Music Creation and Dissemination under New Technology in Digital Media Era

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Abstract

In recent years, under the background of the rapid development of china's economy, different kinds of scientific technology have made great achievements. Among them, especially the Internet showed a more obvious advantage. With the advantages of the development of the Internet, the media industry has also shown a trend of digital development. Music art, as one of the important academic fields, has also made corresponding achievements under its influence. Under the background of the digital generation, music creation has attracted extensive attention of public because of its unique social value. During current stage, although new media technology and traditional media technology present a trend of the development of fusion, new media technology still occupies a dominant position. For some composers and musicians, they need to complete the creation and dissemination of music works with obvious digital characteristics by means of the combined effect of mobile terminals and the Internet. Although there are many advantages in this development process, there will inevitably have some problems with drawbacks. This article is completed after a comprehensive investigation and research, aiming at the background of the rapid development of digital media, the specific measures of music creation and communication are briefly analyzed, hoping to give some reference to the relevant staff.

Keywords

Digital media era; Music creation; Mode of communication

Introduction

With the rapid development of society, internet has become an important carrier of modern people's daily life, work and study. In terms of the current development trend, new digital media technology has made a huge impact on people's lives. From the perspective of the concept of digitalization, it mainly emphasizes the completion of the dealing process of some digital information, including

some virtues of the advantages of the network or wireless network. For music creation and dissemination, this kind of development situation change has a great influence on them, and presents a lasting feature. In the current stage of the various music creation, we need to start from the creative technology, creative thinking, the characteristics of the music work itself and other aspects of comprehensive consideration, so that it can fully show the charm and characteristics of The Times. On the other hand, with the development of digital media, music works are being produced on a large scale, which greatly expands the development scope of the music industry. However, the development of any new thing may face some problems in its initial development stage, which may limit its long-term development. Therefore, it is of positive social significance to study the music creation and communication in the era of digital media under the new technology.

Connotation Analysis of Music Creation in digital Media Era

Since the new century, Internet technology has been rapidly popularized and applied in the whole society because of its unique advantages. From the point of view of current development characteristics, it has been deeply integrated into all aspects of people's daily life. As a kind of information medium transmitted by network, computer has been widely liked by the public because of its dynamic, convenient and unrestricted advantages. Under this background, the modern music creation form and the communication form were born, and its creation connotation also appeared relatively with obvious changes. Specifically, as the innovation and re-development of the traditional music form and creation form, networked music is more like a new and special music form, which contains many incomparable advantages of the traditional music creation form, and has shown obvious changes in the creation style and content. From the perspective of its influence, this form of music is even more popular because of its own, free and random characteristics, which satisfy the multilateral characteristics of modern lifestyles. In view of this aspect, the connotative interpretation of the music creation form during the digital media era should be analyzed from the broad sense and the narrow sense (Su, 2021).

In a broad sense, this passage mainly emphasizes the music creation activities that people complete with the help of a variety of modern advanced science and technology and with the positive effect of the form of network. For content and form, the diversity is more obvious. From the point of view of the way of music transmission, the Internet needs to play a positive role. In a narrow sense, it mainly emphasizes that each music creator takes advantage of the network communication tools to give play to the positive role of Internet technology in music creation activities, so as to create music works that meet the needs of social development and conform to the main trend of the development of generation. These works often show the characteristics of diversification and digitalization. However, no matter in the broad sense or in the narrow sense, the modernity and life essential attributes of music creation remain unchanged. Although the music created in the modern society needs

to be disseminated in the form of network, its materials need to rely only on social life, and it is the creation that truly reflects the current situation of social development and people's life.

Connotation Analysis of Music Creation in Digital Media Era

The Thinking Mode of Music Creation

(1) Master The Nonlinear Organization of Materials

Music is the art of sound. Musical materials are different from other materials with particularity. It is the sound of biomass material, according to the level of sound, length, intensity, tone and other characteristics, configuration rhythm, melody, harmony, phrasing music performance; and has a characteristic flow, emotion and the like. Under the background of the rapid development of digitalization, music creators need to form a correct understanding of this feature. The creative work can be carried out mainly from the following aspects. First of all, it is necessary to actively change the characteristics of traditional thinking, and conduct in-depth exploration of creative content according to the tonal thinking and motivation core in the traditional music creation. Secondly, in the context of the rapid development of modern society, the achievements made by new media technology have been extended to all areas of society and running through all aspects of people's lives. Thanks to the advantages of computer software in new digital media era, the convenience of music creation materials can be greatly improved. For example, by means of sampling, cutting, cycling and other technical means and functions in computer software, the problem of excessive time cost consumption in traditional music creation can be alleviated. However, it should be noted that in the application process of this technological means, it often lacks the characteristics of logical thinking and linear thinking. When the creator carries out this part of operation, its arbitrariness is more obvious. Therefore, it is necessary for music creators to have a certain non-linear material organization and thinking (Kong, 2016).

(2) Beyond The Improvisation of The Text

Whatever era of music creation, it is necessary to fully recognize the profound influence of writing music as a central link. As the main form of the inner thoughts of music creators, it plays a unique role in music creation. But in the context of the rapid development of digital media, this step is gradually being diluted. It is mainly by means of computer software to complete the creation of music works, the whole process is relatively simple. From this aspect, this form will lower the threshold of music creation, and some grassroots creators without professional knowledge or systematic training will also participate in this process, fully showing their music creation ability (Yuan, 2021). This music form presents a relatively obvious characteristics of spontaneity and free and easy, the

creators can truly express their inner thoughts. Although there is no complete set of logical thinking as a support, but has gone beyond the traditional music text of the improvisation. For later generations, the formation and development of this kind of thinking in music creation can make his works show the characteristics of flexibility and relaxation.

(3) Integrate Multimedia and Interactivity

For modern music creators, in the process of creation, it is necessary to take into account the influence of multimediums and interactivity of thinking. Only this, can better promote the stable development of modern music career. Under the background of the continuous improvement of science and technology, music creation is developing towards the integration direction of three-dimensional visual experience and stereo sound system. This form of development will improve the interactive characteristics of music itself to a large extent, so as to better highlight the characteristics of diversified modern music art. In real life, whether it is in the process of using 3D audio or in the stage atmosphere, it will give full play to the interactive characteristics of digital system. From its characteristics, it can promote the deep integration of music and demonstration space. It not only has a relatively wide application space in China, but also has been widely used in the international arena, and has a significant impact on the improvement of music performance form and effect (Fang & Zhang, 2020). In addition, in many mobile terminal equipment, there are also many interactive music software. For music creators, the emergence of a variety of interactive music software provides them with a wider range of creative worlds. They can create in their entertainment, and they can also create in their entertainment. From this point of view, mainly for the network music creators, but also should constantly change their own ideas, give play to the role of multimedia technology, improve the interactive effect of music.

Aesthetic Value Orientation

(1) Reflect Its Entertainment Nature

In the process of network music creation, it is necessary for us to fully realize the influence of entertainment characteristics on it. If there is no entertainment in the network works, it will be boring. In view of the characteristics of this aspect, network music creators need to put the characteristics of entertainment throughout the entire music works, and better highlight the spirit of Internet users to entertain themselves. In terms of the music creation content and video production, it should have certain humorous and witty characteristics. For example, the most representative music work on the Internet 'Northeast People Are Living Lei Feng', uses extremely humorous lyrics, and also creates more humorous techniques in the video creation. In terms of lyrics, it uses very colloquial content, which is convenient for ordinary people to understand, and shows the entertainment characteristics

of the network works themselves (Ma, 2015).

(2) Reflect Its Commonness and Criticality

From the characteristics of network music creation, these are some music lovers according to their own hobbies and spontaneous creation behavior. When it is free from the constraints of the external environment, it is not restricted by any consciousness. As long as you are interested in music creation, you can create freely on the Internet platform to show your talent. In the digital generation, music creation still needs to abide by certain rules. It is necessary to stand on the standpoint of the broad masses of people, understand their needs for music, and highlight the characteristics of populism and criticism (Li, 2019). Let the audience in the process of listening to music works can produce a stronger emotional resonance, better into the music works. For example, in the work "Northeast People Are Living Lei Feng", it is a profound display of the author's criticism of the phenomenon of hit-and-run drivers.

(3) Reflect Its True Emotion

From the point of view of the characteristics of contemporary social development, although greater achievements have been made in material aspects. However, in the process of rapid economic development, in order to gain a higher social status, people often need to speed up the pace of life, which leads to a strong sense of "loneliness" in their inner life. In view of this social situation, network creators also need to form a correct understanding of it. You can put yourself in the shoes of these people and write songs about the same subjects. Let them in the listening process can produce emotional resonance, take the initiative to tell their inner true feelings. In order to achieve this goal, the creators need to carry out in-depth investigation and research, so as to understand the real status quo of these people's hearts and dig emotions from their deep hearts. If in daily life, under the pressure of life, they often find no emotional outlet. In the form of online music, a reasonable outlet has been found for their emotional catharsis (Guo, 2019).

Deep Integration of Digital Media Technology and Music

In the context of the rapid development of digital media, creators should deeply integrate digital media and music creation. Find the common ground between the two and give full play to the great impetus effect of digital technology on music creation. In view of the various problems in the present stage of music creation, the author makes targeted adjustments to better adjust and improve its creation mode, creation method and music transmission mode. From the current development situation, there have been a lot of people in the understanding of this phenomenon, the use of music equipment, music software development. Applying it to concrete creation can broaden the way

of dissemination of works. For the audience, they also have a more convenient way to appreciate the works. In this process, produce good auditory experience and inner feelings of sharing. Only after the deep integration of scientific and technological elements and music, can modern music reveal its charm and promote the development of music in a diversified direction. After the creators establish the awareness of using digital technology media, they can adjust and change their more traditional composition methods and arrangement forms to a large extent, and broaden the space of music interpretation. On the other hand, it will also push music creation towards openness. Music lovers can practice and guide music creation through the network platform, and more people will accept digital music creation (Zhang, 2019).

Conclusion

In the process with the rapid changes of social development, the forms of music creation and the ways of communication need to be changed and adjusted accordingly. In the future work, music creators and disseminators need to form a correct understanding of this. Combined with the characteristics of the development of The Times, it should be effectively adjusted to promote the development of music creation in the direction of diversification.

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