Analysis of the Influence of Digital Media Technology on Music Communication

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Abstract: Under the condition of digitalization, mass media, as a carrier, has come into people's vision, and has exerted an important influence on music communication. The media industry has grown steadily, and the relationship between mass media and music has gradually become complex and close. With the continuous development of the media industry, it has an impact on the production, dissemination and popularity of music art. This paper mainly discusses the role of the mass media and the influence of the mass media on music communication, and analyses the ways to improve the mass media on music communication.

1. Introduction
Mass media include television, movies, the Internet, radio, newspapers, magazines, books and so on. Mass media plays a very important role in life and learning, especially in music communication. Their rapid dissemination speed and wide coverage make music spread all over the world. Without going out, you can hear all kinds of music or see the music score of music works and related information. Mass media can be divided into two categories: silent and voice, which are indispensable carriers in people's lives, such as film and television, radio, newspapers and periodicals, electronic audio-visual publications and so on. Science and technology, as the driving force for the development of the media industry, provide technical support for the development of the industry and promote and protect the advancement of the mass media with the times. The wide spread of music is of great significance. It not only promotes the germination of music and exists in the world, but also plays a great role in its follow-up development.

2. Current development of digital mass media in china
According to the 44th China Internet Development Report issued by China Internet Information Center (CNNIC) in June 2019, as of June 2019, the proportion of Internet users using mobile phones reached 99.1%. Figure 1 below shows the proportion of Internet users using digital terminal devices such as mobile phones, computers and tablets.
In the first half of 2019, among all kinds of apps frequently used by mobile netizens, instant messaging apps took the longest time. The proportion of applications using network video, network music and network audio is shown in Figure 2.

As of June 2019, China's Internet music users reached 608 million, accounting for 71.1% of the total Internet users, as shown in Figure 3.
Among them, there are 585 million mobile network music users, accounting for 69.1%, as shown in Figure 4.

3. The impact of digital media technology on music communication
In the non-digital communication system dominated by mass media, although information dissemination exists among audiences, between audiences and mass media, between audiences and other organizations, the intensity, breadth and frequency of such dissemination cannot be compared with the channels provided by mass media. In this way, in the non-digital communication system, the mass media with the monopoly of mass communication channels occupies the dominant position of large-scale social communication. The digital mass media system model is shown in Figure 5.
The development of digital media has changed people's artistic thinking to a certain extent. The rapid rise of mass media has provided an important platform for the development of music and promoted the development of music-related industries. If the mass media want to achieve good development, it cannot do without good music content. Therefore, music art and digital mass media are mutually complementary, and the rise of mass media promotes the diversification of music development.

On the other hand, music provides people with spiritual enjoyment and brings people a sense of literature and art. As the content of people's attention, traditional art has an important influence on the development of digital mass media to a certain extent. In addition, based on the influence of mass media communication factors, mass media gives more possibilities to traditional art, and has a positive role in promoting the development of traditional art.

4. Strategies for improving digital media technology's communication of music

Traditional music media are mainly radio, television and newspaper. With the advent of the information age, digital media is called the main form of music communication, which plays an important role in the spread and development of music art. At the same time, digital media also provides a better platform for music producers to speak out. The development of Internet technology not only improves the efficiency of information dissemination and shortens the time of information dissemination, but also broadens people's horizons to a certain extent and draws people closer to the outside world. Therefore, through the use of the Internet platform, it helps to promote the further development of music.

5. Conclusions

In summary, with the continuous development of digital mass media, it has an important impact on the dissemination of music and art, not only has a positive role in promoting the dissemination of music and art, but also to a certain extent restricts the pace of the progress of music and art. With the continuous innovation and development of the media, digital mass media has a far-reaching impact on the creation and dissemination of music and art. With the advent of the information age and the continuous improvement and innovation of the media, the role of digital mass media in the production, dissemination and popularity of music art has become increasingly evident. Digital mass media and music art coexist closely. Under the dual function of promotion and restriction, they develop together.

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