

Analysis of the Spread and Development of National Music in the New Media Environment

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Abstract. At present, China's economy is in the stage of rapid development, China's science and technology are constantly developing and updating, new media also frequently appear in people's production and life. New media is a new form of communication and trade, which can bring great convenience to people's production and life, and also meet people's growing needs. In other words, the current era is the era of new media. With the continuous growth and development of new media, the speed of national music communication and development is also faster and faster. At the same time, the new media has also broadened the channels of national music communication. This paper classifies and analyses the ways of national music transmission in the new media era, and investigates and studies the current situation and trend of the development of national music in China, hoping to provide reference for the long-term development and innovation of national music in the future.

Keywords: New media, national music, music, art.

1. Introduction

National music is also one of the important cultural treasures of our country, which has played a role in promoting the development of our culture. National music is one of them. After thousands of years of inheritance and development in our country, national music has been constantly innovating, with an ancient artistic flavor, and has a unique style and characteristics. In China, national music is not only an art, but also the spiritual wealth of the Chinese nation after thousands of years of history. At present, the comprehensive national strength of our country is constantly improving, and our country is gradually in line with the international standards. Therefore, our culture has also been infected by other countries' cultures, and constantly absorbs other countries' cultures. Thus, our national music has been constantly integrated with other countries and other national music, which also means that our national music is constantly innovating and developing in the process of internationalization in our country, which can be predicted that our national music will go farther and farther in the new media era.

National music is a manifestation of traditional culture. In the long history and culture of China for thousands of years, national music has merged various cultures, such as ancient and modern cultures, multi-ethnic cultures and world cultures. It also organically combines the characteristics of history and integrates the artistic forms of different nationalities in China, thus forming a unique artistic feature. In a word, our country has rich cultural history and cultural spirit. These cultures all show the prosperity of our country in different periods and people's way of life. Among them, national music links our history, culture and local customs and human feelings in different regions, and constantly shows our cultural spirit and life from ancient times to the present. Living style.

2. National Music and New Media

National music is a very ancient cultural art, which has existed for thousands of years. It can be said that music accompanies the development of human beings, and reflects people's life and culture in different times [1]. At the end of last century, with the continuous improvement of China's economic level, China's culture began to move towards the world. With the opening of our country's door to other countries, our culture has begun to exchange with other countries' culture. The arrival of the new media era has laid a solid foundation for our culture to go to every corner of the world, which has promoted our national music to spread all over the world at a very fast speed.

The current era is the era of new media, whose main feature is the popularization of computer technology. New media is a digital interactive media, which is a relative concept used to distinguish traditional media. New media technology covers a variety of modern media forms, such as network television, mobile phones, computers and so on. The continuous development of new media technology has brought tremendous changes to people's lives and production. The age of new media influences all aspects of people's lives, such as culture, economy and politics [2].

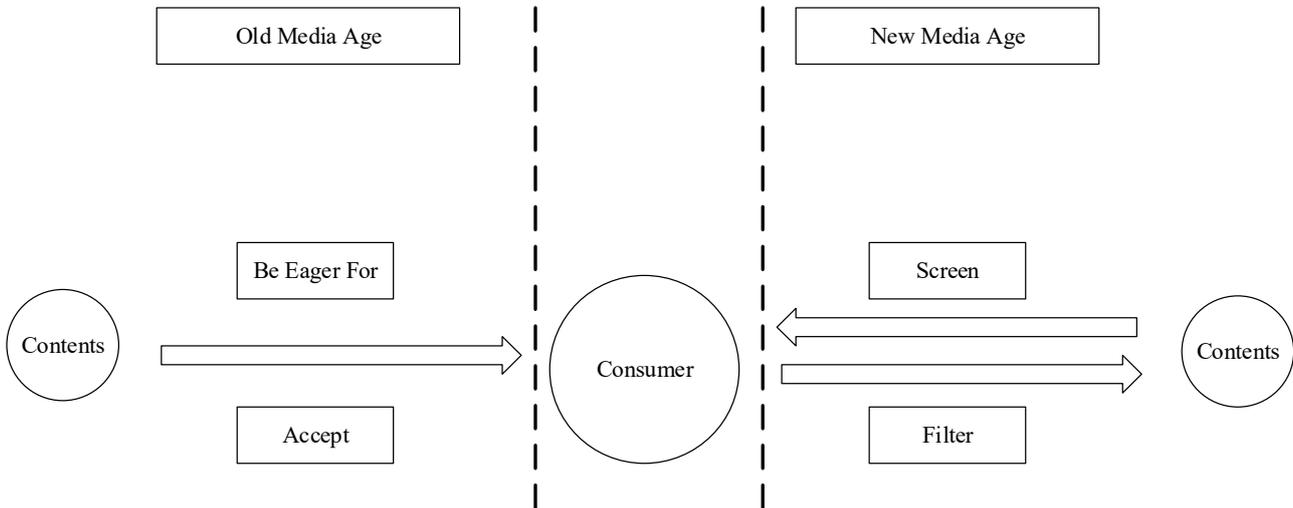


Fig. 1 The Difference between the Old Media Age and the New Media Age

At present, with the continuous development of new media, its popularity is also increasing, which has greatly affected the speed of the dissemination and development of national music, and also expanded the scope of the dissemination of national music. From the perspective of the development of national music, they are closely related to the development of new media technology. New media technology has built a sound development platform for the development of national music in China. At the same time, new media technology has also provided a good basis for the development of music production and dissemination. Nowadays, the new media has been widely used in China, frequently appearing in people's production and life, but also has a huge impact on people's production and life. New media has many characteristics, such as interaction, cheapness and extensiveness, which promote the spread and development of national music. In short, the emergence of new media, for the dissemination and development of national music to build a quality environment, but also for the later music creation and production technology has a strong role in promoting [3]. In the new media environment, people should make a more in-depth discussion on the dissemination and development of national music, so that the role of new media can fully play its role in the process of music dissemination.

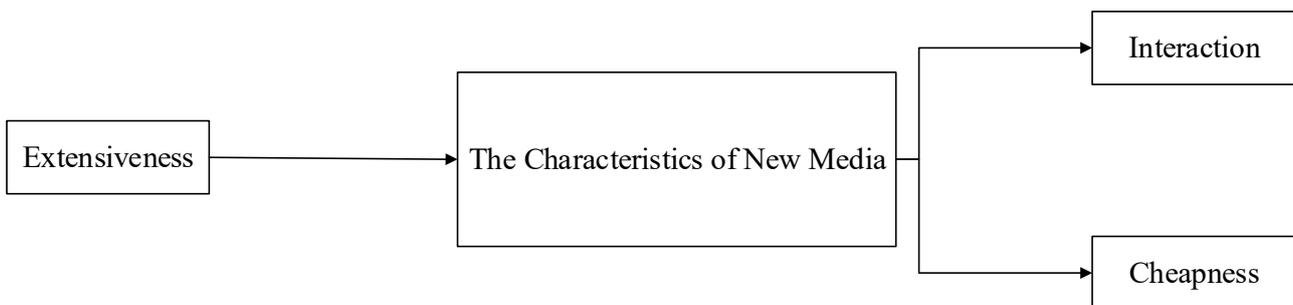


Fig. 2 The Characteristics of New Media

3. The Characteristics of National Music Communication in the New Media Age

Compared with traditional media, new media has many advantages, such as pluralism, universality and instantaneity, which breaks the limitations of traditional media, promotes the spread of national music, even promotes the spread of the entire music industry, and makes national music show more advantages in the new media environment.

3.1 The Convenience of National Music Communication in the New Media Environment

In the new media environment, the dissemination of national music must absorb and integrate the unique nature of the new media itself. Specifically, the dissemination of national music has broken the limitations of traditional national music in time and space. In any place, at every moment, people can disseminate national music through media with the nature of dissemination, such as computers, mobile phones, and its forms of dissemination also show diversification, such as audio, video and so on. Therefore, in the context of new media, people can spread national music to others in various forms anywhere in the world. In the new media and environment, the dissemination of national music fully reflects the convenience, which is not only the characteristics of the new media, but also the characteristics of the dissemination of national music in the new media environment.

3.2 The Diversity of National Music Communication in the New Media Environment

National music is an important component of national culture, and it also undertakes the important task of the dissemination and development of national culture at present, the world culture is developing in a pluralistic direction, and different world cultures are gradually merging together. In the wave of world culture development, national music must adhere to its own cultural characteristics and national spirit, and continue to move towards a deeper level and a wider scope. Development In addition, our country is a multi-ethnic country, and the material of national music itself is very extensive. If we can combine our national culture with other countries' culture organically, we can also make our national music show more elegance. In the new media and environment, the dissemination of national music fully reflects the diversity, which is not only the characteristics of the new media, but also the characteristics of the dissemination of national music in the new media environment.

3.3 The Interaction of National Music Communication in the New Media Environment

There are many characteristics of new media, the most important of which is interaction. At the same time, in the process of communication, the audience and the communicator can build a relationship of communication and communication. Its main advantage is that when the disseminator publishes the national music on the Internet, the audience can get resources at the first time and respond in a timely manner. This response not only refers to the audience's evaluation of the music resources, but also includes the audience becoming the disseminator, sharing the resources again, so that the national music resources can interact in two-way and multi-way forms [5].

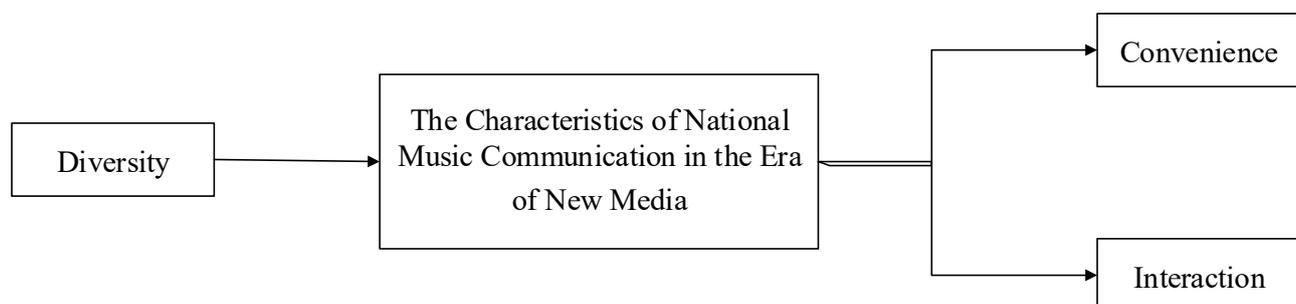


Fig. 3 The Characteristics of National Music Communication in the New Media Age

4. The Emergence of New Media Environment and its Promoting Role in the Development of National Music Communication

4.1 The Generation and Significance of New Media Environment

In the new media era, we use various media to disseminate information, such as digital newspapers, mobile phone short messages, digital TV, digital magazines and so on, so as to carry out wider and faster dissemination, so that more groups can get to know the latest news.

In recent years, the continuous development of IT industry has built a good foundation for the new media environment, so that people can communicate through the Internet [6]. At the same time, it is not only a technological change, but also a brand-new concept for cultural communication. It is not only that national music can be disseminated through new media, but also that national culture can be disseminated and developed through new media, so that more people can understand the culture and spirit of the Chinese nation.

4.2 The Role of New Media Environment in the Development of National Music Communication

The emergence of new media environment promotes the universality and popularity of information transmission. At the same time, the development and comprehensive application of IT technology also enable information to be disseminated and developed in many different ways to achieve good transmission effect. In addition, the new media environment also makes information transmission faster and more convenient. People can listen to the music they want at home, no longer need to go to a special opera house, no need to buy CD-ROM albums, just need to input keywords on the network and click on the mouse to get the music resources they want.

Compared with pop music and classical music, national music has strong limitations, and its transmission scope is narrower. However, due to the emergence of new media, national music can have more ways to disseminate and develop.

5. Measures to Promote the Spread and Development of National Music in the New Media Environment

5.1 The Combination of Public Management Mechanism and National Music Industry

For the national music industry and cultural communication, strengthening public management has a strong role in promoting both, and can ensure the healthy and rapid development and dissemination of national music in the new media era. Public management mostly adopts network and policy means, thus launching a series of dissemination and guidance of national culture, using contemporary public management means to carry out a series of scientific and systematic management of the development of national music industry, which is mainly divided into three aspects. Firstly, using public management means to build a network propaganda platform to enhance the core competitiveness of national music and the development of cultural industries around the region. Secondly, improve the public management mechanism, build a perfect system to ensure and guide the development and dissemination of national music industry. Thirdly, we should strengthen the development strength of the national music industry, expand the communication space, and combine the convenience function of the virtual space of the new media technology of public management to improve the development level and innovation level of national music.

5.2 Focusing on Nationality, Achieving the World Dissemination of National Music

Each kind of national music is the product of the development of national culture. At the same time, Chinese national music is an important component of Chinese culture. In the long history of thousands of years, it has continuously developed and expanded, and finally formed its own unique charm.

National music itself can reflect the local conditions and customs of different regions. It covers the basic cultural information of the process of national life in human society. At the same time, most of our national music is composed of folk vocal music culture. Under the long-term nurture of folk vocal music culture, national music continues to develop and progress, thus constituting a rich and diverse form of music art. At present, the main means of the development of Chinese national music is to explore the essence of traditional music on the basis of folk music.

Although art and culture originated from the nation, it belongs not only to the nation, but also to the whole world, and it is the treasure of all mankind. In the wave of development of Chinese national music, not only need to adhere to its own national characteristics, but also should go to the world, to the international, to a higher artistic palace.

National music is an important component of Chinese music culture, which covers the cultural history of different nationalities in different periods and regions of China. Different nationalities in China inherit their own culture and spirit with their own voices and music. They transcend the limitations of time and space, and show the spirit and artistic culture of different nationalities. At present, the field of music is gradually diversified, but it is worth noting that all countries should be equal and independent in music. As a part of China, we must take carrying forward the spirit of the Chinese nation as an important task, enrich our national music in various ways, and use various channels to spread our national music to the whole world. At the same time, China's national music must adhere to its own national characteristics, and integrate the essence of other nationalities' art, weed out the old and bring forth the new, keep pace with the times, and create a unique music and art system with Chinese characteristics.

6. Conclusion

At present, the situation of global diversification is gradually taking shape, the era of new media has come, and our local and national cultures are also developing in the direction of diversification. In the multimedia environment, our national music keeps pace with the times, weeds out the old and brings forth the new, and moves towards the international stage. With the continuous construction and improvement of spiritual civilization and the continuous progress of economic development in China, people are questioning the nature and human texts, which also promotes the development of our national music industry, and also promotes the spread and development of our national music.

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