

The Integration and Challenges of Traditional Folk Music and Modern Communication Technology

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ABSTRACT

In today's increasingly advanced science and technology, digital technology is having a profound impact on traditional folk music due to its great influence and wide application. As a pearl in China's culture, traditional folk music carries rich historical connotation and national characteristics. Moreover, under the driving force of digital technology, there are obvious changes in the dissemination method, creation method and expression form of traditional folk music. The article aims to discuss the impact of digital technology on traditional folk music, analyse the opportunities and challenges, and then put forward coping strategies to promote the inheritance and development of traditional folk music in China.

KEYWORDS

Traditional Folk Music; Cultural Value; Heritage Protection.

1. INTRODUCTION

Through the discussion of the article, the opportunities and challenges provided by digital technology to traditional folk music can be clearly seen. While digital technology brings infinite possibilities to the innovation of traditional folk music, it also faces the challenges of copyright protection and homogenisation problems. But it is also these challenges that have triggered our continued reflection on how traditional folk music can be better protected and passed on. Looking to the future, with the continuous advancement of digital technology, we firmly believe that traditional folk music will display even more dazzling glamour when combined with modern means of communication. Let's join hands to promote the inheritance and development of traditional folk music in the digital era, so that it can still shine.

2. CHARACTERISTICS AND VALUES OF TRADITIONAL FOLK MUSIC

2.1. Defining and Categorising Traditional Folk Music

Traditional folk music plays a pivotal role in cultural heritage, which carries the history and culture of a country and is a symbol of national identity and spirit. In the context of globalisation, traditional folk music has been challenged to be inherited and promoted. As the first element, traditional folk music can be defined as the unique and distinctive musical forms formed by a certain nation through a long historical development. It includes both vocal and instrumental music and involves a variety of folk music performing arts. Traditional folk music can be categorised in a variety of ways, according to its role, form and geography at three different levels. For example, according to its role, it can be divided into religious music, labour music and entertainment music; according to its form,

it can be divided into songs, instrumental music and songs and dances; according to its geographical area, it can be divided into the music of various ethnic groups and regional characteristics. In contemporary society, the inheritance and protection of traditional folk music is particularly important. In today's modernisation process, traditional music is in danger of being marginalised. Therefore, it is necessary to raise public awareness of the value of traditional folk music and promote its dissemination and development in modern society through education, legislation, media publicity and other means. At the same time, it is necessary to encourage and support musicians, scholars and related organisations to carry out research, innovation and popularisation of traditional folk music to meet the needs of the times. The inheritance and development of traditional folk music in the context of globalisation should keep pace with the times, and while preserving the original cultural characteristics, it should actively draw on the achievements of modern communication technology and organically combine tradition and modernity. In this way, traditional folk music can be effectively protected and inherited, but also play a greater role in promoting global cultural exchanges and show its unique charm and value.

2.2. Research on the Cultural Value of Traditional Folk Music

Traditional folk music is a symbol of national identity and a source of identity, and the melody and rhythm of the music can enhance national cohesion and cultural self-confidence. Traditional folk music has played a vital role in passing on national culture and promoting cultural diversity, and its contribution to the diversity of world music is also a distinctive sound. In addition, traditional folk music also plays a pivotal role in education and cultural exchanges, not only as a valuable asset in music education, but also as an important bridge between cross-cultural exchanges and international dialogue. In the context of globalisation, traditional folk music is under the double pressure of cultural homogenisation and commercialisation, and the younger generation is less interested in traditional music. However, through the use of modern communication technology, traditional folk music can find a new way of communication and expression to achieve the purpose of wider dissemination and more effective protection. For example, digital technology can be applied to the digital preservation and restoration of traditional music, network communication can expand the audience of traditional music, and social media can improve the interaction and participation of traditional music to the younger generation.

2.3. Inheritance and Protection of Traditional Folk Music

Traditional folk music is mainly inherited by oral transmission and master-apprentice system, which is particularly fragile in modern society. With the accelerated process of modernisation, the interest of the younger generation in traditional folk music is diminishing, resulting in fewer and fewer inheritors of traditional music. In addition, the destruction of traditional music venues in the process of urbanisation has also been detrimental to the transmission of music. The preservation of traditional folk music requires the efforts of all sectors of society. The government should invest more in the protection of traditional folk music and provide support in terms of legislation and funding, so as to provide a favourable environment for the inheritance of traditional music. At the same time, the education department should integrate traditional folk music into the school education system, cultivate their love and understanding of traditional music, and then cultivate more outstanding talents to inherit traditional music. In addition to the efforts of the government and educational institutions, modern communication technology has also provided a new way for the inheritance and protection of traditional folk music. The use of digital technology has made it easier to record, preserve and disseminate traditional music, while online communication platforms have given traditional music a wider space for expression. The rise of social media has enabled traditional music to spread rapidly and attract more young listeners.

3. MODERN COMMUNICATION TECHNOLOGY

3.1. Applying Digital Technology to Music Production

The use of digital technology makes music production more convenient and effective. With the help of digital audio workstations (DAWs) and other related software, musicians and producers can effortlessly record, edit, and mix their music, thus achieving the goal of polishing their music. This technological development has not only lowered the threshold of music production, but also made the creation and dissemination of traditional folk music wider and faster. Digital technology has brought new possibilities of innovation to traditional folk music. Through sampling, synthesis and digital signal processing, musicians are able to emulate and recreate the sounds of traditional instruments, and even produce new sounds, enriching the expression and artistic charm of traditional folk music. However, digital technology also faces certain challenges in the process of application. On the one hand, over-reliance on digital technology may cause the music works to lose their unique humanistic flavour and emotional expression, affecting the essential characteristics of traditional folk music. On the other hand, the development of digital technology may also lead to the homogenisation of music works, making traditional folk music gradually lose its uniqueness in the wave of globalisation.

3.2. The Role of Network Communication in the Process of Music Promotion

Network communication has the characteristics of extensiveness and convenience, which enables traditional folk music to spread rapidly around the world, expanding the scope of influence and audience groups. Traditional folk music can break the geographical limitations through the network, so that more people can know and appreciate its special charm. At the same time, the interactivity of network communication makes the communication between music creators and listeners more direct and convenient, which is conducive to the promotion and popularisation of music works. However, network communication also poses certain challenges to the popularisation of traditional folk music. On the one hand, there is a large amount of information in the network environment, and traditional folk music is in danger of being drowned in a large amount of information. On the other hand, the anonymity and decentralisation of Internet communication may also lead to difficulties in copyright protection of musical works, thus affecting the creativity of music creators. To solve these difficulties, it is necessary to promote traditional folk music. Firstly, it is believed that the attraction and dissemination effect of traditional folk music can be enhanced through the creation of high-quality musical works and videos. Then, social media can be used as a platform to build interactions between music creators and listeners to enhance the dissemination of music works. In addition, music copyright protection must be strengthened to protect the legitimate rights and interests of music creators.

3.3. Integration of Social Media and Music Marketing

Music creators and marketers can use these platforms to communicate with listeners to an unprecedented extent and expand the influence of musical works. The popularity of social media enables the rapid circulation of music works. Users can easily share and recommend their favourite music, and this word-of-mouth communication plays a crucial role in increasing the popularity and awareness of music. In addition, the interactivity of social media provides users with a way to express their personal preferences and give back, which is a valuable information resource for music creators. Personalised recommendation algorithms on social media platforms can push relevant music content based on user preferences and behaviour, which is conducive to tapping into potential listeners and providing an accurate target audience for the promotion of traditional folk music. It is also the basis for music marketers to analyse user behaviour and optimise marketing strategies. However, the integration between social media and music marketing has also been challenged. On the one hand,

the large amount of information in social media can make it difficult for music works to emerge. On the other hand, copyright protection is particularly evident in social media, and how to protect the legal rights of music creators from being infringed upon is an issue that needs to be addressed in social media music marketing. In order to overcome these problems, music marketers must be innovative in their marketing strategies, such as storytelling, interactive activities and cross-border co-operation to enhance the attractiveness of music works and user participation. At the same time, they need to strengthen cooperation with social media platforms and use their copyright protection mechanisms to safeguard the legitimate rights and interests of musical works.

In the current digital era, the integration of social media and music marketing has become increasingly important. With the help of major platforms, music creators and marketers are able to rapidly expand the influence of their works and deeply interact with their audiences. The popularity of social media has made the dissemination of music works rapid and widespread, and user sharing and recommendation have become the key to increase the popularity of works. In addition, the interactivity of social media provides creators with valuable feedback and information resources, helping them better understand market demand and audience preferences.

4. CONCLUSION

The inheritance and preservation of traditional folk music in modern society faces many challenges and new opportunities at the same time. The development of modern communication technology has brought new ways of communication and expression to traditional folk music, which makes musical works more widely and quickly spread. However, this also requires us to enjoy the convenience brought about by technology while not forgetting the most essential features of traditional music, and to maintain its uniqueness and humanistic flavour. With the efforts of the government, educational institutions, music creators and marketers, we can create a better future for the inheritance and protection of traditional folk music.

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