

Exploration of the Influence of Music Communication Methods on the Inheritance of Minority Music

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Abstract: Mastering cultural traditions and protecting the inheritance of minority music are crucial for maintaining ethnic diversity and cultural heritage. With the development of modern technology and globalization, there have been significant changes in the way music is disseminated, which has had a positive impact on the inheritance of minority music. Therefore, this article first analyzes the challenges and opportunities of the digital era and music dissemination methods, as well as the inheritance of ethnic music. It explores the impact of music dissemination methods on the inheritance of ethnic music, continuously exploring new ways of inheritance, and continuously promoting the development of Chinese ethnic music.

1. The Digital Era and Music Communication

1.1 Widespread use of media platforms

With the popularization of the Internet and mobile technology, various media platforms have become important channels for music dissemination. Through digital media such as online music platforms, social media, and video sharing websites, minority music can transcend geographical limitations and reach a wider audience. In today's digital age, media platforms have become an important tool for us to obtain information and enjoy cultural entertainment. Especially in terms of music dissemination, the widespread use of media platforms has had a profound impact on the inheritance of minority music. Traditionally, minority music is often only spread in specific regions and communities, making it difficult for a wider audience to understand. However, through media platforms, these music can easily spread to various corners of the world^[1]. Whether it is the music work itself, or the artist's performance and story background, they can be shared with more people through the platform. Traditional music is constantly integrating with modern music, and minority music is no exception. Through media platforms, artists can try to use different music styles and technologies to create more innovative and unique music works. This diversity not only enriches the expression forms of traditional music, but also provides broad development space for the younger generation of ethnic minority musicians. In addition, the popularization of media platforms provides an important cultural identity and protection mechanism for the inheritance of minority music. Through media platforms, minority music can be heard, appreciated, and learned by more people. This is not only conducive to promoting cultural exchange among various ethnic minority groups, but also helps to enhance national identity, protect and inherit one's own cultural heritage^[2].

1.2 Cross border cooperation and innovation

The digital era of music dissemination has promoted the integration and cooperation between different types of music. Minority musicians can collaborate with mainstream music producers and artists to create more innovative and diverse music works. Cross border cooperation enables artists from various fields to communicate and cooperate with each other, integrating different cultures and musical instruments together. This cooperation not only injects new elements and vitality into minority music, but also enhances its visibility and influence. For example, some famous musicians may invite musicians from ethnic minority backgrounds to join their bands or create albums^[3]. Through this cooperation, music elements from different cultures are integrated, forming a new music style that attracts more listeners. At the same time, the emergence of innovative music dissemination methods has also brought new opportunities to the inheritance of minority music. In the digital age, music can quickly spread to various parts of the world through the internet. Minority musicians can interact with global audiences through social media platforms, music streaming, and video sharing websites^[5]. This not only provides them with a platform to showcase their works, but also allows more people to understand the charm of minority music. Innovative music dissemination methods also include integrating ethnic minority music with other fields, such as dance, drama, movies, etc. This cross-border cooperation has given ethnic minority music a broader expressive space, making it easier to enter the mainstream cultural field and gain more attention. More importantly, these collaborative projects also provide opportunities for the younger generation to learn and inherit minority music, capture their interests, and inject new vitality into traditional music. Cross border cooperation and innovative music dissemination methods have had a positive impact on the inheritance of minority music^[6]. They bring new opportunities for cooperation and inject new elements and vitality into minority music. At the same time, innovative communication methods provide a broader display platform, allowing more people to understand and appreciate minority music. These efforts not only promote the development of minority music, but also promote cultural exchange and the integration of diverse cultures.

2. Challenges and Opportunities

2.1 Cultural Erosion and Commercialization Trends

In the process of music dissemination, cultural erosion and commercialization trends may have a negative impact on the inheritance of minority music. The purity and uniqueness of ethnic minority music may be suppressed by commercial demand, losing its authentic expression. In the context of globalization, the trend of cultural dissemination and commercialization has become an undeniable phenomenon in today's society. This trend has had a profound impact on the inheritance of minority music, with both positive and corrosive effects. With the expansion and diversification of the music market, minority music can more easily enter the public eye through recording, performance, and sales. At the same time, the promotion of commercialization has also made minority music more specialized, improving the quality and level of music production. Many ethnic musicians and groups have successfully promoted their music to the global stage through the power of commercialization, making positive contributions to cultural diversity. However, the trend of commercialization has also brought about the issue of cultural erosion. The commercialization orientation requires music to meet market demand and taste, which may lead to the loss of originality and uniqueness of minority music. In order to gain more commercial benefits, some musicians may adapt and package minority music to better meet the aesthetic standards of mainstream music, but at the same time, it also weakens the ethnic cultural elements contained in the music. Commercialization may also lead to some musicians only pursuing short-term economic benefits while neglecting a deep understanding and inheritance

of traditional music. It can be seen that the commercialization trend has a complex and diverse impact on the inheritance of minority music. We cannot simply view it as a completely positive or completely negative impact. Under the dual pressure of commercialization and cultural erosion, inheritors of ethnic minority music should adhere to their music beliefs and values, and continuously explore and develop the cultural connotations in music[4]. At the same time, the government and society should increase their protection and support for minority music, providing more opportunities and resources for the inheritance of minority music.

2.2 Enhancing Cultural Confidence and Innovation Ability

Faced with challenges, ethnic minority musicians should enhance their cultural confidence, maintain their love and inheritance of traditional music, actively embrace innovation, combine modern music elements, and explore new forms that meet the background and aesthetic needs of the times. Enhancing cultural confidence and innovation ability is the key to achieving the inheritance of ethnic music. With the development of society, we need to explore new ways of music dissemination in order to better promote and inherit minority music culture. The traditional way of music dissemination mainly relies on oral transmission and limited venue performance. However, this method is becoming increasingly inflexible and inefficient in the face of changes in times and the impact of information technology. In order to stimulate greater interest in listening and attract more audience participation, more innovative music dissemination methods are needed.

The popularization of the Internet has provided convenience for music dissemination, and through various music platforms, people can enjoy various music works anytime and anywhere. Minority musicians can showcase their works through new media formats such as online live streaming and short videos, allowing more people to understand and love minority music. At the same time, music colleges, cultural institutions, and others can also use internet platforms to offer online courses to help students and music enthusiasts learn and inherit minority music. In a diversified media environment, adopting diverse forms of music expression can attract a wider audience. Music variety shows, music competitions, and other activities provide a broader stage for the inheritance of minority music. Through these programs, minority musicians can showcase their talents, attract more audience attention, and cultivate interest and understanding in minority music. In addition, cross-border cooperation is also an important form of innovative music dissemination methods. Combining with other types of music, creating new works that integrate elements of ethnic minority music can be spread across a wider range of music fields and attract more listeners. At the same time, the integration with art forms such as movies, dances, and dramas can also bring new vitality and creativity to minority music, further enriching the diversity of music dissemination methods. Through the Internet, diverse media platforms, and cross-border cooperation, we can better promote and inherit minority music culture, allowing more people to understand and love this precious cultural heritage. Only by continuously innovating music dissemination methods can minority music radiate new vitality and charm in the changing times.

3. Advocacy and Protection

3.1 Education inheritance and community support

Through educational inheritance and community support, cultivating the younger generation's sense of identification and inheritance awareness of ethnic minority music will be an important way to achieve music inheritance. School education, community organizations, and ethnic groups can all play important roles. Ethnic music is an important component of Chinese culture, carrying history, culture, and emotions, and conveying the unique charm of ethnic minorities in music. However, due

to historical reasons and the influence of modernization, the inheritance of minority music faces many challenges. Among these challenges, educational inheritance and community support for music dissemination play a crucial role. Education inheritance is one of the important ways to inherit minority music. Through the intervention of the education system, minority music can be widely passed down to the next generation. For example, setting up music courses in schools allows students to be exposed to the music of various ethnic groups and learn relevant skills and knowledge. Educational inheritance not only helps ethnic minority music gain more recognition, but also provides opportunities for the younger generation to learn and develop. Through education, they can better understand and appreciate ethnic music, thereby better inheriting and developing this tradition. In addition, community support for music dissemination has a significant impact on the inheritance of minority music. A community is a place where people live and interact together, and it is also a key environment for the inheritance of ethnic music. Community support can be achieved through various means, such as organizing concerts, organizing music gatherings, and establishing music groups. These measures not only provide a platform for music enthusiasts to communicate and showcase, but also provide opportunities for the younger generation to learn and participate. The power of community support can stimulate more people's interest and enthusiasm for minority music, thereby promoting its inheritance and development.

Educational inheritance and community support for music dissemination complement each other, jointly promoting the inheritance and development of minority music. Educational inheritance provides opportunities for the younger generation to learn and develop, helping them better understand and inherit ethnic music; Community support provides a platform for music enthusiasts to communicate and showcase, stimulating more people's interest and enthusiasm for ethnic music. The combined force of these two enables ethnic minority music to be inherited and revitalized in contemporary society. However, it should be noted that educational inheritance and community support for music dissemination still face some problems and challenges in practice. For example, the uneven distribution of educational resources and the lack of community support may all affect the effectiveness of music inheritance. Therefore, the government, schools, and community organizations should work together to strengthen their attention and support for the inheritance of minority music, and provide a better environment and conditions for its development. The dissemination of music through educational inheritance and community support has a significant impact on the inheritance of ethnic minority music. Educational inheritance provides opportunities for the younger generation to learn and develop, helping them better understand and inherit ethnic music; Community support provides a platform for music enthusiasts to communicate and showcase, stimulating more people's interest and enthusiasm for ethnic music. Only by combining educational inheritance and community support can minority music be inherited and revitalized in contemporary society.

3.2 Cultural Policy and Legislative Protection

The government and relevant institutions should strengthen the protection of minority music inheritance, formulate relevant cultural policies and legislation, provide resource support and venue facilities, and provide a good development environment for minority music inheritance. With the development and progress of society, the impact of cultural policies and legislation on protecting the way minority music is passed down has become increasingly prominent. Minority music is an important component of traditional Chinese culture, which not only embodies the uniqueness of ethnic culture, but also carries rich history, folk customs, and emotions. However, with the acceleration of modernization and the development of globalization, many ethnic music faces the risk of loss. Therefore, the formulation and implementation of relevant cultural policies and legislation to protect music dissemination methods are crucial for the inheritance of minority music. The cultural

policies formulated by the government can provide more opportunities and platforms for minority music to be widely disseminated and promoted. For example, governments at all levels can establish specialized music festivals or art exhibitions to invite minority musicians and performers to participate and showcase their musical talents to the public. In addition, the government can provide financial support, training, and educational resources to encourage the cultivation and development of minority music talents. These policy measures can not only stimulate the creative enthusiasm of ethnic minority music, but also help protect and inherit traditional music. Legislative protection of music dissemination methods is also of great significance for the inheritance of minority music. Developing relevant laws and regulations can ensure effective protection of the rights and interests of minority music. For example, specialized copyright laws can be established to clearly define the copyright ownership and usage requirements of music works, to prevent unauthorized use or tampering with minority music works by others. In addition, a cultural heritage protection law can also be formulated, stipulating protection measures for traditional music and recognition standards for intangible cultural heritage, to protect the inheritance and development of minority music. Through legislative protection, we can strengthen the respect and protection of minority music traditions, safeguard their legitimate rights and interests, and provide legal basis for their inheritance and innovation.

However, cultural policies and legislation also face some challenges and difficulties in protecting the impact of music dissemination methods on the inheritance of minority music. Due to cultural differences in different regions, the inheritance methods of ethnic minority music may vary from region to region. Developing unified policies and regulations poses certain difficulties in safeguarding the rights and interests of different ethnic minority music. The socio-economic development and modernization have also brought a certain impact on the protection and inheritance of ethnic minority music. The rise of modern music and the impact of globalized culture make ethnic minority music face the risk of being ignored and marginalized. Therefore, it is necessary to formulate policies and regulations with strong adaptability and high feasibility through continuous research and exploration, combined with the actual situation of various regions, to ensure the inheritance and development of minority music.

In short, cultural policies and legislation protect the way music is transmitted, which has an important impact on the inheritance of minority music. By formulating relevant policies and regulations, the government can provide a broad stage and opportunities for minority music, and protect the value and characteristics of its traditional culture; At the same time, legal protection can ensure that the rights and creations of ethnic minority music are legally protected; However, to achieve effective protection and inheritance, it still requires the joint efforts and cooperation of the government, academia, and various sectors of society to promote the diversified development of minority music inheritance methods. Only in this way can we protect and inherit China's rich and diverse minority music culture. The government can provide necessary conditions and resources for the inheritance and development of ethnic minority music through financial investment, facility construction, education and training, and other means. At the same time, the government can also organize various music festivals, competitions, and exhibitions to provide a platform for minority musicians to showcase their talents, increase their exposure, and guide more people to participate in the inheritance of minority music. In the field of traditional music, relevant laws and regulations should be strengthened to ensure that the copyright of minority music is fully protected and to prevent piracy and infringement. In addition, the oral transmission of traditional music traditions should be encouraged and supported to create a better learning environment for the younger generation.

4. Conclusion

In the digital era, the dissemination of music has a significant impact on the inheritance of minority music. By utilizing digital media platforms and cross-border cooperation, minority music can transcend regional limitations and convey more diverse cultural connotations. However, attention should also be paid to the negative impact of cultural erosion and commercialization trends, and active advocacy should be made for educational inheritance, community support, and policy protection to jointly promote the prosperity and development of minority music inheritance.

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