

## Research on the Media and Ways of Chinese Traditional Music Communication under the Environment of Media Integration

Lu Wang

Conservatory of Music, Nanyang Institute of Technology, Nanyang, 473004, Henan, China

**Keywords:** Traditional music; Nation; Media integration; Communication

**Abstract:** As an important part of the excellent culture of the Chinese nation, traditional music not only reflects the long history of the Chinese nation, but also shows the unique humanistic spirit and emotional world of the whole nation. Media convergence provides conditions and opportunities for the dissemination of national culture, and at the same time puts forward popular requirements for the dissemination of national culture. Under the background of media convergence, the combination of traditional media and new media has continuously broadened the channels of information dissemination and provided a good dissemination environment for information dissemination. This also provides great opportunities and challenges for the development of China's national music culture. We must inherit and develop our traditional music and let it continue to bear the historical memory of the Chinese nation. This paper discusses the dilemma of ethnic minority communication under the media integration, and combines the analysis of ethnic minority's own advantages to draw the communication countermeasures of ethnic minorities in the context of media integration.

### 1. Introduction

In the era of media convergence, compared with the traditional mode of communication, the traditional mode of transmission of national music in China shows the characteristics of complexity, diversification of channels and process liberalization [1]. The dissemination of national culture is the need of the development of national culture itself, and also the need of the development of Chinese culture. Especially in today's multi-cultural development, Chinese national music has its own complete system and relatively independent structure, and the development of national music in China is coherent and clear [2]. Media integration has become the development of the media industry. Driven by information technology, traditional media and new media are deeply integrated in content, technology, channels, management, etc. [3]. The essence of media convergence is that consumers can use the omnipotent terminals to obtain the services they need through the ubiquitous network [4]. Today, in the context of world political pluralism and economic globalization, national traditional sports have demonstrated the humanities and values of the country to a certain extent. As an important historical and cultural heritage, Chinese national music plays an important role in China's traditional cultural system and is one of the traditional art forms that cannot be ignored [5].

Chinese traditional music is an important part of the excellent culture of the Chinese nation. Traditional music is the crystallization of the wisdom of the ancients. It embodies the ancient people's thoughts, aesthetic concepts and ways of thinking about music [6]. With the emergence of new media and other means of communication, the transmission of traditional Chinese music has undergone great changes [7]. This also provides great opportunities and challenges for the development of China's national music culture. The media fusion constructs the background of the spread of national culture. Under this background, the cultural communication of ethnic minorities should emphasize the nationality of culture. National traditional sports should become our propaganda to the world of the excellent culture of the Chinese nation, win the respect and favor of the world [8]. Traditional music is a treasure house of the Chinese nation, from which we can learn rich music nutrition. We must inherit and develop our traditional music so that it can continue to bear the historical memory of the Chinese nation [9]. In this paper, we will focus on the media and mode of traditional Chinese music communication under the background of current media convergence, in order to provide some guidance for the vast number of researchers.

## 2. Communication Characteristics of Traditional Chinese Music in the Environment of Media Integration

### 2.1 Traditional communication mode is impacted

After China's socialist modernization has entered a new period and a new stage, the state's emphasis on traditional culture has gradually increased. Whether oral transmission or live improvisation stage performances, in order to ensure the effectiveness of communication, the communicator and the receiver must be carried out in the same time and space. As a cultural phenomenon, the development of sports varies from country to country, but the influence and popularity of sports often depend on media communication. Under the background of economic globalization, Western culture has been introduced into China, and Western music has caused great impact on traditional Chinese music. With the overall development of the current social economy, China's overall information technology level has also made significant progress, and in recent years, a variety of different types of new media forms have emerged. Media integration has opened up the channel between national media and the dissemination of multiple media, forming a comprehensive media communication network. The communication space has been greatly expanded, so that all the people are gathered in the same media ecological pattern.

In music teaching, the social development of students is mainly realized through communication and cooperation behaviors. The communication and cooperation between students and students, students and teachers are beneficial to the social development of students. The interactive relationship of students' social development is shown in Figure 1.

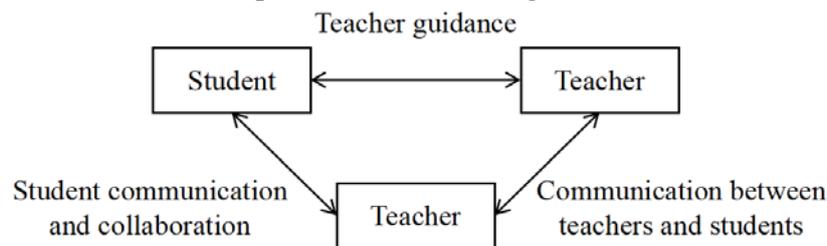


Fig.1 Student social development interaction

### 2.2 Audio-visual communication mode becomes the mainstream

Under the environment of media convergence, the dissemination of national traditional music in China has not only the characteristics of traditional media, but also the characteristics of new media itself. There are many reasons why young people are not interested in traditional music. One of the important reasons is that our educational system and the public do not pay enough attention to tradition. National music culture has broken the traditional way of communication, and began to use new media to spread. In the new media environment, the spread of national music is completely free from the restrictions of time and place. For traditional news media to achieve more complete development, it is necessary to achieve effective innovation and change in practical work [10]. In the context of media convergence, various media audiences are concentrated in the same media system, and the response to information in the big media ecosystem will be stronger. In the music education of the school, the education of traditional music is very limited in content and form. National culture is easy to contradict the cultural preferences of the masses, thus affecting the wider spread of national culture in the media fusion system.

## 3. The Dissemination Way of Chinese Traditional Music under the Environment of Media Integration

On the premise of the integration of new media, news editors also play a more important role in analyzing and coordinating news information. In the process of the integration of new and old media, the traditional national music communication in China has broken the time and space constraints of traditional communication. It can be spread at any time and place. As a reflection of

collective consciousness, the myths of ethnic minorities are gradually enriched and systematized after they are integrated into religious culture. Especially primitive religion and Buddhism play a great role in promoting the development and evolution of minority myths. In the new era, the spread of various cultures gradually realizes interactive functions, and the traditional music culture of the nation can also use modern technology to achieve one-to-many communication.

Through music classroom teaching, cultivating students' creative thinking is conducive to promoting students' all-round development, and is also an effective way to cultivate students' feelings and understanding of music. According to the stepwise multivariate linear regression equation, the linear regression curve is obtained, as shown in Figure 2.

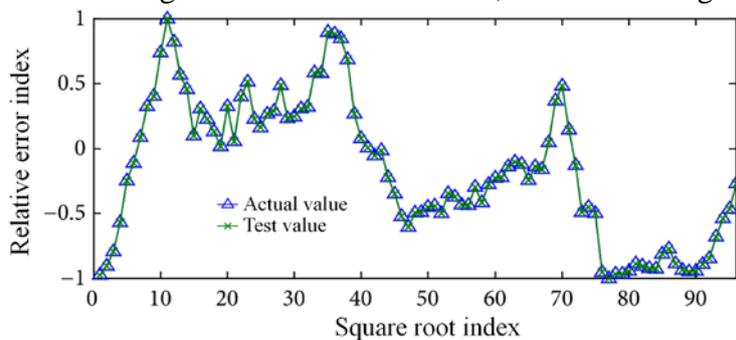


Fig. 2 Relationship between actual values and stepwise linear regression calculated values

National traits require that the spread of national culture must adhere to national characteristics, but media integration also means that ethnic cultural communication must adhere to fashion trends. In the development of the work, it is necessary to upgrade the comprehensive ability of the editors so that they can give full play to the positive role of human resources in the work. Through the music classroom teaching, the cultivation of students' creative thinking is conducive to promoting the all-round development of students, and is also an effective way to cultivate students' feelings and understanding of music. The linear regression curve was calculated according to the stepwise multiple linear regression equation, as shown in Figure 3.

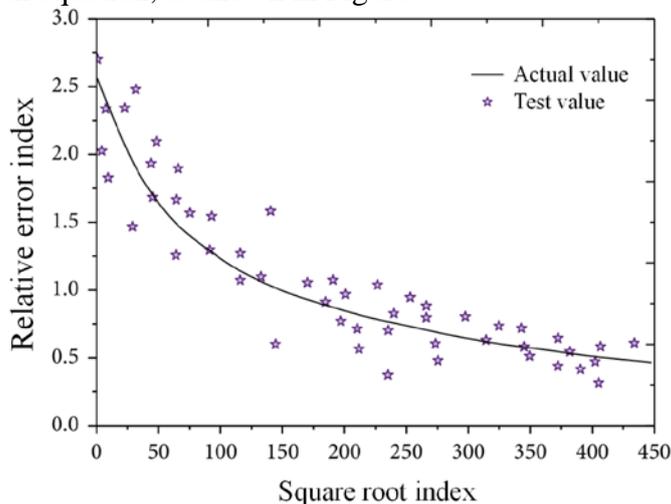


Fig. 3 Relationship between actual values and progressive linear regression calculated values

In our traditional culture, Chinese traditional music is an integral part of it, and it bears the responsibility of inheriting and expanding national culture. Under the background of media integration, China's national music communication is based on the traditional media communication and incorporates the characteristics of the new media itself. With modern Internet technology, as long as the national music is uploaded to the Internet, there will be a lot of reactions from the like audience. Information that is not consistent with public opinion cannot be widely disseminated in the media system, and fashion has become the first principle of media content selection. From the category and content of minority myths, we can see that religion has great influence on minority myths. Not only makes the content of minority myths more specific, but also the development of

religious activities makes minority myths survive in a living form. In the new background of media convergence, traditional news editors are not eliminated by the times, but should be more accurately aware of their media responsibility consciousness. Maintain highly sensitive professional and political sensitivity in practical work.

#### 4. Conclusion

Modern media have played a great role in the dissemination of traditional music and exerted a tremendous influence. Media convergence provides a broader and more centralized audience, and also contributes to a high degree of consistency in the audience's acceptance characteristics of information content. Because of the traditional way of national traditional music dissemination, it is not conducive to the creation of our national traditional music, and has caused an impact on and constraints on the spread of music culture. The dissemination of national traditional music culture not only needs to be combined with the times, but also actively explore new ways and means of music dissemination. With the development of national culture, minority culture has been developed to a certain extent. However, in the development of national culture, minority myths have not been well developed. The context of multi-media integration development from the era of media can give China's national traditional sports a broader development space, highlighting the unique connotation and cultural consciousness in the process of national traditional sports development. We study the influence of modern media on the spread of traditional music, that is, to study the law of the spread of traditional music and to guide the dissemination of traditional music in China. When disseminating and developing the national music culture, we must pay attention to the preservation of its primary colors, so as to develop a musical culture with ethnic characteristics.

#### References

- [1] Kelley J, Demorest S M. Music Programs in Charter and Traditional Schools: A Comparative Study of Chicago Elementary Schools[J]. *Journal of Research in Music Education*, 2016, 64(1):88-107.
- [2] Elpus, Kenneth. National estimates of male and female enrolment in American high school choirs, bands and orchestras[J]. *Music Education Research*, 2015, 17(1):88-102.
- [3] Melin, Mats. Call to the dance: an exploration of the socio-cultural world of traditional Breton music and dance[J]. *Ethnomusicology Forum*, 2016:1-2.
- [4] Porter M, Wilson I, Doherty L, et al. Extent of Playing-Related Musculoskeletal Problems in the Irish Traditional Music Community: A Survey[J]. *Medical problems of performing artists*, 2018, 33(1):47-55.
- [5] Beauguitte P. The AEPM Collection: A Set of Annotated Traditional French Music Scores[J]. *Journal of Material Culture*, 2017, 10(2):157-176.
- [6] Harrison K. The Relationship of Poverty to Music[J]. *Yearbook for Traditional Music*, 2013, 45:1-12.
- [7] Hwang, Okon. Hwang Byungki: Traditional Music and the Contemporary Composer in the Republic of Korea[J]. *Ethnomusicology Forum*, 2015, 24(2):295-298.
- [8] Monaghan, úna. The Chinwag: Memory, Digital Technology and Traditional Music[J]. *Leonardo Music Journal*, 2017, 27(27):60-61.
- [9] Maliangkay R. There Is No Amen in Shaman: Traditional Music Preservation and Christianity in South Korea[J]. *Asian Music*, 2014, 45(1):77-97.
- [10] Kallio A A, Westerlund H. The ethics of survival: Teaching the traditional arts to disadvantaged children in post-conflict Cambodia[J]. *International Journal of Music Education*, 2016, 34(1):90-103.