

# Digital Communication of Folk Music in Social Music Culture

Xiaofan Zhang\*

*Music Academic, Philippine Women's University, Manila, Philippines*

*\*Corresponding author*

**Abstract:** *With the globalization of the digital age, the spread speed of social music has been unprecedentedly developed. As an important part of social music, how to spread folk music more widely is not only a problem to be solved in the field of music, but also a key problem to be solved in the field of culture. This paper makes an in-depth analysis of the digital communication of folk music in social music culture, and believes that it is of great practical significance to promote the development of folk music culture while spreading excellent Chinese folk music culture. This paper hopes to promote the effective combination of digitalization and the communication of folk music culture through the analysis and research, and promote the win-win cooperation between the two.*

**Keywords:** *social music culture, folk music, digitalization*

## 1. Introduction

With the rapid change of the international ethnic cultural ecological environment and the rapid development of Internet technology and new media, the exchange, blending and confrontation between various ideas are becoming more frequent, which makes the diversified folk music with local characteristics facing severe challenges of the times. China is a multi-ethnic country, ethnic music is extremely rich, and the music of various regions and ethnic groups is constantly evolving and developing in the process of transmission[1]. Therefore, strengthening the collection and arrangement of ethnic music, as well as carrying out relevant research has important practical significance for the protection of local ethnic music. This requires the continuous deepening of the awareness of the importance of the excellent traditional Chinese culture and the enhancement of the cultural consciousness and self-confidence of the whole people. In the digital communication of folk music, we need to scientifically borrow digital technology, on the one hand, to ensure the community of practice of folk music resources, and at the same time, to increase the impetus for its inheritance and dissemination, so as to build a world music brand with Chinese national characteristics, so as to improve the level of public education services and aesthetic education in China.

## 2. The significance of digital communication of folk music in social music culture

The effective application of modern information technology has realized the innovation of literary and art forms and the expansion of literary and art communication space. The digital communication of folk music in the social music culture is not only the realistic need of people's spiritual life nowadays, but also the inevitable choice to transform and upgrade its communication form under the background of new media and new technology. The following is the significance of exploring the digital communication of folk music.

### 2.1 Through the digital communication of folk music, realize the exchange of world music culture

The national characteristics of literature and art are an important manifestation of the recognition of national culture. Therefore, in the communication and development of national culture, attention should be paid to the innovation and development of artistic content and art forms. As an important form of artistic expression in China, folk music can inherit and develop by relying on the communication of social music culture [2]. With the continuous change of digital information technology, folk music forms a musical culture with unique Chinese national characteristics through the innovation of its communication mode, which promotes the social identity of its culture and thus realizes cultural

consciousness. At the same time, it also blossomed on the stage of international musical and cultural exchanges, making its influence continue to rise, and the people consciously spread national music under the impetus of cultural consciousness, forming cultural self-confidence.

### ***2.2 To achieve a good social artistic atmosphere, high quality to enhance the public's artistic literacy***

With the rapid development of social economy, people's material needs can be met, and the need for the spiritual world is constantly improved. The creation of a good social artistic atmosphere will realize the high-quality improvement of people's artistic literacy. The long history has given birth to the extensive and rich Chinese civilization, which is not only the unique spiritual symbol of the Chinese nation, but also the solid foundation of the Chinese culture, and the precious wealth for the artistic innovation of the Chinese nation. In order to more effectively root the folk music culture in the social music culture, it is necessary to continuously promote its digital communication, imperceptibly affect the public's artistic aesthetic cognition and accomplishment, and build and cultivate a better social artistic atmosphere [3]. The continuous development of information technology such as the Internet is like nutrients infiltrating the soil, bringing strong technical support for the digital communication of folk music, making folk music culture attract the public more comprehensively and rapidly in the process of communication, stand on a higher and larger stage, create a better social artistic atmosphere, and provide a steady stream of nutrients for the spiritual civilization of the public.

### ***2.3 Effectively establish confidence in mass culture, and the concept of lifelong learning is deeply rooted in the people's hearts***

For a country, cultural confidence is the most basic, profound and lasting force, which requires us to carry forward and inherit the extensive and rich national culture, and make continuous innovation, and finally realize the sustainable and modern development of culture. Folk music plays an important role in the historical stage of Chinese traditional culture. Through its digital dissemination, it can fully reflect the important significance of folk music in Chinese history and culture. In addition, the spread of social music culture is also an important supplement to school education and family education, and it runs through people's lifelong development in a timely manner. Individuals in the society will continue to draw strength from the social and cultural communication, and realize the continuous improvement of self-artistic accomplishment, which has an important driving force for the integrity of individual personality, better realization of aesthetic education aesthetics, and effective implementation of the concept of lifelong learning.

## **3. Advantages of digital communication of folk music in social music culture**

As we all know, the important way to spread social music culture is the construction of digital public service system, so in order to better realize the communication of social music culture, it is necessary to build a new communication form of digital music resources and realize a diversified communication channel and platform integrating multiple functions. Allowing folk music to be disseminated in the form of digital information can greatly improve its coverage and influence. The advantages of digital communication of folk music in social music culture are described below.

### ***3.1 Instant sharing***

Folk music is passed down through oral transmission among the people, which means that it is difficult to organize and preserve folk music resources, coupled with the single form of recording information in the past, leading to the lack of some materials. If the traditional form of communication is used to spread folk music, it does not have advantages. On the other hand, digital communication has instant sharing, which can ensure that the inheritors of folk music can simply and quickly complete the output of artistic content [4]. Based on the interaction with the public, the communication content can be adjusted to meet people's actual needs, so that the public can have a better understanding of folk music in a relatively short time and realize the rapid exchange of information. The sharing, comment and other functions of digital technology will also realize the communication between different regional ethnic music cultures and obtain better communication effects.

### ***3.2 Interactional diversity***

With the support of information technology, a variety of artistic exchanges can be interoperable, which also infuses the characteristics of interinvolvement and pluralism into the transmission of national music culture. With the help of the Internet and big data, different folk music cultural resources are summarized to build a systematic folk music cultural resource library, and in the interaction process of different platforms, the interaction becomes more positive and benign, so that the transmission of folk music culture can be inherited and carried forward in a healthy and excellent soil. Nowadays, the collaborative development and interactive influence between various platforms have become the main construction direction of digital platforms. The digital interactive platform system with clear positioning, co-construction and sharing has been basically constructed, which also provides a more professional platform for the exchange of folk music resources and cultures, and also provides a strong technical support for the dissemination of folk music culture.

### ***3.3 Infiltration of aesthetic education***

Social music is an important part of social aesthetic education, and the spread and edification of national music contains rich aesthetic education aesthetics. Music is transmitted through conscious and unconscious processes. Music education belongs to conscious transmission, while information transmission on the Internet belongs to unconscious transmission. In the process of unconsciously accepting the communication of folk music culture, the public is bound to come into contact with the conscious part, which means that the public receives some kind of education in the communication of information and plays an aesthetic education role. The digital communication of folk music is carried out with the support of digital technology. It influences people's mind and body imperceptibly and cultivates the sentiment of the public, so as to realize social aesthetic education.

## **4. Forms of digital communication of folk music in social music culture**

The diversified development of information technology has given birth to different forms of communication. The adoption of diversified forms of communication will promote the effective development of folk music, have far-reaching significance for carrying forward the culture of folk music, and also build up the cultural confidence of the public. The following are the existing forms of communication:

### ***4.1 Convenient music industry communication platform***

With the rapid development of computer and information technology, various new media technologies continue to emerge, which not only greatly improves the speed of communication and enriches the forms of communication, but also realizes the digital system of the communication of music culture and related industries, builds a variety of new media platforms, and provides multiple platforms for the communication of music culture. Nowadays, some communication platforms include digital music, digital live broadcasting, short video self-media, music entertainment, etc., which provides a more convenient path for the public to access music [5]. According to the official data of Tiktok Platform, it has more than 600 million users, which has accumulated a large number of user resources for music transmission. There are many folk music creators on the platform, who take folk music as the foundation and rely on their own professional knowledge to interact with users through the platform to complete innovative folk music creation. Learners and practitioners of all kinds of folk music adopt different innovative forms according to the platform users' information receiving interest points, interpret folk music with their own different understandings, and actively develop works that fit the public and retain the folk music's original heart, so that the public can have a new cognition of folk music, enhance national pride, and realize the efficient promotion of folk music.

### ***4.2 Transformation and upgrading of the music entity industry***

Under the background of informatization, the online development of various real industries is promoted. Traditional folk music relies on offline multi-scene music experience entities to spread, and its form of communication is relatively simple and its coverage is narrow, which is not conducive to the wide spread of folk music. Through new media technologies such as big data, the transformation and upgrading of the offline music entity industry has been supported to a certain extent. The music entity

industry has realized transformation and upgrading with the help of information technology. The technological sense of stage beauty, the integration of electronic music and folk music, real-time live broadcasting, recording and broadcasting have injected digital connotation into the dissemination of folk music and brought new experience to the public. As the saying goes, "the nation is the world", art and culture are also driven by the global, constantly colliding with the gorgeous sparks of the world's national character. Through digital technology support, music culture not only improves its industrial economic benefits, but also realizes the wide spread of folk music culture, providing a platform for the public to understand folk music through multiple channels and ways, and improving the social public's aesthetic cognition ability and spiritual life quality.

#### ***4.3 Diversified musical and artistic programs and performances***

Under the premise that material needs can be satisfied, people's pursuit of the spiritual world is constantly strong. At present, more and more forms of new media appear in People's Daily life, which also makes the musical arts programs tend to be diversified, and people have more choices to understand the folk music culture [6]. For example, CCTV Music Channel "Fenghua Guoluo" is the only music program focusing on Chinese folk music in China. Since CCTV Music Channel was launched in 2004, it has provided a new way for the online dissemination of folk music through innovative program planning. In these music programs, more singers also actively integrate ethnic music elements into their works. For example, Tenger's "Heaven" contains ethnic elements such as Matouqin and Khoomai. In "I am a Singer", Han Lei also presents a unique singing style with ethnic characteristics. In the program, several rare Musical Instruments with national characteristics are introduced and popularized, which effectively improves the music literacy of the public. Zhang, the world's first director who has planned the 2008 Beijing Olympic Games and the 2022 Beijing Winter Olympic Games, has put folk music on the world's grandest sports event, which has won repeated praise from countries around the world, making the sound of folk music spread more far-reaching. It can be seen that diversified musical culture programs and performances can promote the public to experience ethnic music culture more comprehensively and strongly, and enhance their self-confidence in ethnic culture. It plays an important role in promoting the spread of folk music and has been widely recognized by the public.

### **5. The development trend of digital communication of folk music in social music culture**

#### ***5.1 Strengthen the training of folk music talents and encourage innovative and diversified forms of communication***

Driven by the digital form, if we want to spread and popularize the folk music culture further, we must always educate and cultivate the folk music talents. Social music culture is the crucial soil, under which the school music education and family music education are constantly spemerging new life, and it is these new forces that make the popularization of music culture and aesthetic education become more meaningful. The high-quality folk music talent team makes the image of folk music culture more vivid and vivid through the diversified forms of digital communication. The continuous innovation of digital communication forms provides a more diversified display platform for folk music talents, enabling both communicators and learners to acquire more comprehensive music knowledge through interaction, and promoting the sustainable development of folk music culture in social music culture. The cultivation of talents will provide human support for the spread of national music culture, and even sow seeds for the development of the entire music market.

#### ***5.2 Optimize the resources of folk music creation and give full play to the effectiveness of public services***

In the digital communication of folk music in social music culture, it is also necessary to optimize the creative resources of folk music, build a more solid and perfect music distribution system and communication platform while rationally utilizing and giving full play to public service resources, so as to form a good brand effect of folk music and improve the quality of communication. Under the scientific and reasonable application of digital technology, the construction of resource platform can be better controlled and restricted, and the national cultural resources in the platform can be summarized and classified to improve the application efficiency of resources. With the advantage of big data digitization, it screens all the data information existing in the Internet, combines it with the retrieval

and navigation function, pays attention to the data value of ethnic resources, outputs high-quality folk music culture to users of various multimedia platforms, and realizes high-quality communication. In addition, it is also necessary to give full play to the efficiency and effectiveness of public services. In the construction of music resource platforms, the basic principle of "application is king, service is first" is paid attention to the effective application of folk music resources, so that their resources can be standardized and sustained development on the platform, and the content construction and regular maintenance of the platform should be enhanced. In the process of continuous practice and operation, the resources are integrated and improved to provide the public with higher quality and better use of folk music resources, and realize the inheritance and development of folk music.

### **5.3 Regional development of national music brands and improvement of musical cultural atmosphere**

Folk music born in different regions also has certain differences, its regional characteristics are objective, can be inherited and developed in different social and cultural backgrounds, and produce different aesthetic effects. For ethnic music in different regions, there are great differences in style. The digital communication of ethnic music has realized cross-regional communication. In order to achieve better communication effect and greater influence, it is necessary to carry out analysis according to local conditions in different regions and regions, so as to make the development of local music more diversified. It creates a brand of folk music based on regional characteristics, and at the same time, it also exchanges with the music culture of other regions, constantly expands and develops and innovates, and creates a good musical cultural atmosphere, so as to realize the high-quality and efficient communication of folk music.

## **6. Conclusion**

In the social music culture, the communication of folk music is an important path to build the confidence of social mass culture. Digital communication is the only way in the information age. Technology can break the routine and make the communication of folk music more diversified. It is particularly important to standardize the construction of the communication platform of folk music, so that it can bloom colorful light while constantly opening up and innovating the form of communication. The continuous enhancement of scientific and technological capacity building is the practical need of the development of folk music. In order to create a better social artistic atmosphere and enhance the artistic quality of the public, it is necessary to actively carry out formal innovation, and in the context of the continuous update of digital information technology, it will help the development of folk music culture. In the future, it is necessary to pay attention to talent training, resource aggregation and brand development, inject fresh impetus into the sustainable development of folk music, better serve the aesthetic education of society, nourish and cast the soul and spirit of the nation.

## **References**

- [1] Qu Y. *On the Optimization of Music Teaching Under the Background of Digital Era [J]. Journal of Heilongjiang University of Technology (Comprehensive Edition)*, 2023, 23(5): 52-55.
- [2] Yao W, Wu X L. *Exploration and development of digital communication of folk music in social music culture [J]. Home Drama*, 2023, (7): 83-86.
- [3] Zhuo Y. *Research on the Intangible Cultural Heritage Protection and the Living Transmission of Southern Fujian Music Based on Digital Technology [J]. Journal of Jiangxi Science & Technology Normal University*, 2016, (2): 109-112.
- [4] Wu Q, He H. *The Construction and Realization of the Digital Display Platform for the Music of Minority Groups in Gansu [J]. Journal of Lanzhou Institute of Technology*, 2013, 20(4): 10-13.
- [5] Zhang M Y, Guo X. *Research on the Socialization Development of Ethnic and Folk Music in Urban Communities [J]. Modern Music*, 2018, (4): 146-147.
- [6] Guo Y Y. *Research on traditional music communication strategies in the context of social media [J]. Sichuan Drama*, 2016, (12): 99-101.