

Analysis of the Impact of New Media Environment on the Communication of Modern Dance Art

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Abstract: Under the promotion of new media technology, modern dance art has ushered in the development opportunity. In order to promote the sustainable development of modern dance art, the impact of new media environment on the communication of modern dance art is now proposed to be analyzed. Firstly, the characteristics of dance art in the new media environment are analyzed, pointing out that new media technology makes dance art more rich, interactive and fashionable and other characteristics. Then, combining with the development history of dance art, it is proposed that new media technology brings opportunities for the development of dance art from the aspects of policy, technology and communication channels. Finally, it analyzes the influence of new media technology on the communication of dance art from the aspects of subject, content and channel, aiming to improve the communication level of modern dance art.

Keywords: new media environment; dance art; communication; influencing factors

1. Introduction

With the continuous development of new media technology, modern dance art communication is facing new opportunities and challenges. Under the new media environment, modern dance art can not only realize more diversified forms of expression with the help of digital media technology, but also realize wider dissemination through the Internet platform^[1]. At the same time, the new media environment also brings more diversified audience groups for modern dance art, which makes the development of modern dance art more diversified and globalized. Therefore, it is of great theoretical and practical value to study the influence of new media environment on the communication of modern dance art. First, the research background aspect. Modern dance art is a highly abstract art form, which requires the audience to have certain aesthetic literacy and cultural background. Under the traditional communication mode, the dissemination of modern dance art mainly relies on traditional channels such as stage performance and TV media^[2]. However, with the continuous development of Internet technology, the new media environment provides a more convenient and efficient channel for the dissemination of modern dance art. Through the Internet platform, modern dance art can realize cross-temporal communication, so that more audience groups can understand and appreciate this art form. At the same time, the new media environment also brings more diversified forms of expression for modern dance art, such as virtual reality technology, augmented reality technology, etc., which allow the audience to experience the charm of modern dance art more deeply. The study of the impact of new media environment on the communication of modern dance art has important theoretical and practical value. Theoretically, this study will enrich and develop the theoretical system of modern dance art communication and provide new ideas and methods for the development of related disciplines^[3]. In practice, this study will help modern dance artists better adapt to the new media environment, explore new ways and methods of modern dance art communication, and improve the communication effect and social influence of modern dance art. In terms of cultural significance, this study will help to promote the development and innovation of modern dance art, and promote the prosperity and development of China's cultural endeavors. In terms of social significance, this study will help to improve the public's cognition and appreciation of modern dance art, and promote social and cultural exchanges and the improvement of public cultural services. In recent years, scholars at home and abroad have already conducted extensive research and practice on the impact of new media environment on the communication of modern dance art. Overseas, some scholars have explored the mechanism and effect of the new media environment on the communication of modern dance art through case analysis, empirical research and other methods. At home, some scholars have also carried

out in-depth research on the communication of modern dance art in the new media environment, which involves the digital preservation of modern dance art, network communication, cross-cultural communication and other aspects. These research results provide important references and reference for our research. In summary, the study of the impact of new media environment on the communication of modern dance art has important theoretical and practical value, which can not only enrich and develop the theoretical system of modern dance art communication, but also provide better communication methods and approaches for modern dance artists, and improve the communication effect and social influence of modern dance art. At the same time, the cultural and social significance of this study is also very important, which will help to promote the prosperity and development of China's cultural undertakings, and improve the public's knowledge and appreciation of modern dance art^[4].

2. Characteristics of dance art in the new media environment

2.1. Diversity and abundance

The application of digital technology can combine traditional dance with modern technology to present more unique dance works. The emergence of new media technology also makes the expression of dance art richer and more diversified. Dance works can be presented through different media, such as video, animation, virtual reality, etc. They can also be presented through different dance styles and expressions, such as traditional dance, modern dance, fusion dance, etc.^[5]. Such diversified forms of expression can meet the needs and preferences of different audiences, and also provide a broader platform for the promotion and dissemination of dance art. In addition, the new media technology also makes the expression of dance art more diversified, such as: virtual dance, moving images and so on. This diversified way of expression enriches the form and content of dance art and attracts the attention of young people.

2.2. Interactivity and participation

In the past, the audience can only passively accept the display of dance works, but in the new media environment, the audience can participate in the creation and performance of dance works through the Internet platform, and interact with the dancers, such as: participate in the creation of the dance, watch the live broadcast, and publish comments^[6]. At the same time, the development of social media also provides a communication platform for the audience, the audience can share and disseminate their own perception and evaluation of dance works through social media, and communicate and interact with other audiences. For example, some dance works will interact with the audience through digital technology, and the audience can control the performance of the dance works through cell phones, tablets and other devices. This interactivity and participation not only improves the audience's experience and participation, but also promotes the dissemination and promotion of dance art.

2.3. Expressive and Emotional Conveyance

The application of digital technology allows dance artists and groups to show their creativity and expression more intuitively, for example: through the high-definition camera technology to present the dance works to the audience, the audience can understand the meaning and connotation of the works more deeply^[7]. At the same time, the application of digital technology can also allow dance artists and groups to better convey emotion, for example: through music, video and other multimedia means, so that the audience more deeply feel the emotions and ideas conveyed by the dance works.

2.4. Fashionable and avant-garde

The application of digital technology can make the dance art closer to the lifestyle and aesthetic needs of young people, for example, by integrating fashion elements and popular music into the dance works, so that the dance works can be more in line with the tastes and aesthetic trends of young people. This fashion and avant-garde can make dance art better attract young audiences and increase their participation and support.

2.5. Innovative and experimental

The continuous innovation and breakthrough of new media technology also brings more

possibilities and challenges for the innovation of dance art. For example: through virtual reality technology, dancers can enter the virtual space to interpret dance works, presenting unique artistic effects; through data visualization technology, combining music and dance, presenting more vivid images and sound effects; through animation technology and digital special effects, combining reality and imagination, creating more unique and fantastic dance works^[8]. The innovativeness of new media technology not only brings more efficient and advanced forms of dance expression, but also challenges the traditional forms and aesthetic standards of dance art. At the same time, the application of digital technology also allows dance artists and groups to better experiment and verify the creativity and effect of dance works, and improve the quality and viewability of dance works.

2.6. High visual impact

Under the new media environment, dance works can be recorded and post-produced through video, presenting clearer, high-definition images, so that the dancers' movements and the dance atmosphere are more vivid and infectious. The continuous development of video production technology, such as multi-angle shooting, camera movement, slow motion, fast switching, post-production sound and visual effects, etc., has continuously improved the visual impact of dance works and enhanced the audience's sensory experience. The sharing and dissemination of video can also allow more people to see, appreciate and share the dance works^[9].

3. Opportunities for Dance Art Communication under the Development of New Media

3.1. Policy support to promote the diversified development of dance art

Reviewing the development history of dance art is not difficult to find that its development and evolution is relatively rapid, but by the limitations of the development of the times, the traditional dance art is difficult to be preserved in its entirety.

With the arrival of the era of diversified art, national policies have also begun to strongly support the development of dance art. In 2017, China's former Ministry of Culture issued the Ministry of Culture's "Thirteenth Five-Year Plan" for artistic creation, and in 2021, China's Ministry of Culture and Tourism issued the "Fourteenth Five-Year In 2021, China's Ministry of Culture and Tourism issued the "14th Five-Year Plan for Cultural and Tourism Development", gradually increasing support for the diversified development of dance art. For example, China's relevant departments have provided significant support to dance art in terms of funding, establishing the relevant National Art Fund program to provide financial support for dance art creation and provide policy guarantees for its innovative development. At the same time, the relevant institutions and organizations also hold events such as the "Peach and Lee Cup", "Pui Qing Plan" and "China's Top Dancers Growth Plan" to assess and select outstanding dancers, in order to strengthen the importance of the dance art. The program is designed to enhance the importance of the art of dance. In addition, different provinces have launched provincial and multi-provincial dance competitions, which have unearthed many promising dancers. Relevant dance schools, film and theater schools are also working hard to find more outstanding dancers to cultivate new forces for the future development of Chinese dance art^[10].

3.2. Technological advances offer cross-border possibilities for the art of dance

With the continuous innovation of science and technology, big data, cloud computing, artificial intelligence and other technologies have gradually become essential technical means in people's daily life. This also provides a new direction and technical support for the innovative development and continuous optimization reform of dance art, so dance art gradually develops new media dance recording forms such as TV and movies. With the development of new media technology, photography equipment can be used to capture and record the performance status of dancers, so as to observe their body tension and movements during regular training, and make adjustments for insufficient expenses. This way can realize the in-depth analysis of dance movements and in-depth understanding of dance connotation, which is more obviously different from the traditional form of dance dissemination, and can show more details of dance art^[11]. In addition, in the process of dance art dissemination and presentation, the use of video technology can break the time and space limitations for the audience to bring a refreshing dance art performance, while the audience who is not in the scene can also feel the artistic infectious force of the dancers on the stage.

In the past, choreographers usually choreographed large tense body movements to show the art of dance in order to present the dancers' body movements more clearly to the audience in the theater. Nowadays, small and subtle dance movements can make the audience feel the connotation and emotion expressed by each movement of the dancers.

3.3. New media communication methods change the communication channels of dance art

The new media communication mode combines the use of light and shadow technology, as well as short videos, live broadcasts and other forms of communication, so that the communication channels of dance art has changed greatly, and also breaks through the traditional way of expression of dance art. With the help of 3D technology in the new media art communication mode, the dance art can present multi-dimensional three-dimensional light and shadow effects, and the stage space can be better rendered, thus adding a sense of atmosphere to the dance art performance. In addition, the photography of the stage is also based on 360 photography techniques to create a three-dimensional dance display effect, thus making the communication of dance art more three-dimensional.

In the dance industry, there are tens of millions of dancers who are engaged in persistent and unremitting efforts, while very few dancers are known to the public. With the continuous development of new media technology, dancers from provincial troupes are able to get more people to pay attention to the dance industry by participating in public competitions, national tours, and live broadcasts on both online and offline platforms, thus allowing more dancers to become known. At the same time, dancers can also use online platforms to upload their own recorded dance videos, use their own body movements to interpret the connotation of dance, express their own understanding of dance, and interact with online viewers online, thus drawing the distance between the art of dance and the general audience^[12].

In addition to using new media to promote dance art, dancers also need to broaden their horizons and challenge themselves to achieve innovation in dance art. This requires dancers to have a solid foundation in basic skills, combined with their own understanding of dance, and attempt to create dance with their own style and characteristics. At the same time, actors should seize the development opportunities of new media, utilize diverse communication media, and spread dance art to a wider audience.

4. Influence of the new media environment on the communication of modern dance art

4.1. Increase the number of dance communication subjects

The main body of modern dance new media communication can be divided into two categories: individual users and organizations. Individual users can be summarized as amateur dancers, modern dance workers and choreographers, etc. Organizations can be summarized as government departments, local cultural centers and related institutions. Early modern dance communication activities are mostly based on oral teaching, the main body of communication is only the main body, the real participation in the dissemination of people accounted for a relatively small number of people. After the emergence of new media, the rapid development of new media including digital TV and cell phone media led by the Internet, the subject relationship between the communicator and the receiver of modern dance has appeared the phenomenon of interaction and exchange, which has gradually shown the trend of interchanging and changing the roles of the communicator and the receiver.

First of all, from the point of view of the relationship between the two, there is a clear distinction between the roles of the communicator and the receiver in the traditional media communication model. The communicator occupies the dominant position in modern dance communication, and the audience exists only as the receiver of information. While the object of transmission and acceptance of new media is not fixed, the identity between the subject of transmission and the subject of acceptance can be transformed into each other. New media gives the audience the right to participate in the transmission freely, which eliminates the boundary that is difficult to be crossed between the audience and the transmitter of the modern dance in the traditional media environment, and everyone can become a transmitter of the modern dance, and at the same time, the transmitter may become an audience as well^[13]. Secondly, from the point of view of communication mode and direction. Traditional media is a fixed single communication from top to bottom, and the transmission of information is always in a straight line. In contrast, the communication mode of new media is not fixed and unchanging, and its communication process presents the characteristic of strong interactivity. The real-time and convenient

characteristics of digital information make the disseminator of modern dance content able to receive feedback from the audience at the first time of information release, and at the moment of receiving the feedback, the disseminator of the information turns into the receiver of the feedback information from the audience. In the whole new media communication process, the audience is no longer simply passive acceptance of information about modern dance, but can use the new media platform to publish their own views, express their own attitudes, comments or reproduced information about modern dance, and actively become a new "communicator", this process promotes the generation of secondary communication.

4.2. Enriching the content of dance communication

In the new media communication environment, the communication content of community dance is characterized by diversification and quantification.

The diversification of communication content is reflected in the fact that it no longer exists separately in the form of text, sound, pictures or images, but can be combined with new media digital technology to reorganize the various communication contents of community dance, so as to create a more innovative form of content. For example, community dance can be combined with short video platforms to form a new channel for online communication; it can also be combined with the Internet to form a community dance data resource base. Secondly, the dissemination content of community dance also has the characteristic of sea quantization^[14]. In recent years, the practice of MOOC has gradually attracted widespread attention. MOOC is the Chinese abbreviation for Mucous Class, which refers to Massive Online Open Course. Under the influence of the mobile Internet, many universities around the world have started to provide various online courses for students and community members through MOOC. For example, a provincial cultural and tourism bureau started to launch the series of "Art MOC" courses one after another in April of a certain year, which covers many art disciplines such as music, dance, theater, opera, photography, etc. Each issue will recommend massive video courses of various art disciplines for users to learn online and watch them repeatedly. The establishment of the catechism series of courses makes the popularization of community arts transcend geographical and spatial limitations, and residents can form an online "community community" through the catechism courses, which not only enriches the cultural life of the masses, but also attracts more potential audiences. In addition, through the digital processing of community dance, all the text, video, pictures and other content related to community dance can be stored in the "cloud", and the digital transformation has made the information source of community dance diversified and enriched. In the past, the carrier of information was books, newspapers, radio, television and other media, which could reserve or provide people with extremely limited information, while the information of new media is carried by the Internet, and the information of new media can be said to be endless. With the support of new media digital technology, all kinds of information resources of community dance can be integrated on the same platform. Searching for "community dance" in Baidu, we can get more than 22 million pieces of related information. It can be said that the new media has formed a huge public education resource base for community dance art, which has greatly enriched the communication content of community dance^[15].

4.3. Broaden the channels of dance dissemination

Table 1: Communication channels of dance art in the new media environment

Channel Type	Specific channels	Description
Official website	Official website of the dance organization or team	Provides the latest dance news, performance information, training courses and other content, while opening a dance community, so that dance enthusiasts can communicate and share experience. enthusiasts can communicate and share experience.
Social Media	Social media platforms	Publish dance videos to attract more viewers and increase interactivity and user stickiness.
Online video platform	Video website platforms	Provide resources such as dance performances and teaching videos so that viewers can learn dance anytime, anywhere.
Mobile Apps	Music apps	Provide dance teaching videos so that users can learn dance on their cell phones anytime, anywhere.
Digital Media Library	Media repositories such as data libraries	Preserve and disseminate dance artworks and provide professional dance resources.

With the rapid development of new media and the Internet, "winning through channels" has once surpassed "content", and has been recognized as a more important winning strategy. As an extremely important part of the "SW" model, the development and evolution of communication channels have an

important impact on the scale of community dance communication. In the new media environment, the dissemination channels of dance art are shown in Table 1.

Based on Table 1, it can be seen that unlike traditional media, which mainly rely on newspapers, magazines, radio, and television, the dissemination channels of new media mainly rely on advanced scientific and technological support, presenting a diversified trend network, mainly including digital television, websites, social media, online video platforms, mobile applications, etc. New media provide a variety of choices for the dissemination of information, and the communicator can choose a suitable communication channel according to the characteristics of the information he/she wants to convey, so as to achieve better communication effects.

5. Conclusion

Under the new media environment, modern dance art communication faces unprecedented opportunities and challenges. Through in-depth study of the impact of the new media environment on the dissemination of modern dance art, we can better understand the development status and future trends of this art form in contemporary society. The continuous innovation of new media technology provides more diversified communication channels and forms of expression for modern dance art communication. The popularization of the Internet platform enables modern dance art to transcend the limitations of time and space and reach a wider audience. At the same time, the new media environment also allows modern dance art to integrate with other art forms, creating a richer and more diverse forms of artistic expression.

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