

The Global Communication Strategy of Minority Music in China under the Internet

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Abstract: In the Internet age, the rapid development of Internet technology has changed the environment of human cultural communication. In this context, the state has put forward the internet strategy to make the internet become the driving force to lead the development in various fields, especially the minority music as the traditional culture needs to combine the network thinking and the new technology to find the new global communication strategy.

1. Existing Problems in the Globalization of Minority Music in China

Minority music is the traditional cultural heritage of various ethnic groups in China, especially worthy of global implementation and dissemination. The globalized dissemination of national music contributes to the traditional culture and global cultural exchanges of ethnic minorities and promotes the further development of folk music in China. However, from the current situation of the global dissemination of folk music, its communication level and way is not ideal. With the rapid development of network information technology, the Internet age has arrived in an all-round way, the Internet has the characteristics of fast communication, strong interaction and wide range, based on this, how to use its global dissemination of folk music is worth thinking about. This paper analyzes the communication strategy of minority music globalization under the background of Internet, and provides suggestions for the global communication of folk music.

1.1. The Mode of Commercial Communication Destroys the Original Ecology of Folk Music

In the current global commercial communication, in order to cater to the taste of the foreign public, the performance department changes the style of folk music arrangement and the mode of playing, which will make the folk music lose its original characteristics. In addition, under the influence of modern pop music, the commercial dissemination of folk music must incorporate some elements of modern music, which will make many folk music lose its original characteristics.

1.2. The Way of Transmission of Globalization is too Single

From the way of communication, minority music is relatively single in the global communication. Most of the global music dissemination relies on the state to send cultural delegations to carry out cultural exchange performances and commercial performances, although the Internet has been widely used in domestic music dissemination. However, using the Internet to spread folk music around the world is rare and needs to be enhanced. In today's social music dissemination, gradually pay attention to the international communication mode, while the international dissemination of folk music has gradually increased [1]. However, the way of transmission is too single, which will hinder the global promotion of folk music in China.

2. The Survival of Minority Music in China

2.1. The Inheritance of Minority Music has been Destroyed

Many ethnic minorities have no music score or written record of their music, most folk music is carried out by the way of singing, which will affect the channel of folk music inheritance is easily

hindered by modern civilization. For example, people who sing forget some tracks, the death of people who sing, will make folk music disappear forever. Nowadays, it is difficult to pass on the music of ethnic minorities in the developed areas, but it is easy to pass on in the more closed areas.

2.2. The Way Minority Music is Displayed is Undermined

The emergence of minority music is a form of music created by human production and life, now its way of life has changed. Folk music is no longer staged in everyday life, but rather by professionals [2]. This would have deprived the original folk music of its own ecological forms, such as "horse harness" and "above the moon ", although it contained a few folk music embellishments, but the number of songs used was small.

2.3. The Living Environment of Folk Music is being Destroyed

Due to the strong impact of western and modern civilization, but also including commercial culture, consumerism and other aspects of the impact, music also paid more and more attention to business. Minority music, for example, is largely not commercially viable and has been abandoned by the market. The economic globalization makes the human life pattern more similar, the minority nationality music form is in the extinction stage.

3. Challenges and Opportunities for the Globalization of Minority Music in the Internet Age

3.1. Challenge Profiling

First, the negative effects of homogeneous transmission. In the globalized dissemination of folk music, influenced by western culture, the form of folk music becomes western music mode, and there is no national cultural characteristics of our country. In short, as folk music to ensure that the original singing style, not because of the new way of communication to change the original style.

Second, globalized content is hard to control. When spreading folk music around the world through the Internet, we must strengthen control over the dissemination of content [3]. The traditional mode of communication is relatively single, and it is also easy to control in the dissemination, but the new mode of communication is more diverse in its main body, so in the globalization of communication must be those reactionary, chaotic, tarnished image of our country, terrorist intentions and other information, strict screening to ensure that the correct re-propagation.

3.2. Analysis of Opportunities

First, the integration of the Internet enhances people's interaction and participation. Minority music culture and folk music culture in remote areas have non-mainstream cultural characteristics, the previous communication mode will make acceptance and communicator interaction less, low participation of recipients and so on. However, with its high degree of acceptance and participation, the internet allows recipients to evaluate and express their feelings when they are exposed to folk music, which can promote its rapid global dissemination.

Secondly, it deals with the marginal problem of minority music dissemination. Because most ethnic minorities live in remote areas and cultures are relatively closed, this makes access to and flow of information less convenient and unbalanced. The integration of the Internet breaks the edge of this communication, and can use the new media model to spread out the weak folk music, which can transcend the mainstream culture, use the new media to make the communication faster, but also eliminate the marginal problem.

Third, broaden the scope of acceptance of globalized communication. The emergence of the Internet allows each recipient to express his or her ideas and opinions, and to use the Internet to pass on his or her work. Given the cheaper cost of the Internet media, the information can be transmitted to a wider range [4]. Minority music can use the new carrier to spread, can increase its international influence, especially similar to our country. For example, the Koreans of our country can use the new carrier of the Internet to carry out exchanges with North Korea, South Korea and other countries as shown in figure 1. Such an approach would increase the acceptance of communication and increase international influence.



Figure 1 Korean folk music

4. Strategies for the Globalization of Minority Music in China under the Internet

4.1. Cultivate the Spreaders and Inheritors of Minority Music

First of all, the establishment of a registered folk artists system. The government should encourage folk music inheritors to pass on and carry forward folk music and make use of the system of registered folk artists to make the artists become a profession protected by the laws of the state.

Secondly, through education and other ways to cultivate folk music dissemination and inheritance. Colleges and universities can build a relatively professional folk music professional to train professional folk music singers, and let them into the campus, let the corresponding folk music courses in primary and secondary schools, or let folk music into the music of primary and secondary schools, so as to enhance the degree of singing to minority music as shown in figure 2.



Figure 2 Folk Artist's Performance

4.2. Enhancing the Inheritance and Protection of Minority Music through the Internet

Because folk music is attacked by modern civilization in the living environment and the way of inheritance, we must do a good job in spreading folk music globalization [5]. First, we should do a good job in the inheritance and protection of folk music. The arrival of the Internet era has created an effective way for folk music to pass on and protect. For example, music creators use the internet to record folk music videos and publish them via the internet platform, which will effectively carry on and protect folk music. Second, government agencies can also use the Internet platform to contact ethnic minority music folk artists or inheritors. To strengthen ties with and encourage creation and to protect the work.

4.3. The Traditional Color of Folk Music should be Preserved in Communication

First, in order to increase the number of recipients, in the dissemination can first use folk music language performance, and then use the recipient can understand the language to sing once. Second, in commercial communication, some modern commercial music subjects can be retained in music, but the main body should still be mainly to spread the original folk music. The use of this model can enhance the global dissemination of folk music effect. Third, in the use of the Internet to implement dissemination, communicators can use real-time communication with foreign recipients to grasp the recipient's views on folk music, to help them solve related issues.

4.4. Promoting Internet Folk Music Dissemination through the Cultural Industry

With the development of Internet technology, China can develop new industries or new ways to promote the spread of folk music globalization. One can develop tourism, as shown in figure 3, by incorporating some forms of folk music performance into tourism, especially foreign tourism, which can also enable foreign visitors to understand folk music. In addition, through the Internet platform, the establishment of tourism WeChat, Weibo and other health platforms to show China's folk music and regional style to global tourists, to attract them to visit. Second, it can develop the music industry, promote some music albums of folk music, use it to record some classical music songs, and use it in concrete music, and distribute it globally, which can be used to make more people understand the folk music of our country. Third, we can make use of tourism and music, so that visitors can experience the corresponding music mode in sightseeing, but also understand the traditional culture of folk music in our country, and use this mode to promote the development of folk music.



Figure 3 Dissemination of tourism folk music

5. Conclusion

Under the background of internet, we need to make full use of the opportunities brought by internet platform to meet the challenges of media times, apply various effective measures to promote the effect of global dissemination of folk music, advocate the training of folk music communicators and inheritors, strengthen the inheritance and protection of folk music through the internet, keep the traditional color of folk music in the dissemination, and use the cultural industry to promote the spread of folk music on the internet. With the skilled use of Internet technology, our national music will be very well spread in the world, so that the development of folk music and culture will go to a new level.

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