

# Research on the Dissemination Form of Ancient Chinese Music

## -- Taking TikTok as an Example

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### Abstract

**This thesis is going to study how ancient Chinese music can be combined with new forms of cultural communication to become a fashion trend among young people, exploring new ideas for the development of ancient Chinese music as the core. The method of literature review and questionnaire would be used during the investigation. As a sort of subculture, the ancient Chinese music subculture exhibits a number of characteristics, such as non-resistance and fragmentation. At the same time, it has both national culture and aesthetic values. The popularity of online ancient culture among the young generation is receiving increasingly more attention, and many researchers have explored ancient Chinese civilization from diverse perspectives. The research on ancient Chinese music is from several principal perspectives, which are the perspective of media communication, cultural criticism, and subculture to explore the characteristics of ancient Chinese music.**

### Keywords

**Ancient Chinese music; Short video; Dissemination of music.**

## 1. Introduction

In recent years, more and more Chinese young people choose to listen to European, American, Japanese and Korean music rather than Chinese local music. With the wave of ancient style music again, Chinese folk culture is back in the lives of young people. In addition to old-fashioned songs, Chinese folk music, led by Guzheng, lute, and Erhu, is also being accepted and appreciated by more young people. Ancient Chinese music is a genre of music that is born out of traditional Chinese culture and is modern transformation of traditional music and cultural elements [1]. Only if Chinese people are interested in the national culture, it is possible to get it out of the country and carry it forward.

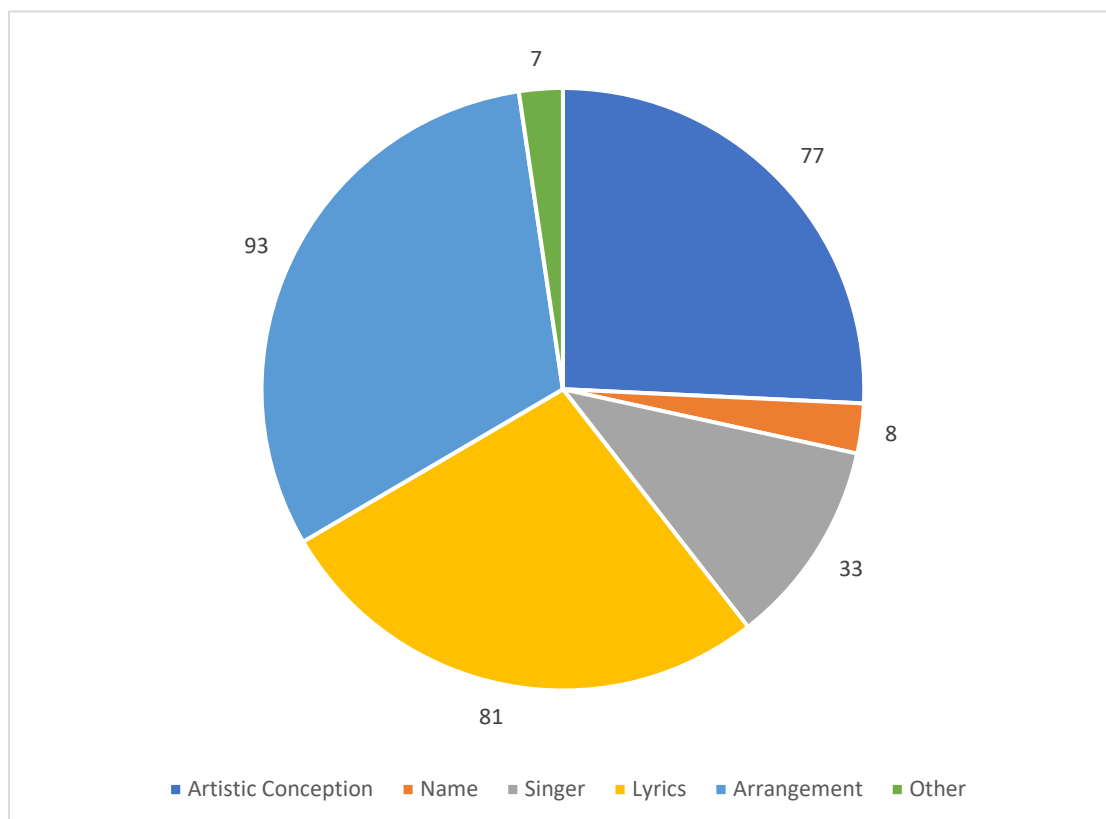
## 2. Literature Review

As one of the most well-known short video platforms in China, TikTok plays an essential role in disseminating videos. With the rapid development of Internet technology, short videos have quickly become the first choice of entertainment for young people based on the characteristics of "fragmentation and massive amount". Qingru Yan thinks as a representative of short video, TikTok is implanting traditional culture into spiritual world of people with its emerging image and discourse narrative form in A Study on the Dissemination of Chinese Costume Culture in TikTok [2]. Xinran Li considers that under 5G technology, the strong rise of medium-length video, short video will be a huge impact of long video, video will become a language that can replace text and pictures in Exploring the Opportunities and Challenges of Short Video Platform Development in the 5G Era [3].

Ancient Chinese songs is inclined to be a new type of music in the 21st century, characterized by classical and elegant lyrics, neat wording, like poems and songs, beautiful tunes, emphasis on melody, and the use of ethnic instruments, unlike the metal feel of rock music and the heaviness of classical music, ancient style music has its own unique Chinese aesthetic. Jiahui Luan asserts that ancient music presents its own marginality and resistance as a subculture in A Study of Chinese Online Ancient Culture from the Perspective of Youth Subculture [2]. Furthermore, Shasha Jin points out the relationship between ancient Chinese music and teenagers. She maintains that “ancient Chinese music” is characterized by the use of ancient Chinese elements as the main creative elements, the lyrics are more classical and elegant, the tunes are beautiful, focusing on the melody and the mood expressed in the music, and the use of ethnic instruments orchestration [4].

### 3. Method

In the questionnaire, 115 samples have been collected. The questionnaire was put online and the samples were totally random. In the questionnaire, the first question is going to ask the attitude of people towards ancient Chinese music. 76 people show their appreciation to the ancient Chinese music, 24 people have the neutral attitude, and 15 people show their dislike to the ancient Chinese music.



**Figure 1.** What do people care about when they listen to ancient Chinese music?

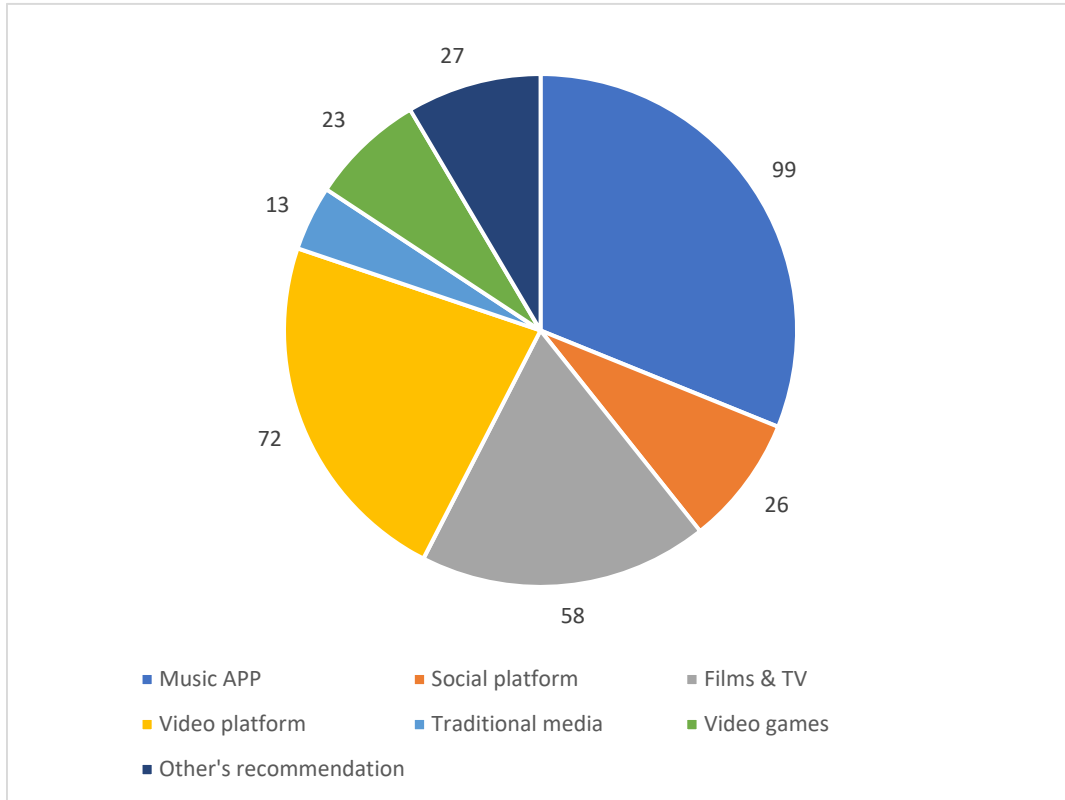


Figure 2. Where do people learn about ancient Chinese music?

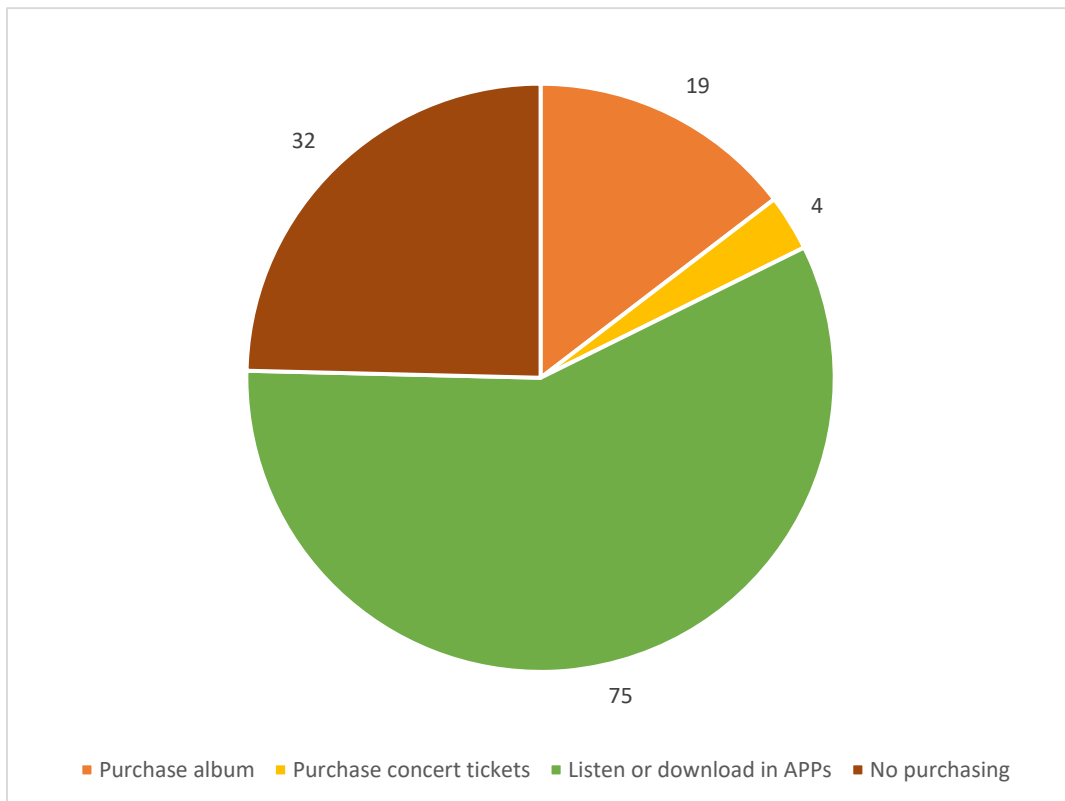


Figure 3. What channels do people use to consume ancient Chinese music?

After investigating whether people had the consumption behavior for ancient Chinese music, I went further to find out how much they spent. According to the result of the questionnaire, 85.22% of people spend less than 100 yuan, including people who have never consumed. In the

remaining samples, 13.91% of people spend 100 to 1000 yuan and only 1 out of 115 people spend more than 1000 yuan.

## **4. Experimental**

### **4.1. Study Area**

#### **4.1.1. The Dissemination Form of News**

The communication forms of short video include planar communication, time-delayed communication, and omniscient communication. Mass communication tends to have the following characteristics, which are likely to be decentralization, civilianization and individualization. The news media plays a quintessential role in the dissemination and promotion of ancient music, not only to effectively expand the influence and reach of ancient music and scientifically guide its creation and development, but also to optimize its internal composition, making the ancient Chinese music more suitable as a carrier of Chinese culture and highlighting the connotations of Chinese thought [5]. Through the dissemination of news, the reach of ancient music can be expanded and the direction of ancient music creation is able to be guided.

#### **4.1.2. The Dissemination Form of Short Videos**

The communication forms of short video include audio-visual communication, linear communication, synchronous communication. The screen of the phone can influence the visual perception of people and it can present the images directly. One reason the short videos attract people is that it is effortless and allows the audience to understand simultaneously. Another reason why youth subculture appears and spreads in short videos is that the youth group has gained a voice through the short video platform [6]. In the past, the right of content production was controlled by the elites. Normal people seldom had rights to announce their own opinions, which meant that the production of information tended to be one-way [6]. Consequently, the singleness of information production would definitely lead to the singleness of civilization.

The reason why short video platforms have become a new space for youth subculture production and consumption is that this new media tends to have become a new space for the virtual existence of youth, providing a new platform for their performance [7]. The openness and decentralization of short video platforms have weakened and dissolved the control of the mainstream, authority and patriarchal culture over youth in the real world, providing a suitable "shelter" for the production and dissemination of youth subculture to escape the control of mainstream culture [8]. In this orgy of de-authorization and de-mainstream discourse, young people's enthusiasm for information production is strongly stimulated, and they are able to fully express themselves and exchange information within the framework of law and morality, and they can take their own initiatives to create, display and spread their own subcultures. The youth group can fully express themselves and exchange information within the legal and moral framework, and take their own initiative to create, display and spread their own subculture [9].

#### **4.1.3. The Dissemination Form of Music APPs**

The communication forms of music APPs tend to include auditory dissemination, linear dissemination, and synchronous dissemination. The charm of sound is to create various "fields" [10]. What's more, synchronized communication is likely to give a sense of "presence". When people are listening to music in the music APPs, it is able to make "double imagination" and people need to understand the music at the same time. There are a great number of advantages of the music APPs. For instance, it can be compatible with other activities and free our eyes [10]. It is easy to accept, portable, and convenient to choose different kinds of music.

## 4.2. Result & Discussion

The first method being used would be literature research method. Through the way of classifying and studying the data reviewed and collected, it can be summarized the nature and condition of the research subjects and draw our own opinions from them, especially to provide systematic and persist in theoretical support for the academic research such as analysis and summary of this topic with the opinions of higher level papers [11].

The second method begin used would be the method of questionnaire in order to explore the dissemination form of new-fashioned Chinese music. The method of questionnaire is likely to have a great number of advantages. For instance, it is not limited by geographical space. It has good anonymity [12]. It is convenient for quantitative analysis of information. It can exclude artificial interference. During the design of the questionnaire, several steps are needed, which are mapping exploration, devisal of the first draft, applicable revisions, and formal finalization [12].

## 5. Conclusion

This thesis investigates how ancient Chinese music is able to be combined with new forms of cultural interchange to become a fashion trend among the young generation, exploiting new opinions for the improvement of the ancient Chinese music as the core. The inheritance and development of our excellent folk music culture is both the policy support of the Party and the government and the call of the times [1]. But the establishment of cultural self-confidence not only needs the strong protection of the government, but also the power of the market to subconsciously transform it into the social government's strong protection, but also the market's power to make it a part of social life [14]. It needs the power of the market to make it a part of social life [14]. The spread of ancient music has, to a certain extent, also impacted the popularity of foreign culture in China [13]. Foreign cultures in our country, making more people realize that the 5000 years of Chinese culture It has a magnificent connotation, and is no less magnificent than other cultures [13]. According to the investigation, the ancient Chinese music is returning back to the lives of young people again. It is able to be disseminated by newspaper, music APPs and short video platforms mainly [15]. However, there are a number of limitations in the research object selected and the research method used in this thesis, and the thesis only reveals a corner of the form of ancient Chinese music dissemination [6]. Through this article, the author sincerely expects to make a modest contribution to the subsequent research, and expects the research results to provide reference significance for the healthy development of short videos and ancient Chinese music [6].

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