

# Difficulties and Opportunities of Manchu Dance Cultural Communication in the New Media Era

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**Abstract:** Manchu is a nation of bold character, good at singing and dancing, Manchu song and dance has a long historical tradition, as the most representative symbol of Manchu culture, with strong national customs and distinctive national characteristics. Manchu dance continues and transmits the cultural value of the historical development of the fishing and hunting nation, which is the way for people to know Manchu culture and understand the aesthetic orientation of Manchu life. In view of the dilemma of Manchu dance culture communication, it is necessary to make full use of the opportunity of Manchu dance culture communication in the new media era. The opportunities presented in this paper include: In the new media era, Manchu dance culture has gained a broader space for development; new media communication means have enhanced people's identification with Manchu dance culture; technological integration has helped to promote the integration of Manchu dance culture communication resources; new media communication means have expanded the influence of Manchu dance culture in the world; and new media can realize more extensive dissemination of Manchu dance culture.

**Keywords:** The New Media Era; Manchu Dance; Cultural Communication; Difficulties and Opportunities

## 1. Introduction

With the development of The Times and cultural progress, different countries and nations have created their own unique national cultures. In the long river of historical development, cultural traditions have been inherited, and then formed their own cultural traditions and national characteristics. The Manchu people are good at singing and dancing, and have a long history of traditional Manchu songs and dances. Like other ethnic dances, Manchu dance originated from the folk, from production and life, and reflected the national spirit and cultural connotation of Manchu [1]. Manchu dance continues and transmits the cultural value of the historical development of the fishing and hunting nation, which is the way for people to know Manchu culture and understand the aesthetic orientation of Manchu life. Manchu dance comes from life, expresses and reflects all fields of production and life and even local folk customs, with distinct national attributes [2]. The primitive Manchu songs and dances are the common phenomena of shaman songs and dances and folk songs and dances scattered among the people. The content of offering sacrifices to gods and praying for blessings in the primitive religious shaman dance is the symbol of the religious belief and folk custom that the Manchu people believe in the inheritance of song and dance.

Manchu dance not only created many dance images with obvious national characteristics, but also added dance skills and Manchu national spirit to Manchu dance. Manchu dance is not only an indispensable part of Chinese folk dance, but also one of the treasures of Chinese national dance culture. From the historical point of view, after thousands of years of development, Manchu dance has created many excellent dance works, highlighting that Manchu is a people who love dance [3]. As the main media of Manchu dance culture, traditional media spread traditional culture through TV, radio and newspaper, which has a slow speed, small scope and relatively simple content. The new media era provides a good environment for the dissemination of Manchu dance culture, accelerates the spread of Manchu dance culture, builds Manchu dance text into a visual image that people often come into contact with in their lives, and imperceptibly penetrates into People's Daily life.

## **2. The Dilemma of Manchu Dance Culture Dissemination in the New Media Era**

Ancient Manchu people lived on hunting, and dance evolved from hunting, which was very different from Han or other ethnic dances. Manchu dance, as an important part of national culture, is simply and carelessly depicted and copied under the current commercial operation mode, and the masses lack a full understanding of the comprehensive value of the national dance, resulting in inaccurate and inadequate exploration of Manchu dance culture. In-depth analysis of the communication dilemma is to provide solutions for getting out of the dilemma.

### ***2.1 Foreign Culture Shock***

Foreign culture refers to the culture of other ethnic groups that are entering into a nation and interacting with its society. The new media era has provided a platform for the transmission of various cultures. Western culture has spread rapidly in China. Many young people, in particular, blindly pursue foreign culture, which has caused a serious impact on the transmission of traditional culture [4]. With the development of global integration, traces of foreign culture can be seen everywhere in daily life, but the transmission of traditional culture is not paid enough attention to, and the transmission of Manchu dance culture is seriously affected.

### ***2.2 Distort the Content of Dance Culture***

In the new media era, the media spread more entertainment information. In order to attract the audience's attention to Manchu dance culture and stimulate the audience's interest in Manchu dance culture, the disseminators took entertainment as the core, at the expense of the connotation and characteristics of Manchu dance culture, and distorted the content of traditional Manchu dance. A large number of vulgar or spoof entertainment information is flooded on various new media platforms and is spread wantonly. Over-catering to the audience's entertainment needs leads to the loss of the original charm of Manchu dance culture, and even leads to the deviation of people's understanding.

### ***2.3 Low Web Search Accuracy***

Under the new media environment, the disseminators of Manchu dance culture are affected by various factors, and cannot clearly identify the works in the process of releasing them, and cannot add correct keywords and labels. As a result, the audience cannot search for the works through accurate keywords in the media platform. When searching for the terms of "Manchu dance culture", the audience often encounters problems such as the classification of terms is too general, the category of terms is not clear, and the search process will be interfered by many factors, and they cannot easily find the desired content or accurately identify the value of the work.

### ***2.4 Weak Industrial Strength***

The development of China's cultural industry is relatively weak, and Manchu dance culture is slower and less innovative than other cultural industries. As the whole cultural industry is not standardized, resulting in piracy and other problems have hindered the development of cultural enterprises. Manchu dance culture enterprises are small in scale, lack of scientific industrial development planning, and do not have more capital and technology investment. The Manchu dance culture works are few, and the innovation development is insufficient. The market scope is too narrow, and the promotion is not enough. The lack of professional associations has not formed a long-term mechanism [5].

### ***2.5 The Shortage of Successors***

Most of the Manchu dancers are farmers living in the bottom of the society, and they use their own wisdom to show the excellent Manchu dance culture. At present, the Manchu dance performers are generally older, and some representative inheritors have entered ancient times, and there is a talent gap and a lack of successors. With the rapid invasion of foreign culture, many Manchu dances were gradually abandoned by people, along with the long-standing pride of artists, and young people were not willing to devote time and energy to learn to perform. A large number of rural people migrated to the city, making the Manchu dance transmission lack of reserve force.

### **3. The Opportunity of Manchu Dance Culture Dissemination in the New Media Era**

With the collision and fusion of traditional media and new media, fusion media has gradually become a new type of communication media. In this context, with the help of the Internet, which has great advantages in communication, Manchu dance culture and its rich forms of expression make the traditional dance culture and art realize the effective integration of various content resources, quickly show the characteristics of popularization and diversification, and obtain a broader space for development.

#### ***3.1 In the New Media Era, Manchu Dance Culture Has Gained a Broader Space for Development***

The spread of Manchu dance culture in history is relatively narrow, basically no more than the same people and surrounding areas. Since the emergence of new media, the monopoly position of traditional media has been severely challenged, which has given birth to many new cultural paradigms, accelerated the speed of information dissemination, further expanded the content and scope of communication, and constantly opened up new space for cultural development. The rise of mobile social media has effectively stimulated the enthusiasm of the public to receive and disseminate information, which has given Manchu dance culture a new impetus for development. In the process of the dissemination of Manchu dance culture, the advantages of new media should be given full play, the speed of dissemination should be improved, the scope of dissemination should be expanded, the restriction effect of time and space factors on the dissemination of Manchu dance culture should be eliminated, and the enthusiasm of the public for Manchu dance culture should be aroused.

New media is highly interactive, readers can directly participate in commenting, talking, sharing and other activities. The content forms of new media are more diversified, involving pictures, audio, video and graphic combinations. New media and other digital media shorten the time of social information transmission, and integrate the expression of the full meaning that people can accept. When propagating Manchu dance culture on the new media platform, we should try our best to be the disseminator of culture, rather than the recipient of culture. The formation and development of Manchu culture is in line with traditional Chinese culture, which better demonstrates the era significance of Manchu dance culture [6]. Manchu dance culture combines the digital way of thinking with new media to create a more efficient and competitive media form to meet people's more diversified needs.

#### ***3.2 New Media Communication Means to Enhance People's Sense of Identity of Manchu Dance Culture***

Cultural identity is the positive recognition of the national culture formed by people living together in a national community for a long time, the core of which is the recognition of the basic value of a nation. Cultural identity is the spiritual link that enhances the national cohesion and the spiritual gene that perpetuates the life of the national community. Therefore, cultural identity is the most important and deepest foundation of national identity and national identity. Enhancing Chinese cultural identity is a fundamental measure to build the common spiritual home of the Chinese nation. In each historical stage, the excellent traditional national culture has been continuously enriched and developed, containing the national spirit of each era, and promoting the people to establish correct values.

The inheritance and development of Manchu dance culture is an important part of the construction of a cultural power. The new media has a fast communication speed, multiple communication channels and a wide range of communication. In addition, the new media platform is rich in traditional cultural resources, which can make more people understand the Manchu dance culture, understand the connotation of Manchu dance culture, enhance the public's sense of identity of the country, society and culture, and enhance the centripetal force of the people. National spirit and traditional culture complement each other. As an excellent traditional culture, Manchu dance culture can promote the development of national spirit, and national spirit can promote the construction of Manchu dance culture [7]. The young people of Manchu spontaneously learn Manchu language and care about Manchu culture, which reflects the awakening of Manchu identity, and globalization is the main reason for the strengthening of Manchu consciousness, in which new media and the Internet play a large role.

#### ***3.3 Technology Integration is Helpful to Promote the Integration of Manchu Dance Culture Communication Resources***

In the new media era, the effective integration of various content resources can be realized under

the support of network information technology. Through information technology such as artificial intelligence and big data, the content of traditional culture can be deeply explored and integrated, and the traditional culture can be introduced and disseminated from a novel perspective. In particular, virtual reality technology will have a revolutionary impact on the dissemination of Manchu dance culture. Virtual reality technology is a kind of computer system that can create and experience the virtual world, which embodies the latest achievements in many fields such as computer graphics, multimedia technology, display technology, ergonomics, human-computer interaction theory and artificial intelligence. It is a kind of real-time simulation and real-time interaction man-machine interface, which can realize vision, hearing, touch, smell and taste through a variety of sensory channels.

With the characteristics of high degree of reproduction, virtual reality technology can fully integrate traditional cultural resources, and is gradually becoming the "backbone" of traditional cultural transmission [8]. As a unique technical means, virtual reality system can effectively build a virtual world. The Manchu dance culture that has disappeared in the long river of history can be simulated and reproduced through the relevant characteristics in the records, and the disappeared Manchu dance culture can be truly reproduced in front of people's eyes [9]. Through the integration of information technology to build a special information sharing platform, sharing traditional culture-related information on the platform can achieve the purpose of integrating traditional cultural resources.

### ***3.4 New Media Means of Communication Expand the Influence of Manchu Dance Culture in the World***

Seeking the form of a national primitive dance, religious dance represents, in whole or in part, the important information of national dance. Manchu dance was originally a material carrier for shaman to communicate with God in religious ceremonies. With the progress and development of society, religious ceremonies are becoming less and less, and the way of spreading Manchu dance culture is affected. The use of new media technology can realize the instantaneous dissemination of Manchu dance culture. No matter where you are, as long as you rely on the Internet and mobile intelligent terminal, you can receive and obtain the information and content of Manchu dance culture. In addition, Manchu dance culture can be presented and disseminated in various forms such as graphics, images, audio and short videos, and massive information and vivid pictures can be directly disseminated to people all over the world [10]. Different communication paths have corresponding audience groups, and the use of new media platforms to spread Manchu dance culture broadens the dissemination target.

The mass communication and interpersonal communication of new media have realized the communication among information to the greatest extent. In the new media environment, the convenience of international communication has reached an unprecedented state. Through combing the new media platform of Manchu culture, it is found that a large number of Manchu culture lovers gather overseas. The openness, immediacy and interactivity of new media can directly break through the limitations of time and space and attract more people's interest at home and abroad. It can not only promote cultural exchanges, but also show the profound connotation of Manchu dance culture to all countries in the world, enhance national and cultural self-confidence, and expand the international influence of Manchu dance culture.

### ***3.5 New Media can Realize More Extensive Dissemination of Manchu Dance Culture***

Through mobile Internet media, we will create an exclusive platform for the dissemination of Manchu dance culture, strive to open up a new dissemination position of Manchu dance culture, and spread Manchu dance culture to a wider and farther place with the help of new media. People only need to see the cultural content they want to pay attention to anytime and anywhere through new media and the Internet, which effectively solves the problems of slow dissemination of traditional culture, esoteric content and slow feedback from the audience. WeChat public platform is a new service platform for individuals, enterprises and organizations to provide business services and user management capabilities. As an important part of new media, WeChat public platform has a large number of users and strong communication ability.

Manchu dance culture mainly relies on the public platform to disseminate information in wechat, and the dissemination characteristics are also obvious. First of all, mobile phones have strong mobility, which is more advantageous in operation, and can enjoy Manchu dance culture conveniently and quickly without being controlled by time and space. Secondly, the user group that enjoys the Manchu

dance culture is not restricted, and pays attention to and subscribing to the relevant dance public number, and can watch the latest news of the video in the first time. Finally, the Manchu dance culture public account has a fast transmission speed and strong immediacy, and all friends can watch the public account video posted in the circle of friends [11]. In addition, the new media has the characteristics of interactivity and digitalization, which makes the dissemination of Manchu dance culture bi-directional. People can have a deeper understanding of Manchu dance culture and gradually understand the connotation of these cultures in the communication and interaction, which is conducive to the inheritance and promotion of Manchu dance culture.

#### 4. Conclusions

As one of the ethnic dances in China, Manchu dance reflects the unique regional culture. The artistic types of Manchu dance, such as court dance, hunting dance and sacrificial dance, are not only conducive to enriching the discipline system of dance education, but also promote the development of cultural industry and drive and improve the economic benefits of related industries because of the unique charm of art forms. In the era of new media, the communication mode of Manchu dance culture has been optimized, the communication effect of Manchu dance culture has been enhanced, and the Manchu dance culture has been promoted to the world. While promoting the dissemination of Manchu dance culture, new media is also faced with great challenges, which requires in-depth research on new media technology, maximize the positive influence of new media on the dissemination of Manchu dance culture, expand the social influence of Manchu dance culture, enrich and improve the cultural connotation and value of Manchu dance, and let more people feel the value and charm of Manchu dance culture.

#### Acknowledgements

This work is supported by 2023 annual social science planning fund project of Liaoning province (L23CMZ003): Virtual reality empowering manchu dance cultural communication in the era of new media.

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