

Research on Traditional Music Culture in Western Guangdong under the Perspective of New Media

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Abstract

This paper studies the influence of new media on traditional music and cultural industries in western Guangdong Province through the theory and methods of communication science. This section presupposes the analysis of the nature and characteristics of the traditional music industry in the western part of Guangdong. It discusses the aesthetic features of traditional music in western Guangdong, its relationship with technology, and its value. On this basis, the theory and long tail theory were used to analyze the marketing communication in the music industry. From a theoretical point of view, the impact of the new media on the contemporary music industry in the western part of western Guangdong was demonstrated, and the impact of Internet communication on the popular music industry was highlighted. The key is that the core of marketing communication gradually shifts to consumers to study the impact of online communication on the personal communication of music, the impact on music communication carriers, and the influence of intellectual property in traditional music transmission in western Guangdong.

Keywords: New Media, Western Guangdong, Traditional Music Culture

1. INTRODUCTION

In the past, the traditional research methods of folk music in western Guangdong mainly collected, documented, and collated original materials based on experience, lacking in-depth theoretical analysis and a wide international perspective(Fan 2009). The involvement of the local music and cultural research team of the Zhaoqing College of Music has injected new air into the study of traditional folk music in western Guangdong and brought new theoretical and new methods, including ethnomusicology, folklore research methods, structuralism, and romanticism(Lau 2015). Not only in the western part of Guangdong, along with the development of urbanization and modernization, information resources and cultural symbols inherited from traditional culture have gradually been marginalized, making the living space of traditional music culture in western Guangdong greatly affected.

For the dissemination of new media, communication scholars have begun to do in-depth and more mature theoretical research. However, for the study of music's new media communication, the academic circle is relatively lagged behind(Epps and Dixon 2017). Because the theoretical framework of music communication itself is still being explored, even for the concept of music communication has not yet formed a mature, recognized definition and new media, this high technological content of the product for most of the literature artists, there is a long way to go, so

little attention has been paid to the study of music on the Internet. With the deteriorating living environment of our country's traditional culture, especially for many inheritors, this traditional art has not been inherited, and many intangible cultural heritages are in danger of disappearing.

This article intends to analyze the transmission of music in the context of the traditional music communication environment in western Guangdong in the era of new media. We must not only explore the characteristics and modes of new media communications, but also use communication theories to analyze and make necessary explanations for the formation of the new media's dissemination of the phenomenon of the formation of music. Therefore, the purpose of this study is to present some of its own opinions on the new research areas of traditional music communication in western Guangdong.

2. ANALYSIS OF MUSIC TRACKS IN TRADITIONAL MUSIC IN WESTERN GUANGDONG

2.1. Piao Se

The Piao Se is an ancient traditional folk art integrating drama, magic, acrobatics, music and dance. Originated in Guangdong in the late Ming and early Qing. At present, it is still an important form of art in southern China. The Art of Floating Color originated from Wuchuan City, Guangdong Province. The form and principle of the art is a number of people pushing a swatch. The swatches are decorated with fixed figures. The characters are supported by an invisible stalk. Exceeding people's dancing in the air, floating in the air is called floating color. It is one of the art forms of social fire, see in figure 1.



Figure 1 Piao Se performance

The core of the floating color is the production of the stalks. The stalks are the supports that support the “colored” and “colored” women. They are generally made of steel spurs. They use the principle of mechanics cleverly to achieve the balance of the center of gravity of the “color stage” so as to avoid Turn over the platform and subtly arrange the artistic structure and shape distribution of “Colored Aberdeen” and “Colored Girl”.

With the rapid renewal of new media, the existing media structure and information dissemination rules have been changed. Even when mass communication and mass communication are coexisting, the market share of traditional mass media such as broadcasting and television gradually becomes smaller and their influence weakens. This chapter is devoted to discussing the new forms of popular music dissemination under the influence of mobile internet. Under the new media technology, the decline of the traditional music industry, the rise of the grassroots music culture, and the UGC mode of podcasting as a concrete expression have become mainstream(Farnsworth and Austrin 2010). In terms of music appreciation, because of its highly subjective nature, whether in form or content, music works are largely ambiguous, and different people may have completely different feelings about music. In the mass media, because of the authority of the mass media, the masses are very easy to accept the popular music they provide; in the context of mass communication, the audience is guided to different communities under the influence of broadcasting and the Internet; in the new media environment, On the one hand, audiences can choose pop music according to their own preferences. Personalization is to a large extent achieved. On the other hand, the network has spawned new opinion leaders. Because podcasts have low standards of entry and rapid dissemination, everyone can become an opinion leader.

2.2. Western White Opera

The puppets were used as a performance program. Originally known as "White Babies", also known as "An Pu Bai Opera", later known as the West White Opera, is one of the eight famous operas in Guangdong Province. Popular in Zhanjiang City, Guangdong Province, southwest of Lianjiang City and Suixi County in the northwest and Guangxi Beihai, Hepu and other places; white play lyrics easy to understand, beautiful singing, beautiful music, with a unique original Hu --- Gu Guhu Being accompaniment is a local drama that has traditional local features and is popular with the people.

The performance of white opera in western Guangdong:

(a) The celebration drama: The peasants must be acting and celebrating when they enjoy a happy harvest, a wedding ceremony, a high school ceremony, a high school exam, or career advancement. After the reform and opening up, there are more festive shows, such as profit for enterprises or individual industrial and commercial households, visiting relatives for visiting relatives, opening of business for the company, and admission of college children to college.

(b) God's Birthday: Every day on which God's birthday is fixed, the White Theater will be celebrated. The play-offers will compete with each other(Gardner and Lehnert 2016). They donate more money and perform longer than others. In particular, neighboring villages compete with each other, and sometimes fixed local performances amount to 60. In days and more, the participants were all public and how far the villagers went to work. During the acting of God, they must return to the village to play. Each household hosted a dinner with friends and relatives. Compared with other relatives and friends, it was a big face and lively. This tradition was passed on from generation to generation.

(c) New Year's play: The traditional festivals such as the Yuanxiao Festival, February 2, Dragon Boat Festival, and Mid-Autumn Festival are the golden season of the Baiju performance. The troupe

cannot meet several local invitations at the same time. It must be divided into two classes day and night. Play to show good luck. When performing, we wish peace, good luck, and making a fortune.

2.3. *Yuexiu Nuo Dance*

The source of exploration in the west of Guangdong Province refers to the western part of Guangdong and its administrative divisions are the three cities of Yangjiang, Maoming and Zhanjiang. The West Guangdong dance (see in Figure 2) and the Central Plains dance are in the same line. In the Tang Dynasty, many people from southern Fujian moved to western Guangdong. From the Sui and Tang Dynasties to the Song and Yuan Dynasties, the northerners were more than south. Popularity and custom are the carriers of folk customs, and as a folk custom, break dance will inevitably take root in the new relocation site with the arrival of people. The types of western dances in Yuexi include "Court", "Dance II", "Six Dances", "Walking away", and "Flowering shed."



Figure 2 Yuexi Nuo Dance Show

2.4. *Leizhou Song*

Lei Song was developed from Leizhou proverbs and folk songs. Since its founding in the Song Dynasty, it has been established in the late Ming Dynasty and has existed for centuries. According to the record of "Haikang County continued zhi zhi": "The Song Dynasty Ningzong Kaiyuan first year (1205) Jinshi, Leizhou learning teachings Li Zhongguang's "Reconstruction of the Bookstore on the Book of Liang Liang," contains the words "Listen to Huan Dian, Dare to Chen Shansong". "" The sentence. Ming Wanli "Leizhou House Records" records: Lei's language three: There is official language, that is, Zhongzhou Zhengyin also; there is East language, also known as Hakka; There are Li language, that is, Qiongya high voice. It has been more than 200 years since. Nowadays, a large number of Leizhou's songs, songbooks, song lists, "girl songs" and drama books are preserved in the society. In June 2006, Leizhou song was included in the national intangible cultural heritage protection project(Zhou 2013). In the Leizhou Peninsula, whether it is a literato or yefu village, whether it is an old man or a village girl or a shepherd boy, everyone loves to sing Leizhou songs and create Leizhou songs. special

Do not be the narrators of Leizhou's artists and artists. For example, in the Ming dynasty, Chen Wangbin, the Governor of the government to Fujian and Zhejiang, Chen Changqi, who was edited by the Hanlin Academy, Huang Qingya, Ding Zongxi, Gong Sheng Huang Jingxing, Chen Bochang, Liang Chengjiu, Hong Han, etc. all have their own inspiring inks; A group of famous female song actor such as Lin Zhizhong, Wu Lanxiang, Chen Shoujing, Jiang Bisheng and so on. Leizhou's song evoked the "girl song" for singing, and Queshige in "girl song" also derived mine drama. Leizhou Song records the birth history, migration, labor, and life of Leizhou people. It has an extremely high historical value and artistic value.

The melody of the girl's song is different from the others. The tune is very simple. There is only one melodic skeleton. The approximate melody is as follows (figure 3):

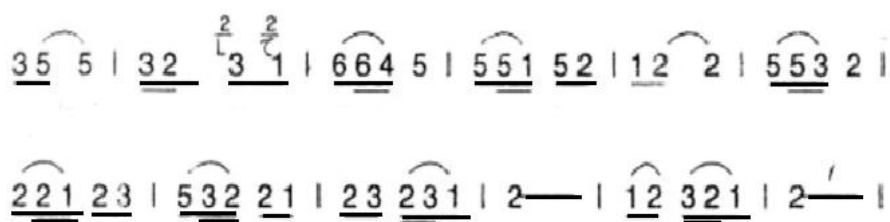


Figure 3 A simple melody of a girl in Leizhou

The girl song is simple and rigorous in structure, harmoniously balanced, and beautiful in rhythm. Each sentence consists of four sentences, seven words for each sentence, the first, second, and fourth sentences of the words for the pronouncing of Leizhou phonology, and the second and fourth sentences of the fourth word are for Yang Pingsheng. It is very suitable for the rhyme of Leizhou dialect, and the melody and the word are interdependent. Here we should mention Huang Jingxing who has made important contributions to Leizhou song reform. He first published Leizhou song rhyme, compiled and published the "Leizhou song rhyme classification", "song rhyme integration", the song rhyme was summed up as 34 rhyme, rhyme name is in accordance with the first three rhyme rhyme song, two, four rhyme feet. The rhyme word indicates that, for example, Ah Ho, Xiang Xiang Niang, the old cake, and Jiao Jiao, etc. Later, he repeatedly went deep into the literary list song and the girl singer and used the rhyme to find that the 34 rhyme scores were too fine and sang for the Thunder Songs. And the creative shackles are too large, so they merged some of the tone's close rhymes into 23 rhymes to expand the entire Leizhou pop music." Different rhymes have the ability to express different content. If their loved ones died, cry for the song; women married, sisters concentrated at night, to sing with the song and so on.

3. INFLUENCE OF NEW MEDIA ON TRADITIONAL MUSIC CULTURE IN WESTERN CGUANGDONG

3.1. *New media broadened the way of dissemination of traditional music in western Guangdong*

With the television show "Super Girl" becoming popular, grassroots music culture has sprung up in the past ten years. TV music programs such as "China Good Voice" and "China Good Song" were born. The players participating in the draft are The record companies signed the contract, after being trained and packaged, they were launched into idols that attracted people's attention. In the final

analysis, the singers who come from these drafts are still living in the traditional music industry chain (Neiger 2012). As APP began to provide new ways of music production, new media technologies have reduced the number of quasi-entries for the public and everyone's participation has become possible. This section on the production of podcasts will be specifically launched in the fourth quarter. In the traditional music industry chain, the content provider's status as a record company has been changed. In terms of music creation, the professionalism of musicians, artists and songwriters is no longer a recipe. As of March 31, 2016, in the Apple APP Store, a total of 2,075 software applications were included under the "music" category, including music arranger software, piano, guitar, and other musical instrument learning classes. As long as you have knowledge of basic music theory, acoustics, orchestration, anyone can use music studio software such as FL Studio, Cubase, Nuendo, and Sonar to create music.

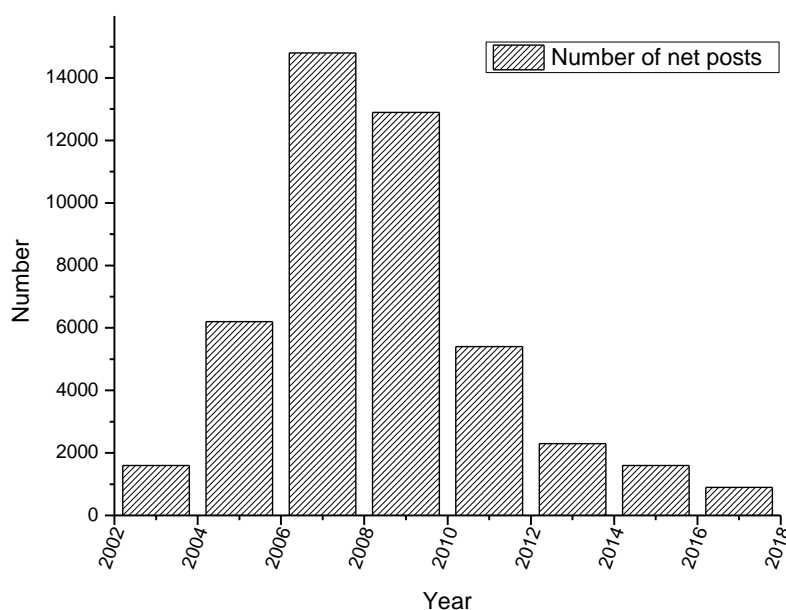


Figure 4 A statistical table of the number of Web posts in the discussion edition of the Hutong of the Hutong

With the rapid development of mobile client software, various music creation software such as "Music Memos" has begun to appear, and the mobile phone can also basically achieve professional soundtracks. The guitars, basses, and keyboards that the band generally needs Other musical instruments and mobile phone software can also be played. Some of the music apps contain rich sound effects that can be used directly by the band. In addition, the composition software can automatically generate music for the users to sing out the melody, "sing it" and other applications. Human voices can also be automatically beautified and retouched, while the other part can initially edit the recorded audio. From "recording a landscaping clip to a musical instrument playing an arranger", the mobile phone can easily accomplish the simple creation of a song, that is, the general public can use the mobile phone to create anywhere and anytime.

Compared with the traditional way of communication, the rise of new media has greatly expanded the way of traditional music in western Guangdong and even the whole musical culture. In

the past, music was usually distributed by tape or CD, but the mode of communication was rather narrow, and the development of the network and the rise of the new media made the music culture more convenient and extensive. It not only changed the way of music transmission, but also changed the way that people accept music, even the way of music. It has a subversive meaning to the development of traditional music in western Guangdong. It can be seen that the new media has broadened the mode of transmission of music culture, so that the public's interest in national culture has also promoted the influence of national culture.

3.2. Realize the worldwide spread of traditional music in western Guangdong based on the new media

In 2003, Apple introduced iTunes. The form of the popular music industry has undergone major changes in the service provider sector. The four major record companies have broken the control of the record industry chain. According to statistics from Big Data, the number of mobile music APP subscribers in China has risen steadily since 2011, and the user scale has exceeded 100 million people in 20 years. According to the data released by Aimmedia Consulting, as of the end of 2015, the number of mobile music client users in China reached 440 million, and the coverage rate of mobile music clients in mobile Internet users reached 64.8%, and the use of mobile phones to enjoy music became a popular life. daily. The statistics of the user size of the mobile music client are shown in the figure 5.

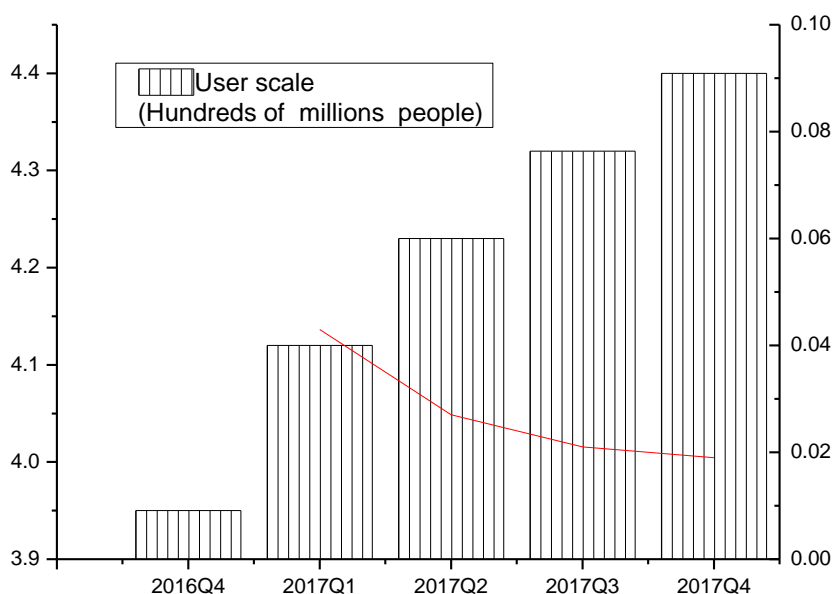


Figure 5. Mobile phone music client user size in 2017

On the one hand, the music APP is used to listen to music and other audio programs; on the other hand, the download function of the APP is also an important function, among which cool dog music, QQ music, cool music, and the cumulative downloads ranked top three. According to the research

report of HongZhi, Tencent, Haiming Music Group and Ali Line have formed a three-legged trend in the battle for the copyright of digital music. Among them, the Tencent series library containing QQ music has 15 million songs, and cool dogs. Cool Ocean Music Group's music library is 20 million songs, and Xuanmi Music's Ali System Music Library is on 2.5 million W songs, that is, as long as they are installed on mobile phones or mobile clients. Internet users can choose from a wide range of musical compositions.

The traditional music of western Guangdong Province, as a national music form, is rooted in the culture itself, and it is an important part of the national culture. The traditional music in the west of Guangdong is also a carrier. It embodies the cultural thought, the way of life and the historical change of the nation and the region. It is a way of people's emotional communication in the production and life. Therefore, any national art cannot be separated from the national characteristics. But in the present world, the marine culture of the western part of Guangdong has created the unique inclusiveness of the traditional music culture in the western part of Guangdong. It has incorporated the multicultural culture of the world in the process of dissemination. It has spread its own unique national characteristics and ideological temperament to all parts of the world. The rise and development of the new media has given the foundation of the development of traditional music in the west of Guangdong Province. Its interactivity and universality make our traditional music not only able to have the characteristics of our nation, but also be able to spread the new media in a wider range and absorb the music of other peoples of the world. At the same time, China can also rely on new media to achieve communication and cooperation. And it can also spread the music of the Chinese nation to all parts of the world so that it can stand permanently in the forest of world music.

3.3. Innovating traditional music culture in western Guangdong through new media

The personalized transmission characteristics of the new media era have determined the division of popular music audiences to be more precise, detailed and directional. First, the content produced by music communication service providers is more subdivided and presents a trend of differentiation. The familiar music app are shown in Figure 6.



Figure 6. Music APP accumulative downloads

In addition to using its own music library to provide traditional music services, it also provides frenzy features, providing users with music services while incorporating social elements, adding user stickiness, such as NetEase cloud music, multi-meter music. "Point-to-face" mass communication no longer exists. Instead, it is "point-to-point" interactive communication. Netizens can share and communicate at any time online, anytime. For example, Netease Cloud Music listens to the basic needs of the user, so that users can freely create song list, and interactively share around the song list, through the exchange between users and users to help users find better music.

Any cultural form will constantly absorb the essence of other cultures in the process of development, promote their own development, and continue to innovate the process of continuous development and evolution. For the traditional music in western Guangdong, it also follows the law of development. After thousands of years of cultural accumulation, the traditional music of western Guangdong Province absorbs the essence of culture from various regions and nationalities, and it innovates the music material on the basis of its own, thus creating a unique work. On the basis of preserving the cultural charm of the nation, it is innovated and adapted to reveal the unique charm of the integration of classical culture and modern culture. Such products not only retain the nationality of music, but also have the flavor of the times. While carrying forward the culture of our nation, it has also conveyed a rich style of the times and the atmosphere of humanity. More importantly, these traditional music works in western Guangdong have also led to the spread of our national culture in the process of their own dissemination.

The new media model for studying the western part of Guangdong and developing the traditional culture and arts of western Guangdong is to "activate" traditional western music culture and art.

(a) Use the techniques of MIDI (midiIn and midiOut) arrangement to create musical works based on the traditional western music culture.

(b) Integrate modern western music and art works into modern musical art expressions. Improve

innovative works and participate in competitions at the county level or above for school or business use. This enables traditional music, cultural and artistic works and its spirit to be learned and appreciated by all groups of society. Enhance social recognition of traditional culture and arts is more conducive to the people's learning of traditional culture. This is a favorable condition for inheriting traditional music culture and art creation.

4. CONCLUSION

Over the years, the protection and inheritance of traditional music in western Guangdong has been a hot issue of concern in all walks of life, but the protection and inheritance work is not optimistic. Under the rapid development of the social background, under the strong impact of popular music, the survival field of traditional music in western Guangdong is shrinking. The inheritance awareness of traditional music in western Guangdong is still at a relatively weak level. As a more convenient way of communication and interaction, new media has also greatly changed the way of traditional music culture in western Guangdong. How to promote the dissemination and development of traditional music in western Guangdong in the new media age and expand the space for its development are urgent problems for us to consider. Through the analysis and study of the traditional music culture in the west of Guangdong Province, this paper puts forward the strategy of the communication and development of traditional music culture in the new media era, with a view to making suggestions for the development of traditional music culture in the west of Guangdong Province.

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