

Research on the Interpretation and Dissemination Path of Musical Works in the Multimedia Context of the Digital Age

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ABSTRACT

Taking the multimedia context of the digital age as the starting point, this paper analyzes the multi-dimensional interpretation of musical works in terms of diversified subjects, diverse methods and rich contents. However, the bottlenecks of rampant infringement and the difficulty in safeguarding the rights of works, information overload and the homogenization of recommended content, as well as the competition between commercial traffic and artistic creation still exist, which have slowed down the dissemination process of music works in the multimedia context of the digital age. To this end, it is proposed to strengthen copyright protection and management and increase the success rate of rights protection for musical works. Innovate the content and form of communication and enhance the ability of differentiated recommendation; The innovative communication path of building a community co-creation platform to enhance the audience's sense of participation and interactivity aims to provide useful references for the dissemination of music works in the multimedia context of the digital age.

KEYWORDS

Digital age; Multimedia context; Music works; Cultural dissemination

1 Introduction

Music, as an important component of the new cultural industry in the digital age, is a vivid carrier of emotional expression and a key bond for cultural inheritance^[1]. Accelerating the wide dissemination of musical works is of great significance for enhancing a country's cultural soft power and building a bridge for global cultural exchange. In the digital age, the deep integration of digital technology and multimedia contexts has brought new opportunities and challenges to the creation and dissemination of music works, reshaping the landscape and business models of the music industry. However, it should be noted that in the multimedia context of the digital age, the music industry still faces many practical obstacles such as the stagnation of the awareness of information network dissemination rights and the imbalance between technical efficiency and artistic value^[2]. Rooted in this, this paper deeply explores the multi-dimensional interpretation of musical works in the multimedia context of the digital age, analyzes the existing practical predicaments, and proposes specific dissemination paths, hoping to provide theoretical guidance and practical references for the effective dissemination of musical works in the multimedia context of the digital age.

2 Multi-dimensional interpretation of musical works in the multimedia context of the digital age

2.1 Diversification of interpretation subjects

In the multimedia context of the digital age, musical works encompass three main subjects: creators, disseminators and audiences. For creators, music producers can easily achieve multi-track recording, sound effect synthesis and style integration with music production software empowered by digital technology, breaking through the boundaries of traditional music creation and facilitating the dissemination of music works. On the part of disseminators, short-video bloggers, music bloggers and other disseminators can reshape the interpretation path of music through cover songs and adaptations, and ultimately achieve the purpose of disseminating music works. In terms of the audience, listeners express their understanding of music through bullet comments, comments, secondary creations and other means, which is conducive to the dissemination of musical works in the multimedia context of the digital age.

2.2 Diversified interpretation methods

In the multimedia context of the digital age, musical works cover multiple methods such as multimedia integration and cross-cultural communication. On the one hand, multimedia integration. The integration of music with multimedia elements such as videos, images and texts can construct visual story scenes, guiding the audience to understand the themes of musical works from multiple visual and auditory perspectives, which is conducive to the dissemination of musical works. On the other hand, cross-cultural communication. Musical works in the multimedia context of the digital

age can break geographical restrictions and enable audiences from different cultural backgrounds to reinterpret music. For instance, European and American pop music spreads to China, and Chinese audiences can interpret European and American music works in combination with local culture. This is beneficial to promoting international exchanges of music culture and boosting the breadth and depth of the dissemination of music works in the multimedia context of the digital age.

2.3 Enrich the content of interpretation

In the multimedia context of the digital age, the interpretive content contained in musical works is constantly enriching. First, it reflects social issues. The interpretation of musical works can reflect social phenomena and issues, enabling some works with a strong sense of social responsibility to draw public attention and discuss social problems through the combination of lyrics, comments and dissemination scenarios, and thereby promote the dissemination of musical works in the multimedia context of the digital age. Secondly, extend the cultural connotation. The combination of popular music and traditional cultural symbols can showcase traditional costumes, architecture and customs through video images, making music a key carrier for cultural inheritance. It promotes traditional culture in interpretation and helps to disseminate music works based on the multimedia context of the digital age.

3 The predicaments faced by the dissemination of musical works in the multimedia context of the digital age

3.1 Copyright risks: rampant infringement and difficulties in protecting works

While digital technology enhances the convenience of music dissemination, it also intensifies the concealment and complexity of infringement to a certain extent, resulting in the phenomenon of unauthorized provision of music resource downloads on online platforms, which harms the interests of copyright holders, leads to rampant infringement, and affects the dissemination of music works in the multimedia context of the digital age. The copyright protection of musical works is confronted with multiple problems such as cumbersome procedures and insufficient compensation. Even if the rights protectors win the lawsuit, the compensation they receive is far lower than the cost of rights protection. This is likely to dampen the enthusiasm of music creators, restrict the healthy development of the music industry, and make the dissemination of music works difficult in the multimedia context of the digital age.

3.2 Aesthetic solidification: information overload and homogenization of recommended content

In the multimedia context of the digital age, the dissemination of musical works is confronted with the realistic obstacles of information overload and homogenization of recommended content. The explosive growth of the same type of music works is prone to cause aesthetic fatigue among the audience, resulting in some excellent music works being buried, and thus becoming a constraint on the dissemination of music works in the multimedia context of the digital age. Music platforms have long relied on algorithms to push content, which can easily lead to highly homogeneous recommended content and the phenomenon of blindly following popular music, gradually solidifying the audience's aesthetic sense and making it difficult for them to access diverse music styles and content. Such phenomena are not conducive to the effective dissemination of music works in the multimedia context of the digital age.

3.3 Communication barriers: the competition between commercial traffic and artistic creation

In the multimedia context of the digital age, the dissemination of musical works is confronted with the challenge of the game between commercial traffic and artistic creation. To obtain click-through rates and commercial profits, music platforms tend to cater to the mass market. This commercial orientation can easily compress the space for music art creation and is not conducive to the dissemination and promotion of music works in the multimedia context of the digital age. Meanwhile, under the dominance of commercial traffic logic, some music platforms tilt their recommendation positions towards high-value celebrities and artists, resulting in a situation in the music market where "the strong get stronger and the weak get weaker", which hinders the innovative development of music art and affects the dissemination of music works in the multimedia context of the digital age.

4 Innovative paths for the dissemination of music works in the multimedia context of the digital age

4.1 Strengthen copyright protection and management to increase the success rate of rights protection for musical works

In the multimedia context of the digital age, music creators should take advantage of the decentralized and immutable features of blockchain technology to register music Copyrights, record information such as the creation time and copyright ownership of music works on the chain for evidence storage, and form unique digital copyright certificates to ensure the security of music works' Copyrights and promote the dissemination of music works in the multimedia context of the digital age. In addition, the government should, based on the new characteristics of music dissemination in the digital age, establish and improve laws and regulations on music copyright, refine the definition of infringement and compensation standards, and promote the dissemination process of music works in the multimedia context of the digital age.

4.2 Innovate the content and form of communication to enhance the ability of differentiated recommendation

The government, industry associations and music platforms need to jointly establish a special fund to encourage music creators to break through style boundaries and encourage them to create music works with unique styles, so as to innovate the content and form of music dissemination and focus on promoting the dissemination of music works in the multimedia context of the digital age. In addition, each music platform should introduce multi-dimensional data through artificial intelligence technology to analyze the differences in music preferences among audiences in different regions, push music with strong regional characteristics to the audience, and establish an aesthetic feedback mechanism for the audience to facilitate the dissemination of music works in the multimedia context of the digital age.

4.3 Build a community co-creation platform to enhance the audience's sense of participation and interaction

Creators should build a community platform for direct communication between themselves and the audience, and launch "lyrics co-creation" activities in the community to break the barriers in the traditional music dissemination model, enhance the audience's sense of participation and interactivity, and improve the dissemination ability of music works in the multimedia context of the digital age. Meanwhile, creators need to establish a complete content sharing mechanism for music works, share original music and recommend songs through communities, and leverage the dissemination power of social media platforms to achieve explosive spread of community content, thereby accelerating the dissemination pace of music works in the multimedia environment of the digital age to a certain extent.

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