

A study on the development path of Shanxi folk songs from the perspective of the integration of Culture and tourism

Zhou Na^{1,2}, Hou XiJin²

¹School of Physical Education, Shanxi University, Taiyuan 030006, China

²School of Art, Peking University, Beijing 100871, China

Abstract: Shanxi folk song is an excellent traditional culture art with local characteristics. It describes the character of Shanxi people and the local humanistic environment with Shanxi dialect. With the clue of the strategic emphasis and development thought of Shanxi Culture and tourism integration, this paper makes Shanxi folk songs become the representative symbols of Shanxi Spirit and regional culture, and applies the basic principles of communication science, by combining the traditional and modern means of communication with the ways of communication, we will create a new path for the innovative dissemination of Shanxi folk songs, and then find out the deficiencies in the dissemination and put forward the corresponding measures, to further develop Shanxi folk song inheritance and research to provide more basis.

Keywords: Folk Song; mode of Transmission; Shanxi

Shanxi folk song has a long history in culture and art, and its development and spread is closely related to Shanxi Culture. In such an environment, Shanxi has a natural and harmonious social atmosphere, which provides a good foundation for the development of folk songs and makes Shanxi folk songs develop and pass on. Shanxi folk songs have various changes in the forms of singing and in the contents of lyrics and songs. Their contents are more realistic features of People's daily life, and they are a special kind of folk songs, folk songs are also a basic part of the folk music.

1. Origin and transmission

Historically, the people of Shanxi have had both good times when they were well fed and poor, but no matter how hard and hard life was, the people of Shanxi were not afraid, but took the experiences they had in their lives, recorded and preserved in song form from generation to generation. If we want to trace the origin of Shanxi folk songs, then we can not ignore Jinzhong, located in the hinterland of Shanxi QiXian, ZuoQuan, PingYao and other cultural cities. In the history of the development of Chinese folk songs, folk songs originated from ancient Chinese poetry. According to the relevant data, the Jinzhong region of Shanxi is the earliest region where musical relics were found, and it is also one of the most prosperous places of music culture. In the life, Shanxi people, living a leisurely life, in spirit, a variety of popular songs enriched people's daily life, and gave birth to the positive Shanxi people, the excellent quality of plain. There are four kinds of Shanxi folk songs: Folk Songs, songs, ditties and Divertimento. Among them, Folk Song Format is short, no lyrics or music, it belongs to the life of a form of impromptu singing, convey a simple and warm feeling. According to the popular areas, folk songs are divided into three categories: "Shanqu", "Kaihuadiao" and "JuanXipian". The "Kaihuadiao" in ZuoQuan folk songs is the representative of Shanxi folk songs, which protects the tunes of the Ming and Qing dynasties and integrates the characteristics of contemporary people's life, formed a graceful and graceful and beautiful style. With the rapid development of China's social economy, new modes and forms of transmission have also entered into thousands of households. Shanxi folk songs have also started to use Internet technology, new media and other technologies to realize the general trend of diffusion and dissemination, Shanxi folk song has a wider and broader development space and development stage.

2. The value of communication

In recent years, with the change of people's aesthetic concept and the rise of traditional culture, folk

songs have penetrated into People's Daily life, and become a good tool for people to enjoy music and relax. Shanxi folk art and cultural value is extremely high, coupled with its lyrics, melody can bring people the beauty of the great experiences, at the same time these from the folk songs of life, also can give people a certain life lesson, to improve people's self-cultivation, Shanxi local people loved, can say locals, especially the older generation of people don't like to sing two songs. Much of the content of Shanxi folk songs from the folk stories and People's Daily life, the good things of life, to arouse people's inner resonance, in order to standardize and test their own behavior, let people with appreciate the vision to perception of truth, goodness, beauty in life, it also helps to improve the level of people's artistic appreciation. The content and style of Shanxi folk songs are more and more colorful, and the folk songs with modern elements are more close to people's aesthetic, and the development of folk songs presents a thriving trend. Shanxi folk songs after so many years of development, and achieved many brilliant achievements, Jinzhong region of Shanxi folk songs of the role is very big still, in the folk songs in China, "the embroider pouch" to wash the clothes and other folk song is popular in Shanxi region, there are a lot of red classic folk songs are extracts into the foundation of our country music teaching material, Therefore, these excellent folk songs have been passed down from generation to generation. Relevant data indicated that the Jinzhong area, Shanxi folk songs, are popular in the areas of the primary school of Shanxi, the school will organize some folk activities, not only that, but on the world stage of folk songs, we can also find the figure of Shanxi folk songs, because of its unique representative of folk songs in the world stage, for the dissemination and inheritance of Chinese traditional culture, Contributed their own strength.

3. Problems in communication

3.1. Lack of communication awareness

Shanxi folk song is one of the most historical folk songs, but it has always been a state of self-destruction, failed to attract enough attention from the cultural sector. The corresponding special funds for the protection and dissemination of very little, there is no scientific protection and dissemination mechanism, so Shanxi folk songs have been in a spontaneous state. Lack of awareness of the spread, so folk songs have been in the can not be widely spread.

3.2. Lack of professional staff

The regional characteristics of Shanxi folk songs are very obvious. In addition to the continuous progress of society, People's educational level is constantly improving. For the teachers of folk songs teaching, there are also extremely high requirements, we need folk song teachers who can carry on the inheritance of folk songs according to the actual needs of students and the trend of social development. However, at present, there is a shortage of teachers of this type with strong expertise in all levels and types of schools in Shanxi, causes Shanxi Folk Song inheritance and the development to be limited.

3.3. Lack of resources for Development and Internet dissemination

The majority of Shanxi folk songs still adopt the traditional folk communication method, which has not realized the effective integration and development of Shanxi folk song resources, and many folk song resources are not well known by the public. Therefore, how to develop the folk songs completely and effectively is an urgent task, there is the need to rely on the dissemination process of modern Internet, new media and other advantages. In the excavation of folk resources, some folk songs are still relatively sparse and need to be integrated and continued to be used. From the point of view of the mode of transmission, the modern mode of transmission of folk songs has not been fully utilized, and the intensity of development is not perfect, also has not established the complete culture industry system.

4. Effective approach

4.1. To increase publicity and attention to increase the basic power of communication

With the deepening of economic globalization, Chinese traditional music culture and Western culture are constantly colliding, and the stimulation of a large number of western culture makes the audience of Chinese traditional folk songs less and less, as a result, the Marketing buzz style of folk songs was gradually abandoned by the Times. We should enhance the folk song culture, emphasize its importance,

strengthen the propaganda of the folk song, use the modern means of communication, let people regain the enthusiasm of the folk song, let people familiar with the folk song, understand the folk song, feel the traditional charm of the folk song. At the same time, it is necessary to excavate the connotation of Shanxi folk songs and deepen the influence of Shanxi music culture on the outside world. Strengthen the spread of folk songs, establish the brand of folk songs, incorporate innovative elements in the development of folk songs, expand the power and influence of Shanxi folk songs to the outside world.

4.2. Integration of various resources, the introduction of Internet media for the dissemination of folk songs

We should have a clear understanding of the importance and dissemination of the development of Shanxi folk songs, and there should be a significant bias in investing in the distribution and protection of public institutions' music networks, to the network music dissemination must maintain the high level support. It is also necessary to establish an official-led network transmission system for Shanxi folk songs, strengthen the recording of Shanxi folk song resources, and collect, classify, record and store Shanxi folk songs, at the same time, a multimedia database of audio, video, text and pictures will be set up to digitize Shanxi folk songs and disseminate on-line the excellent singing and artistic skills in folk songs, to spread Shanxi's original songs to more people, to sing Shanxi's folk songs, and to encourage people to better understand the artistic charm of folk songs.

4.3. Strengthening the training of folk song talents and building up a contingent of folk song inheritors

The key problem is to increase the inheritors of folk songs. Only with the inheritors can Shanxi folk songs flourish and continue to spread. As the age of many folk singers of the older generation is increasing, and many young successors in modern times can not reach the level of their predecessors in singing, we should pay attention to the modern life of folk successors and offer regular consolation and comfort, regular training and artistic exchanges for them, and support and help for the inheritors, inheritors and lovers of folk songs, so that they can keep their enthusiasm for the study of the spread of folk songs at all times, so that they can devote themselves wholeheartedly to the inheritance of folk songs, in addition, we should guide the heirs to use advanced audio and video recording technology to lay the foundation for the development and inheritance of Shanxi folk songs. On this basis, strengthen the training of talents, rely on local educational resources, cultivate a number of people with a sense of responsibility and professionalism, love Shanxi folk culture.

4.4. Actively develop the cultural tourism industry to form a new driving force for communication

"2019 Chinese Cultural Tourism Industry Development Trend Report" stressed: "The local government in the positive development of cultural tourism industry, to closely with the local culture, to integrate local characteristics and art, and promote the emergence of consumer culture. In this way, not only the original artistic form of folk songs can be preserved, but also it can bring good economic benefits to the local economic development. We can take Shanxi folk songs as the key tourism resources of Shanxi and build them, organize various folk song choral and performance activities, let tourists participate in them, and let tourists experience the unique characteristics and charm of Shanxi folk songs, improve and expand the audience of folk songs, enhance the influence of folk songs, accelerate the spread and development of Shanxi folk songs.

5. Conclusion

Shanxi folk songs are the true reflection of Shanxi People's life and the important embodiment of Shanxi people's thoughts and feelings, and have their own characteristics and important status. But combined with the analysis of this article, by the influence of many factors, the development of Shanxi folk songs is not optimistic. In-depth and detailed analysis of Shanxi folk songs, Shanxi folk songs to find the right, suitable for its development and dissemination of the road. To enrich the cultural connotation of Shanxi folk songs, to promote the further development and dissemination of Shanxi folk songs, to provide suggestions for the sound development of Shanxi folk songs, to enhance the awareness of inheritance, to spread Shanxi's excellent culture to the rest of the world.

Acknowledgements

Supported by the Shanxi Art Science Planning Project (2021D010) and Fund for Shanxi '1331Project' Key Innovative Research Team (1331KIRT).

References

- [1] Wei Qin. *On the development, protection, inheritance and innovation of the traditional culture of Shanxi ethnic music*[J]. *The sound of the Yellow River*, 2019, (13): 12-13.
- [2] Li Jian. *Analysis on the musical elements of Shanxi Folk Song Peach Blossom Red and Apricot White* [J]. *North music*, 2018, (24): 30-31.
- [3] Zhang zheqi. *On the defects and optimization measures of folk music inheritance and development in Shanxi Province*[J]. *Arts Education*, 2018, (07): 80-81.
- [4] Li Yan. *On the diversity of Shanxi folk singing methods*[J]. *North Music*, 2014, (15): 4-6.
- [5] Jiang Mingdun. *Introduction to Chinese folk music*[M]. Shanghai: Shanghai Music Publishing House, 2016.
- [6] Huang Changhong. *A continuation of the other*[J]. *Chinese musicology*, 2008, (2): 115-117.
- [7] Chow Ching Ching. *Chinese folk song*[M]. BEIJING: Music Publisher, 2015.