Discussion on the Development and Promotion of Chinese Folk Dance by New Media Technology in the Information Age

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ABSTRACT

In today's rapidly developing society, the traditional promotion and publicity of Chinese folk dance has been impacted to some extent. The new technology in the information age is unique. New media has played a more extensive role in promoting Chinese folk dance art, and has a good future development prospects. This paper aims to study the development and promotion of new technology in the information age in Chinese folk dance. Therefore, under the perfect integration of science and technology with Chinese folk dance art, extensive and accurate publicity effect is presented. The publicity form of Chinese folk dance is full of modern sense and flexibility. Find a new way for the development and promotion of Chinese folk dance.

1. THE DEVELOPMENT TREND OF TRADITIONAL CHINESE FOLK DANCE ART UNDER THE BACKGROUND OF INFORMATION AGE

Chinese folk dance is an artistic performance form created by the working people in the production and life of han nationality. It USES body language to express emotions and create a three-dimensional and intuitive image. Since the 20th century, people's life has gradually entered the information age. With the development of modern science and technology, people have created a number of unreal environments on the stage by using unique science and technology, with unique artistic charm and obvious artistic advantages. Preserved Chinese folk dance works via the Internet video platform, make Chinese folk dance works not only in the form of theater to watch, for the Chinese folk dance sufficient preparation of secondary transmission, it will not only promote of Chinese folk dance works range did improve quality, also broaden the universality and the effectiveness of Chinese folk dance. It also indicates that the promotion and development of Chinese folk dance begin to enter the digital, media and technology. Therefore, on the basis of modern information technology, the direct promotion of a
work is completed through Internet platform, online marketing number and software APP, etc., and the real interaction of viewers is increased. In a sense, it also represents the new technology in the information age to promote the historical process of traditional Chinese folk dance art in the 20th century.

In the process of promoting Chinese folk dance, the new technology in the information age solves some technical problems that cannot be solved by traditional propaganda and promotion, and provides strong technical support for the dissemination range, real-time, interactive and diversified of Chinese folk dance art promotion. In the field of Chinese folk dance art, the new technology in the information age has been widely infiltrated, which has changed the traditional Chinese folk dance propaganda mode, fundamentally changed some ways and methods of Chinese folk dance art promotion, and made up for the effect that traditional offline promotion cannot achieve. Therefore, we should make good use of the new technology and Internet platform in the information age to carry out effective promotion and better realize its publicity effect after understanding its operation mode.

2. NEW MEDIA PROMOTION PLATFORM IN THE INFORMATION AGE

The major platforms of new media products in the information age in China are divided into three camps, which all come from new media and media platforms.

The first camp has WeChat, including personal account, WeChat public account, WeChat group and WeChat product placement. Through releasing the real-time information of Chinese folk dance works on the official account of WeChat, the secondary forwarding of personal social software and implantation of some performance ticket information, the promotion and promotion of works can be realized.

The second camp has weibo, official weibo of the company, personal V and weibo advertising resources, 360 encyclopedia and interactive encyclopedia and other q&a platforms. An independent official microblog of Chinese folk dance works is set up to ensure the real-time release of information of Chinese folk dance works, improve the direct interaction between viewers and performers and promote the participation of viewers, so as to enhance the implementation and promotion of Chinese folk dance works.

The third camp is live broadcast and video platform, such as: inke, bilibili, live broadcast and so on. Video platform tencent, iQIYI, miaopai, douyin and so on. By shooting trailers of Chinese folk dance works, releasing tidbits of rehearsed works and stills of backstage performers on such software and apps, audiences can understand works more directly and achieve certain publicity effects.
Each camp has its advantages and disadvantages, therefore, how to choose the right and effective way of promotion requires a detailed and accurate market environment, analysis of its operating principles, and understanding of the laws and methods to choose the most direct and effective way of promotion. Instead of blindly paying high cost, ignoring the recovery effect. With the understanding of the operating principles and rules of Chinese folk dance creation mode under the new media situation, it has become an important decision how to effectively achieve better publicity effect and effective promotion of Chinese folk dance works through its operation mode.

3. DEVELOPMENT AND PROMOTION OF CHINESE FOLK DANCE ART IN THE CONTEXT OF THE INFORMATION AGE

3.1 Effective Combination of Products And Platform

In today's China's new media promotion of Chinese folk dance art is not a more specific way to carry out a precise analysis of the platform and the effective combination of products, mostly just to use the product to imitate the marketing of other directions, not much was conducted according to the work itself to, just to follow, the feedback will not necessarily very high, most likely because methods due to its improper use of early to reach the ideal effect, therefore, how to effectively product combined with platform is very important.

Under the premise of the promotion of works, we should first make a more accurate market analysis of the works, choose according to his market positioning, and use the most favorable way to achieve the final goal. For example, a large-scale Chinese folk dance party aims at a wide range of people and a wide span. In order to achieve good
communication effect, we should first establish a specific image. After the establishment of our own image, we should use the promotion and communication of WeChat public account to achieve a better effect and ensure the effectiveness of online publicity. You can also use the same weibo marketing account or high-quality marketing consulting account for repeated publicity, because there is a certain number of followers in the public marketing account. In reading and forwarding, these followers are equivalent to the second promotion. Through the effective integration of works and platforms, the scope of final network promotion is expanded.

3.2 Effective Sampling Through Market Research

The new media industry is advanced, technical, and develops relatively fast. While mobile media and online media themselves cover a wider range and convey information faster, so it is beneficial to the further business development of new media. Early stage to carry out a wide range of market research is more conducive to the selection of appropriate promotion methods.

Through understanding the audience's psychology, performing arts groups find out the audience's cultural needs through research. Make use of the huge development potential of the market, quickly respond to the change of audience needs, and link with the aesthetic needs of the public to improve. Dance dramas increase potential demand by stabilizing old audiences and capturing new customers. According to the market segmentation principle, the correct positioning of the advantages and disadvantages.

During the founding period of the party, we can release rehearsal tidbits, short video of the program and news of the performance by using WeChat official account and weibo official account, etc., to ensure that most people can understand the existence of the performance, which not only reduces the capital investment of publicity, but also achieves good publicity effect.

3.3 Targeted Promotion of Audiences

Understanding the main audience is the primary task of promotion. Only by effectively combining the needs of the audience and effective communication media can the impact of the product after operation be more clearly expressed. By understanding the age, gender, occupation, income level, education level, hobbies, etc. Research and analyze them digitally. Then the site analysis is carried out to find out which content the audience will be interested in and which conditions they will continue to pay attention to.
Figure out who it's targeting, the class. Choose more effective means of publicity. For example, for the elderly, we should strengthen WeChat official account and video of baidu news to put more information. If viewers carry out video and forward news, it can also form secondary transmission. For the younger generation, celebrities who participate in the evening performance can be used to create a certain degree of popularity with the celebrity effect, and then shoot rehearsal tidbits of the evening party to attract the attention of the audience. At the same time, it is put into the market to broadcast, and the online Internet video platform is used for transmission, and the release is adjusted according to the number of broadcasts. Social software such as WeChat official account, post bar, baidu encyclopedia, website, official microblog and other social software establish a public platform and attract more audiences by introducing various forms, such as shooting backstage and award-winning activities.

3.4 Comprehensive Communication of Network Marketing

At present, the network marketing has covered most areas of China, the promotion degree is also high, in most remote rural areas are also relatively popular. To some extent, the application of computers, mobile phones and wireless technology has offset the lack of traditional Chinese folk dance in communication. By developing new media, supporting traditional media and strengthening network marketing to some extent, these are basically the effects achieved by using new technologies in the information age.

With the rapid development of network technology, the Internet has become a new communication tool in the field of art. Internet technologies have integration capabilities that other electronic environments cannot provide, but they also have real-time interaction and globalization capabilities that other electronic environments do not.
Beyond the single media environment, traditional Chinese folk dance and other interactive art works have a relatively comprehensive media influence. Online network interaction allows multiple viewers to connect to the work from different locations at the same time and provide operation instructions.

Shimmering stars such as manufacture co, LTD launched "good Chinese folk dance in China" "so you think you can dance", iQIYI homemade "! This is the street dance "and so on television variety show, it is the success stories of cross-media platform model, using different video sites spread it twice or even several times, at the same time, but also with personal social media, and news on baidu for three-dimensional, promote all-round, make up the disadvantage of only on television, developed a more potential audience at the same time, the communication effect has improved significantly.

Today, under the background of information age to promote the development of Chinese folk dance, enabled us to see the breakthrough in the traditional marketing mode to promote the great development of prospects, how to more effectively by using the existing in the information age of the development of new technologies for better operation, has become an important problem now, try from the operation of the various different types of media marketing, make the theoretical analysis, and to use new media marketing to promote the Chinese folk dance art propaganda as the key, eventually hope to be able to come up with a suitable for China's new media environment under the operating methods of the development of Chinese folk dance art.
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REFERENCE