

Problems and strategies of national music inheritance in the era of big data

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Abstract: The era of big data has derived a variety of more advanced communication methods. The improvement of big data technology and the innovation of communication methods have greatly affected many fields, including national music. The dissemination and inheritance of national music is an important issue that needs to be paid attention to in the current process of social development, and the communication mode of national music lacks information technology and innovation. Under the background of communication difficulties in today's big data era, only by truly recognizing the challenges faced by national folk music and innovatively improving its communication mode, Can promote its better dissemination and inheritance, and help the national music culture effectively get out of the dilemma. This paper effectively analyzes the communication problems of national music culture in the era of big data, and obtains more scientific and effective communication countermeasures according to the actual situation, so as to achieve the prosperity and development of national music culture.

1. Introduction

The era of big data contains a huge amount of data information and has a wide range of intelligent applications. Big data contains information in various fields of society. On the basis of information analysis, determine the relationship between things. When the amount of information reaches the standard value, the hidden information will be presented, which can provide more efficient help for problem analysis. At present, China's national and folk music communication channels are relatively single, and the imbalance and distortion of content are serious, which leads to the dilemma of folk music communication. Therefore, it is an important task for current cultural inheritance to make rational use of the advantages of the era of big data to save folk music communication from the dilemma.

2. Communication dilemma of national music in the era of big data

2.1 The difference of big data technology leads to the imbalance of folk music communication

In the era of big data, people's awareness of innovation and exploration has been improved to a certain extent, but in the process of practical application of information technology, people are often on the same starting line, which leads to uneven development of ethnic minority music culture and serious imbalance in the dissemination of ethnic music culture. In China, due to the serious imbalance in the economic development of various ethnic minority areas and the differences in people's cognitive level, the ability to understand and master new technologies varies from high to low, not to mention the ability to create information. With the improvement of information technology, this gap will be gradually widened, which will eventually lead to the situation that the music culture in one region will be weakened or directly covered by the music culture in another region, which will hinder the prosperity of national music culture. Therefore, in order to better spread national music culture in the era of big data, we must first grasp the initiative and voice. Taking the developed countries such as the United States and Britain as an example, they use new technological advantages to transmit their own culture and even political beliefs to all parts of the world, while the countries of the third world can only accept it passively because they have no voice, If this goes on for a long time, the national music culture of these countries will be gradually annihilated, and the national self-confidence will be weakened accordingly. Therefore, under the new social background, only by

keeping pace with the times and constantly innovating in the application of technology can we grasp the initiative as much as possible and better protect the national music culture of our country and region.

2.2 Gradual commercialization of national folk music

In the era of big data, there is a huge amount of information, the most of which is business information. Economic globalization has made many markets become the mode of commercial interests and fast food consumption, and what is consumed is not only goods, materials, but also spiritual culture. National folk music is facing the dilemma of gradual commercialization in this era of big data. Many music is to cater to the tastes of the public, Abandoned its own national elements, pure and natural. Today's music market is full of commercial interests. Most of them hear fake products. The charm and elements of ethnic minorities are not among them. Although ethnic and folk music in the era of big data can adapt to the development of the market, it does not inherit and carry forward the connotation of ethnic and folk music.

2.3 Restrictions on the use threshold and promotion of big data

In the era of information and data, the update speed of technology is fast. Due to the regional differences of China's economy, some areas with high economic development level have achieved great breakthroughs in national culture. However, in some areas with closed information, due to the poor efficiency of information technology popularization, weak basic technical facilities and low development of people's living standards, The use of the network is not perfect, which leads to the low application level of information technology and can not serve the communication of national music culture. This regional development difference leads to the imbalance of national music communication media. However, in terms of the threshold for the use of information technology, the commercialization of information technology is not the most important factor. In the current cultural market, cultural communication media serve the commercialized economy and cannot be divorced from the commercialization control. Cultural communication media are improving the application of information technology among the masses based on the development of commercialization, Only in this way can we ensure that the media have certain capital. This phenomenon of interdependence between cultural media and commercialization leads to the inability to form a balanced development in underdeveloped ethnic areas, the difficulty in popularizing the application of big data information technology, and the inability to provide a carrier for the dissemination of folk music culture.

3. Inheritance strategy of national music in the era of big data

3.1 Fully develop new media space and expand the audience

The media of culture should take the cultural needs of the masses as the basis of their own innovation. Only by effectively understanding the needs of the masses can we ensure the value of cultural communication. In today's Internet information, the information data that can be generated every day is very large. These data cover people's thinking consciousness, cultural preferences, lifestyle, etc. by integrating and classifying these data and in-depth analysis, we can clarify the cultural needs of the masses, so as to study the same type of data with a large proportion, Being able to fully understand the people's cultural cognition has guiding significance for the direction of cultural communication. It can not only effectively the people's preferences, but also achieve the purpose of adult and efficiency for cultural communication.

The era of big data is a specific communication mode formed on the basis of Internet technology. Under the influence of openness, the network conditions in some regions have reached the top conditions of the times. Under the technological conditions of the times, we must use a variety of media forms to ensure the communication effect of national folk music through various information communication channels and cultural space of the times. In the current state of development, the contact with national folk music is mainly local government departments and cultural organizations. In the process of communication, there is a certain development space only in Colleges and

universities, government departments and other units. This development condition is that the distance between ordinary people and this cultural form has been significantly increased. The official account of the new media environment is needed in the process of cultural dissemination. In the social conditions of booming media, the national folk music is spread through the form of live webcast, public numbers, bullet screen comments and video websites, so as to ensure its development advantages in the media platform. In this form of communication, it can not only improve the public's cognitive level of national and folk music, but also better attract young audiences. In the process of understanding, appreciating and learning folk music, it can become the disseminator of national and folk music and expand the scope of influence of national and folk music.

Table 1 Preference analysis of singing song types.

Form	Proportion
Pop Music	46%
Chinese Style Music	43%
Folk Music	41%

3.2 Break through the limitation of communication media by using multimedia technology

At present, with the development of social science and technology, the new media industry is constantly emerging, which provides more channels for cultural communication, and the communication situation of folk music has been opened. However, in terms of the current cultural market, the communication sources of folk music not only exist in ethnic minority areas, but also some social industry institutions in order to further improve their own social interests, It has both big data information technology and folk music resources; At the same time, because some poor cultural regions in China do not fully understand the use of information technology, their own folk music can only rely on traditional media in the process of communication. For a long time, the threshold of folk music communication has gradually increased. According to relevant surveys, the vast majority of folk music resources are mastered by professional music colleges, government cultural propaganda institutions and mass social media. In response to this phenomenon, government agencies in areas with folk music resources are required to provide financial support in local information technology construction and infrastructure allocation as much as possible, ensure that people can have the ability to use big data technology, and actively encourage people to use their technical resources to promote folk music. Folk music is an important cultural heritage in the cultural market. The protection of traditional folk music can not be limited to cultural world heritage application. On the basis of ensuring the vitality of music, we should vigorously promote folk music by using new media communication technology and information technology to make it "live" in the cultural market. Therefore, with the help of modern science and technology and in the market dominated by big data information, enriching the communication contents and forms of national folk music will eliminate the differences between different cultures and ensure the prosperity and development of the cultural market.

3.3 Expand the proportion of commercialization and improve the adaptability of folk music market environment

Music is a unique art form. Due to the foundation of creative conditions, it can form a variety of types and characteristics in different cultural environments. In the process of market-oriented promotion and creation, we must ensure the main line and guiding position of cultural content, and pay attention to increasing market-oriented elements and development conditions in the process of cultural communication. Turn the national characteristic music content into an independent cultural form, so as to emphasize the market adaptability in the process of cultural communication. In the commercial development, we should form an overall cultural system, take the content of national folk music as the core, and use the modern business model for packaging, so as to ensure the overall development space, adapt to the market competition conditions, and ensure the basic economic foundation and power in the process of spreading culture and inheriting art. The integration of folk music elements with daily life not only effectively attracts young audiences, but also effectively

integrates the attention of live broadcasting platform and film and television audiences to folk music, realizes the overall commercial development, and promotes the exploratory attempt of national folk music for market-oriented development.

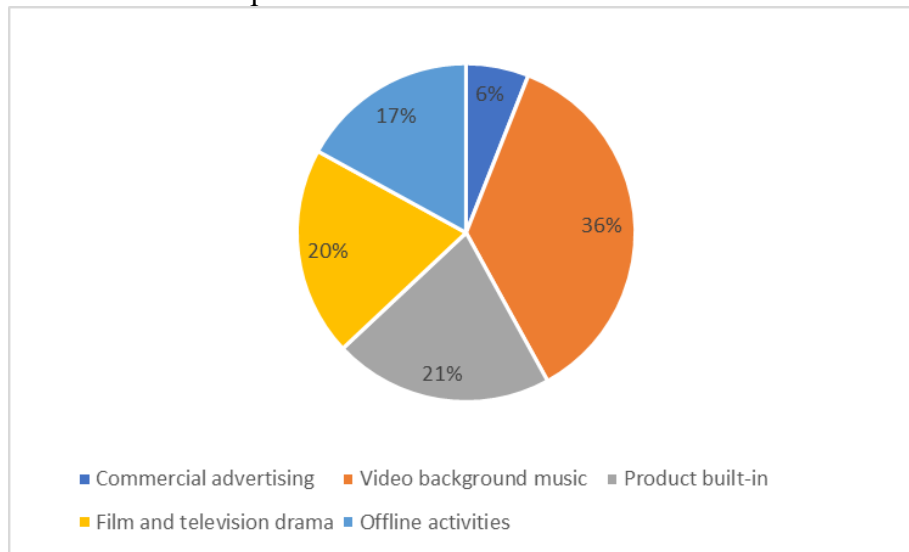


Figure 1 Application proportion of national music

3.4 Protection of national folk music in the process of communication

In the current cultural market system dominated by commercialization, national folk music has gradually lost its status and voice. The main reason is driven by commercial interests and diversified cultural impact. Therefore, while inheriting folk music, relevant cultural management departments should enhance the protection of folk music culture and try to avoid repressive commercial integration, Ensure the unique charm of folk music, adhere to the leading position of folk music on the road of music innovation, and ensure that folk music culture can be publicized and interpreted in a better form. At the same time, because folk music has certain traditional characteristics and is difficult to understand according to modern art, people often can only appreciate its melody and artistic conception when accepting folk music, which reduces the popularization efficiency of national folk music. Therefore, when promoting music, different versions can be used for publicity, The combination of national singing and Putonghua singing can deepen people's understanding of folk music and be influenced by the essence of folk music; Secondly, innovation in the process of inheritance is an important way of survival for cultural development. Integrating non conflicting modern elements into the communication form of folk music will play a role in setting off and sublimation.

4. Conclusion

The big data information technology and new media communication means in the current society can play a positive role in the inheritance of national and folk culture. Folk music should actively face the difficulties in development, make a specific analysis of the situation in the cultural market, and formulate a targeted communication plan in combination with the mass information collected by today's big data; At the same time, ensure the people's utilization of data technology, invest in funds, and ensure the smooth dissemination and development of folk music

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