

Research on the Integration and Development of South China Sea Silk Road Music and Dance Culture Under the Background of "One Belt and One Road"

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ABSTRACT

Since the Belt and Road economic Initiative was put forward in 2013, economic and cultural exchanges between China and many countries and regions along the Belt and Road have become increasingly frequent. Based on this background, it brings new opportunities and challenges for the exchange, integration, innovation and development of the South China Sea Silk Road music and dance culture. Taking the South China Sea Silk Road music and dance culture as the research object, this paper deeply analyzes its development significance, present and challenges under the strategic background of the "Belt and Road" economic initiative, and proposes effective measures to promote the integrated development of the South China Sea Silk Road music and dance culture through real case analysis. In order to promote the inheritance and innovation of the South China Sea Silk Road music and dance culture, Strengthening the cultural exchange and cooperation between China and ASEAN countries provides a new research perspective.

KEYWORDS

The Belt and Road; The South China Sea Silk Road; Music and dance culture; Integrated development

With the accelerated development of globalization. In 2013, the Chinese government put forward the Belt and Road Initiative, a major initiative to jointly build the Silk Road Economic Belt and the Maritime Silk Road.^[1] Among them, the Maritime Silk Road, as an important part of the 21st Century Maritime Silk Road, closely connects China and ASEAN countries. As an important art form in cultural exchanges, music and dance culture is an important part of traditional Chinese culture, an important carrier to display Chinese music and dance art, and a unique cultural card, playing a key role in the music and dance culture of the South China Sea Silk Road. In the context of the "Belt and Road" economic initiative, the research on the integrated development of the South China Sea Silk Road music and dance culture has a far-reaching impact and important value in promoting regional economic and cultural exchanges, enhancing people-to-people friendship between people of all countries, and promoting cultural innovation^[2].

1 Historical origin of cultural exchanges of music and dance along the South China Sea Silk Road

As an important link between China and ASEAN countries, the South China Sea Silk Road has initiated frequent and far-reaching cultural exchanges of music and dance in the ancient times, leaving rich and vivid exchanges in different historical periods.

As early as the Han Dynasty, with the initial formation of the Maritime Silk Road, Chinese music and dance culture began to spread to Southeast Asia. At that time, Chinese court music and dance, with its solemn and elegant style and exquisite skills, became an important cultural card for foreign exchanges. For example, the "Baixi" recorded in "The Western Regions in the Book of Han" was a comprehensive performance form of court music and dance, integrating elements such as dance, acrobatics, and magic, demonstrating the diversity and prosperity of Chinese culture at that time. Its graceful dance postures and magnificent costumes were spread to Southeast Asia through maritime trade and diplomatic activities and were deeply loved by local aristocrats and the general public¹. This form of music and dance not only showcased the superb artistic level of ancient China but also conveyed the pursuit of harmony and beauty in Chinese culture.

During the Tang Dynasty, the spread of Chinese music and dance art in Southeast Asia reached a new peak. Court music and dance, such as "Nishang Yuyi Song", became a representative of the classic music and dance cultural exchange forms in the Tang Dynasty with its beautiful melody and magnificent choreography. According to the detailed records in "The Annals of Rites and Music in the New Book of Tang", Emperor Xuanzong of the Tang Dynasty once dreamed that he visited the Moon Palace in his sleep, where he heard celestial music and saw fairies in rainbow skirts and feathered robes

1 Ban, G. (2000). Book of Han: Records of the Western Regions. Beijing: Zhonghua Book Company.

dancing. After waking up, he ordered people to arrange and compose the music based on his memories, thus creating "Nishang Yuyi Song"². This piece of music not only integrated the elements of the fairyland in Taoist culture but also embodied the refinement and luxury of court culture. During the performance, the dancers wore light and flowing costumes and exquisite pearl and jade ornaments on their heads. They danced gracefully to the melody of the music, just like fairies descending to the mortal world, showing an otherworldly temperament and making the spectators intoxicated. In addition, Bai Juyi, a poet of the Tang Dynasty, also vividly described the grand occasion of the performance of "Nishang Yuyi Song" in his poem "The Song of Rainbow Skirt and Feathered Robe"³, which further confirmed its important position in the court culture at that time.

At the same time, folk dances have also played an important role in the exchanges. For example, folk tap songs and other dance forms, with their cheerful and lively rhythm and characteristics of collective participation, are deeply loved and imitated by Southeast Asian people.

The music and dance of Southeast Asia were also introduced into China during this period, which enriched the expression of Chinese music and dance. For example, the Gamelan music of Indonesia, its unique instrument combination, such as bronze gong, lyre, etc., plays music with rich harmony and unique rhythm^[4]. Gamelan music contains the local people's reverence and gratitude to nature and gods. After its introduction into China, Gamelan music has had a certain influence on the development of Chinese music, adding new elements and styles to Chinese music.

In the Song and Yuan Dynasties, maritime trade was more prosperous, and the exchange of music and dance culture was more extensive and in-depth. Chinese opera art began to emerge, and its unique forms of singing, reading, acting and playing were spread to neighboring countries through the South China Sea Silk Road. At the same time, Southeast Asian dance forms such as Malai dance, with its unique body language and rhythm, have also received a certain degree of attention and learning in China's coastal areas. Therefore, the exchange of music and dance culture along the South China Sea Silk Road has a long history, and the exchanges in different historical periods have injected new vitality into the development of music and dance culture on both sides.

2 Significance of the integrated development of South China Sea Silk Road music and dance culture

Driven by the "Belt and Road" Initiative, the integrated development of the South China Sea Silk Road music and dance culture is of great significance in many aspects, which not only concerns the inheritance and innovation of the culture itself, but also has a profound impact on the relations between countries and the development of regional cultural industry.

2.1 Promote cultural inheritance and innovation

As a treasure of national and national culture, music and dance culture carries rich historical memory and cultural connotation. In the process of the integration and development of the South China Sea Silk Road music and dance culture, Chinese music and dance culture can continue to innovate in the inheritance. Through the exchange of music and dance culture with ASEAN countries, Chinese music and dance can absorb the excellent cultural elements of other countries and inject new vitality into itself. For example, the unique dance movements, musical rhythms and other elements of ASEAN countries can bring more diversified innovations to the expression of Chinese music and dance. Chinese music and dance can integrate these new elements while retaining their own characteristics to create works with a more contemporary and international perspective^[5]. At the same time, with the help of exchanges with China, the music and dance culture of ASEAN countries has been better disseminated and developed in the vast cultural soil of China, so as to realize the inheritance and continuation of their cultures, and give new vitality to different cultures in the mutual integration.

2.2 Promote friendly relations between countries

Cultural exchanges are the key to building a bridge of mutual understanding and trust between countries. The integration and development of the South China Sea Silk Road music and dance culture has provided a window for the people of China and ASEAN countries to have an in-depth understanding of each other's cultures. As an intuitive art form, music and dance can convey the emotions and values of people from all over the world across the restrictions of language and region. In the music and dance exchange activities, artists and audiences from China and ASEAN countries have established good communication relations through joint participation and interaction^[6]. For example, in various

2 Ouyang, X., & Song, Q. (2023). *New Book of Tang: Records of Rituals and Music*. Beijing: Zhonghua Book Company.

3 Peng, D. (2012). *Complete Tang Poems*. Beijing: Zhonghua Book Company.

international music and dance festivals, artists from both sides perform on the same stage and learn from and appreciate each other. Such exchanges enable each side to see the charm and uniqueness of the other's culture, eliminate cultural barriers, enhance friendship and cooperation, and lay a solid cultural foundation for the development of state-to-state relations.

2.3 Promote the development of regional cultural industries

Music and dance culture industry occupies an important position in the cultural industry. In the context of the Belt and Road Initiative, the integrated development of the South China Sea Silk Road music and dance culture has effectively promoted the coordinated development of cultural industries in the region. Through co-creation, joint performance and other activities, the two sides can integrate resources to build a music and dance culture brand with international influence. For example, the "Maritime Silk Road Cultural Tourism Festival" jointly built by China and Malaysia has become an important highlight of the tourism festival, where wonderful music and dance performances have attracted a large number of tourists. This not only enhances the popularity and influence of music and dance culture, but also drives the development of local tourism and related cultural industries, injecting new impetus into regional economic growth, and achieving positive interaction between culture and economy.

3 Strategies for promoting the integrated development of South China Sea Silk Road music and dance culture

Under the background of the "Belt and Road" economic development initiative, the South China Sea Silk Road music and dance culture, as an important cultural link between China and ASEAN countries, is of great significance to promote regional cultural exchanges and economic cooperation. Under the background of the "Belt and Road" economic development initiative, strategies such as strengthening cultural research and exchange, increasing policy and financial support, cultivating cross-cultural exchange talents and innovating business operation modes can effectively promote the integration and development of the South China Sea Silk Road music and dance culture in ASEAN countries, and make positive contributions to regional cultural prosperity and economic cooperation.

3.1 Strengthen cultural research and exchanges

The Belt and Road Initiative has provided a broad platform for cultural exchanges between China and ASEAN countries. In-depth study of the music and dance culture of China and ASEAN countries is the basis for the integration and development of music and dance culture. The music and dance culture of China and ASEAN countries have a long history and unique charm, such as Chinese classical dance, folk dance and rich and diverse musical forms, while ASEAN countries such as Indonesia's Balinese dance and Malaysia's Malay dance also have their own characteristics.

In order to better promote the integration of music and dance culture, relevant scholars should strengthen the systematic study of the two sides' music and dance culture, and analyze its cultural connotation, artistic characteristics and development context. For example, Chinese dance scholars can deeply study the unique body language and religious cultural connotation of Balinese dance, make a comparative analysis with traditional Chinese dance, and find out the common points and differences between the two, so as to provide theoretical basis for the innovative integration of music and dance culture.

At the same time, it is crucial to hold various academic seminars and cultural exhibitions. For example, China and ASEAN countries can jointly hold the "South China Sea Silk Road Music and Dance Culture Academic Forum", inviting experts and scholars from both sides to discuss the inheritance and development of music and dance culture. In addition, exhibitions on Chinese music and dance culture can also be held in ASEAN countries to showcase the development process and artistic achievements of Chinese music and dance, so as to enhance the understanding and recognition of Chinese music and dance culture among the people of ASEAN countries.

3.2 Strengthen government policy and financial support

Under the Belt and Road Initiative, the government should play a leading role and formulate relevant policies to support the integration and development of the South China Sea Silk Road music and dance culture in ASEAN countries. On the one hand, the government can introduce policies to encourage cultural enterprises to "go out" and provide convenience and guarantee for overseas investment and cooperation of the music and dance cultural industry. For example, to provide tax incentives, financial subsidies and other policy support for enterprises participating in the music and dance culture projects in ASEAN countries, reduce the operating costs of enterprises and improve the enthusiasm of

enterprises.

On the other hand, increase the investment in music and dance cultural projects. Set up a special fund to support the research, creation, performance and other activities of music and dance culture. For example, we will support the co-creation projects between Chinese artists and artists from ASEAN countries to jointly create music and dance works with international influence. At the same time, the government can also guide social capital to participate in the development of music and dance culture industry, and provide sufficient financial guarantee for the development of music and dance culture industry through public-private partnership and other models.

3.3 Cultivate cross-cultural communication talents

The integration and development of music and dance culture requires a large number of professionals with cross-cultural communication ability. Under the background of "The Belt and Road", universities and professional art colleges should strengthen the training of music and dance professionals and pay attention to cultivating their cross-cultural communication awareness and ability.

Set up relevant cross-cultural communication courses, such as introduction to the culture of ASEAN countries, spoken foreign languages, cross-cultural artistic communication, etc., so that students can understand the cultural customs, language characteristics and artistic styles of ASEAN countries. For example, an art school offers a course of "Southeast Asian Music and Dance Culture Research", inviting experts and scholars from ASEAN countries to teach, and students can learn about the differences of music and dance cultures in different countries through learning, laying the foundation for future cross-cultural exchanges^[7].

Organize students to participate in international cultural exchange activities, such as participating in ASEAN countries' music and dance festivals, art exhibitions, etc. Through practice, improve students' foreign language level, cultural accomplishment and artistic creation ability. For example, students from a dance academy participated in the International Dance Festival in Malaysia and cooperated with local dance artists, not only improving their dance skills, but also enhancing their understanding of Malaysian dance culture.

3.4 Innovate business operation models

Driven by the "Belt and Road" initiative, the South China Sea Silk Road music and dance culture industry must innovate its business operation mode to achieve sustainable development. Actively explore new modes of cooperation with enterprises and introduce social capital. For example, Chinese cultural enterprises can cooperate with enterprises in ASEAN countries to jointly invest in the construction of music and dance cultural industry parks, and build a comprehensive cultural industry base integrating music and dance performance, training, creation and tourism.

Use the Internet and new media platforms to promote music and dance cultural products and services. Through social media, online video platforms and other channels, spread the wonderful content of music and dance culture to attract more viewers and fans. For example, a music and dance culture company released wonderful videos of traditional Chinese music and dance through the Douyin platform, which attracted the attention of a large number of netizens in ASEAN countries, improving the visibility and influence of Chinese music and dance culture.

3.5 Strengthening the inheritance of music and dance cultural heritage and international cooperation

The protection and inheritance of the South China Sea Silk Road music and dance cultural heritage is of great significance for promoting the integration and development of music and dance culture in ASEAN countries. Music and dance cultural heritage is the witness of history, carrying rich cultural connotation and national spirit, and is the foundation of the integration and development of music and dance culture.

On the one hand, it promotes the living inheritance and innovation of music and dance cultural heritage. Only in the continuous inheritance and innovation of music and dance cultural heritage can it maintain its vitality and vitality. On the one hand, it is necessary to encourage inheritors to innovate on the basis of preserving the essence of traditional music and dance culture, combining modern music and dance elements, and creating more music and dance works that meet the aesthetic needs of contemporary audiences. On the other hand, music and dance cultural heritage can be combined with modern science and technology, through digital, multimedia and other means, so that music and dance cultural heritage in a more vivid and vivid way to the audience^[8]. For example, the use of virtual reality (VR), augmented reality (AR) and other technologies to let the audience feel the charm of the South China Sea Silk Road music and dance culture.

On the other hand, we should strengthen international cooperation to jointly protect and inherit the cultural heritage of the South China Sea Silk Road. The South China Sea Silk Road music and dance culture is the common cultural wealth of China and ASEAN countries, which needs the joint efforts of all countries to protect and inherit. China and ASEAN countries may establish a cooperation mechanism for cultural heritage protection and jointly carry out research,

protection and inheritance of musical and dance cultural heritage^[9]. For example, the two sides can send experts and scholars to each other for academic exchanges and cooperative research, jointly hold music and dance cultural heritage exhibitions and performances, and promote the spread and exchange of music and dance culture between different countries and regions.

4 Conclusion

In the context of the "Belt and Road", China and ASEAN countries have more and more frequent and in-depth cultural exchanges, and the integration and development of the South China Sea Silk Road music and dance culture is of great significance and broad prospects. Despite many challenges in the process of integrated development, strategies such as strengthening cultural research and exchanges, training cross-cultural exchange talents, and innovating business operation modes can effectively promote the integrated development of the South China Sea Silk Road music and dance culture, promote cultural exchanges and cooperation between China and ASEAN countries, and make positive contributions to the construction of a community with a shared future for mankind.

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