teaching and research, and cultural communication. It includes not only stage performances by professional troupes and vocal teaching practice in colleges and universities, but also public practice forms such as folk vocal performances, new media vocal communication, and vocal interpretation in digital short dramas. It is a key link for vocal art to move from theory to application and from niche stages to public audio-visual experience.

Digital Short Drama: Refers to a lightweight audio-visual work with a duration of mostly 1-15 minutes, suitable for mobile communication and with a complete plot context. Distributed relying on short video platforms and online audio-visual platforms, it has the characteristics of low production cost, fast communication speed, strong audience stickiness and high scene adaptability. It can integrate various elements such as singing, performance, narration and visual effects, and is an important carrier for current cultural communication.

Traditional Cultural Innovation: It is not a subversion and reconstruction of traditional culture, but on the basis of adhering to the cultural core and spiritual essence, adapting traditional culture to modern aesthetics and close to public life through formal innovation, content activation, communication upgrading and scenario expansion, so as to achieve "upholding integrity and innovation". It specifically includes contemporary interpretation of cultural connotation, modern adaptation of art forms, diversified expansion of communication channels, and digital upgrading of audio-visual presentation. [2]

2.2. Internal Correlation Among Vocal Art Practice, Digital Short Drama and Traditional Cultural Innovation

The three form a closed-loop relationship of complementarity and two-way empowerment, with a natural integration foundation. On the one hand, traditional culture provides a rich core for vocal art practice and digital short drama creation. Materials such as poems, folk legends, intangible cultural heritage operas, folk culture and red culture not only provide melody, singing and spiritual deposits for vocal works, but also build a plot framework and cultural core for digital short dramas, solving the pain points of homogeneous content and lack of deposits for both. On the other hand, vocal art injects auditory soul into digital short dramas, enhancing the artistic texture and appeal of short dramas through professional singing and emotional interpretation, breaking the shortcoming of digital short dramas that "emphasize pictures over hearing". Digital short dramas provide a visual carrier for vocal art and traditional culture, transforming single vocal singing into an immersive audio-visual experience of "plot + singing + picture", lowering the threshold for traditional culture communication, accurately reaching young audiences, and realizing the breakthrough communication and dynamic inheritance of traditional culture.

3. Core Values and Practical Dilemmas of Vocal Art Combined with Digital Short Drama Empowering Traditional Cultural Innovation

3.1. Core Values

Cultural Inheritance Value: The integrated model of vocal art + digital short drama has the advantages of both oral teaching and audio-visual communication, integrating the essence of traditional culture into vocal singing, short drama plots and visual scenes, allowing intangible cultural heritage music, opera culture, folk customs and other contents to continue their vitality in lightweight communication, and solving the problems of "aging and niche" in traditional culture inheritance. For example, intangible cultural heritage Peking Opera vocal short dramas combine classic arias with short plots, allowing young audiences to easily understand the connotation of opera culture.

Aesthetic Remodeling Value: Breaking the stereotypes of traditional vocal music "stage-oriented" and traditional culture "obscure", realizing the integration of traditional aesthetics and modern audio-visual aesthetics through modern visual packaging of digital short dramas and artistic interpretation of vocal music, reshaping the public's cultural aesthetic concepts, and enhancing young people's cultural identity and national pride.

Communication Breakthrough Value: Relying on the platform traffic advantages and communication attributes of digital short dramas, vocalized traditional culture content can break through time and space restrictions, realize fragmented and fission communication, move from professional circles to the whole people, and even promote the overseas spread of traditional culture vocal short dramas, enhancing the international influence of Chinese culture.

Format Innovation Value: Promoting the digital transformation of vocal art practice, expanding new scenarios for vocal performance, teaching and communication; injecting elegant artistic core into digital short dramas, getting rid of the dilemma of vulgarization and homogeneity, realizing two-way quality improvement of literary and artistic formats and new media formats, and helping the innovative development of cultural industries. [3]

3.2. Practical Dilemmas

Insufficient Integration Depth, Emphasizing Form Over Core: Some vocal digital short dramas only stay in the simple splicing of "singing + picture", without deeply exploring the integration logic of traditional culture connotation, vocal art and short dramas. Either vocal singing is separated from the plot, or the plot piles up traditional cultural symbols, resulting in works lacking soul and difficult to convey the essence of culture.

Disconnected Practice Subjects and Obvious Professional Barriers: Vocal practitioners lack experience in digital short drama creation and shooting, and short drama creators do not understand the laws of vocal art and the connotation of traditional culture, with low participation of folk artists and inheritors of intangible cultural heritage. The lack of coordination among multiple subjects leads to the lack of both artistic texture and cultural deposits in works.

Deviated Audience Positioning and Insufficient Adaptation for Young People: Some works either pursue too much vocal professionalism with obscure plots, or blindly cater to traffic and weaken the core of vocal art and traditional culture, making it difficult to accurately grasp the aesthetic needs of young audiences and greatly reducing the communication effect.

Lack of Long-term Mechanism and Weak Sustainability: There is a lack of mechanisms such as professional talent training, resource integration, copyright protection and incentive support. The creation of traditional culture with vocal art + digital short dramas is mostly a short-term

trial, lacking large-scale and normalized operation, and it is difficult to form a sustainable inheritance and innovation model.

4. Specific Paths for Vocal Art Combined with Digital Short Drama Empowering Traditional Cultural Innovation

4.1. Creative Practice: Dig Deep into Cultural Core and Create High-quality Vocal Short Dramas

Creation is the source of integrated practice, adhering to the principle of "culture as the core, vocal art as the soul, and short drama as the form" to create high-quality short dramas with cultural deposits, vocal beauty and audio-visual attraction. First, focus on traditional cultural themes and customize vocal short drama scripts. Based on materials such as ancient poems, folk legends, intangible cultural heritage operas, folk culture and red stories, build a short, vivid and emotionally full plot framework, making vocal singing the core link of plot promotion and emotional expression rather than background decoration. Second, integrate vocal techniques with short drama narration, matching vocal singing methods according to plot styles: national vocal music and opera arias for ancient style themes, bel canto and lyric singing for red themes, and pop vocal singing for modern adaptation themes, so as to achieve a high degree of integration between singing and plot. Meanwhile, streamline lyrics and optimize melodies to make vocal segments adapt to the duration of short dramas and facilitate communication and memory. Third, adhere to integrity and innovation, balance art and traffic, ensure the professionalism of vocal singing, fit the narrative rhythm of digital short dramas, and put an end to the rigid piling up of cultural symbols. For example, the ancient poetry vocal short drama Qiang Jin Jiu takes Li Bai's life as the main plot line, matched with national vocal singing, perfectly integrating poetry culture and vocal art, and becoming a hit traditional culture audio-visual work.

4.2. Performance Practice: Innovate Audio-visual Presentation and Create Immersive Experience

Performance is the core link of the integration of vocal art and digital short dramas, breaking through the limitations of traditional stages and creating an immersive audio-visual experience of "vocal singing + plot performance + visual effects". First, create diversified performance scenes, build real or virtual scenes combined with short drama plots, and integrate vocal performances into ancient style scenes, folk scenes, cultural tourism real scenes and virtual digital scenes, realizing the integration of "vocal art + short drama + cultural tourism" and "vocal art + short drama + virtual production" to enhance the visual hierarchy. Second, innovate performance forms, adopt a two-line parallel mode of "vocal singing + plot interpretation", with professional vocal actors as the leading roles, singing while performing, integrating emotional expression into singing and body movements, and fully displaying the connotation of traditional culture with the help of short drama lens language, costumes, props and special effects. Third, promote cross-border performance cooperation, jointly perform with vocal performers, short drama actors and inheritors of intangible cultural heritage, deeply integrating the vocal performances of traditional operas and folk songs with short drama narration, enhancing the cultural authenticity and artistic vitality of works. For example, the intangible cultural heritage vocal digital short dramas launched by many cultural tourism departments are filmed in real scenic spots, integrating local folk song singing and folk plots, becoming a new highlight of cultural tourism communication.

4.3. Teaching Practice: Integrate Digital Short Dramas and Cultivate Interdisciplinary Talents

Vocal teaching practice in colleges and art academies is a key position for cultivating integrated talents. Reconstruct the teaching system of "vocal art + traditional culture + digital short drama" to cultivate interdisciplinary artistic talents. First, optimize teaching content and add interdisciplinary courses, integrating traditional culture vocal creation, digital short drama script creation, audio-visual shooting and post-editing into the vocal teaching system, so that students can master the whole-process skills of vocal singing, cultural interpretation and short drama production. Second, innovate teaching modes, adopt "theory + practice + project-based" teaching, organize teachers and students to build training projects for traditional culture vocal short dramas, and invite short drama directors, inheritors of intangible cultural heritage and new media operators to teach in classrooms; organize students to carry out field research, collect folk music and opera materials, adapt and create vocal short drama works, and improve practical ability. Third, strengthen assessment orientation, incorporate vocal short drama creation and traditional culture interpretation into teaching assessment, change the teaching misunderstandings of "emphasizing skills over culture" and "emphasizing stages over digitalization", and make students creators and communicators of traditional culture vocal short dramas.

4.4. Communication Practice: Leverage Short Drama Platforms to Achieve Cultural Breakthrough

Relying on the communication advantages of digital short dramas, build an omni-channel communication matrix to make traditional culture vocal short dramas achieve a national breakthrough. First, accurately layout communication platforms, focusing on mainstream short drama platforms such as Douyin, Kuaishou, Bilibili and WeChat Channels, customizing content according to platform characteristics: pushing 1-3 minutes finely edited vocal segments on short video platforms, and releasing complete plot short dramas on medium and long video platforms to accurately reach different audience groups. Second, innovate communication forms and carry out online and offline linkage communication: hold vocal short drama exhibitions, college tours and cultural tourism exhibitions offline, and launch topic challenges such as "Traditional Culture Vocal Short Drama" online, linking internet celebrities, vocal bloggers and short drama experts to forward and drain traffic, realizing fission communication. Third, promote cross-cultural and commercial communication, push high-quality traditional culture vocal short dramas to overseas short video platforms to convey Chinese culture to the world; explore the commercial model of "vocal short drama + cultural tourism + cultural and creative products" to achieve a win-win situation of communication benefits and economic benefits and ensure sustainable development.

5. Construction of Operating Mechanisms for Vocal Art Combined with Digital Short Drama Empowering Traditional Cultural Innovation

5.1. Motivation Mechanism: Stimulate the Innovative Vitality of Multiple Subjects

The motivation mechanism is the core engine of integrated practice, exerting force from both internal and external motivations. In terms of internal motivation, strengthen the cultural consciousness of vocal practitioners, short drama creators and educators, establish the concept of "cross-media integration and cultural empowerment", take the initiative to study traditional culture and cross-border creation skills, and enhance the enthusiasm for integrated innovation. In terms of external motivation, the government introduces special support policies, sets up a creation fund for traditional culture vocal short dramas, and

provides financial subsidies for high-quality works; holds special competitions and evaluation activities to commend excellent integrated projects, provide traffic support and honor incentives for practitioners, and mobilize the enthusiasm of all parties.

5.2. Coordination Mechanism: Break Barriers and Integrate Multiple Resources

Build a multi-coordination system of "government + colleges + art troupes + short drama platforms + cultural tourism institutions + intangible cultural heritage inheritors" to break professional barriers. The government is responsible for overall guidance, building a cross-border cooperation docking platform and issuing standardized standards; colleges are responsible for talent training and theoretical research, delivering interdisciplinary talents; art troupes provide professional vocal support and traditional cultural materials; short drama platforms provide technology, traffic and distribution channels; cultural tourism institutions are responsible for scenario implementation and offline promotion; intangible cultural heritage inheritors provide cultural guidance and technical support. Through regular seminars, project co-construction and resource sharing, a joint force for integrated innovation is formed.

5.3. Guarantee Mechanism: Build a Solid Foundation for Integrated Development

First, talent guarantee: establish a school-enterprise joint training mechanism, offer special majors in vocal digital short dramas, and cultivate interdisciplinary talents with vocal skills, traditional cultural literacy and short drama creation capabilities. Second, resource guarantee: build a traditional culture vocal material library, short drama script library and audio-visual resource library, integrating folk music, opera arias, ancient poems and other materials to support creation. Third, fund guarantee: build a diversified fund system involving government investment, platform support and social capital to ensure short drama production, promotion and talent training. Fourth, institutional guarantee: improve the intellectual property protection system, standardize the copyright ownership of vocal short dramas, and protect the legitimate rights and interests of original works and inheritors of traditional culture.

5.4. Feedback Mechanism: Optimize and Improve Works and Paths

Establish a comprehensive feedback system to realize a virtuous circle of "creation-communication-feedback-optimization". Collect feedback from the audience on the plot, singing, cultural expression and audio-visual effect of vocal short dramas through platform big data analysis, user comments, questionnaire surveys and expert reviews; regularly hold retrospective seminars to adjust the creation direction, performance forms and communication strategies in view of problems such as content disconnection, weak communication and cultural deviation in integrated practice, ensuring that works fit the aesthetics of young audiences and truly realize the effective inheritance and innovation of traditional culture.

6. Conclusion and Prospect

The combination of vocal art practice and digital short dramas is an innovative path for the vital inheritance of traditional culture in the new era. It not only solves the three pain points of weak traditional culture communication, single vocal art scene and homogeneous digital short drama content, but also realizes the co-prosperity of artistic value, cultural value and communication value. At present, although the integration of the three is faced with problems such as insufficient depth, disconnected subjects and imperfect mechanisms, the construction of a four-dimensional integration path of creation, performance, teaching and communication,

as well as four operating mechanisms of motivation, coordination, guarantee and feedback, can effectively break the barriers and promote the dynamic inheritance of traditional culture.

Acknowledgments

This research is an achievement of the 2026 Shenyang Cultural and Art Practice Innovation Project (Project No.: SYSK2026-02-254, Project Title: Research on the Integration of Vocal Art Practice and Cultural Innovation).

References

- [1] Jin Tielin. Research on National Vocal Music Teaching and Practice, M. Beijing: China Federation of Literary and Art Circles Press, 2019.
- [2] Wang Yaohua. Introduction to Chinese Traditional Music, M. Shanghai: Shanghai Music Publishing House, 2020.
- [3] Fan Xueqin. The Transformation Path of Digital Empowerment in College Vocal Music Teaching, J. Journal of Yuzhang Normal University, 2024, 39(06): 90-94.