

Research on the International Communication Strategy of Chinese Ethnic Instrumental Music

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ABSTRACT

As a treasure of Chinese culture, the international dissemination of Chinese Ethnic Instrumental Music is of great significance for enhancing the soft power of Chinese culture. Based on the theories of international cultural communication, music communication and cross-cultural communication, this study deeply analyzes the current situation and challenges of the international communication of Chinese Ethnic Instrumental Music, and constructs a targeted international communication strategy. The study points out that in order to enhance the international influence of Chinese Ethnic Instrumental Music, it is necessary to pay equal attention to classics and innovation in the content of communication, dig deep and inherit classic repertoire, and encourage modern creation to meet the diversified needs of international audiences. In terms of communication channels, diversification and full coverage should be achieved, and new media means such as online platforms and social media should be fully utilized to broaden communication channels and improve communication efficiency. In addition, clarifying the target audience, formulating differentiated communication strategies, strengthening online and offline integration and interaction, and cultivating international fan groups are also the keys to improving the international communication effect of Chinese Ethnic Instrumental Music. Through case analysis and effect evaluation, this study verifies the effectiveness and feasibility of the constructed strategy, summarizes the successful experience and suggestions for improvement, and provides a valuable reference for the future practice of international communication of Chinese Ethnic Instrumental Music.

KEYWORDS

Chinese Ethnic Instrumental Music; international communication; theories of cultural communication; music transmission; Cross-cultural communication strategies

At a time when global cultures are blending, Chinese Ethnic Instrumental Music, as a treasure of traditional Chinese culture, is particularly important for its international dissemination. Through an in-depth analysis of the current situation of the international dissemination of Chinese Ethnic Instrumental Music, we can find its existing problems and challenges. Combined with relevant communication theories, this paper aims to construct a set of targeted international communication strategies, aiming to promote the wider dissemination and in-depth exchange of Chinese Ethnic Instrumental Music in the international arena.

Chinese Ethnic Instrumental Music carries rich historical and cultural connotations and is the crystallization of the wisdom of the Chinese nation. Through effective international communication strategies, we can enable people around the world to better understand and appreciate Chinese

Ethnic Instrumental Music, and in turn, increase their understanding and interest in Chinese culture. This will not only help enhance the soft power and international influence of Chinese culture, but also promote the development of cultural diversity and contribute to world cultural exchanges. The significance of this research is also to provide reference for the international dissemination of other ethnic cultures. Different cultures will encounter various challenges in the process of communication, and through the strategies and methods proposed in this study, other national cultures can learn from their experience and better formulate their own communication strategies, so as to promote the exchange and integration of global cultures.

1 The current situation of international communication

The advancement of globalization and the increasing frequency of cultural exchanges have provided unprecedented opportunities for the international dissemination of Chinese Ethnic Instrumental Music. Chinese Ethnic Instrumental Music, an art form that carries profound cultural heritage and national feelings, has gradually gone abroad and shown its unique charm on the world stage. While rejoicing in this progress, we should also be soberly aware that Chinese Ethnic Instrumental Music still faces many challenges and problems in international communication.

Compared with Western classical music and other international mainstream music forms, the spread of Chinese Ethnic Instrumental Music is relatively limited. Although we can see Chinese Ethnic Instrumental Music in some international music festivals and cultural exchange activities, the influence and coverage of these activities still need to be improved. In addition, the audience of Chinese Ethnic Instrumental Music is also relatively narrow, mainly concentrated in overseas Chinese and foreign friends who have a strong interest in Chinese culture. This situation has limited the wide dissemination and in-depth influence of Chinese Ethnic Instrumental Music in the international community.

There are many reasons for this. First of all, language and cultural differences are a major obstacle to the international dissemination of Chinese Ethnic Instrumental Music. The repertoire of Chinese Ethnic Instrumental Music is rich and diverse, and many of the works contain profound cultural connotations and national feelings. The lyrics and melodies of these works are often difficult to understand and accept by foreign audiences. In addition, the way Chinese Ethnic Instrumental Music is played and the instruments are also different from Western music, which to a certain extent increases the difficulty of appreciation for foreign audiences.

The single communication channel and method is also a major problem in the international communication of Chinese Ethnic Instrumental Music. At present, the international dissemination of Chinese Ethnic Instrumental Music mainly relies on government-led cultural exchange activities and a small number of commercial performances. Although these activities have promoted the overseas dissemination of Chinese Ethnic Instrumental Music to a certain extent, their influence and sustainability are limited. At the same time, the role of new media platforms such as the Internet in the international dissemination of Chinese Ethnic Instrumental Music has not yet been fully utilized. These platforms have the advantages of fast dissemination speed and wide coverage, and can provide new possibilities and paths for the international dissemination of Chinese Ethnic Instrumental Music.

In view of the above problems, we can start from many aspects to improve the international communication effect of Chinese Ethnic Instrumental Music. First of all, strengthening language and cultural communication is key. We can hold concerts, lectures, workshops and other activities to enhance the understanding and understanding of Chinese Ethnic Instrumental Music among foreign audiences. At the same time, we can also try to combine Chinese Ethnic Instrumental Music

with local culture to create more attractive and infectious works to touch the heartstrings of foreign audiences.

It is also important to expand the channels and methods of communication. We should make full use of new media platforms such as the Internet to create a diversified and three-dimensional communication network. For example, we can open an official account of Chinese Ethnic Instrumental Music on social media, and publish performance information, artist introductions, teaching videos and other content to attract more attention and interaction from foreign netizens. In addition, we can also establish cooperative relations with overseas music institutions and media to jointly promote the development of the international communication of Chinese Ethnic Instrumental Music.

Although the current situation of international communication of Chinese Ethnic Instrumental Music faces many challenges and problems, it also contains infinite opportunities and hopes. As long as we have firm confidence, have the courage to innovate, and continue to expand the channels and methods of communication, I believe that Chinese Ethnic Instrumental Music will be able to bloom more brilliantly on the world stage.

2 Relevant communication theories

2.1 Theory of International Cultural Communication

2.1.1 Cultural Discounts

The theory of cultural discount is particularly crucial in exploring the international communication strategy of Chinese Ethnic Instrumental Music. This theory reveals that due to differences in cultural backgrounds and aesthetic habits, foreign audiences may encounter barriers to understanding and loss of interest in receiving foreign cultural products. Chinese Ethnic Instrumental Music, an art form that carries profound cultural heritage and national feelings, may not be fully understood and appreciated when facing audiences of different cultural backgrounds across national borders, resulting in a weakening of the communication effect.

The influence of cultural discounts is particularly evident in the international dissemination of Chinese Ethnic Instrumental Music. Although Chinese Ethnic Instrumental Music has extremely high artistic value and aesthetic charm, its audience is relatively narrow and its dissemination is limited in the international arena. This is largely due to the lack of sufficient understanding of the cultural elements and aesthetic concepts contained in Chinese Ethnic Instrumental Music by foreign audiences, resulting in a sense of cultural estrangement. This sense of estrangement not only affects the international acceptance of Chinese Ethnic Instrumental Music, but also restricts the further enhancement of its international influence.

In order to reduce the impact of cultural discounts on the international dissemination of Chinese Ethnic Instrumental Music, we need to adopt a series of targeted strategies. For example, it is possible to increase foreign audiences' understanding of Chinese culture by strengthening cultural exchange activities; At the same time, we can also try to combine Chinese Ethnic Instrumental Music with modern music elements to create more internationally attractive music works to broaden their audience base.

2.1.2 Cultural proximity

The counterpart to cultural discounts is the theory of cultural proximity. The theory is that culturally similar audiences are more likely to accept and love foreign cultural products. In the process of promoting the international dissemination of Chinese Ethnic Instrumental Music, we

should fully consider the cultural background and aesthetic needs of the target audience to enhance the communication effect.

In practice, the application of cultural proximity theory can be reflected in many aspects. For example, when choosing the target region for international communication, we can give priority to those countries or regions that have deep historical ties and cultural exchanges with China. Audiences in these regions are more likely to be interested in and resonate with Chinese Ethnic Instrumental Music due to their proximity to Chinese culture.

When creating and promoting Chinese Ethnic Instrumental Music works, we can also try to incorporate some musical elements or expressions that have international commonality. This can not only reduce the cultural barriers for foreign audiences to accept Chinese Ethnic Instrumental Music, but also increase the attractiveness and appeal of the work. For example, you can consider combining Chinese Ethnic Instrumental Music with Western classical music, pop music and other styles to create musical works that are both Chinese and in line with international aesthetic trends.

The theory of cultural proximity provides us with an effective perspective on how to improve the communication effect and influence of Chinese Ethnic Instrumental Music on the international stage. By gaining a deep understanding of the cultural background and aesthetic needs of our target audience, and adopting corresponding strategies to enhance cultural proximity, we are expected to promote Chinese Ethnic Instrumental Music to a broader international market.

2.2 Theory of Music Communication

Music communication has its own unique laws and characteristics, which determine the particularity and complexity of music communication to a large extent. Emotional resonance is one of the important characteristics of music communication, which can transcend language and cultural barriers and directly touch the hearts of listeners. Spanning time and space is another major feature of music, classic music works can endure, transcend the limitations of time and space, and be loved and sung by people in different eras and regions.

When analyzing the international communication strategy of Chinese Ethnic Instrumental Music, we can draw on music communication theory to deeply explore the characteristics and laws of Chinese Ethnic Instrumental Music in international communication. With its unique timbre, rich repertoire and profound artistic connotation, Chinese Ethnic Instrumental Music is unique among the world's music forests. Due to differences in cultural background, aesthetic habits, etc., foreign audiences may have certain barriers to understanding and differences in interest when accepting Chinese Ethnic Instrumental Music. This requires us to fully consider the cultural background and aesthetic needs of the target audience, and formulate a targeted communication strategy.

Through cultural exchange activities, music festivals, concerts and other forms, more foreign audiences can come into contact with Chinese Ethnic Instrumental Music and feel its unique artistic charm. At the same time, modern scientific and technological means, such as online live broadcasts and music platforms, can also be used to expand the spread and influence of Chinese Ethnic Instrumental Music. In addition, through cooperation with internationally renowned musicians or music groups, they can co-create and interpret musical works that incorporate elements of Chinese Ethnic Instrumental Music, so as to attract more international attention.

In the process of implementing these communication strategies, we need to pay attention to the feedback and needs of the audience, and constantly adjust and optimize the communication methods to achieve better communication results. At the same time, it is also necessary to pay attention to the protection of the cultural characteristics and artistic value of Chinese Ethnic Instrumental Music, so as to avoid losing its authenticity and essence in the process of commercialization.

The international dissemination of Chinese Ethnic Instrumental Music not only helps to enhance the international influence of Chinese culture, but also promotes the exchange and integration of diverse cultures in the world. Through in-depth research on music communication theories and the formulation of effective communication strategies based on the actual situation, we believe that Chinese Ethnic Instrumental Music will shine more brilliantly on the international stage.

The international dissemination of Chinese Ethnic Instrumental Music also needs to take into account the role of music education. In the context of multiculturalism, music education can be an effective way to promote Chinese Ethnic Instrumental Music. By introducing the content of Chinese Ethnic Instrumental Music in international music education, we can cultivate more international audiences who are interested in Chinese Ethnic Instrumental Music and have a certain degree of appreciation.

We can also learn from some successful examples of music communication. For example, cultural variety shows such as "Chinese Music Ceremony" have successfully promoted Chinese Ethnic Instrumental Music to a wider audience through innovative program forms and contents. The communication strategy of this kind of program is worthy of our in-depth study and learning.

The theory of music communication provides strong theoretical support and practical guidance for the international dissemination of Chinese Ethnic Instrumental Music. Through an in-depth understanding and application of these theories, we can better formulate and implement effective communication strategies to promote the wide dissemination and in-depth exchange of Chinese Ethnic Instrumental Music on the international stage.

2.3 Cross-cultural communication strategies

In the process of promoting the international dissemination of Chinese Ethnic Instrumental Music, the formulation of cross-cultural communication strategies is crucial. The formulation of this strategy needs to comprehensively consider multiple dimensions such as communication content, communication channels and audience groups, so as to ensure that Chinese Ethnic Instrumental Music can be more widely recognized and appreciated on the international stage.

In terms of communication content, representative Chinese Ethnic Instrumental Music repertoire should be carefully selected, which should fully demonstrate the unique charm and artistic style of Chinese Ethnic Instrumental Music. At the same time, in order to meet the aesthetic needs of audiences from different cultural backgrounds, some repertoire can be appropriately adapted or rearranged to alleviate cultural discounts and enhance the international appeal of repertoire [8]. The successful experience of the Zide Qin Society is worth learning from, and they have successfully attracted the attention of netizens at home and abroad by uploading antique and modern and creative Chinese style music works on new media platforms, opening up a new path for the cross-cultural dissemination of Ethnic Instrumental Music.

In terms of communication channels, we should make full use of modern scientific and technological means, such as the Internet and social media, to broaden the scope of dissemination of Chinese Ethnic Instrumental Music. For example, Chinese Ethnic Instrumental Music performance videos and teaching courses can be published through online platforms, so that more people can easily access Chinese Ethnic Instrumental Music. In addition, it can also cooperate with international music institutions or media to jointly hold concerts, music festivals and other activities to enhance the visibility and influence of Chinese Ethnic Instrumental Music in the world.

Audience targeting is also an important part of a cross-cultural communication strategy. When promoting Chinese Ethnic Instrumental Music, factors such as the cultural background, age level, and aesthetic habits of the target audience should be fully considered. For different audience groups, differentiated communication strategies can be developed to improve communication

effectiveness. For example, for young people, it is possible to combine elements of pop music and launch innovative tracks that incorporate elements of Ethnic Instrumental Music to attract their attention.

The development of cross-cultural communication strategies should also focus on brand building and intellectual property protection. By building an Ethnic Instrumental Music brand with international influence, we can further enhance the international recognition of Chinese Ethnic Instrumental Music. At the same time, strengthening the protection of intellectual property rights and ensuring that the legitimate rights and interests of Chinese Ethnic Instrumental Music works are protected is also an important part of promoting their international dissemination.

The formulation of a cross-cultural communication strategy needs to consider many aspects, including the selection of communication content, the expansion of communication channels, the positioning of audience groups, brand building and intellectual property protection. By formulating scientific and reasonable strategies, we can better promote the wide dissemination and in-depth exchange of Chinese Ethnic Instrumental Music on the international stage, so that more people can appreciate the unique charm and artistic value of Chinese Ethnic Instrumental Music.

3 Construction of international communication strategy for Chinese Ethnic Instrumental Music

3.1 Choice of content to disseminate

3.1.1 Classic repertoire with modern innovations

After thousands of years of precipitation and development, Chinese Ethnic Instrumental Music has accumulated a rich repertoire of classic repertoire. These repertoire, such as "Two Springs Reflecting the Moon" and "Mountains and Flowing Water", not only enjoy a high reputation in China, but also win wide acclaim in the world. These classic repertoire are the core competitiveness of Chinese Ethnic Instrumental Music, they carry profound cultural connotations, and show the unique charm of Chinese Ethnic Instrumental Music to the world through unique melodies and timbres. Therefore, in international communication, we should give priority to promoting these classic repertoire, so that the world can know more about and appreciate the essence of Chinese Ethnic Instrumental Music.

The dissemination of the classical repertoire alone is not enough. The times are developing, society is progressing, and people's aesthetic needs are constantly changing. In order to meet the diverse needs of an international audience, we also need to encourage innovation and drive the creation of new works. These new works should incorporate modern elements and reflect the sense of the times, while maintaining the traditional charm of Chinese Ethnic Instrumental Music. For example, you can try to integrate elements such as electronic music and jazz into Chinese Ethnic Instrumental Music to create new works that are both modern and traditional. Such an innovation can not only attract the attention of more young audiences, but also inject new vitality into Chinese Ethnic Instrumental Music.

3.1.2 Cultural connotation and emotional resonance

Music is not only a combination of melodies, but also a carrier of culture and an expression of emotions. Chinese Ethnic Instrumental Music contains rich cultural connotations, such as Taoism and Confucianism, which are all treasures of Chinese culture. In international communication, we should dig deep into these cultural connotations and convey them to the world through the language of music. When international audiences can appreciate Chinese Ethnic Instrumental Music

while also feeling the profound cultural heritage contained in it, it will undoubtedly enhance their interest and identification with Chinese culture.

Emotional resonance is an important part of music communication. With its unique way of expressing emotions, Chinese Ethnic Instrumental Music can touch people's hearts and arouse resonance. In international communication, we should focus on selecting those songs that have universal emotional resonance, such as works that express themes such as love, friendship, and family and country feelings. These works transcend cultural and linguistic barriers, reach the hearts and minds of people, and allow international audiences to feel emotional resonance and shock in the sea of music.

In the process of international dissemination of Chinese Ethnic Instrumental Music, we must not only inherit the classics, but also have the courage to innovate; It is necessary not only to show cultural connotation, but also to seek emotional resonance. Through such a communication strategy, we believe that Chinese Ethnic Instrumental Music will be able to shine more brilliantly on the international stage.

3.2 Expansion of communication channels

3.2.1 Diversified communication channels

In order to promote Chinese Ethnic Instrumental Music more effectively, we must make full use of diversified communication channels. While traditional forms such as music festivals and performances play an important role in promoting Ethnic Instrumental Music, these forms have limited audience reach and influence. Therefore, we need to actively seek new ways of communication to promote Chinese Ethnic Instrumental Music more widely.

The rise of new media such as online platforms and social media has provided new opportunities for the dissemination of Ethnic Instrumental Music. These new media have the characteristics of fast dissemination, wide coverage, and strong interactivity, and can quickly promote Ethnic Instrumental Music to all parts of the world. For example, we can publish Chinese Ethnic Instrumental Music works through major music platforms, so that more people can enjoy the charm of Ethnic Instrumental Music online. At the same time, social media is used to share knowledge and stories related to Ethnic Instrumental Music, which arouses public attention and discussion, and further expands the influence of Ethnic Instrumental Music.

Cooperation with overseas music institutions and cultural centers is also an important way to expand communication channels. By partnering with these organisations, we can bring Chinese Ethnic Instrumental Music to a wider audience and raise its profile internationally.

3.2.2 Online and offline integration

While expanding communication channels, we should also pay attention to the integration and interaction of online and offline. Online publicity can quickly expand the popularity and influence of Ethnic Instrumental Music, while offline experience can make the audience feel the charm of Ethnic Instrumental Music more intuitively.

In order to achieve effective integration of online and offline, we can plan a series of online and offline linkage activities. For example, post an event preview and information online to get your audience to follow and engage. Offline concerts, lectures, workshops and other activities are held for the audience to experience and learn Chinese Ethnic Instrumental Music. This kind of integration can not only improve the audience's engagement and stickiness, but also further enhance their awareness and love of Ethnic Instrumental Music.

In addition, we can also use virtual reality (VR) technology to provide audiences with an

immersive Ethnic Instrumental Music experience. Through VR technology, the audience can experience the performance of Ethnic Instrumental Music in an immersive way, and have a deeper understanding of the charm and cultural connotation of Ethnic Instrumental Music. This innovative way of experiencing will help attract the attention and affection of more young audiences.

Through the expansion of diversified communication channels and the integration of online and offline interactions, we can more effectively promote Chinese Ethnic Instrumental Music and enhance its international visibility and influence. This will help more people understand and love Chinese Ethnic Instrumental Music, and further promote its wide dissemination and in-depth exchanges on the international stage.

3.3 Communicate audience targeting

3.3.1 Define your audience

In the context of globalization, the international dissemination of Chinese Ethnic Instrumental Music is facing the challenge of multiculturalism. In order to ensure maximum communication effectiveness, it is important to identify the target audience. In-depth market research and accurate data analysis are indispensable in this process, which can help us paint a clear picture of the audience.

For audiences with different geographies, ages, and cultural backgrounds, we need to develop differentiated communication strategies. For example, for European classical music lovers, it is possible to find a resonance point between the two musical forms by blending Chinese Ethnic Instrumental Music with classical music, so as to attract their attention. For the younger generation of audiences, social media and online platforms can be used to present Chinese Ethnic Instrumental Music in a more modern and fashionable way to stimulate their interest.

3.3.2 Cultivating international fans

Fan culture is playing an increasingly important role in today's society. For Chinese Ethnic Instrumental Music, cultivating an international fan base can not only enhance the attention and influence of music works, but also build a solid bridge for the cross-cultural dissemination of music culture.

In order to get closer to our international fans, there are many ways we can enhance our engagement with them. For example, online and offline fan meetings are held regularly to give fans the opportunity to experience the charm of Chinese Ethnic Instrumental Music up close and face-to-face with musicians. In addition, social media platforms can also be used to post behind-the-scenes footage of musicians' daily training and performance preparations, so that fans can have a deeper understanding of the production process of Chinese Ethnic Instrumental Music and the dedication of musicians.

In addition to interaction, we can also strengthen fan loyalty by providing quality musical works and services. For example, a selection of music albums is released on a regular basis to meet the needs of fans for collection and enjoyment. At the same time, it provides convenient ticket purchase channels and high-quality performance experience, so that fans can easily enjoy the musical feast brought by Chinese Ethnic Instrumental Music.

Through these efforts, we believe that we can cultivate a group of international fans who love Chinese Ethnic Instrumental Music and are willing to contribute to its dissemination and promotion. Their existence will become a powerful boost for Chinese Ethnic Instrumental Music to go global, and promote Chinese music culture to shine more brightly on the international stage.

4 Conclusion

This study proposes a series of strategies for the international dissemination of Chinese Ethnic Instrumental Music, including integrating classic repertoire with modern innovative content to attract diverse audiences, adopting diversified and full-coverage communication channels, especially emerging media, to expand its influence, and accurately targeting target audiences and formulating differentiated communication strategies to improve pertinence and effectiveness. These strategies aim to promote the wide dissemination and in-depth exchange of Chinese Ethnic Instrumental Music around the world, thereby enhancing the international influence of Chinese culture, and looking forward to the unique charm of Chinese Ethnic Instrumental Music on the world stage in the future.

At the same time, this study comprehensively explores the international communication strategies of Chinese Ethnic Instrumental Music, but due to the limitations of time, resources and perspectives, it is not possible to go deep into all cases, comprehensively analyze the interaction between domestic and foreign markets, and fully respond to new challenges. In the future, it is necessary to broaden the scope of cases, deepen the interactive research on communication strategies at home and abroad, keep up with the development of global culture, and propose an interdisciplinary integrated research path, combining multidisciplinary theories such as cultural studies, communication studies, and musicology, so as to more comprehensively reveal the laws of communication and provide solid support for enhancing the international influence of Chinese Ethnic Instrumental Music.

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