Analysis of the Influence of Mass Media on Music Communication Based on Digital Conditions

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Abstract: Based on digital conditions, mass media as a carrier enters people’s field of vision and has an important impact on music communication. With the continuous development of the media industry, the relationship between mass media and music art has become extremely complex, and has an impact on the production, dissemination and popularity of music art. This paper mainly discusses the role of mass media and the influence of mass media on music communication, and analyzes the path of mass media to spread music.

1. Introduction

Science and technology are the primary productive forces. It not only promotes the rapid development of the economy, but also accelerates the progress of human society. With the continuous development of media technology, its communication has gradually entered a new stage. As a special spiritual wealth of human beings, music has been continuously materialized and valued, and then entered the market as a special commodity model. At this stage, the development model of music commercialization in China has emerged on this basis [1-3]. The development of media technology has made the way of music communication more diverse. According to the survey, about 45% of respondents choose to listen to music online. A large amount of music is transmitted through movies, networks and other forms. The commercial operation of the media makes music communication profitable. Goods are labor products that are exchanged. Musical goods are the materialization of the abstract spiritual product of music through social communication, which makes it exchangeable value [4-6]. In other words, through the integration of music and music carriers, it becomes a labor product that participates in market exchange. The forms of materials and commodities include mass media music products and physical music products.

2. Analysis of the role of mass media

(1) Enhance decision-making cognition

As the mass media continues to develop in depth, mass media has set up a bridge between the people and the government, and has strengthened exchanges and communication between the masses and the government. First, the relevant decisions of the government departments are transmitted to the masses in the form of mass media, and the mass media continue to publicize and encourage the people to absorb them. Second, through the media through timely understanding of the masses, the voice of the masses will be disseminated in the form of reports, and then the attention of the government departments.

(2) Collecting and disseminating information

In the development of the media, only the information collected and disseminated is processed and
processed in detail. The information provided to the people is called mass communication. At present, the mass media through the processing of information, the non-mechanically collected information disseminated through analysis, can meet the people's need for information acquisition, and help the masses better understand the information, called the key information. (figure 1)

![Figure 1 Types of mass media](image)

(3) Enhance public participation in decision-making
In the actual development process, the mass media can not only provide a platform for social hotspot exploration, but also provide an important guarantee for the people to express their opinions. Therefore, the masses of the people can respond to the higher-level leadership through the mass media, causing the superior leaders to pay attention to the concerns of the masses.

3. Analysis of the influence of mass media on music communication based on digital conditions
(1) Mass media promotes music diversity
With the advent of the information age, it has promoted the development of China's media industry. The media industry has changed from the traditional paper books, newspapers, and FM radio to the digital development direction, and in terms of specific quantity and scale. Both have achieved significant development results. The media has not only developed and applied in the field of life, but also played an important role in the political and economic fields. With its own advantages, the media has been infiltrated in people's production and life. It has changed people's way of life and changed people's life content. It has become an indispensable part of people's life. The development of the media has changed people's artistic thinking to a certain extent. The rapid rise of the mass media has provided an important platform for the development of music and has driven the development of music-related industries. For the mass media to achieve good development, it is inseparable from good music content. Therefore, music art and mass media are complementary to each other, and the rise of mass media has promoted the diversified development of music.

(2) The promotion of traditional art by the mass media
Based on the background of the 20th century, music provides people with a spiritual enjoyment and brings people a sense of art. As traditional art as the content of people's attention, it has an important influence on the development of mass media to a certain extent. In addition, based on the influence of mass media communication factors, the mass media has given more possibilities to traditional art and has a positive effect on the development of traditional art. At the same time, it has a serious impact on the popularity of music. Compared with the development of mass media, it not only improves the
traditional way, but also includes its innovative ways. For example, with the continuous development of Internet technology, and playing an important role in people's lives. Compared with traditional media, the Internet has the characteristics of fast spread and wide range of influence.

4. Improve the path of mass media to music communication

(1) Strengthen the use of broadcast media
In the actual process of broadcasting, broadcasting will not be restricted by factors such as the location of the broadcast. The mode of broadcasting is relatively simple and random, and there are obvious differences compared with the Internet. People are more free to obtain broadcasts and are not limited by factors such as time and place. With the continuous development of technology, broadcasting as an auxiliary function is concentrated in the aspects of mobile phones and other devices. In addition, as the functions of mobile phones continue to strengthen, people's dependence on mobile phones is gradually increasing. As people watch mobile phones and computers for a long time, their vision is extremely degraded. Based on this situation, the broadcast can satisfy people's demand for information acquisition without eye viewing. Therefore, it is necessary to increase the availability of broadcast media.

(2) Promote music communication with the help of the new Internet platform
The traditional music media mainly focuses on radio, television and newspapers. With the advent of the information age, digital media is called the main form of music communication and plays an important role in the dissemination and development of music art. At the same time, the digital media also provides a better display platform for music producers to speak abroad. The development of Internet technology has not only improved the efficiency of information dissemination, shortened the time for information dissemination, but also broadened people's horizons to a certain extent, and brought people closer to the outside world. People can explore the unknown world through the Internet, keep abreast of external news, and better realize the mastery and understanding of all kinds of music new information. Therefore, through the Internet platform, it helps to promote the further development of music.

(3) Enhance the attraction by means of TV, movies, etc.
In the age of information technology, television has become a necessity for people's lives, and people can generally accept the way of film and television programs. TV can combine audio and video, and it will impact people in terms of sight and hearing. With the help of the mass media, the music art not only promotes the development of music art, but also has certain interference and influence on it, which seriously restricts the development of music art to a certain extent. By using television as a medium of communication, it is possible to achieve a more attractive effect and increase the appeal to the audience. For example, "This is singing", "I am a singer", "China's good voice" and other programs have attracted countless people in the actual process of communication, and have won the love of countless audiences. By using television as a medium of communication to better disseminate music art to the audience, it has greatly enriched the way of music and art communication.

5. Conclusion
In summary, with the continuous development of the mass media, it has an important impact on the spread of music and art, not only has a positive role in promoting the spread of music and art, but also restricts the progress of music art to a certain extent. With the continuous innovation and development of the media, the mass media has far-reaching influence on the creation and dissemination of music art.

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