

Impact of Internet + Background on Traditional Folk Dance Culture and Exploration of Reform

Bentao Xiang

Music college, Suzhou University of Science and Technology, Jiangsu, Suzhou, 215009, China

QQ24413761@163.com

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Abstract: Folk dance culture is an important part of traditional culture in our country, inheriting and carrying forward the excellent folk dance culture content, making it merge with the dance at this stage, so that the cultural significance of dance is more profound and expressive. With the development and application of the Internet, more and more people begin to accept the content of the Internet, and the Internet information dissemination has the characteristics of rapidity, so the use of the Internet makes cultural communication have a new way. In view of the integration and development of traditional folk dance culture, the Internet provides an opportunity and challenges for it, so it is of great significance to deeply analyze and study the impact of the Internet environment on traditional folk dance culture, and to study the reform strategy of cultural communication and development, which is of great practical significance to the current concrete work.

1. Introduction

The current economic strength of our country has been significantly improved, but the cultural self-confidence of the people is obviously insufficient, so the country has put forward the development plan of cultural rejuvenation in order to achieve further development. From the concrete implementation of cultural rejuvenation, our country is an ancient country with thousands of years of cultural heritage, and the long history and culture is an important support for our country to stand among the nations of the world. Therefore, we can deeply explore the essence of traditional culture and realize the combination of ancient and modern, which can effectively enhance the people's cultural confidence and realize the remarkable promotion of national soft power. Traditional folk dance culture is an important part of traditional culture in our country, which has an important influence on the innovation and performance of folk dance in our country, deeply explores the connotation of culture and realizes the promotion of its service effect, which has a positive effect on cultural inheritance and protection. The Internet provides new channels and new ways for cultural heritage, but also brings new problems, so it has outstanding practical value to summarize the specific problems and analyze and discuss the solution of the problems.

2. The Impact Analysis of Internet on Traditional Folk Dance Culture

Analysis of the traditional folk dance culture under the background of the Internet found that the impact of the Internet is mainly reflected in two aspects, the following is a summary and analysis of the specific impact.

The first is positive influence. From the analysis of reality, in the dissemination and development of traditional folk dance culture, the application of the Internet has a positive impact, mainly in two aspects: 1) widening the channels of cultural communication. According to the analysis of the traditional folk dance culture, the traditional folk dance culture communication mainly depends on the on-site propaganda or experience this way, that is, through the performance of folk dance or preparation for the folklore museum visit to feel the corresponding cultural content, this way of communication has some limitations, so the scope of cultural communication is very limited.

However, after using the internet, the video of folk dance is sent with the help of convenient network or the related speech activities are carried out on the network, which can effectively expand the cultural propaganda by using the extensive characteristics of the network, which has a positive effect on the inheritance and development of culture. 2) The acceptance of folk dance culture is broader. In the past cultural communication, some groups have ideas but no resources, but some groups have resources but no related understanding, so the traditional folk dance culture only spread in a certain range, the Internet has broken the limits of cultural communication, and realized the popular dissemination of culture, which has a positive effect on the whole people to participate in the dissemination and protection of folk culture.

Followed by negative effects. In the dissemination of traditional folk dance culture, the use of the Internet not only has a positive impact, but also has a negative impact. As far as the specific negative effects are concerned, it is mainly reflected in two aspects :1) the use of the Internet expands the spread of folk dance culture, and also leads to the chaos of cultural communication. From the perspective of cultural communication, it is important for professionals to analyze and explain the cultural connotation and cultural phenomenon from the professional perspective, which plays an important role in understanding the specific culture. The network communication of culture lowers the threshold of communicator, so more people join the team of cultural communication, but there are more people, their own level is far from enough, so it causes the false transmission and false transmission of the content of culture, which leads to the confusion of the corresponding cultural communication. 2) With the development of the spread of folk dance culture, more and more dissonant voices will appear, they will question the connotation of culture from time to time, and the abuse of cultural communication will be carried out without basis in the serious situation, which makes the communication circle of folk dance culture full of hostility, so some people will be afraid of cultural communication, which is very bad for the inheritance and protection of folk culture.

3. Discussion on the Reform of Traditional Folk Dance Culture Dissemination and Development

From the above concrete analysis, the influence of the Internet on the traditional folk dance culture is very significant, so we must do the corresponding network application strategy analysis in such a large environment, so as to realize the effect of network application to seek advantages and avoid disadvantages. The following is a strategy of traditional folk dance culture and development based on practice.

The first is to use the network to create a specialized traditional folk dance culture communication platform. From the current use of the network, the various industries are actively network platform building, especially e-commerce and education industry. Traditional folk dance culture communication can draw lessons from the construction of education platform to create a special and professional information dissemination framework. In terms of the construction of the specific framework (Table 1), it can be divided into several sections :1) theoretical research plate, this section mainly disseminates the theoretical research content of traditional folk dance culture, and the dissemination of this part can let more people understand the current situation and results of cultural research. 2) Cultural Exchange. The main purpose of the cultural exchange section is to bring together cultural enthusiasts so that they can speak freely in the corresponding areas. Through the information summary and analysis of the exchange section, we can more comprehensively understand the popular participation of folk dance culture and the cultural understanding of the people, which has a prominent practical significance for the popular science of cultural content. 3) The folk dance culture exhibition area is mainly about the folk dance which publishes the scene record, enables more people to understand the folk dance performance style, thus has the deeper understanding to its cultural connotation. In short, to build a professional platform to achieve professional cultural communication and diffusion, folk dance culture in the network platform will develop better.

Table 1

Plate	Theoretical Research Section	Cultural exchange section	Folk Dance Culture Exhibition Area
Role	Publication of theoretical research	Exchange	Dance Show
Purpose	Full Presentation of Research Results	Discover and summarize problems	Deepening Experience and Perception

The second is to emphasize the specialized management of folk dance culture communication platform. From the concrete analysis, in the folk dance culture network communication, the network platform is the important foundation, but if does not do the platform management and the control, its network communication will also fall into the predicament, therefore attaches importance to the platform construction and the management has the outstanding realistic significance. In view of the management analysis at this stage, it is necessary to emphasize the following contents:1) constructing a targeted management framework (Table 2), from the specific operation of the platform, to achieve the effectiveness of management, we need to build a hierarchical management framework, the main framework is divided into two layers, that is, the basic management and the overall control. Basic management mainly emphasizes the management of the various sectors, the overall management layer emphasizes the overall coordination of the sector management. 2) Management-based needs to foster professional personnel. In management practice, the professional influence of personnel is huge, so because of the need of management, on the one hand, the theoretical level of personnel training, on the other hand, do practical operation training, so that the value performance of personnel in the specific work practice will be more prominent. In a word, professional management has outstanding significance in the dissemination of folk dance culture, so it is of great value to attach importance to the management based on the platform.

Table 2

Framework level	Management content
Foundation management	Content of individual modules
Overall Control	Basic management coordination

The second is the establishment of folk dance culture emergency public relations management system. Therefore, it is necessary to construct an emergency public relations management system for the adverse effects of the Internet on the basis of understanding the characteristics of the Internet, because of the fact that the public relations management system for the adverse effects of the Internet should be constructed. Effectively responding to negative comments on the Internet or fighting back can achieve self-righteousness, and the spread of folk dance culture will be more effective.

The last is to actively use the wide coverage of the network, information release quickly and timely update folk dance performance information, including destination, time and other related information. In this way, after obtaining accurate information, friends who are keen on folk dance culture will plan ahead, and the scene atmosphere of folk dance performance (figure 1) will be better for participants to experience and feel more abundant, and their cultural perception and identity will be significantly enhanced. In a word, using the advantage of rapid transmission of information on the Internet to realize the dynamic collection of folk dance information to meet the needs of the public to experience and watch, the relevant dance cultural communication activities will also be more effective.



Figure 1

4. Conclusion

To sum up, traditional folk dance culture is an important part of traditional culture in our country, emphasizing its inheritance and development, which has positive significance for the rejuvenation of Chinese traditional culture, so emphasizing the problem solving in the process of cultural inheritance has outstanding practical significance. According to the data analysis, the emergence and application of the Internet have a significant impact on the spread and development of traditional folk dance culture, but the specific impact has a positive level, but also a negative level, because of the advantages and disadvantages of the analysis of the specific impact, and based on the negative impact control to do the traditional folk dance culture communication reform research under the Internet environment, which is significant for practice.

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