

RESEARCH ON THE INHERITANCE AND DISSEMINATION PATH OF CHINA'S EXCELLENT TRADITIONAL MUSIC CULTURE IN UNIVERSITIES FROM THE PERSPECTIVE OF ONE BELT AND ONE ROAD

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Culture is the foundation of a country, its blood and soul. China's excellent traditional music culture is an important part of national culture, with unique artistic charm and profound historical heritage. The proposal of the «Belt and Road» initiative has built a new platform and provided new opportunities for the dissemination and development of China's excellent music culture. This article takes the «Belt and Road» initiative as the research background and analyzes the current bottleneck issues in the inheritance and dissemination of China's excellent traditional music culture in colleges and universities. It proposes relevant strategies to provide practical reference for the inheritance and international dissemination of China's excellent traditional music culture in colleges and universities.

Keywords: One Belt and One Road, China's excellent traditional music culture, colleges and universities, inheritance and communication.

Introduction: The Belt and Road Initiative is a major international cooperation strategic initiative proposed by Chinese President Xi Jinping during his visit to Central and Southeast Asian countries in 2013. The Belt and Road Initiative aims to promote regional economic integration and achieve common prosperity by strengthening economic cooperation among countries along the route. In this process, national culture plays an important role. It is the soul of a country or region and injects new vitality into regional cooperation and economic development. China's excellent traditional music culture is an important part of our national culture and a concentrated expression of the Chinese national spirit and culture. China's excellent traditional music culture can continuously enhance people's understanding of the history and culture of the Chinese nation, deepen people's understanding and recognition of Chinese traditional music culture, and cultivate people's sense of identity with the Chinese national culture and national spirit. As an important front for cultural dissemination, colleges and universities bear the responsibility and mission of disseminating traditional excellent music culture. In the context of the Belt and Road era, colleges and universities should give full play to their role as the main front for cultural inheritance and dissemination and strengthen the historical responsibility of cultural inheritance and development. Although some universities have achieved results in this regard, there are still some problems and deficiencies. Therefore, in the context of the Belt and Road era, how universities can use the opportunity of the Belt and Road to promote the wider dissemination of excellent culture requires more thinking and explore.

1. The value and implication of the dissemination of China's excellent traditional music culture in the context of the Belt and Road Initiative

(1) Promote cultural dissemination and inheritance

Promoting Chinese music culture in the context of the Belt and Road Initiative will help increase the spread of music culture internationally. The role

of music culture communication is multi-dimensional. People come into contact with and absorb the content of specific music culture, and then form their own music culture identity. Moreover, it not only affects personal cognition, but also has a profound impact on social and national development. It is an important driving force in promoting the diversity and mutual exchange of global music culture. Because although China's excellent traditional music culture is unique to China, the responsibility it embodies as a great country and the concept of a community with a shared future for mankind will make it spread in other societies and become the memory of all mankind.

At the same time, in the process of disseminating music culture like this, it can also promote the Chinese people's inheritance of their own music culture. Because in such a general environment, not only can the image of China be presented to the world, but the people themselves can also better understand China's excellent traditional music culture and feel its unique spiritual core in the process of dissemination to the outside world, especially students in colleges and universities. While colleges and universities spread their own excellent music culture, they also enhance their recognition and love for the Chinese nation and China's excellent traditional music culture, and promote the inheritance of music culture. Cultural inheritance is not just about simply passing on traditions to future generations, but also about finding a balance between various cultural traditions and modern values in contemporary society, so that music culture can maintain its vitality and charm amidst constant development and changes.

The inheritance of music culture and the dissemination of music culture complement each other and promote each other. The inheritance of music culture retains the roots and traditions of music culture, while the dissemination of music culture injects new vitality and power into music culture through innovation and exchange. The profound heritage of musical cultural inheritance provides a steady stream of resources for cultural dissemination, while musical cultural dissemination enables the continuation and development of cultural inheritance.

(2) Promote cultural mutual trust and mutual learning

In the context of the Belt and Road Initiative, music culture, as a common language that spans time, space and region, can be more accepted and understood by people of all countries. Through the dissemination of China's excellent music culture, it can promote mutual trust in music culture with countries along the Belt and Road Initiative. and mutual learning. Mutual trust in music culture is the foundation and guarantee for mutual learning in music culture, and mutual learning in music culture further promotes the deepening and consolidation of mutual trust in music culture.

The dissemination of music culture can promote mutual trust in music culture. Through the dissemination of music culture in countries along the Belt and Road, a foundation of understanding and mutual respect between different music cultures can be established. The music of different countries and regions has unique national characteristics and cultural connotations. The people of the

countries along the Belt and Road can have a deeper understanding and understanding of China's music culture and feel its unique charm, so that China's music culture can gain the trust of the people of the countries along the route. . At the same time, in the process of spreading their own music culture to the outside world, the Chinese people will also be affected by the music culture of the countries along the route and appreciate different cultural scenery. Therefore, the spread of music culture is not just a one-way activity. What is more important is mutual acceptance and understanding of each other's music culture, thereby forming a process of cultural mutual trust.

On the basis of forming cultural mutual trust, countries along the Belt and Road can engage in deeper cultural exchanges - cultural mutual learning. Cultural mutual trust provides a good atmosphere and conditions for cultural mutual learning. On the basis of establishing mutual trust, various music cultures are more willing to open, communicate, and share. They are no longer limited to local music culture, but are more willing to Accept foreign music culture, discover each other's commonalities and advantages through exchanges, and integrate its merits into one's own, enrich the connotation and form of one's own music culture, and promote the development of musical culture diversity.

(3) Promote cultural integration and common prosperity

In the context of the Belt and Road Initiative, through the dissemination and interaction of excellent music culture in countries along the route, people's awareness and understanding of cross-cultural commonality has been promoted, and the sense of identity and musical culture among people from different regions, ethnicities and cultural backgrounds has been enhanced. The sense of sharing builds a bridge for the integration and co-prosperity between different music cultures.

The dissemination of music culture is one of the important driving forces to promote the integration of music culture. Through various communication channels and methods, the music culture of different regions, ethnic groups and countries can be spread, exchanged and shared, thus promoting the mutual penetration and integration of music culture and forming new music culture forms and characteristics. China's music culture is rich and unique, and countries along the Belt and Road also have diverse music and cultural traditions, including ethnic music, pop music, classical music, etc., each with its own characteristics. In cultural exchanges, these different types of music influence and integrate with each other, forming a more colorful music cultural landscape. Moreover, the Belt and Road Initiative encourages countries to strengthen cooperation and exchanges. Musicians, music groups, cultural institutions, etc. can have in-depth interactions through music festivals, concerts, artist exchanges, etc., to promote the exchange and integration of music culture.

In the process of mutual exchange and integration, cultures achieve common prosperity and development. Cultural integration strengthens the mutual influence and sharing between cultures of various countries. Through the communication media, cultural products and creativity of various countries can

transcend regions and national boundaries and be more widely disseminated and accepted. Musical cultural products become more popular on a wider scale, and people in different countries can share the same musical cultural experience, promoting the common development of music culture. Secondly, the spread of music culture promotes transnational cooperation and development of the cultural industry. With the transnational spread of music and cultural products, cooperation and exchanges between the music and culture industries of various countries have become increasingly frequent. Through cooperative production, joint promotion, etc., the music and culture industries of various countries can share resources and develop together, which promotes the prosperity and innovation of the music culture industry and promotes cultural integration and development. Finally, cultural communication provides new impetus and platform for cultural innovation and development. Through the communication media, music culture practitioners from various countries can disseminate their creativity and works more widely, communicate and collide with other music cultures, thereby promoting the innovation and development of music culture, enriching human cultural heritage, and ultimately realizing multi-dimensional cultural integration.

2. Analysis of bottlenecks in the dissemination of China's excellent traditional music culture relying on universities

(1) Cross-cultural understanding of differences

The fundamental differences in cross-cultural understanding of music culture lie in ideological differences. Different countries, regions, and nationalities have different ideological concepts and value orientations in political, economic, social, cultural and other aspects. Coupled with the limitations of language, this will to a certain extent lead to differences in the music culture of various countries and the impact on music culture. Comprehensibility of music culture.

The existence of differences in cultural understanding may lead to misunderstandings in cross-cultural communication and cooperation. Due to differences in language and other aspects, it is difficult for foreigners to deviate from the essential meaning of Chinese music culture and fail to understand its true connotation. Gaps and cognitive biases between music cultures can also lead to misunderstandings in people's understanding and appreciation of other people's music cultures.

Differences in understanding of music culture will lead to disapproval of music culture. Music is closely related to cultural background, and foreigners may not identify with it due to a lack of understanding and experience of a specific music culture. They may be unable to understand the cultural connotations and emotions contained in it, and may even develop stereotypes and prejudices, which may prevent people from objectively appreciating and understanding the music of other cultures.

(2) Single communication channel

A single communication channel will lead to restrictions on cultural communication to a certain extent. If a music culture can only be spread through

limited communication channels, the visibility and influence of the music culture on a global scale will be limited. A single communication channel may lead to filtering and biasing of information, whereby only certain types or specific perspectives of culture can be transmitted through this channel, while other cultures may be ignored or excluded. Currently, among the channels for spreading culture through colleges and universities, there are many art festivals, music lectures and other activities officially organized by the school, while the number and types of activities held by students spontaneously are relatively small. For example, there are currently a relatively large number of clubs related to traditional music culture in colleges and universities, but there are very few clubs that promote Chinese music culture to international students from various countries, and most of the club members are composed of Chinese students. To a certain extent, this has resulted in limited dissemination of Chinese traditional music culture, and even the content of dissemination has been relatively affected. Moreover, among the current cultural communication channels, offline communication channels account for a larger proportion, and the development of online platforms will be slightly insufficient.

(3) Limitations of dissemination content

The dissemination content of China's excellent music culture in countries along the Belt and Road has limitations. Some people only accept music culture of specific types or viewpoints, while rejecting or ignoring other types of music culture. This may inhibit the diversity of music culture and prevent innovative music and non-mainstream music from getting enough opportunities for dissemination and display. At the same time, outsiders are unable to fully understand and appreciate the diversity and richness of this culture.

For example, in today's world, China's Peking Opera and folk music receive relatively more attention and love, but Chinese music culture also contains a large number of unique and charming music forms and types, with 56 ethnic groups with different musical characteristics. It is not the same, but it has received relatively limited international attention.

(4) Solidification of communication forms

The solidification of communication forms may lead to a monotonous trend in music culture communication, lacking diversity and richness. If the communication form remains unchanged for a long time, it may cause the audience to suffer from aesthetic fatigue and feel a lack of freshness and attraction, which will affect their interest and participation in music culture. It may also reject or ignore other types and styles of music culture, resulting in The spread of music culture is restricted and cultural inclusivity and diversity cannot be achieved. In today's cultural dissemination process, some forms of music exchange activities are relatively superficial. They only allow people from other countries to experience Chinese music culture by appreciating music, but in fact they do not allow them to truly come into contact with and understand the music culture. The connotation and value orientation contained in the musical work itself.

For example, when a music exchange event was held to introduce the violin concerto «Liang Shanbo and Zhu Yingtai» to foreigners, college music majors were more interested in showing the melody and performance skills of their music to people from other countries, but the work itself The poignant love expressed and the loyalty of Liang Shanbo and Zhu Yingtai to their feelings have been relatively ignored. People from various countries cannot understand the spiritual core of the work itself, and their impressions of the work will be relatively vague, thus affecting the depth and breadth of cultural exchanges and dialogues.

4. Explanation of effective ways to disseminate China's excellent traditional music culture through universities

(1) Strengthen the sense of responsibility of colleges and universities

As the main platform for the dissemination of music culture, universities are of great significance in promoting the dissemination of Chinese music culture in countries along the Belt and Road. Colleges and universities should clarify their educational missions and responsibilities, actively promote the spread of Chinese music culture internationally, and contribute to enhancing cultural exchanges and understanding between China and foreign countries.

Universities can strengthen exchanges and cooperation with international music academies and cultural institutions, and promote music and cultural exchanges between countries through academic exchanges, cooperative research, etc. Establish an international music and culture exchange platform to provide international students with opportunities to learn Chinese music, and also provide Chinese students with a platform to learn and understand foreign music culture. Students can also be encouraged to actively participate in international music competitions and exchange activities, support students and teachers in creating Chinese music works, and promote outstanding works to the international stage through international competitions, music festivals and other platforms to showcase the style of Chinese music talents. In addition, colleges and universities often hold music academic exchange meetings, music festivals, concerts and other activities, and can invite well-known domestic and foreign music experts, scholars and artists to participate in order to enhance cultural exchanges.

Moreover, universities should also strengthen communication and cooperation with governments, enterprises, social organizations and other sectors to jointly promote the spread of Chinese music culture to countries along the Belt and Road.

(2) Improve cross-cultural communication skills

Improving cross-cultural communication capabilities is the basis for promoting the spread of Chinese music culture to countries along the Belt and Road. Affected by differences in language and cultural background, foreigners sometimes have biases in their understanding of Chinese music culture. Therefore, it is crucial to improve cross-cultural communication skills.

The first is the language issue. Colleges and universities can integrate relevant courses in languages used in countries along the Belt and Road to encourage students to learn independently. Secondly, colleges and universities

can guide students majoring in relevant languages to participate in the process of music culture dissemination and cultivate comprehensive talents. You can also actively use various translation software, such as Otter, iTourTranslator, Xiaoi and other software to achieve real-time translation, which has become a powerful tool for cross-cultural communication and greatly improved the efficiency and quality of communication.

At the same time, colleges and universities can set up courses related to cross-cultural communication, including cross-cultural communication, international cultural comparison, cross-cultural management, etc., to help students understand the differences and commonalities between different cultures and improve their awareness and ability of cross-cultural communication. Various cross-cultural exchange activities can also be organized, such as international cultural festivals, foreign cultural exhibitions, international student exchanges, etc., to provide students with opportunities to contact and communicate with people from different cultural backgrounds and expand their cross-cultural horizons. Actively establish cross-cultural exchange platforms inside and outside campus, such as international student centers, cross-cultural exchange clubs, international student associations, etc., to provide students with opportunities to display and share their own culture.

Finally, universities should strengthen exchanges and cooperation with countries along the Belt and Road, carry out student exchange projects, double degree projects, etc., and provide students with opportunities to exchange and study in countries along the Belt and Road.

(2) Integrate high-quality resources

As an important platform for the dissemination of Chinese music culture, colleges and universities contain rich advantageous resources, which can be divided into three aspects: courses, talents, and platforms.

The first is to integrate course resources. Most colleges and universities have conservatories of music, and conservatories or departments are one of the most important sources of music culture resources in colleges and universities. It covers subject content in musicology, music performance, music education and other aspects. Colleges and universities should conduct a comprehensive investigation and evaluation of internal music cultural resources, including conservatories, music departments, music societies, student groups, teachers and students' music professional backgrounds, etc., to clarify the quantity, quality and characteristics of various resources. On this basis, optimize the allocation of music cultural resources, rationally utilize various resources, and promote resource sharing and complementation. Internationally oriented music courses should be paid attention to and adjusted, such as courses on world ethnic music, foreign ethnic music appreciation, and cross-cultural exchange courses. The number of such courses can be increased, and online courses can be launched for students to learn independently. Such courses play an important role in promoting students' understanding of foreign ethnic music, thereby promoting music and cultural

exchanges. At the same time, music books collected in colleges and universities should also be fully utilized to expand students' musical horizons and promote exchanges of music culture with countries along the Belt and Road through the study of music courses and cross-cultural exchange courses.

Second is human resources. The music schools of universities usually have professional music teachers and music students. At the same time, universities also have a large number of foreign language talents and resources. Actively guiding these types of talents to invest in cross-cultural exchanges of music can greatly improve the spread of Chinese traditional music culture. Quality and efficiency.

Finally, there are platform resources. By organizing colorful cultural festivals, such as Spring Festival Galas, Mid-Autumn Festival concerts, etc., universities can integrate traditional Chinese music culture into them, attracting domestic and foreign teachers, students and the general public to participate, thus giving full play to the platform of universities. Advantage.

(3) Promote the diversification of communication channels

Universities can promote the diversification of communication channels by developing online channels and strengthening cooperation with the media. Colleges and universities should increase the development of online channels, build digital music resource libraries and online education platforms, and digitally integrate and disseminate classic works, performance videos, teaching courses and other resources of Chinese traditional music culture to allow more international students to interact with foreign students. People understand and learn traditional Chinese music culture through the Internet. At the same time, colleges and universities can cooperate with international television stations, radio stations and other media to launch music cultural programs and promote China's excellent music culture through traditional media channels such as television and radio.

Moreover, colleges and universities can also organize music majors and international students to jointly shoot relevant videos, use social media platforms such as Weibo, WeChat, Facebook, Instagram, etc. to establish public accounts and publish music performances, music videos, music activities and other content to attract global attention. Users follow and share. For example, the School of Music of Shenyang Normal University took the opportunity of the 10th anniversary of the «One Belt, One Road» initiative to compose an original song «Long Love» and organized vocal teachers to teach songs to international students to experience its artistic characteristics. In the end, Chinese and foreign students jointly The video of the performance of this song was widely praised as soon as it was released. It uses lyrics and melody to express the deep friendship between China and foreign countries.

Through the combined application of the above online channels and traditional offline channels, it is possible to diversify the international communication channels of music culture and enhance the influence and popularity of Chinese music on the international stage.

(4) Innovative communication methods

Innovative communication methods can better meet the needs and interests of Chinese music culture audiences, increase audience participation and interactivity, and thereby enhance communication effects and influence. Some of the past music exchange activities were relatively superficial and failed to allow foreign audiences to truly understand the essence of traditional music. When universities hold music exchange activities, art festivals, and art performances, they can combine traditional music culture with Chinese festivals. For example, colleges and universities can hold Spring Festival concerts during the Spring Festival, inviting traditional Chinese music performers and modern musicians to perform, playing traditional Chinese music and modern music works with Chinese characteristics, such as «Spring Festival Overture» and «Dance of the Golden Snake» Works such as this allow foreign audiences to understand the charm of national musical instruments and at the same time feel the national characteristics behind the Spring Festival.

At the same time, music can also be integrated with other art forms, such as music and dance, video, drama, etc., to create diversified music art forms. Colleges and universities can organize existing music societies and orchestras to cooperate with drama and dance societies to rehearse a number of works that combine poetry, drama and dance. For example, when rehearsing the violin concerto «Liang Shanbo and Zhu Yingtai», dance and drama can be appropriately integrated to interpret the content and plot of the song. This can deepen the audience's emotional feelings about the musical work and truly immerse them in it. Through this method of communication, foreign audiences can experience the power of China's excellent music culture from multiple dimensions and deepen their impression of Chinese music culture.

(5) Cultural integration promotes diversified development

Diversified development is the inevitable result of the spread of China's excellent culture to the outside world. The spread of Chinese music culture provides an exchange platform for the international community, attracting people from all over the world to come to China to study, exchange and create. At the same time, Chinese music culture absorbs the essence of foreign music culture, making Chinese music culture more colorful, people all over the world also understand and appreciate Chinese music culture better, enhancing cultural inclusiveness and diversity. In this process of cultural integration, it is necessary to find a cultural convergence point as an entry point.

You can look for common values and beliefs between different cultures, such as the emphasis on family, friendship, peace, environmental protection, etc. Finding points of convergence in these aspects can enhance mutual trust between cultures. We can also find connections and resonances between cultures through shared history and tradition, and build a basis for mutual trust. For example, traditional festivals, historical figures, literary works, etc. from different countries can all become points of convergence. We can also find commonalities between cultures and promote cultural mutual trust through cultural expressions such as

art, music, dance, and drama. For example, countries can hold cultural festivals, art exhibitions and other activities to showcase their respective cultural characteristics and enhance understanding and mutual trust.

By utilizing these cultural convergence points, we can arouse the resonance of people in countries along the Belt and Road and promote mutual trust, mutual learning and exchange of music culture.

5. Conclusion

Under the perspective of the Belt and Road Initiative, China's excellent traditional music culture has shown far-reaching significance and huge potential through universities. Through the analysis of this article, we can see that colleges and universities, as the main position for the dissemination of music culture, have specific advantages and responsibilities. Colleges and universities are not only important institutions for inheriting China's excellent traditional music culture, but also windows and bridges for its spread to the world.

Under the Belt and Road Initiative, universities should give full play to their own advantages, strengthen the inheritance and innovation of China's excellent traditional music culture, cultivate outstanding talents with international vision and cross-cultural communication capabilities, and promote exchanges and cooperation between Chinese music culture and other countries around the world, to promote cultural integration and development.

However, we must also face some challenges and problems. Colleges and universities face various difficulties in the process of disseminating China's excellent traditional music culture. Therefore, colleges and universities need to strengthen their sense of responsibility, integrate high-quality resources, and innovate communication methods to better promote the spread of Chinese music culture to the world.

In future development, universities should further innovate communication paths and methods, strengthen international cooperation and exchanges, and contribute more to promoting the construction of the Belt and Road Initiative and promoting the prosperity and common development of world culture.

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