

Research on the Innovation of Traditional Music Cultural Inheritance

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Abstract: Traditional music is an important source of Chinese civilization and has a profound impact on the origin, enrichment, leap forward, and sublimation of Chinese culture. Starting from the three dimensions of history, people, and integration, it is important to inherit, carry forward, and spread the contemporary value of traditional music culture. We should focus on the inheritance of historical dimension, reposition the unique function of traditional music culture, strengthen the ecological protection of traditional music culture, and advocate excavation protection, purification protection, and promotion protection. Additionally, we focus on the development of the people dimension, adhere to the people-centered creative orientation, grasp the needs of the people, reflect their aspirations, and strive to enhance the timeliness and attraction of national music. We also focus on the communication of integration dimension, leverage the characteristic advantages of emerging media communication, promote the cross-border integration of the traditional music industry and related fields, respond to the focus and interaction of music audience services, and promote the construction of a modern three-dimensional communication system of traditional music.

Keywords: Traditional music; Culture; Inheritance; Innovation; Dimension

Online publication: September 30, 2024

1. Introduction

Traditional music is an important source of Chinese civilization, which has a profound impact on the origin, enrichment, leap forward, and sublimation of Chinese culture. Traditional music contains not only simple notes and melody but also represents the unique way of Chinese people's life expression, emotional expression, and foreign exchange ^[1]. Inheriting and innovating traditional music culture is to carry forward the spirit of contemporary China, which plays a crucial role in improving cultural soft power ^[2].

Traditional music of the Chinese nation is accompanied by history. Every repertoire is a unique and irreplaceable art creation. However, due to the fact that the main methods of inheritance have been oral and mental teaching for many years ^[3,4], there is a lack of more convenient means for preserving this rich heritage, thus the number of historical relics related to traditional ethnic music in China is decreasing ^[5-7]. We need to do a good job in the excavation, collation, interpretation, and inheritance of traditional music, so as to demonstrate

the role and contribution of traditional music culture to the formation of local social culture more clearly and comprehensively. It is of great realistic significance to stimulate and inherit the contemporary value of traditional music culture from the three dimensions of history, people, and integration.

2. Historical dimensions: Focusing on inheritance and examining the unique functions of traditional music culture

The traditional music culture of the Chinese nation has a long history. The works are like countless bright stars, which have experienced the test of time and the precipitation of years, and have a distinct value of the times. As early as three thousand years ago, ancient ballads and Pre-Qin folk songs were born in the traditional culture of the Chinese nation, and constantly evolved and developed in its rich and long historical and cultural soil. Traditional music not only blends the feelings and vision of the people but also carries the essence and philosophy of China's excellent traditional culture.

The wheel of the times is rolling forward. The excellent traditional music culture has experienced the baptism of time, the precipitation of years, and the sublimation of connotation. Art lies in propaganda and culture lies in inheritance, and the development of the new era highlights new vitality. For any kind of cultural form, inheritance and development are the two wings of its connotation and vitality. The national traditional music culture has evolved over a long history, deeply rooted in daily life and experiences. As it continues to develop, there is great potential for it to be further enriched and sublimated into an even more vibrant future.

The unique function of traditional music culture is relocated. The text carries the way, the song chants the memory, and the music clarifies the heart. Music not only cultivates the mind and expresses emotion and ambition, but also is an important sign and method to measure and cultivate personal quality, character, and accomplishment. The Confucian emphasis on personal cultivation requires six basic abilities, that is, the commonly known "six arts," one of which is "music" ^[8]. In ancient China, music was even raised to the social and political height of "governing the country by rites and music," which reflects the great influence of music culture on political economy. In the five thousand-year history of Chinese civilization, music carries an important function of inheritance and communication. In the new historical period, we should fully understand the important role of traditional music culture in political and economic construction, adhere to the principle of bringing out the old and making the old serve the present, and develop national and scientific popular music culture.

The ecological protection of traditional music culture needs to be strengthened. Our country has a vast territory, a long history, numerous nationalities, and multi-point settlements. Traditional music culture has highly distinct regional characteristics, with different characteristics in rhythm, rhythm, mode, orchestration, and other elements. China's traditional music mainly exists in the form of folk music, recording a strong imprint of national and regional customs. We should advocate mining protection, fully respect folk music, conduct extensive, dialectical, and comparative analysis and demonstration, tap the characteristics of folk music in different regions, and lead the audience to appreciate it. We should advocate purification protection, take whether it conforms to the socialist core values as the judgment standard, refine the essence of traditional music culture, improve the part that does not conform to the value pursuit of the times, and promote the spirit of contemporary China. We should advocate developmental protection, adhere to the idea that the greatest development is better protection, strengthen music culture education, integrate new communication concepts and technologies, and enhance the audience's recognition of traditional music culture.

3. People dimension: Focusing on developing and promoting the core value of traditional music culture

There is only one way for contemporary music art to get innovative power to take root in the soil, forge innovation, and learn from the rich folk traditions. There are many theories about the origin of art, such as the game theory, the imitation theory, the witchcraft theory, and the emotion theory. The most popular one is the labor theory. The national music culture originates from the baptism and tempering of life. Life brings endless nourishment and inspiration to the national music culture. The broad masses of people are the most loyal disseminators and viewers of art treasures.

Deep cultivation of national cultural soil is another effective way for traditional music art to obtain innovative power^[9]. In view of the image reflection of social life, “The Book of Songs” is known as a mirror of social life in Zhou Dynasty. As the first poetry collection in China, it is also a collection of songs, which is closely related to music rhythm. It inherits the realistic creation technique similar to the folk song of “The Book of Songs,” and truly reflects the broad social life and people’s thoughts and feelings of the Han Dynasty.

In order to inherit and develop any art form, it is necessary to cultivate audience groups. With the audience group as the foundation, there will be a market for the inheritance and development of national music, which can last forever and be passed on from generation to generation. Music is the common language of human beings, the enjoyment of hearing, and the invisible spiritual food. It should be regarded as the soul of all music and cultural workers to participate in life, choose creative themes from real life, and inspire creative inspiration.

The people’s yearning for a better life is the fundamental value of traditional music art. With the continuous improvement of people’s living standards, the people’s requirements for the grade, positioning, quality, and level of cultural products are also gradually increasing. The traditional music culture has distinct nationality, rationality, and diversity. It is more important to keep up with the development of the times, grasp the needs of the people, dialectically choose from the old, and bring forth the new. It is also necessary to adhere to the sacred responsibility of satisfying the people’s yearning for a better life, strive to enhance the timeliness, appeal, and communication of national music, and provide the people with a more national and popular music and cultural feast.

4. Integration dimension: Focusing on communication and empowering multi-innovation of traditional music culture

When traditional art meets the spirit of the times, the inclusive Chinese excellent traditional music culture is faced with the requirement of further breaking through the self and the same frequency era. It needs to actively trace to the source of mining, showing a blend of humanistic cognition in the contemporary civilization of traditional and modern integration. With the promotion and application of big data, mobile Internet, and other information technologies, new media platforms are rising rapidly. The traditional music culture of “cloud theater” and “cloud live” has become an important way of communication and quickly integrated into people’s daily lives, and the innovative communication of traditional music culture ushered in historical opportunities.

First, we promote the cross-border integration of the traditional music industry and related fields. It is an important proposition for the current development of traditional music communication to build a symbiotic system of “traditional music +” and a harmonious ecosystem of the traditional music industry. Around the transformation and upgrading of “traditional music +” format integration, “traditional music performance + new consumption field,” “original national music + film and television media,” “digital music + entertainment ecology,” “traditional music products + cultural experience,” and other expansion modes continue to be launched, and the construction of “traditional music +” symbiotic system has become an important trend of

future development ^[10]. The deep integration of the traditional music industry and related fields represents the transformation and upgrading of traditional music culture production mode, transmission path, and consumption mode, which is an essential direction for traditional music culture to promote high-quality development.

Second, we respond to the differentiation and interaction of music audience services. The audio-visual needs of traditional music audience groups are increasingly personalized, diversified, and high-quality, requiring music content production to emphasize focus, customization, and interaction. According to the differentiated needs of the target audience, customized music and cultural products are produced. It is necessary to strive to produce on demand, respond accurately, and spread quickly, and improve the effectiveness of music and cultural communication. We also leverage the outstanding advantages of emerging media in social networking and integrate interactive thinking into all aspects of online traditional music production and transmission. The optimization and transformation of music production are realized in the interaction and feedback of users, and the positive communication incentive mechanism of “feedback optimization communication” is realized.

Third, we promote the construction of a modern three-dimensional communication system of traditional music. We actively respond to the opportunities and challenges brought by the media integration revolution and vigorously strengthen the new media represented by the mobile Internet to spread traditional music culture. Efforts should be made to bring the advanced technology of emerging media into the traditional music and cultural media and create a strong force for music communication. We grasp the technical characteristics of emerging media communication “fast and simple,” and use short videos, micro-videos, and other creative means to produce accurate, short, fresh, fast, and attractive traditional music products. It will diversify and accelerate the way of communication, and realize the upgrading and integration of content products from one-way communication to interactive communication, from offline communication to online and offline combination, from “harmony” to “breaking the whole into parts,” so as to meet the people’s multiple experience needs in the form of multimedia communication.

5. Conclusion

Traditional music contains a unique way of Chinese people’s emotional expression, life expression, and cognition of the world. It is a historical treasure in China’s cultural treasure. The innovative inheritance, development, and dissemination of traditional music culture plays an important role in enhancing China’s cultural confidence and shaping China’s cultural soft power. Based on the strategic layout of the innovative inheritance of traditional music culture, this paper explores the contemporary value of traditional music culture from the three dimensions of history, people, and integration. From the perspective of the historical dimension, we should strive to do a good job in inheritance, relocate the unique function of traditional music culture, and strengthen the ecological protection of traditional music culture. From the perspective of the people dimension, efforts should be made to take root and carry forward, respond to the needs of the people, align with the voice of the people, and adhere to the creation guidance of the people as the center. From the perspective of the integration dimension, it is necessary to focus on three-dimensional communication, respond to the differentiation and interaction of music audience services, and promote the construction of a modern three-dimensional communication system of traditional music.

Disclosure statement

The author declares no conflict of interest.

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