

Reflections on the Innovation of Music Communication Strategies under the Current Media Environment

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Abstract: In today's new media environment, music communication has become a concept of global popularization. With the continuous development of science and technology, new media are constantly involved in music communication activities. With the development of information technology, music is spread by mobile phones, computers and other mobile terminals, and the form of transmission is more flexible and faster. From the perspective of communication, communication is a process of information sharing. Music communication is also a process of sharing music information. The boundaries between new and traditional media will not be so clear, they will slowly move towards convergence. Today's traditional media will be filled with new vitality as new media continues to evolve. Music companies need to constantly adjust and continually modify their advertising strategies. Further achieve good communication effects and promote the market competitiveness of music communication. How to make more and better music art works to be shared by more audiences is the purpose of technology application and concept innovation.

1. Introduction

Music not only uses the traditional way of "word of mouth" transmission, but also uses the Internet to achieve rapid dissemination, so the dissemination scope is wider [1]. Thoughts on innovative ideas and value rationality in the theory of music communication, as well as a comprehensive analysis of music communication from the perspective of diversification. With the development of media, new channels, ways and means of communication emerge. Influencing the innovation and integration of media and the whole media layout. It also affects every link of artistic creation, production, dissemination and consumption. With the development of information technology, music is spread by mobile phones, computers and other mobile terminals, and the form of transmission is more flexible and fast [2]. In order to seek their own living space, the broadcast media has changed its format, and it has adapted to the market demand by means of full-day live broadcast and low-cost program production [3]. It has made the production of various traditional radio and art programs with complex artistic features, including the high-cost radio drama art, into a trough [4]. The openness of new media has brought great convenience to people's communication and communication, enabling information from all over the world to communicate and interact with each other. In turn, the rapid and large-scale spread of music in the Internet platform is realized.

From the audience's needs of the people, people are very happy to see the news happening on their own TV. The audience has a desire to be closely watched, and it is hoped that the events broadcast will be of interest to them. With its convenient technology and transcending time and space, the network enables music to be quickly spread and paid attention to by people [5]. People are free to download on the web, so the audience is large. Although China's radio programs have undergone great changes, the level of production has been greatly improved, but the creation of radio dramas is still avoided [6]. In particular, it is doubtful whether radio plays can produce social and economic benefits in the market-oriented mode of communication like TV plays. From the perspective of communication, communication is a process of information sharing. And music communication is also a process of sharing music information. Based on the highly complex model of new media and the diversity of advertising communication, music companies need to constantly adjust and modify advertising communication strategy [7]. To further achieve good communication effect and promote the market competitiveness of music communication.

2. Providing a New Theoretical Perspective for Music Communication

Since the establishment of the concept of music communication, people have gone through the cognitive process from an abstract concept to a concrete new scientific concept in music science today. The topic of music communication strategy is often new, and the emphasis of communication strategy varies in different media environments. First, we should strengthen the interaction of music communication, establish innovative communication ideas in all aspects of music formation, and better integrate new communicators. Audiences have such a demand for viewing, and TV media are also eager to stand in the perspective of ordinary people to think about problems, in order to gain a wider audience. After the production of the radio program changed, the production of the radio drama was in a state of stagnation. This has led to a lack of research confidence in the combination of radio drama art and modern broadcasting. The emergence of music media, the development of music communication reality, and the composition of various music communication technologies and artistic activities. There have been various refinement phenomena in the communication chain, and there has been a phenomenon of division of labor among various personnel.

With the development of the times and the advancement of science and technology, the existence of music culture has produced new changes. The subject of communication is no longer a traditional communicator, but may become extremely complicated. From the perspective of music creators, to improve the quality of music creation, we must also consider the impact of music communication on society. It is necessary not only to increase the audience of music works, but also to adopt innovative propaganda techniques and propaganda paths [8]. In the endless phenomenon of human music transmission, the elements of time and space run through. Social media has become an important platform for music creation and music communication, and music has shown significant interactivity on social media. Internet users can create music on social media and share it with you. The spread of music has an inseparable dependence on time and space. With regard to the in-depth interaction of music communication, we should first consider how each link in the music production line can be better integrated into the new means of communication. Establish the sense of responsibility, quality and safety of music communication under the new media environment.

After the emergence of new media, ordinary audiences can more actively participate in media contacts and become a member of mass communication activities. They do not need to wait for the arrival of dissemination results, to be the recipient of information in the process of dissemination. In the context of the continuous conflict and integration between new media and traditional media, advertisers have a richer media environment when they disseminate advertising information. In music teaching, students' social development is mainly achieved through communication and cooperation. The communication and cooperation between students and students, students and teachers are conducive to students' social development. The interactive relationship of students' social development is shown in Figure 1.

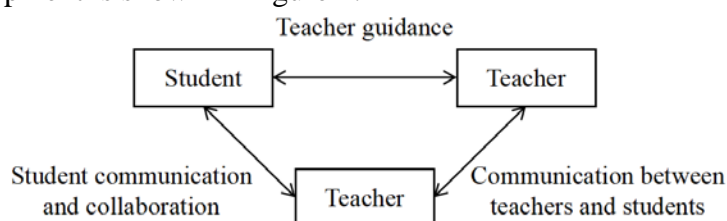


Fig.1. Student social development interaction

In the new media environment, there are more choices in the advertising channels. The real society has changed the concept of people, and today's image-led era has returned everything to reality. The music performance space is the core channel for the realization of music works, and it is the platform for music performers to convey the artistic soul and display music technology. In the aspect of public opinion supervision, we cannot think rationally, but only broadcast programs related to the people. Whether it can be solved after broadcasting does not follow up, lacking the attitude of continuous follow-up. Music performance stage communication as a media disseminates

music is full of vitality, is the music of continuous development and movement. In the new media environment, the combination of music communication and Internet makes music communication have a broader platform.

3. The Change of Music Communication under the Development of Media

With the continuous progress of science and technology, music media has also developed rapidly, which makes people's music have undergone extremely profound changes. Creators should not only create high quality and creative music works, but also take into account the follow-up communication and social repercussions. We should not only make the music works conform to the taste and habit of contemporary audiences, but also consider with the communicators what kind of propaganda techniques and ways to create momentum. Program form is the manifestation of program content. At present, TV music programs are constantly going deep into life. The emerging media such as mobile Internet has emerged from the people's field of vision, and the use of traditional media has been greatly reduced. People began to think that traditional media has come to an end. Music and sound participate in narrative rather than express narrative. Emphasize that the truth of the story is higher than the real art, especially the creation of radio dramas based on the hot topics of the real society. Due to the digital dissemination of music, the threshold for communication has been lowered, prompting the revival of most of the current folk oral music culture that is on the verge of extinction.

Traditional media is relative to new media. It is the form of media that appeared before the Internet. Such as paper media as a carrier and reading terminal books, newspapers and magazines. Colleges and universities must innovate teaching models and establish sound music teacher assessment standards. Through the form of assessment, teachers can be motivated to continuously update teaching methods. In order to accomplish the teaching task effectively and qualitatively in the whole music teaching activities, we must correctly select and effectively use the teaching methods. The length of beat is represented by numbers. To facilitate the definition, a concept of beat is introduced to express a series of characters. Each beat has a different length. The specific distribution is shown in Table 1. The relationship between different rhythms and time value of rhythm is shown in Figure 2.

Table 1 Rhythm time table

Time length	1 beat	2 beat	4 beat
1	1	3	2
2	2	4	2
3	3	1	3

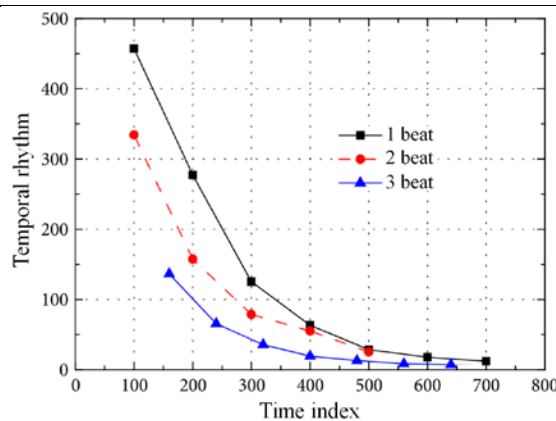


Fig.2. Different beats and rhythm time and time relationship

The new music audio-visual mode of digital music combined with social media has become the trend of music development. This mode not only changes the traditional mode of music communication, but also is conducive to the use of fans'economy, innovative publicity channels,

peripheral product management and other means of music communication. The specific expression of popular art is popularity and entertainment, which meets the needs of popular spiritual and cultural life [10]. A good music program must not be one-way output. For example, on the spot of the program, the interaction between the host, the guest and the audience. After a short period of spurt, the creation of new radio dramas must also proceed from reality, making full use of various means of expression to create a repertoire that the audience likes. The media people realized that the integration of media is the objective law that should be observed. In the original form of music communication, the music performance space became the medium between music communicators and music audiences. In this form, no artificial media is involved.

4. Conclusions

In the current media environment, music communication methods, platforms, content, etc. have undergone tremendous changes. New media has become an important tool for the spread of modern music. The emergence of various emerging media based on the Internet has certainly shaken the status of traditional media TV, but the medium of television will not die. At the beginning of the development of human music culture, the music creation link and the music audience link are a simple process of communication. The two are only connected by music performance and music performance space. Internet technology is changing with each passing day, and the concept is changing, bringing about rapid changes in the media environment. The innovative communication strategy of TV news programs for people's livelihood must first undergo self-transformation. Some TV news programs about people's livelihood fail to transform and are eliminated, but the remaining excellent programs will complete their own transformation. We should adapt to the development and change of the media environment, use new media to innovate the path of music communication, and promote the innovative development of our music culture. How to make more and better music and art works to be shared by more audiences is the purpose of technology application and concept innovation.

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