Research on the Role of Computer Digital Media Art in the Inheritance of Minority Art

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Abstract. Our country has a long history and is a multi-ethnic country, so our national art is rich and colorful. The national art of our country includes not only Chinese characters and literature and calligraphy art formed by relying on Chinese characters, but also folk music, dance, painting, sculpture, paper-cut, shadow, embroidery, dyeing and weaving, paste art and so on. In these national art, there are many separate art categories, which are combined into new art forms in the historical development. Due to the continuous progress of society and the continuous development of computer digital media technology, the popularity of smart phones, Weibo, WeChat has become an indispensable communication platform in life, minority art activities have been paid more and more attention. Because of its own unique cultural identity, in the process of cultural transmission, it is necessary to set up a corresponding stage through other intermediaries in order to achieve better communication, which is also very helpful to the inheritance of minority art. The main media of minority art is television. Television can use its media resources to attract groups interested in minority art and expand the size of this group, thus expanding the ways and means of inheriting minority art. It plays a very important role in promoting the continuous progress of minority culture and enriching the types of culture and art in China. The use of modern media to spread minority art, the key needs the state and government to attach importance to national culture, the use of government power to attract the attention of the whole people. National development should not only develop economy, but also develop culture and build spiritual civilization. National culture is the foundation of spiritual civilization, and the development of national culture is the foundation of strong national strength and the main means to improve national confidence. Only by combining the construction of spiritual civilization with the purification of the network and the promotion of national culture, and realizing the integration of modern media and the dissemination of national culture and art, can the quality of the whole people be improved in essence.

Key words: Digital Media Technology, Ethnic Minorities, Art Heritage

1. Present situation of minority art inheritance in China
From the current situation of the development of minority areas, the situation of minority culture is
difficult. First of all, speed up economic development, will inevitably face the gradual decline of tradition and ecological culture. Secondly, if we focus on inheriting the national culture, the speed of economic construction will slow down, and the distance between our country and other countries will farther and farther, which can not meet the growing cultural needs of people at all. This series of problems led to the loss of some minority cultures and the gradual disappearance of some minority languages. At the same time, with the development of the times and the progress of science and technology, many national arts in China have problems in the process of inheritance. With the development of film and television, many national arts in our country have been devastated. All kinds of mechanized operation, so that many national art embroidery, dyeing and weaving art has been hit. In modern society, the inheritance and dissemination of Chinese national art are affected, but this is only the influence of communication, and the essence of national culture has not been abandoned by the times.

The cultural heritage of each nation is made more and more humanistic charm by the inheritance and creative development of the inheritors. Inheritors are the main body responsible for the inheritance of minority art. It is also one of the important factors for its long-term vitality. The inheritor of minority art is the "living fossil" of minority art, and the generation change of inheritor is also the most primitive way of minority art inheritance. The inheritor retains the most essential part of minority art. Living state inheritance is a people-oriented way of protection, giving full play to the initiative and enthusiasm of inheritors to inherit minority art, the irreversible demise of inheritors makes the protection of minority art living state into a dilemma. Inheritors aging seriously, the Ministry of Culture announced at the end of 2015, 1/10 of the list of inheritors died, and more than half of the inheritors are over the years. In addition to the natural death caused by the death of inheritors, there is a lack of funds so that the inheritors can not rely on their own inheritance of the craft life, and then choose to give up the inheritance of art.

2. Introduction to modern computer media technology

The development of Internet technology has brought great convenience to people's life and work. After reform and opening up, China has carried out research on Internet basic services almost at the same time as western countries. After decades of development, China has basically realized comprehensive network coverage, especially in the eastern part of China. Network service is developed, network application has become an essential content of daily social activities. In such an environment, digital media has become an important part of computer network, and the digital media industry, which is born from the integration of digital media, network technology and cultural industry, is growing rapidly. The rapid development of digital media industry benefits from the continuous breakthrough of digital media technology. Digital media technology integrates digital information processing technology, computer technology, digital communication and network technology. In the Internet environment, the application of digital media technology will be more extensive and far-reaching. Multimedia includes text, graphics, static images, sound, animation, video clips and other basic elements. Internet is the essence of connection, the development of Internet to social media in the Web2.0 era fully reflects the characteristics of Internet connection, all connections are based on the existence of relationships, The existence of the connection relationship in the Internet connects the original independent individuals on the social media platform and changes the relationship between people[1].
3. The promotion of computer digital media art to the inheritance of minority art

The protection and inheritance of regional national art is particularly important for the continuation and development of the nation. If the national art disappears, the nation will lose its own spiritual support, lose its vitality, cohesion, character, and soul. Then the demise of the nation is only a matter of time. Education is to use and adapt to the ecological environment more scientifically and reasonably by imparting cultural knowledge. It is an important mission and duty to protect, inherit and develop the knowledge system of regional national art and propagate regional national art. In the history of human development, newspapers, magazines, radio, television, film, network, mobile phone, and other computer media technology styles have been born. Nowadays, computer media technology has more and more influence on people's daily life, so it is involved in all aspects. In this case, it is very necessary to make rational use of mass communication means and take computer media technology as the platform to promote the protection and inheritance of national art. On the one hand, mass communication means can arouse the public's consciousness of protecting national art through propaganda and explanation; on the other hand, mass communication means have irreplaceable function in retaining national art.

3.1. Government departments to strengthen the inheritance and protection of minority arts

Attach importance to the construction of local laws and regulations on cultural protection and increase investment in the construction of minority art. According to the specific conditions of the region, various local laws and regulations have been formulated to provide legal basis for the protection, inheritance and development of minority art. Through market operation and the government set up special funds to give financial support for the development of local ethnic art. Attaching importance to the construction of high-quality talents is the focus of inheriting and protecting minority art. Individuals and groups who have made outstanding contributions to the development of regional ethnic art may be granted fixed allowances by the government. For some art forms that are on the verge of extinction, the government provides them with financial subsidies, honours, encouragement and guidance to establish a virtuous circle of inheritance through the inheritance of teachers and disciples, fathers and sons. Government departments should train and set up a complex, good management, professional talent team, better collection, research, collation, dissemination of national cultural materials [2].

3.2. Improve the multimedia ability of national art inheritors

At this stage, a new propaganda system has emerged in the television media, the content of production is gradually integrated with the society, the individual initiative is activated, and the individual plays a very important role in the process of information consumption, sharing and innovation. The arrival of
the Internet era has opened up the space for the teaching and inheritance of national art. The mining of network interest groups, the transfer of online communication and offline activities, and the spread together within the group all need the inheritors to have very high data and technical literacy. Because of its customs, particularity, ethics and so on, inheritors must have the communication ethics. First, in the process of disseminating information, the inheritors must fully conform to the national system and the wireless network management system, and prohibit the dissemination of information that violates the national and national systems; second, respect the folk customs unique to the national art. There are many ethnic groups in our country, they all have their own customs and beliefs, so we must master the customs and habits of ethnic minorities before spreading their art, and respect art when spreading them, not share information with snooping and curiosity, nor generalize and exaggerate facts in order to attract people's attention, so that the audience can have an incorrect understanding of ethnic minorities. Third, artistic inheritors must transmit positive energy and have a sense of national responsibility in the process of spreading, prohibit incitement to national emotions, speak extreme words, and avoid negative emotions$^3$. 

Table 1. The ethical literacy of minority art inheritors.

| The ethical literacy of minority art inheritors | Dissemination of content must be in full compliance with national systems and wireless network management systems |
|-----------------------------------------------|-------------------------------------------------------------------------------------------------|
| Respect for folk customs peculiar to national art | |
| Have a sense of national responsibility, transfer positive energy | |

3.3. Dissemination of minority culture through web-based platforms

Mining interest groups through big data depth. With the development of science and technology, the use of big data can search for groups who like or are interested in regional national art, and provide an opportunity for the protection and inheritance of regional national art. In this process to collect, collate, analyze big data, through interest to form a unified group of different users. With the help of the media will have the same interests of people gathered on the corresponding platform, such as the establishment of WeChat Group, forums and so on. Along with the further expansion of group members, members share national art activities through Weibo, WeChat circle of friends, QQ space and other channels, attract more people to pay attention to national art, and lay the foundation for the protection and inheritance of national art. The network group aggregation is gradually transformed into offline activities. Social media can quickly connect the service platform, reduce the process and time from heartbeat to action, and promote the implementation of action. For regional national culture, static protection is only simple protection, if the regional national culture is sealed, it is difficult to reflect its charm and value$^4$. With the help of related activities to let national cultural activities into the daily life of the public, let them more convenient, more active understanding and contact with the regional national art, is a better inheritance of regional national art. With the help of network media to build interest groups, often organize network groups to carry out offline activities, to help people through the activities more comprehensive, more three-dimensional understanding of regional national art content. In the off-line activities to enhance people's sense of participation, the static regional national art inheritance gradually to the dynamic transformation, so that it is closely related to people's ordinary life, so that the protection and inheritance of regional national art into the public conscious action.

3.4. Personal awareness of minority art

Attach importance to propaganda and education, enhance the influence and popularity of national culture, and enhance the people's awareness of protection. For example, Yunnan Sinan lantern, its organization lantern art festival, declaration of intangible cultural heritage and other measures to effectively increase the visibility and influence of national culture. Pay attention to propaganda, let
people understand the meaning and value of national art, and then establish the environment protected by everyone. With the protection of national art gradually entering the conscious era, all sectors of society continue to intervene, pushing it to an unprecedented height. However, the protection of national art should not be limited to small circles, but should form the consciousness of self-examination. In this respect, computer media technology can cooperate with the government's various national policies and the characteristics of national art to carry out corresponding propaganda, give play to the function of setting the agenda, arouse the public's awareness of protection, and thus form a cultural consciousness. This requires computer media technology to explain the status and role of national art in the whole history of cultural development in a reasonable way. Build a national cultural library. Integrate the regional national art materials and build the national art library. This can not only better manage cultural materials, but also promote the development of publicity and education, so that the National Art Library gradually become a good place for folk art, national cultural exchange and learning[5].

Figure 2. Guizhou minority culture exhibition.

3.5. Recording and dissemination through multimedia technology
Because most of the minority art exists in the relatively backward remote areas, far from the economic and cultural center, and the communication with the outside world is relatively limited, it presents certain closed characteristics. This kind of closeness actually makes the protection and inheritance of national art in a spontaneous state, or even a state of self-existence. Through the text, sound, image and other ways, truthfully record the national art, is conducive to people can more comprehensive and in-depth understanding, and the corresponding protection and inheritance. Because minority art is closed, it often exists and spreads only in a small range, which makes it very different from the mainstream culture. When this heterogeneous culture is spread through computer media technology, it is often "unusual" to attract more public attention, which can achieve win-win for computer media technology and minority art[6].

4. Conclusion
General Secretary Xi Jinping pointed out in the report of the Nineteenth National Congress of the Party that to strengthen cultural confidence, we must adhere to the correct cultural concept. If there is no highly correct cultural confidence in promoting the prosperity and prosperity of socialist culture, there will be no cultural prosperity. There will be no great rejuvenation of the Chinese nation. To strengthen cultural self-confidence is to persist in inheriting and carrying forward the connotation of Chinese excellent traditional culture, and to make Chinese culture show the permanent charm of ethnic minorities and the style of the times by means of correct inheritance. In the protection and inheritance of minority art, we can use the technical means of computer digital media art to enhance the inheritance space of minority art. The use of media technology, ethnic minority art search interest lovers, from online communication to offline activities, presents the development of minority art in
life, and through scientific innovation and reasonable planning to institutionalize, long-term, stable minority art activities, so that minority art to live inheritance.

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