



The Innovative Inheritance and Development of Guqin Art in the New Media Perspective

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Abstract. The Chinese guqin has been listed by UNESCO as a masterpiece of the oral and intangible heritage of humanity, and has since been awarded seven national non-heritage achievements, making it a typical representative of Chinese folk music art. However, after a thousand years of development, the art of guqin is still a niche culture with low popularity among the general public.

In order to break the awkward communication status quo of guqin art, a study was conducted on the current situation of the promotion and communication of guqin art in Fujian and Taiwan. This paper finds that the art of guqin is slow to spread, small in scope, and has an aging audience. To this end, the following suggestions are made: using mainstream media to activate the cultural market of guqin art; integrating various forms to innovate the dissemination channels of guqin art and continuously expanding the exchange and cooperation of guqin art in Fujian and Taiwan. In order to strengthen the promotion of guqin art in the new era, change the awkward communication status quo of guqin art, so that guqin art can enter the public's view more quickly and better, and pass on.

Keyword: New Media Guqin Art Intangible Heritage Fujian-Taiwan Cooperation

1 Introduction

Among the four ancient arts of “qin, chess, calligraphy and painting”, the guqin is the first one. It has a very long history in China, with a strong cultural and historical background, as well as unique artistic characteristics and humanistic values, and can be considered as a “living fossil” in Chinese music, but because the qin has been a kind of elegant pleasure for the literati to cultivate themselves since ancient times, it is seldom played in public, so the modern people's knowledge of it has been very limited, which has caused some difficulties for its The dissemination of the instrument has caused certain difficulties. In addition, the rapid development of the Internet in the new era, people are constantly receiving the impact of foreign cultural elements, which also leads to changes in people's aesthetics, making it difficult for them to appreciate the beauty of the guqin art, making the art of guqin gradually lost.

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In the current new media environment, the new media technology and the corresponding platform are further improved and optimized. ShakeYin, Xiaohongshu and other platforms are flourishing, which expands new channels for the dissemination and promotion of guqin art and will play a huge role in promoting the heritage of guqin art, so the “dissemination and promotion of guqin art”. Therefore, it is appropriate to integrate the development of “the dissemination and promotion of guqin art” and “the social interaction platform of new media”. This study will focus on the Chinese guqin art, and study its inheritance and development in Fujian and Taiwan, and provide a new theoretical perspective for the inheritance of guqin art.

2 Research on the Status of Guqin Art Transmission and Promotion in Fujian and Taiwan

The subjects of this paper are surveyed at all age levels, and the sample distribution is mainly concentrated in Fujian and Taiwan, and the data samples are obtained and studied and analyzed through relevant statistical work. Three parts are included: the first part is the background information of the survey respondents, the second part is the survey respondents' preferences for the content of guqin communication, their exposure to the communication media of guqin art [1, 2], and their use and preference for new media platforms [3]; the third part is the survey respondents' opinions and attitudes toward the communication of guqin art.

The survey is represented by the results of questionnaires and field interviews in Fujian and Taiwan, and radiates nationwide. The purpose of the survey is to understand the current situation and the changes occurring in the dissemination of guqin art in the new media environment, analyze and summarize the current problems that need to be solved in the dissemination of guqin art and propose corresponding optimization strategies, in order to promote the effectiveness of the dissemination of guqin art and provide references for its dissemination and development in contemporary times.

2.1 Promoting the Art of Guqin by Combining Integrated Media Forms

Many large theaters and guqin societies in Fujian and Taiwan have regular activities such as guqin concerts. Such offline activities are in a more traditional and single form, which makes it difficult to attract the attention of young groups, but it is good that venues such as theaters and guqin societies can provide a good space for guqin performance, and through the combination with new media, connect online and offline scenes, move guqin concerts online, synchronize offline performance with online cloud display, and with the help of The live broadcast boom promotes the promotion of guqin art to the younger generation.

The dissemination of guqin on the corporate side can also be expanded more outwardly, and in recent years the form of culture + tourism [4] has exploded, combining the art of guqin with the tourism industry to disseminate the art of guqin through research in the direction of cultural tourism [5] in order to get good communication benefits.

2.2 Focus on Cross-Industry Cooperation in Guqin

Nowadays, most of the guqin communication activities in Fujian and Taiwan are mainly knowledge lectures and guqin recitals, but there are also a small number of cross-industry communication activities, such as guqin new media promotion, guqin cultural and creative product design, and guqin NFT community, etc. With this as a base point, we can expand the cross-industry communication, increase the dissemination of guqin, and no longer be limited to the traditional promotion program, and actively promote the dissemination of guqin art through integrated media [6].

3 Analysis of New Media Communication of Guqin Culture

Principal component analysis (PCA) is used to linearly combine multiple indicators with certain correlation, so that these indicators have the largest possible variance with each other, and then achieve dimensionality reduction. Its steps for PCA analysis of categories are as follows:

Calculate the covariance matrix based on the standardized data set

$$R = (r_{ij})_{n \times n} = \begin{bmatrix} r_{11} & r_{12} & \cdots & r_{1n} \\ \vdots & \ddots & \ddots & \vdots \\ r_{n1} & r_{n2} & \cdots & r_{nn} \end{bmatrix} \quad (1)$$

Compute the eigenvalues $\lambda_1 \geq \lambda_2 \geq \cdots \geq \lambda_n \geq 0$ of R and the corresponding eigenvectors u_1, u_2, \cdots, u_n where $u_j = (u_{1j}, u_{2j}, \cdots, u_{nj})$, u_{nj} denotes the n th component of the j th eigenvector; n new indicator variables are formed from the eigenvectors:

$$\begin{cases} y_1 = u_{11}\bar{x}_1 + u_{21}\bar{x}_2 + \cdots + u_{n1}\bar{x}_n \\ y_2 = u_{12}\bar{x}_1 + u_{22}\bar{x}_2 + \cdots + u_{n2}\bar{x}_n \\ y_n = u_{1p}\bar{x}_1 + u_{2n}\bar{x}_2 + \cdots + u_{nn}\bar{x}_n \end{cases} \quad (2)$$

where y_1 is the 1st principal component, y_2 is the 2nd principal component, \cdots , y_n is the n th principal component. The contribution rate $z_j (j = 1, 2, \cdots, n)$ and the cumulative contribution rate of y_1, y_2, \cdots, y_n (p is a_p for each principal component y_j is calculated).

The above model and the Bartlett sphericity test lead to the following results:

Among them, questionnaire 1 is a survey on what form of guqin music is more acceptable, questionnaire 2 is a survey on the status of knowledge about guqin, and

Table 1. PCA analysis and Bartlett's test

Questionair coding	Coefficients	Approximate Cardinality	Df	p
Questionnaire 1	0.423	127.064	5.00	0.00
Questionnaire 2	0.402			
Questionnaire3	0.434			

questionnaire 3 is a survey on how much the public can accept the new media form of guqin culture propaganda.

As can be seen from Table 1, Questionnaire 3 has the highest loading on the public factor in the dissemination of guqin culture, reflecting the relative importance of Questionnaire 3 to it, followed by Questionnaire 1. And the common degree of Questionnaire 1 and Questionnaire 3 are similar, that is, the relative importance of both in the dissemination of guqin is higher.

4 Third, New Media Boosts the Rejuvenation of Guqin Art

4.1 Using Integrated Media to Activate the Cultural Communication Market of Guqin Art

Mainstream media [7] are media that have great strength, are oriented to the whole society, have a certain mainstream audience and can lead social opinion and have great influence, and are authoritative media that can reflect the mainstream ideology of society and focus on the basic issues of social development [8].

Using the program to promote Guggenheim art performance, Foucault, a professor of the history of ideological systems, believes that mainstream media can have an impact on people's behavior by monitoring the field of communication and spreading correct values to achieve discourse guidance. Through stage performances in mainstream media, the public can enjoy the art of guqin and develop an interest in understanding it to promote the dissemination of guqin art.

4.2 Integration of a Variety of New Media Forms

Building an online learning and communication platform, in the new media environment all aspects of knowledge can be realized online and offline flipped classroom style learning, online learning and communication platform can break through the limitations of time and space, and more widely spread the knowledge related to the art of guqin.

Digital resources such as sound, image and video are combined through multimedia technology. Chinese guqin art can be communicated with VR virtual reality [9], AR augmented reality and other emerging media for branding fusion media technology to achieve multi-angle, all-round and wide-range immersive experience [10]. The communication efficiency can be improved while experiencing it live, thus quickly and effectively influencing the audience's awareness of the guqin.

5 Conclusion

5.1 In Terms of Popularizing the Knowledge of Guqin

There is not much difference between genders, both men and women have similar knowledge about the basic knowledge of the guqin, most people know about the guqin at the level of having heard of it, followed by those who have not heard of it and those who have basic knowledge of it, and very few people are familiar with the culture of the guqin. In terms of age, different age groups have similar knowledge about the guqin, more about the historical knowledge of the guqin, but less about the achievements of the guqin.

5.2 In Terms of the Ways to Promote the Guqin

As for the propaganda of guqin, the survey data reflects that a large proportion of respondents have not been exposed to any guqin propaganda methods, and those who have been exposed to guqin propaganda say that they rarely see it in our daily life, and see it less often and in fewer ways. This also precisely shows that the propaganda of guqin culture is not in place and has not yet become popular.

5.3 Factors Affecting the Promotion of Guqin Culture in New Media

In the choice of new media to promote guqin culture, the short video platform to promote popular guqin culture and digital products of guqin music is the most acceptable way. Nowadays in the era of new media, live broadcast, short video and so on can be seen everywhere around, everyone is a self media, in the media platform publicity is undoubtedly a good choice, after publicity can also attract more people through live broadcast, and even bring goods publicity, design beautiful and lovely guqin peripheral to attract more and more people to pay attention to the guqin culture.

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