

# *Analysis on the Application of Exhibition Design to the Publicity and Promotion of Folk Songs*

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**Abstract:** Under the social conditions of rapid economic development, the form of folk songs is also constantly changing, and the audience has put forward new requirements for high-quality music. Folk singers should pay attention to the publicity and promotion of folk songs while improving their own music quality. The publicity and promotion of folk songs is the key to the survival and development of folk songs in the music industry. The exhibition design is of great help to the promotion of folk songs. How to improve the promotion of folk songs, create high-quality folk songs, stimulate the interest of the audience, and create a larger stage for the development of folk songs is the common pursuit of today's folk singers. Therefore, this paper analyzes the application of display design to folk song promotion, hoping to provide valuable suggestions for relevant workers.

## **1. Introduction**

After a long period of development, folk songs have gradually become the most representative art of the long history of the Chinese nation. Facing the progress of the times, the development prospects of folk songs face many tests. People are intoxicated with various new types of music, resulting in little understanding of folk songs. Young people lack interest in folk songs, which puts forward a new test for the publicity and promotion of contemporary folk songs. The folk song workers can publicize and promote the charm of folk songs and the local conditions and customs contained by the way of display design, so that folk songs can fully maintain vitality and be full of youth. They can fully display the charm of folk songs by using advanced technology and artistic design, change the stereotype of the public on folk songs, improve the audience's love for folk songs from the audience's needs, and better complete the publicity and promotion of folk songs.

## **2. Display design promotes the promotion of folk songs**

The rapid development of the information age has greatly met the human needs for the material level, but the spiritual level is lacking. Under the impact of pop music elements, the development of folk songs has been frustrated. As the traditional culture of the Chinese nation, which has lasted thousands of years, it is facing a huge survival challenge. The cultural elements contained in folk songs are unique, inclusive and irreplaceable. But today's folk songs are developing slowly, and display design plays a key role in promoting the development of folk songs.[1] The display and artistic design using advanced technology not only publicized folk songs, but also optimized and improved

some elements of folk songs in the process of display design, and constantly excavated folk song art to inherit valuable cultural resources. There is a precedent for display design in China's history. In the existing historical documents, there are records of civil and military officials showing their goods to the Emperor. Businessmen want to show their goods to customers, and private school teachers show their knowledge to students. All are transmitting information to the outside world to promote social development. Therefore, display design plays an important role in the promotion of folk songs.

The display design also plays an important role in carrying forward the artistic characteristics and cultural connotation of folk songs. Folk song workers pass on the local customs and national history and culture contained in folk songs through specific display design. The connotation of folk songs can be publicized through various display methods and artistic design. For example, northern Shaanxi folk songs with the most artistic characteristics can add some elements of northern Shaanxi style when setting up the stage, so that the audience can feel the shock and charm brought by folk songs in an all-round way, and realize that Chinese folk songs contain strong national cohesion and appeal in their thousands of years of development. Therefore, display design promotes the promotion of folk songs.

### **3. Display design innovation folk song promotion**

In the field of display design in recent years, cultural products containing Chinese elements are very popular. Most of these products are based on Chinese elements and are expressed through distinctive display design techniques, which not only brightens people's eyes, but also conforms to the trend of the times. While maintaining the original cultural connotation, use the display design full of sense of science and technology to break the original pattern, make the product stand out and achieve a new feeling. Therefore, in the process of propaganda and promotion of contemporary folk songs, we can use this method to extract the local characteristics and flavor of folk songs, and integrate modern technology to render the cultural feelings of folk songs. It has good exhibition space and ingenious design, and integrates the background of folk songs into the stage display and design. This not only helps to promote folk songs, but also can vividly show the simple humanistic feelings of folk songs to the audience, so as to innovate the publicity and promotion of folk songs and achieve the perfect combination of technology and art.

In the process of exhibition design, we should also pay attention to the integration of traditional ideas and modern ideas, integrate folk songs of different periods and different connotations, extract the unique artistic features and forms of expression in folk songs, and use modern scientific and technological means, introduce advanced materials and advanced design ideas to make folk songs give people a more shocking visual impact and ideological resonance, so as to enhance the national spiritual strength and national characteristics. For example, by adding some elements of love songs to the labor songs and combining the two styles, it not only shows the simple style unique to folk songs, but also shows the characteristics of the laboring people's diligence and steadfastness towards love, fully demonstrating the folk customs and customs.[2] At the same time, the exhibition design should achieve the combination of technology and art, and innovate the publicity and promotion methods of traditional folk songs. Only by combining the traditional cultural heritage of folk songs with modern scientific and technological ideas can folk songs be truly carried forward and more young people accept and like folk songs. Therefore, the display design full of modernity and cultural heritage can not only innovate the promotion methods of folk songs, but also fully display the folk song customs.

## **4. Application of exhibition design to folk song promotion**

### **4.1. Popularization of folk songs to meet the needs**

Display design is to package the original things, redesign the original products with different elements and colors, and use some other supporting role to foil the theme, so as to achieve the purpose of display. Display design can be used to display specific objects, as well as intangible culture and art. The display design should first consider the needs of the audience to meet the public's pursuit of music quality. In the display design of folk songs, listening to the needs of the masses can show the unique background and characteristics of the times in folk songs and improve the acceptance of the masses. In the process of exhibition design, we should not only meet the needs of the audience but also build on the understanding of folk songs, retain the characteristics and style of the original folk songs, and then carry out reasonable packaging and design. In the process of packaging design display, we should not break away from the original style mode and formulate the display design scheme according to the specific folk song style. In this fast-paced society, people need more quiet music to edify their bodies and minds. This can be used to package the promotion of folk songs, reasonably design the way of folk songs display, and meet the needs of the audience. We can also seize the hot spots of current politics to design the packaging, fully interpret some folk songs about current politics, and let the audience have some feelings in the process of listening. So that more people have a deeper understanding of folk songs.

### **4.2. Adopt multi-dimensional design to promote folk songs**

In the traditional concept of exhibition design, artistic language is mainly used for design, which lacks the design of space art. Multidimensional design can solve this problem. Multidimensional design is to integrate spatial thinking into the design process and display specific products through color changes or light and shade changes. Through multi-dimensional design to show the background and space of folk songs, we can not only create a specific space atmosphere of folk songs, but also promote the theme of folk songs. In the display design, multidimensional design can be used to show the time and space characteristics of folk songs, and its characteristics can be shown through the design of the folk song stage. To promote the sustainable and stable development of folk songs, multi-dimensional design has also been widely used in reality, which has played a very good role. In the promotion of folk songs, we can use multi-dimensional design to achieve better promotion.

## **5. Application cases of exhibition design for folk song promotion**

There are many cases of using display design to promote folk songs, most of which are through clever design and display to promote folk songs. Taking Nanning International Folk Song Festival as an example, it is to achieve the purpose of folk song promotion by using the way of display design. The festival will sing folk songs new, open up new trends, and let many folk songs be played in a modern way. Traditional folk songs can give out new charm, glow new luster, and let folk songs enter the vision of young people in a new form. The Nanning International Folk Song Festival gathered many classic folk songs. They joined friends with songs to express the yearning and love of working people for a better life, and told Chinese stories, Guangxi stories, and Nanning stories with folk songs. The purpose of the folk song festival is to carry forward the local folk songs, inherit the excellent folk song art, and strengthen cultural exchanges and development between China and the world. And through in-depth excavation of the artistic background of folk songs and sorting out the development history of folk songs, many excellent folk songs can be displayed to the audience. It also recorded two documentaries of folk songs with modern technology, which showed the original living

atmosphere of folk songs, so that the national audience can feel the charm of folk songs. As soon as the documentary is displayed, it is loved by the audience. When the audience watched the documentary, they felt that they had lived in that place. The staff used a unique art shooting technique to tell about the generation and style of folk songs. They not only integrated modern technology with traditional art, innovated the way of display design, but also spread folk song art abroad, so that more people can understand folk songs, loved by foreign friends, and won many international awards. This is undoubtedly a successful case of folk song promotion and application by the exhibition design.

The exhibition design not only includes the packaging and display of folk songs, but also can promote and package folk singers. Use ingenious marketing methods to let the audience pay more attention to folk singers, so as to promote folk songs. For example, Liu Yizhen, a folk singer, as a leading figure of the new generation of Chinese folk songs, was able to enter the public's view after many demonstrations by radio and television and CCTV. The "Dream of the Common People" she sang was selected as the theme song of the "Chinese Dream". She used the performance of the TV station to show herself, which not only made the audience familiar with Liu Yizhen, but also made the public have a knowledge of the folk songs she sang, which greatly promoted and promoted the folk songs. She is also keen on public welfare undertakings and has a good public image. Therefore, her works as a folk singer are highly recognized. He also participated in many parties to show his works, and the folk songs he sang were deeply rooted in the hearts of the people. At the same time, she also expanded her popularity by acting in TV dramas, participated in public welfare activities for many times and was affectionately known as "Lei Feng Girl" by netizens, making her screen image deeply loved by the audience. Let everyone know the actor and be infected by her many excellent folk songs, so as to improve the public's favor of folk songs. This is undoubtedly a good way to promote folk songs. Therefore, the display design can not only package the folk songs themselves, but also focus the audience's vision on the folk singer, so that more people can understand the charm of folk songs.

## 6. Conclusion

In the promotion of folk songs, display design undoubtedly has great help. Integrate traditional folk song art with advanced technology, and use multimedia technology to show the development characteristics and historical background of designed folk songs, so as to promote the promotion of folk songs. At the same time, the use of advanced technology can also innovate the publicity and promotion of folk songs, breaking the limitations of space and time in the past, so that more people can watch folk songs anytime and anywhere, and provide more convenient services for the audience and folk song publicity and promotion. When displaying, designing, publicizing and promoting folk songs, we should also pay attention to that the content of the displayed design meets the needs of the public, so that more people can accept it, so as to better promote folk songs. Use multi-dimensional design to promote folk songs, enhance the audience's sense of experience and technology, and use the changes in patterns, colors and stage structure to better display the charm of folk songs and promote the promotion of folk songs. Secondly, it can also simulate the scene design to display, vividly display the characteristic customs contained in folk songs, improve the audience's sense of experience, let the audience find the charm of folk songs, and create a specific atmosphere to arouse the audience's resonance. Combined with many successful cases of display design in folk song promotion, it is not only necessary to promote folk songs themselves, but also to create a good social image for folk singers. In the promotion of folk songs, we should combine technology and art to show the charm of folk songs, so display design plays an important role in the promotion of folk songs.

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