

International Communication Status and Strategies Study of Yunnan Folk Music in the “Internet +” Environment

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Keywords: Internet +, Yunnan folk music, international communication, cultural heritage

Abstract: Based on the development of Internet information age, the aim of this study is to research the international communication strategy of Yunnan folk music. This paper adopts literature research method and investigation research method in order to discuss the current communication status. Moreover, it discusses the current predicament of international communication of Yunnan folk music, introduces the concept of “Internet +”, and puts forward the worldwide communication strategy of Yunnan folk music. Which means, the Internet is a way to expand the spread scope of Yunnan folk music, it is a platform to promote the inheritance capacity of southern ethnic music and increase the innovation power of Yunnan folk music. In the “Internet +” environment, the global communication of Yunnan folk music starts a new development period. Let more and more people in the world understand the charm of traditional Yunnan nationality music, so that Yunnan folk music can be carried over.

1. Introduction

Yunnan is a multi-ethnic area in China. In the process of working and living, people gradually formed five major ethnic music types of Yunnan: folk songs, instrumental music, singing and dancing music, talk and sing music and local opera music, through the cultural precipitation and development. Folkloric music has become an indispensable part of people's cultural life of all ethnic groups. It has distinct characteristics of regional traditional cultural music. However, during the economic globalization and cultural globalization, music transmission of ethnic minorities in Yunnan is gradually reduced. The music has a low level of innovation. The rapid popularization of Internet application has opened up an international channel for music culture exchange, and the universal communication development of Yunnan folk music has ushered in a new opportunity.

2. Inheritance and communication status of Yunnan folk music

Yunnan has the largest number of ethnic minorities in China. There are 25 ethnic minorities with a population of more than 5,000 people. This land breeds a lot of ethnic music culture, which fully interprets the life scene of different ethnic groups. Yunnan folk music has a rich form. Folk songs have a single tone, work song and polyphony music. Instrumental music has the traditional form of Awu, solo instrumental music of Xun, and a certain scale of folk bands. It can be said that Yunnan folk music is the concentration of multiple musical cultures. However, in view of the current development status of music in Yunnan, due to the geographical environment, the lack of inheritors, the economic factors and the long-term influence of music from other countries, the number of disseminators and lovers of Yunnan music has been decreasing year by year, and greatly impact the traditional folk songs culture.

With the continuous efforts of Chinese researchers of ethnic music, the relevant forms and theories of Yunnan folk music have also been protected to a certain extent. For example, the academic research of Naxi ancient music accurately reflects the characteristics of ancient Yunnan ethnic music. It is known as “living music fossil of the Chinese nation”. Music brings the audience to the distant ancient times with the sound of air spirit. People seem to shuttle between the mountains and fields and the music is full of the original ecological beauty. With the rise of Yunnan tourism, Yunnan relevant units, ethnic culture research institutions and singers actively promote and

disseminate the local ethnic music culture. Some achievements have been made in the development of recent years. For example, the singer Huang Hong, standing on the international stage singing the Han tribe folk songs of Yunnan, has brought a refreshing song to foreign audiences. Music fans all over the world are infected by the simple melody and unique charm of Yunnan folk songs. Furthermore, music fans in Yunnan music are pleased to find their roots.

Music is an important manifestation of the characteristics in the reaction time. In the commercialization era, Yunnan folk music has undergone a substantial transformation, and the number of music with pure Yunnan ethnic characteristics has been constantly reduced. At the same time, the spread of the Han language among Yunnan minority nationalities has greatly changed the pronunciation of the minority nationalities in the past. Moreover, under the constant influence of modern music arrangement and music, Yunnan folk music has more characteristics of modern music just like rock, rap, jazz and other elements. Musical elements in Yunnan folk music are more and more cited in modern music. Li Weizhen, known as the “prince” of Yunnan ethnic group, participated in the Voice of China. He adapted “In That Place Wholly Faraway” into the high notes of Yunnan folk songs. At the same time, some musicians have incorporated modern music elements into Yunnan folk music. For example, Gong Linna sings “Southeast the Peacock Flies” and Ge Rile sings “Flowing Creek”. They incorporate a variety of modern music elements into the traditional Yunnan music, making the Yunnan music more in line with the modern musical taste.

3. Spread predicament of Yunnan folk music

3.1 Yunnan folk music has been decreasing year by year.

Under the acceleration of urbanization in China, the living environment and lifestyle of ethnic minorities have changed a lot. The change of labor mode caused the music to disappear, and the spread of music in Yunnan ethnic group faced unprecedented difficulties. The investigation found that Yunnan ethnic minority areas have organized the practice of singing Yunnan folk songs. However, Yunnan folk songs are simplified or abandoned because the difficult vocals to master, such as long tone. This resulted in a qualitative change in music of Yunnan ethnic group. Moreover, with the popularization of popular songs, fewer and fewer people in Yunnan are singing the national music songs. Some folk songs that rely on dictation techniques are on the verge of extinction. With the gradual death of the older generation of Yunnan music artists, some unrecorded vocals and lyrics have disappeared without inheritance. Even if some researchers record music, it will be put into the national museum of nationalities, which is difficult to promote the progress of Yunnan ethnic music.

3.2 The threshold of new media communication is high.

With the development of Internet and mobile Internet, music popular communication channels are networked in regions. Due to the digital high cost such as the commercial copyright of music and the production of music, it is difficult for the disseminators of Yunnan music to bear the cost. However, Yunnan folk music has the unique characteristics of regional music. In the process of spreading outside the region, it is inevitable that music's unique nature will lead to a small audience range. This is a major factor in music's reluctance to package and promote it. Music is made by commercial music, which makes it difficult for Yunnan folk music to fully develop in the new media communication channels. In recent years, researchers and fans of music in Yunnan have realized that the Internet is the fastest way to spread music. They uploaded music work of Yunnan ethnic group to the Internet and won unanimous praise from the audience. However, due to the recording level and individual transmission, it is difficult to carry out effective cultural integration and communication. Yunnan ethnic music did not catch on quickly.

4. International communication strategies study of Yunnan folk music in the “Internet +” environment

4.1 The music spread in Yunnan ethnic group was expanded through Internet.

We can sort out the development of Yunnan folk music, cooperate with the publishing house to translate Yunnan folk music books and magazines into English digital documents, and provide online reading to foreign music lovers through the Internet. Then, we can design Yunnan nationality music electronic magazine, from the academic and the theory aspect to display the Yunnan nationality music overall appearance. Moreover, we use the text, image, audio, video and other forms of presentation for the majority of music lovers to analyze. Music lovers can understand the historical context of the birth and development of Yunnan folk music and promote international music cultural exchanges.

Integrate offline various types of Yunnan folk music and establish online music library. Open Yunnan ethnic music culture network store, and put music score, Musical Instruments, books, and electronic music on the Internet to provide relevant services for music lovers. This can directly obtain commercial benefits and increase the music culture income of Yunnan minorities. Moreover, it can effectively promote Yunnan music culture and promote online stores to the world. Introduce in multiple languages, contact foreign music platforms to actively carry out online communication activities in music. Let more and more foreign friends contact Yunnan folk music and become loyal fans.

Mobile Internet has become an essential way for Internet users to get information. Yunnan national music work can be made into a short video and promoted through Weibo, WeChat and other channels, which can be spread quickly and accurately. Actively participate in all kinds of music cultural programs on the mobile network, especially those in cooperation with foreign media. It can show the unique charm of Yunnan music to the world.

4.2 Based on the Internet, Yunnan folk music transmission capacity will be improved.

Combined with Yunnan music institutions through the network to develop Yunnan folk music remote education. Characteristics of network immediacy and interactivity are used to construct the barrier-free learning communication between teachers and students. We can invite teachers, singers and performers of Yunnan folk music to offer online public course. Let more music fans have the interest to learn Yunnan folk music. We can make a video, use English and Chinese subtitles for worldwide promotion and attract foreign music fans to learn Yunnan folk music through the Internet. In the process of music teaching and communication, we should focus on cultivating children who have music talent and love music of Yunnan ethnic group, so as to ensure that the music inheritance of Yunnan ethnic group.

4.3 Take the Internet as the platform to enhance the innovation power of Yunnan folk music.

The Internet allows music lovers around the world to communicate without time and space constraints. As an extension of Yunnan folk music culture, music should be constantly integrated with music in the world. On the one hand, the traditional Yunnan folk music culture requires rationally protection. On the other hand, actively explore the innovation and development of music. Integrate Yunnan music into all types of music, and introduce music elements of all types into music of Yunnan ethnic group. With the development of the society, Yunnan music ethnic group can keep pace with the times and keep innovating. Music lovers are the driving force for the innovation and development of Yunnan folk music. Only by combining all aspects of the Internet can develop the music of Yunnan ethnic group.

5. Conclusion

Based on the analysis of international communication status and strategies of Yunnan folk music, we can find out Yunnan folk music has been decreasing year by year and the threshold of new

media communication is high. In the “Internet +” environment, music culture communication through Internet has obviously become an effective method. Therefore, we can combine the Internet characteristics to expand the coverage of music in Yunnan ethnic group for international communication. This will attract more music fans to actively understand the charm of Yunnan folk music and culture, and actively join the communication group. Through reasonable and effective organization, we can build excellent music products of Yunnan folk music and enhance the inheritance ability of music of Yunnan ethnic group. Music grew out of people's perception of the time. Taking the Internet as a platform to enhance the innovation power of Yunnan folk music, and integrate more musical elements can enrich the connotation of Yunnan folk music culture. On the premise of protecting the music culture of Yunnan folk music, we should rationally develop and utilize the music so that it can be popularized and spread continuously and be incorporated into the big family of music in the world.

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