

Analysis on the dissemination path of red music under the background of new media

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Abstract: In the context of the rapid development of new media, how to give full play to the advantages of Internet technology, innovate the way of communication, and make red music culture deeply rooted in the hearts of the people has become a topic worthy of in-depth study. As a unique cultural expression of China's revolutionary history, red music carries important historical memories and emotional sustenance. With the popularization of new media, traditional communication channels are gradually replaced by new media forms such as online videos, social media, and live broadcast platforms, which provide more diverse channels and more convenient ways for the dissemination of red music. Based on the background of the new media era, this article will deeply analyze the current status of the dissemination of red music on new media platforms, explore its acceptance and appeal in online interactions, and focus on the cultural value and social impact of red music through new media dissemination, in order to provide feasible paths and suggestions for the inheritance and innovation of red music culture.

Keywords: new media, red music, dissemination status, value

1. Introduction

In recent years, with the continuous development of regional economy, the pattern of cultural diversity has gradually formed and presented a trend of coexistence and integration. Red music, as a special cultural form, originated from the late "May Fourth Movement" and gradually developed in the process of modern revolution in my country. It not only expresses the spirit of the revolutionary martyrs' heroic struggle for national independence and liberation, but also carries the historical memory of the selfless dedication and hard work of countless builders since the founding of New China. Red music shows the fighting spirit and faith of the Chinese nation through passionate melodies and affectionate lyrics, and has become one of the unique cultural symbols of our country[1].

With the rapid progress of science and technology, the lifestyle of modern people has also undergone tremendous changes, becoming more convenient, rich and diversified. Against this background, the rapid popularization of the Internet and the vigorous development of new media have not only broken the traditional boundaries between regions and cultures, but also greatly promoted the mutual exchange and integration of different cultures. The rise of new media platforms has brought profound changes to the way of information dissemination and the cognitive habits of the audience. Through a variety of communication channels such as short videos, live broadcasts, and social media, new media has provided a new way for the dissemination of red music culture. These platforms convey the revolutionary spirit and patriotic sentiment behind red music to contemporary audiences, especially the younger generation, in a more vivid and intuitive way, awakening their resonance with history and love for the motherland. Therefore, in the Internet era, inheriting and promoting red music culture through new media platforms is not only a continuation of the revolutionary spirit, but also an important means to promote the core socialist values into the hearts of the people. This way of communication plays a unique and important role in enhancing cultural identity, cultivating patriotism, and promoting social and cultural harmony[2].

2. Characteristics of the dissemination of red music under the background of new media

Compared with traditional media, new media is a highly dynamic and flexible concept, covering a variety of communication methods, including mobile media, digital TV, new Internet media (such as online TV, blogs, podcasts, videos, electronic magazines, etc.), and Outdoor new media (such as large LED screens, bus TV, subway TV, etc.)[3]. In the context of new media, the spread of red music

presents many unique characteristics, which are specifically reflected in the following aspects:

First of all, the personalization feature is particularly significant. Compared with traditional media, new media makes it possible to disseminate personalized content. Traditional media is mainly for the public. The audience can only passively accept the exact same information content and lacks room for choice. New media, on the other hand, can directly target individuals and provide them with tailor-made content experiences through more precise and targeted communication. For example, each audience can independently select and customize the red music content they want to know through the new media platform according to their own interests and needs. This personalized communication model makes red music information content more diverse, and audiences can receive the same or completely different content, meeting personalized information needs and greatly improving the freedom and flexibility of information acquisition[4].

Secondly, audience selectivity has significantly improved. In the new media environment, audiences are no longer mere recipients of content, but can actively participate in interactive roles in content dissemination. Audiences can listen to red music while watching TV programs, participate in real-time interactive voting on the program, publish and share red music content on social media, and even find relevant content they are interested in through the search function. Different from the "leading audience" model of traditional media, new media gives the audience more initiative, changing the form of communication from "leading audience" to "audience-led". This transformation not only enhances the audience's sense of participation and choice, but also makes them an important link in the red music communication chain[5].

Third, the expression forms show rich and diverse characteristics. New media has the advantage of integrating multiple communication elements. It can combine multiple content forms such as text, pictures, audio and video to achieve a comprehensive presentation of content and make communication more lively and interesting. At the same time, new media can realize the dissemination of information at any time and anywhere. As long as network conditions are available, the global information storage needs can be met through new media. New media has ultra-large storage space and convenient retrieval functions. It can store and recall red music content anytime and anywhere, allowing audiences to easily find past content and related materials. This diverse form of expression not only improves the visibility and interest of the content, but also increases the coverage and influence of red music cultural communication, making it easier to arouse widespread resonance[6].

Fourth, the real-time and interactive nature of information release has been significantly enhanced. Different from the fixed release schedule of traditional media, new media can realize the real-time release of information, achieving "release at any time and dissemination at any time", breaking the time limit. New media presents content through powerful software and network platforms, which can update red music information online 24 hours a day, ensuring that audiences can access the latest content anytime and anywhere. In addition, the high interactivity of new media makes the status between communicators and receivers more equal, forming a two-way communication communication model. Audiences can not only post comments and opinions on the new media platform, but also directly communicate with content communicators through interactive functions, provide feedback, and express their own opinions. In this way, communicators of red music content can not only be closer to the needs of the audience, but also optimize the content through audience feedback and participation, making red music communication more vital and attractive, and further expanding the scope of influence of red music culture. To sum up, new media has greatly exerted its advantages of personalization, selectivity, diversity, real-time and interactivity in the dissemination process of red music culture. This not only enriches the means of communication of red music culture, but also provides strong support for the inheritance and promotion of red music, making it more disseminating, penetrating and infectious in today's society[7].

3. The current status of the dissemination of red music

Red music can serve as an important support for embodying and carrying the mainstream values of the country. The propaganda departments of major national media, enterprises and institutions, and major schools are the main components of the dissemination of red music culture. It is important to use what kind of propaganda method for the dissemination subject. For example, in enterprises and institutions, red song singing competitions, red theme chorus competitions and other activities can be held. The dissemination subject can make the understanding of red culture more profound through the interpretation of red music. Schools are the main battlefield for the dissemination of red music.

According to the personality characteristics of primary school students, middle school students and college students at different ages, the teaching method of combining education with entertainment is more likely to achieve the purpose of dissemination. For example, primary school students use wonderful "red stories" as the introduction to the classroom, middle school students use classic "red movies" as the introduction, and college students use role-playing of red story "situation dramas" to introduce. "Lively and interesting" red music content will more easily attract the learning interest of students and stimulate their learning initiative. The content of communication is the information of communication. Information is the mass communication information that humans can accept and use. Communication refers to the transmission of social information or the operation of social information systems. Red music as the content of communication has rich genres, varied styles and diverse themes. Combining the characteristics of red music with the characteristics of time, nationality and popularity, it is a good communication path to carry out thematic communication. For example, there are ballet "White Haired Girl", Yue Opera "Home", symphony "Ode to the Red Flag", Peking Opera "Dujuan Mountain", commentary "Wang Xiaohe", national opera "Daughter of the Party", etc. How to enrich, diversify and present the content of red music is worthy of attention in the process of red music communication[8].

In the context of new media, the communication methods and channels are characterized by diversification, pluralism, integration and three-dimensionality, and the change of channel methods brings about a communication mode with more and more obvious interactivity. For example, popular software Douyin and Weibo, the audience can actively search for the content they are interested in, and can also leave messages and likes to interact. This new communication mode bids farewell to the single one-dimensional communication, and the audience has also transformed from the previous passive information recipients to active recipients, and can even become another communicator by forwarding the communication content. Young people have strong Internet application technology and software operation capabilities. In addition to mobile media and Internet new media, outdoor media also has a wide audience. Among them, bus TV, subway TV, high-speed rail TV, etc. are also relatively common means of transportation, with a wide range of passengers and a large number of passengers. These also occupy a very important position in the dissemination of red music[9].

According to the different educational backgrounds, age characteristics, work nature and other factors of the audience groups, the dissemination content and channels are adjusted, and the dissemination effect will be more efficient. For example, young people are generally interested in popular music on the Internet, but their awareness of the value of red songs is not high, and their understanding of the content is also lacking in depth. In view of this situation, teachers need to guide and improve the teaching application of red songs. While learning the song scores in class, they should also give a detailed explanation of the song background and understand the profound connotation of the work. According to the lively and active personality characteristics of children, some red stories are used to introduce the class. For example, before learning "Yingshanhong", the teacher tells the story of Pan Dongzi, a young hero who is not afraid of power and hardship and eventually becomes an excellent Red Army soldier. This is used as a classroom introduction. Through wonderful stories, children's learning interest can be effectively attracted and mobilized. When they enter the song learning, they will be more handy and the teaching effect will be greatly improved. Therefore, it is very important to select the dissemination content and channels according to different audience groups in the process of disseminating red music.

4. Red music dissemination path under the background of new media

4.1 Improve the awareness of red songs by the dissemination subject

In the new media era, the dissemination of red music not only meets people's emotional and psychological needs, but also further enriches and enhances people's spiritual life and enhances their cultural identity. As a musical form with strong historical emotions and spiritual connotations, red music carries profound national memories and values. The diversification of dissemination methods brought about by the new media era has made the dissemination of red music not only stay on traditional media channels, but also further expand to a variety of emerging channels such as social media, short video platforms, and digital music platforms. The widespread use of these platforms has not only injected new vitality into red music, but also promoted economic development and contributed to the construction of a socialist harmonious society.

China's culture has a long history and extremely rich connotations. As an important part of it, red

music is not only the inheritance of excellent culture, but also an important cornerstone of national rejuvenation. The spiritual connotation contained in red music not only conveys the heroic spirit and selfless dedication of the revolutionary martyrs, but also inspires contemporary people to keep their original aspirations and move forward. It is one of the forms of inheritance of music culture, with distinct cultural confidence and spiritual characteristics. Only when the communication subject has a deep understanding and cognition of the connotation of red music can this music culture really penetrate into the hearts of the people and convey the appropriate appeal. However, if the communication subject does not have a sufficient understanding of the historical background, cultural value, emotional expression and other aspects of red music, then the communication effect of red music will be greatly reduced, it will be difficult to effectively touch the hearts of the audience, and it will not be able to form a broad and far-reaching impact.

Therefore, it is particularly important to improve the communication subject's cognition and understanding of red music. First of all, the communication subject needs to have lofty ideals and beliefs, and be able to deeply realize the unique role of red music in inheriting the national spirit, promoting patriotism, and enhancing cultural confidence. Secondly, the communication subject should also have a deep understanding of the cultural characteristics and spiritual connotation of red music, and be able to accurately grasp its dissemination laws in different periods and among different groups, so as to choose the appropriate communication platform and channel to maximize its influence. For example, through short video platforms that young people like, highly interactive social media, and popular music streaming platforms, red music can be conveyed to contemporary young people in a more vivid and direct way, causing their emotional resonance.

Finally, the dissemination subject should also continuously improve its own professional quality and cultural accomplishment, so as to combine the accuracy of content and appeal when disseminating red music, and make the dissemination of red music closer to real life and the masses through vivid stories, rich visual effects and profound musical background. This "down-to-earth" dissemination method can help red music better integrate into contemporary society, forming a lasting and far-reaching dissemination effect, so that it will not only stay on the surface of singing, but also be deeply rooted in people's thoughts and beliefs, thereby promoting social harmony and progress.

4.2 Develop and innovate dissemination content

In the process of red music dissemination, the content of dissemination is the core element. As a musical form full of historical weight and revolutionary spirit, red music carries precious national memory and cultural value, so its dissemination method and content innovation are particularly important. In order to better promote the widespread dissemination of red music in the new media environment, it is necessary not only to start from the perspective of content innovation, but also to explore its inherent resource connotation and deep social value, and to develop in sync with the times by integrating new media technology, new elements and new cultural context, so that red music can be revitalized in the new era.

In today's rapid development of new media, the traditional single dissemination method has been difficult to arouse widespread resonance, especially when diversified needs are becoming more and more prominent. How to make red music closer to the interests of different audiences has become the key. Audiences of different ages and cultural backgrounds have different expectations and understandings of red music. For example, the innovative interpretation of "new red songs" and the "red song cover" that combines red music with popular elements are obviously more in line with the tastes and needs of contemporary young people. This innovative and modern treatment can not only make red music appear in the vision of young people with a more friendly image, but also help them understand the spiritual connotation of red culture more deeply while feeling the music.

The innovation of content and communication form includes both the repackaging and interpretation of classic red music works and the creation of new works. By incorporating contemporary popular music styles, novel performance forms and high-quality audio and video content, red music can be made more contemporary and attractive. The use of new media channels such as short video platforms, social media, and music streaming, combined with technological means such as augmented reality (AR) and virtual reality (VR), can also further enhance the interactivity and experience of red music, break the traditional static communication method, realize the immersive experience of the audience, and let the audience receive red education in entertainment, and then pass on the red spirit in a subtle way.

In addition, the innovation of communication content should also pay attention to the interpretation of the stories and cultural background behind red music. By introducing the historical background of the creation of red music, the emotions and historical events it carries in detail, the audience can understand the spiritual power contained in it while listening to the music, so as to achieve a deeper resonance. Through vivid explanations, skits, documentaries and other means, the dissemination of red music is more three-dimensional and diversified, making it not only an auditory enjoyment, but also a spiritual baptism and sublimation.

In short, the innovation and development of dissemination content can not only meet the diverse needs of different audiences, but also an important way to realize the value of red music culture. In the new media era, by continuously optimizing the dissemination content and innovating the dissemination form, red music can be better connected to the lives of the masses and meet the aesthetic needs of contemporary audiences, and ultimately realize the effective dissemination of red music culture, so that it can radiate lasting influence and appeal in contemporary society.

4.3 Realize three-dimensional communication methods

The times and technology are progressing and developing, and the media for spreading red music have also developed and innovated from traditional media such as radio and television to new media such as the Internet and mobile phones. The information search function of new media is powerful, the operation is convenient and fast, and information resources can be quickly obtained. In addition, the new media has strong interactivity, and the communicator can interact with the audience and get feedback information in time. In the process of spreading red music, we should effectively solve the problems encountered by the audience when they come into contact with red music, and how to build a red music information resource library, integrate traditional media and new media, make full use of media integration resources, select appropriate communication media for different red music content information, optimize the dissemination method of red music, and realize the three-dimensional dissemination of red music.

4.4 Targetedly establish audience awareness

With the improvement of daily life standards, people's spiritual needs have also increased. The needs of the audience in the dissemination of red music are spiritual and psychological needs transformed by material forms. The communicator should know that he is the sharer of red music cultural information content and the advocate of the spiritual essence of red music. The value guidance, resource utilization, and spiritual development of red music culture require the establishment of "audience awareness", that is, the awareness of serving the audience when meeting the psychological needs of the audience. According to the principle of people-oriented, the dissemination with affinity and appeal can be carried out to develop and innovate its dissemination form. Only in this way can the dissemination of red music be effectively improved.

5. Conclusion

As a cultural power with a long history, red music culture is one of the representatives of the excellent culture of the Chinese nation. The birth and development of red music represents the development and progress of music culture in a period of time, and it is also an artistic treasure of world music. In the new media era, we should attach importance to the dissemination and application of red music, innovate the dissemination form and expand the dissemination channels with the help of Internet technology, make good use of red resources, inherit and develop revolutionary culture, which is of great significance to continuously create new glory for Chinese culture and build a socialist cultural power.

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