

# RESEARCH ON THE ADVANTAGES OF USING NEW MEDIA TO SPREAD CHINESE MINORITY MUSIC

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**Abstract.** With the rapid development of new media technology, Chinese minority music, which is a magnificent cultural wealth, is attracting more and more people's attention. This paper discusses the use of new media channels to give full play to the advantages of ethnic minority music transmission, and how to promote its wider inheritance and development through these channels. By analyzing different new media platforms and successful cases, the study reveals the potential of new media in promoting ethnic minority music. This paper also puts forward a series of practical strategies to protect and inherit minority music, including promoting cooperation and exchange, strengthening educational promotion and cross-border cooperation, aiming to enrich China's cultural diversity through diversified means of communication, and promote the protection of cultural heritage and cultural exchange. This study provides valuable theoretical and practical guidance for the dissemination and development of minority music in the context of new media.

**Keywords:** *new media, Chinese minority music, strategies, suggestions*

## Introduction

China is a multi-ethnic country with 56 ethnic groups, each with its own unique cultural traditions and musical styles. This music not only reflects the history, beliefs and way of life of various peoples, but also carries their emotions and values. However, due to historical political turmoil, geographical distribution differences and uneven social development, ethnic minority music is often restricted by the spread and development. With the rise of new media technologies, the rise of various digital platforms such as social media, music platforms and video sharing websites has brought unprecedented opportunities for the dissemination of ethnic minority music. In the past, it was difficult for ethnic minority music to get enough exposure due to limited access to traditional media. However, the popularity and convenience of new media allow ethnic minority music to transcend the limitations of time and space and interact with global audiences more easily, achieving the integration of tradition and modernity. By making use of new media channels, ethnic minority music can be spread more widely and thus have a chance to be known and appreciated by more people. This not only helps to protect and pass on the precious cultural heritage of ethnic minority music, but also helps to promote cross-cultural exchange and understanding. In the era of new media, we have the opportunity to re-examine and reshape the status of ethnic minority music in Chinese culture, while also creating more platforms for ethnic groups to participate in cultural exchanges (Su, 2019).

## *New media communication channels and methods*

### *Social media platform*

In the new media era, social media platforms have become one of the main ways for people to share life and transmit information. Social media platforms such as Weibo, WeChat and TikTok have provided a broad stage for the spread of ethnic minority music. These platforms have a broad user base, and young users in particular play an important role in them. Through these platforms, musicians and cultural inheritors can use short videos, audio clips and other forms to showcase the charm of different ethnic music. For example, a Tibetan musician can share traditional Tibetan song singing videos on Weibo, attracting the attention of young audiences through engaging performances, while also stimulating more people's interest in ethnic minority music. The interactive and sharing nature of social media platforms allows music works to spread quickly and can spark discussion and communication among the audience, further expanding their influence (Zhu and Liang, 2018).

### ***Online music platform***

Online music platforms such as NetEase Cloud music and QQ music have become the main way for people to get music. These platforms provide convenient channels for the dissemination of ethnic minority music. Musicians can upload ethnic music works to these platforms, making them easily searchable, listened to and shared by users. By creating their own music albums, musicians can organize different ethnic music works into a unique music collection, which is convenient for users to discover and enjoy. At the same time, these platforms also provide users with the opportunity to interact, users can leave comments, likes and shares, thus increasing the interactive and social nature of music distribution. The digital nature of online music platforms makes music accessible anytime and anywhere, further promoting the spread of music (Xie, 2015).

### ***Video sharing platform***

Video-sharing platforms such as YouTube, TikTok, Facebook and Bilibili play an important role in the dissemination of music performance videos and music documentaries. Musicians can record high-quality music performance videos that showcase the essence and uniqueness of ethnic minority music. These platforms are able to attract not only domestic audiences, but also international audiences, thus expanding the international scope of music dissemination. By showing the performance process of the music and the story background of the musicians, the audience can have a deeper understanding of the story behind the music, and increase the emotional resonance of the music. The visual nature of video-sharing platforms makes music works more immersive, while also providing musicians with creative ways to present. By comprehensively utilizing these new media communication channels, ethnic minority music can reach different media platforms, achieve diversified communication methods, attract different types of audiences, and better demonstrate its diversity and unique charm. Through the flexible use of tools such as social media, online music platforms and video-sharing platforms, ethnic minority music can spread more widely in the new media era and win more people's love and attention.

### ***The dissemination advantage of minority music***

In the era of new media, minority music has a series of unique communication advantages, making it more widely recognized and appreciated globally. These

advantages not only make minority music gain more exposure on new media platforms, but also provide rich impetus for its inheritance, innovation and development.

### ***Diversity and uniqueness***

The pluralism and uniqueness of minority music originates from the unique culture, history and living background of different nationalities. For example, the bamboo Musical Instruments of the Hani nationality, the gong and drum dance of the Zhuang nationality, and the Tibetan sound, etc., each musical instrument and musical form has distinct national characteristics. This uniqueness makes minority music not only music, but also a profound cultural expression. These musical works not only reflect the nation's beliefs, history and way of life, but also convey people's emotions and resonance between notes (Xu, 2023).

### ***Emotional resonance***

Ethnic minority music often contains deep emotions and stories that can touch the hearts of listeners. For example, the Mongolian chieftain song conveys the tenacity and freedom of the grassland people, and the Miao Lusheng performance expresses reverence for nature. These pieces of music not only show the skill of the musicians, but also arouse the emotional resonance of the audience. This kind of emotional resonance can cross cultural and language barriers, making ethnic minority music a link between people's hearts and minds, and encouraging more people to express deep respect and interest in different cultures.

### ***Integration innovation***

With the development of society, ethnic minority music has been continuously integrated with modern musical elements to create new musical forms. For example, Tibetan singers incorporate traditional Maha sounds into popular music, combining unique traditional elements with modern rhythms and arrangements. This fusion innovation has not only brought new vitality to traditional music, but also attracted the attention of the younger generation. Innovative music works are more likely to resonate on new media platforms because they retain traditional cultural foundations while allowing a new generation of listeners to feel familiar modern elements.

### ***New media platforms***

New media platforms have provided unprecedented opportunities for the dissemination of ethnic minority music. Social media, music streaming and short video platforms can bring music to a wider audience. Musicians and singers can share their music, interact with fans and even live-stream performances on these platforms (Li, 2016). Through the sharing mechanism of social media, these music works can be spread all over the world in a short time, so that people can quickly understand and appreciate the beauty of minority music. The dissemination advantages of ethnic minority music lie in its diversity, emotional resonance, integration and innovation, and the characteristics of new media platforms. These advantages give ethnic minority music greater influence and appeal, helping to promote cultural inheritance, cross-cultural exchanges and social development. By taking full advantage of these advantages, minority music will gain wider recognition and appreciation globally. These

advantages also provide strong support for the dissemination of minority music in the new media era, and open up broader prospects for its future development.

## **Discussion**

### ***Analysis of successful cases***

In the era of new media, ethnic minority music has successfully spread and won wide attention in different geographical and cultural backgrounds. The following examples show how ethnic music has been passed on, innovated and internationalised through new media platforms, enhancing its influence and diversity.

### ***International masterpieces: Jasmine flower and Arirang's song***

Ethnic minority music on new media platforms has shown its potential to reach out internationally. Take "Jasmine Flower" as an example. Through the spread of social media, this classic song from the Uygur people in Xinjiang has not only become popular in China, but also reached the international stage, becoming one of the representatives of Chinese music. Through short video and audio platforms, musicians and singers performed the song, showcasing the unique charm of Uygur music and attracting audiences at home and abroad. Similarly, the Korean classic song "Arirang's Song" has also successfully crossed the international border through new media platforms, becoming a bridge of cross-cultural communication. These two cases fully prove that new media communication provides a broad platform for ethnic minority music to go to the world, so that more people have the opportunity to understand, appreciate and immerse in its unique musical charm.

### ***Innovative integration and interactive live streaming: Blue angel and ethnic music communities***

Ethnic minority musicians are actively engaging in innovative integration on new media platforms, injecting a sense of fashion and modernity into music. Taking the Yi rock band's representative work "Blue Angel" as an example, they skillfully integrated traditional Yi music elements with rock style to create creative and energetic music works. These music quickly attracted the attention of young people through the sharing of social media, and accumulated a large number of fans on the platform. In addition, interactive music live streaming has become another innovative way of communication, through which musicians interact with the audience in real time, show performance skills, share music stories, and establish a closer connection. At the same time, ethnic minority music communities have emerged on social media, becoming an important channel for music lovers to share their works, skills and cultural knowledge, promoting the inheritance and exchange of music culture.

### ***TikTok propagation effect and social impact: Music works and environmental awareness***

As a short video sharing platform, Douyin has caused a spreading effect in different fields, and minority music is no exception. Through the Douyin platform, many ethnic minority music works spread quickly in the form of short videos, attracting a large number of users. These short videos not only show musical performances, but also may

incorporate popular dance, special effects and other elements, adding to the appeal of the music. At the same time, ethnic minority music works also spread through social media, attracting social attention. For example, a Tibetan song expressing environmental awareness went viral on social media, sparking public discussion on environmental issues. These cases further demonstrate that new media communication not only provides opportunities for musical inheritance and innovation, but also helps to transmit social values and cultural awareness. These successful cases all show how new media can promote the inheritance, innovation and development of ethnic minority music in the new era. Through social media, short video platforms and interactive live streaming, ethnic minority music has been able to go global and share its music culture with more people. At the same time, factors such as innovative integration, social communication and sound effects have also made ethnic minority music more diverse and influential. The inspiration of these successful cases has provided the impetus for more minority musicians to move forward, inherit, innovate and promote their musical culture through new media platforms. This will not only inject new vitality into the inheritance of minority music, but also enrich the diversity of the entire music field (Li and Kang, 2021).

### ***Protection and inheritance of minority music***

#### ***Educational and training***

One of the most effective ways to protect minority music is to inherit it, which requires more attention from the younger generation. Therefore, it is very important to cultivate students' interest and awareness of minority music.

(1) School curriculum: The inclusion of minority music in the school music education curriculum is an important step. By integrating the history, characteristics and performance techniques of different ethnic minority music into the curriculum, students can understand and experience diverse musical cultures from an early age. Schools can arrange for students to visit concerts, performances or lectures by ethnic musicians, thereby narrowing the distance between students and ethnic minority music and stimulating their interest (Chen, 2018).

(2) Traditional musicians' lecture hall: Traditional musicians are regularly invited to hold lectures and workshops to impart performance skills, historical background and cultural knowledge. This can not only provide young people with the opportunity to interact with musicians, but also give them insight into the stories and cultural connotations behind the music. Lectures can be held in schools, communities or cultural centres to attract more young people to participate in the study of ethnic minority music.

#### ***Cultural activities***

By holding various cultural activities, we can first encourage the creation and performance of ethnic minority music and enhance the vitality of inheritance. Secondly, through music activities, more people can learn about minority music and increase their popularity.

#### ***Music competition***

Ethnic minority music competitions are organized to provide a stage for musicians to create new works. This can not only stimulate the enthusiasm of creation, but also pass

on the traditional repertoire and give young musicians a chance to showcase their talents. The competition can include musical styles of different ethnic groups, thus promoting cross-ethnic music exchange and integration.

### ***Music festival***

Ethnic-minority music festivals are held and stages are provided for musicians to perform. Music festivals not only attract more people to watch, but also provide musicians with the opportunity to interact with the audience. By showcasing the diversity of different ethnic music, music festivals can strengthen people's awareness and respect for the musical culture of ethnic minorities, thus promoting its inheritance and development.

### ***Digital archives***

Using new media technologies, digital archives of ethnic minority music will be established to preserve and pass on the history and traditions of music.

### ***Music recording and video***

Digital archives can be created by recording traditional music performances through audio and video recordings. These archives can not only be used for future generations to study and research, but also to protect those precious musical performances from loss. These recordings and videos can be stored in libraries, cultural centers or online platforms for people to consult and enjoy at any time.

### ***Online platform***

Create a dedicated website or platform that showcases the history, style and evolution of ethnic minority music to educate the public about musical culture. By displaying musicians' stories, musical works and cultural inheritance, more people can be attracted to understand and appreciate ethnic minority music. These online platforms can also provide music education resources to help young people learn and appreciate these music. Through education and training, cultural activities and multi-faceted efforts to digitize archives, the inheritance and development of ethnic minority music can be better promoted, so that the younger generation can have a deeper understanding and appreciation of this precious cultural heritage. Let them reinvigorate in the new media era. These measures will help mitigate the influence of modern lifestyle on traditional music and promote the inheritance and innovation of traditional culture.

### ***Copyright protection***

In the era of new media, it is crucial to ensure that the copyright of ethnic minority music works is effectively protected. The following is a detailed development of the copyright protection of ethnic minority music works (Sawyer and Chen, 2012).

### ***Legal protection***

In terms of ensuring copyright protection, the government should strengthen the formulation and enforcement of relevant laws and regulations to ensure that ethnic minority music works receive appropriate legal protection. Through legislative work, the government can formulate special laws and regulations to clearly protect the rights

and interests of ethnic minority music works. These regulations can stipulate the definition of infringement, punishment and compensation standards, so as to increase the cost of infringement and protect the rights and interests of music creators. Strict penalties are set in regulations to crack down on copyright infringement, thereby reducing the incidence of infringement. This can effectively deter infringers and protect the creative achievements of music creators.

### ***Contract management***

Contract management is an important means to protect the rights and interests of music creators in cooperative relationship. When cooperating with digital platforms, music companies, etc., the scope of use, duration, remuneration and other details of the work should be clearly defined in the cooperation contract. To ensure that the rights and interests of creators are not infringed while avoiding copyright disputes. If unauthorized use of the work is found, the creator may protect his legitimate rights and interests according to law. This may include asking to stop the infringement, asking for compensation, etc., to protect their rights and interests by legal means.

### ***Copyright technology***

The use of digital technology can better protect the copyright of music works and ensure that it is not infringed. For example, embedding a digital watermark in a music file can track the use of the work. Such a tracking mechanism helps prevent piracy and illegal distribution, while also facilitating monitoring and maintenance by copyright protection agencies. Through the combination of legal protection, contract management and digital technological means, the copyright of ethnic minority music works can be better protected to ensure that the rights and interests of music creators are fully protected. While protecting copyright, we should also pay attention to educating the public and raising awareness so as to jointly safeguard the inheritance and development of music culture. To sum up, the government, cultural institutions, musicians and all sectors of society should strengthen cooperation and make joint efforts for the copyright protection of ethnic minority music, so as to better protect and inherit its unique charm and cultural value in the new media era.

## ***Strategies and suggestions for spreading Chinese minority music***

### ***Cooperation and communication: Promote the integration of musical elements***

In the era of new media, encouraging cooperation between different ethnic music can bring a broader development space for minority music, promote the integration of musical elements, and thus create more diversified music works. Here's a more detailed breakdown.

### ***Inter-ethnic cooperation***

The uniqueness and diversity of the music of different ethnic minorities provide rich resources for cross-ethnic cooperation. Through the cooperation between musicians of different nationalities, musical elements of different cultures can be integrated to create amazing musical works. For example, musicians from different ethnic groups can be invited to create together, and their respective musical characteristics can be incorporated into the work. Such cooperation can not only enrich the style of music, but

also enhance the communication and understanding between different peoples. For example, a collaboration between a Mongolian Morin Khuur fiddle player and a Tibetan singer. With its strong sense of rhythm and timbre, the Mongolian Morin Khuur, combined with the soft melody of Tibetan songs, can create music works full of mystery and shock. This collaboration not only showcases the beauty of the music of two different nationalities, but also connects the two cultures together (Su, 2019).

### ***Collaborations with mainstream music***

Incorporating elements of ethnic minority music into mainstream music to create works with freshness helps to attract a wider audience. This collaboration can cross the boundaries of musical genres and bring different musical styles together to create unique musical compositions. This is an effective way for ethnic minority music to promote and spread. For example, cooperation between minority music and popular music. Integrating traditional ethnic musical elements into popular music, such as using ethnic Musical Instruments and melodies, can create musical works with a sense of novelty. Such cooperation can not only attract the younger generation of listeners, but also spread the beauty of ethnic minority music to a wider audience. By promoting cooperation between different ethnic music, the fusion of musical elements can be achieved to create more innovative and diverse musical works. This not only helps to inherit and protect the cultural value of ethnic minority music, but also brings greater influence and recognition to these music in the era of new media (Brecht, 1979).

### ***Educational outreach: Promoting awareness and understanding***

In the new media era, education and promotion are the key strategies to promote the inheritance and development of minority music. Improving the public's awareness and understanding of ethnic minority music through different ways can promote cultural inheritance and cross-cultural communication. The details are as follows.

#### ***School music courses***

Integrating ethnic minority music into the school music curriculum can start from the child, so that students understand and respect the music of different cultures from an early age. This can not only foster the younger generation's interest in ethnic minority music, but also promote the inheritance of diverse cultures. Through school education, young people can have a deeper understanding of the history, stories and playing skills of minority music, thus cultivating more music lovers and inheritors (Yi, 2020).

#### ***Music talks and workshops***

Music lectures, workshops and other activities are an important means to popularize ethnic minority music to the public. Music experts and musicians are invited to give explanations and demonstrations to help people better understand and experience the charm of ethnic minority music. These events can be held in communities, schools, cultural institutions, etc., so that more people have the opportunity to get close to and understand minority music, thereby increasing their interest and awareness of it.

#### ***Multimedia display***



Using new media technology, we will create multimedia displays to show the history, characteristics, evolution and relationship with national culture of minority music. This can be achieved through the production of music documentaries, audio programs, virtual exhibitions, etc., so that audiences can better understand and feel the charm of ethnic minority music through audio-visual means.

### ***Community activity***

Concerts, music festivals, celebrations and other activities are held in communities to bring ethnic minority music into close contact with the public. This kind of event can provide the opportunity to experience firsthand the unique features of ethnic minority music in a relaxed and enjoyable atmosphere. Through education and promotion, more people can understand, respect and love ethnic minority music, so as to protect and pass on this precious cultural heritage. Through school education, music lectures, multimedia presentations and community activities, the influence of ethnic minority music can be expanded at all levels of society and cross-cultural communication and understanding can be promoted (Xu, 2023).

### ***Cross-border cooperation: Taking music to a wider stage***

In the era of new media, cooperation with new media platforms to push ethnic minority music to a larger stage is an important way to promote its dissemination and development. Through cooperation with new media platforms, the unique charm of ethnic minority music can be shown to a wider audience, as follows.

### ***Music documentary***

Making music documentaries about ethnic minority music can not only delve into the story and cultural background behind the music, but also give the audience a more comprehensive understanding of the inheritance, creative process and influence of ethnic minority music. Through the documentary, the audience can see the musician's daily life, creative inspiration and the connection between music and national culture, so as to get closer and understand this unique musical form.

### ***Music variety***

Making music variety shows and inviting ethnic minority musicians to participate in performances and exchanges is an effective way to bring music to millions of households. Music variety shows can provide an opportunity for musicians to showcase their talents, while attracting more audiences to understand and love this unique music culture. In the program, the emotion, history and inheritance of ethnic minority music can be presented to the audience through musical performances, interviews, music stories and other forms, so as to deepen the audience's cognition and emotional resonance.

### ***Social media partnership***

With the help of social media platforms, musicians and audiences can interact and communicate, breaking the distance between traditional music performances and audiences. Musicians can interact with the audience through live streaming, short videos and other forms, sharing the process of music creation, experience and behind the story,

so that the audience can have a deeper understanding of the emotion and meaning behind the music. Through cross-border cooperation, ethnic minority music can be integrated into different media forms, expanding the influence and audience of music. Through music documentaries, music variety shows and social media cooperation, ethnic minority music can be promoted to a wider stage, attracting more people to understand, love and participate in it, and promoting the inheritance and innovation of musical culture (Xu, 2023).

## Conclusion

New media technology provides a wide opportunity for the dissemination of Chinese minority music, but also brings a series of challenges. This study explores the use of new media to spread the advantages of Chinese minority music, and puts forward a series of specific strategies and recommendations to promote the dissemination, protection and development of minority music in the new media era. Through a variety of new media channels, such as social media platforms, online music platforms and video sharing platforms, ethnic minority music can be spread more widely and attract more audiences. Its characteristics of diversity, emotional resonance and fusion and innovation make minority music have a unique communication advantage in the new media era. However, the dilemma of cultural inheritance and copyright protection still need attention. Education promotion, cooperation and exchanges, cross-border cooperation and the use of digital technologies can help overcome these challenges and promote the sustainable inheritance and development of ethnic minority music. In the era of new media, the dissemination of ethnic minority music not only helps to protect and pass on the rich musical cultural heritage, but also promotes cultural exchange and understanding between different ethnic groups. It is hoped that the strategies and suggestions of this study can provide valuable reference for promoting the development of ethnic minority music in the new media era, and make beneficial exploration and contribution to promoting the prosperity of multi-culture.

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## Conflict of interest

There is no conflict of interest involved with any parties in this research study.

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