

Analysis on the Transmission Path of Original Ecological Folk Songs

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Abstract: By protecting China's original ecological folk songs, we can effectively protect the country's excellent traditional culture and ensure the long-lasting development of original ecological folk songs. This paper mainly analyzes the cultural characteristics, communication methods and the basic attributes of music communication of the original ecological folk songs, and focuses on the effective communication ways of the original ecological folk songs, in order to better protect and inherit China's original ecological folk songs and effectively realize the inheritance and development of the knowledge of the original ecological folk songs.

Keywords: Original ecological folk songs; Dissemination; Channel

In the development of modern society, people gradually feel the charm and appeal of original ecological folk songs. Therefore, in the innovative development of modern economy, how to better protect national culture and realize the inheritance and development of original ecological folk songs is the key content of traditional culture protection, which can effectively ensure the diversity of national culture. In recent years, the protection of intangible cultural heritage has been gradually put into place. In the music industry, more and more attention has been paid to the protection of original ecological folk songs. It is necessary to actively explore the communication channels of original ecological folk songs under the premise of protecting original ecological folk songs, so as to effectively play the role of inheritance and protection.

1. Cultural characteristics of original ecological folk songs

The original ecological words in the original ecological folk songs are developed through natural science. Ecology refers to the relationship between organisms and the environment, which forms a state of sustainable survival and development^[1]. The original ecology refers to something developed under the conditions of natural development, or something that survives. There is a very close relationship between folk songs and the original ecology. The ecological environment will have a direct impact on the survival of human beings and other things. At the same time, the ecological environment is also the sum of all external conditions. Therefore, there is a very close relationship between folk songs and the original ecological environment. At present, there is no accurate concept for the original ecological folk songs. Generally, the original ecological environment refers to the natural ecological environment formed naturally, or the natural ecological environment that has not been carved by anyone. Different nationalities will form different religious beliefs, aesthetic ways and production and life styles in the specific natural ecological environment. Therefore, the original ecological folk song can also be understood as the singing art with regional cultural characteristics produced in the original ecological natural environment.

The original ecological folk songs are mainly produced in people's labor production or life, and show people's living conditions and emotions at that time in an artistic way. The original folk songs embody a very prominent artistic style in both musical form and performance form. The original ecological environment is a kind of natural ecological environment, which is obviously different from the urban environment created by people in the later stage. Therefore, the original ecological environment and the urban development give birth to different cultures. The original ecological folk song is not an invariable original art form. In the later stage, it will be continuously innovated and optimized with the development of society and the improvement of environmental protection consciousness, so as to realize the original ecological folk song Sustainable development.

The original folk songs have been formed through the long-term development of the original folk songs, but they have different ecological characteristics, and have been accompanied by the long-term development of the original folk songs. The original ecological folk songs are not confined to the form and do not care about the audience. They have non utilitarian characteristics and are essen-

tially different from the current music forms performed on different media ^[2]. The original ecological folk song focuses on inheriting China's traditional folk art, inheriting and carrying forward the cultural consciousness of the nation and the region. It comes from the environment without the influence of human factors, such as mountains, wild and pure natural environment. It is sung in the environment given by nature. Through the dissemination of original folk songs, more people can understand the meaning of folk songs, but many contents of folk songs are original languages, which retain the local cultural characteristics to a certain extent, but in the process of promotion, they also encounter the problem that the disseminatees can not correctly understand the content of songs. Therefore, in the process of accepting the original ecological folk songs, many people choose to fill in the words with Chinese characters combined with the original melody, or retain all the melody and lyrics of the original ecological folk songs, but translate the lyrics into Han characters. In this process, it is inevitable to misinterpret the meaning of the original text. Although the translated original folk songs are easier to sing and are well known by the majority of society, to a certain extent, changes will reduce the original characteristics of the original folk songs.

2. Research on the communication form of original folk songs and the basic attributes of music communication

2.1 Communication form of original ecological folk songs

The original ecological folk song has many forms of communication, which is a folk art form with its own development characteristics gradually formed by various nationalities in the process of long-term interaction and exchange. Therefore, the original ecological folk song also has a natural way of communication and means of communication. The natural mode of communication refers to the communication within a certain space. No matter the disseminator or the disseminatee of culture, there will not be any technical media. It belongs to face-to-face communication between people, that is, a more direct form of communication. For example, the elders spread the original ecological folk songs they know to the young people, and the local folk artists spread the original ecological folk songs they know to the local people. In different social activities, people can also convey their own information and express their emotions smoothly through the original singing way. For example, it can be sung in different folk festivals. The dissemination of such original ecological folk songs belongs to the communication between man and nature. The original ecological folk song itself has philosophical and educational characteristics, so in many cases, the original ecological folk song can be used to educate the local people, especially the Narrative Folk Song type. The main goal of this kind of folk song type is to smoothly transmit the educational information, and lead people to study ethics and national history and culture in the process of information dissemination ^[3]. In the natural communication process of the original ecological folk songs, the resource sharing of internal information is effectively realized. The disseminator can cooperate with his own expression and body language in the process of folk song singing, which can deepen the disseminatee's acceptance and learning quality of the information. Therefore, it gives the creative and random characteristics of the original ecological folk song communication.

With the continuous innovation and development of modern society, information technology and science and technology are more and more widely used, providing convenient conditions for people's life and work. In the dissemination process of original ecological folk songs, we can also use advanced science and technology to give full play to our own values and advantages, which has produced various modern communication modes. Modern means of communication refers to the application of mass media in the dissemination of original ecological folk songs. Mass media include radio, television, periodicals, Internet platforms, etc. these new and old media forms are closely related to people's daily life, which can make the original ecological folk songs more efficient, faster and cover a wider range in the communication process. The modern communication of original ecological folk songs can be carried out in a variety of ways, such as TV and film communication, record communication, radio communication, Internet communication, and the formation of printed publications in written form, which effectively realizes the innovative development of original ecological folk songs.

2.2 Analysis of the basic attributes of music communication

In social development, communication also belongs to a way of behavior, which is more common in people's daily life and belongs to the key content of the normal survival and development of human society. Communication refers to the transmission of information from the information element to the information receiver. People's life is essentially the creative activities formed in the process of communication. Creative activities belong to a kind of communication activities and are representative in the development of human society ^[4]. The development of human society and the inheritance of human culture need to be carried out under communication. At the same time, communication is also the main driving force of cultural development and inheritance. Music belongs to a representative spiritual culture and the key content of spiritual culture. The dissemination of music belongs to a kind of social behavior activities. Through the dissemination of music, music phenomena and music works can be preserved more effectively. In society, the most common manifestation of this social behavior is that someone transmits himself or a music work to another person and a group of people in a specific way. The transmission of information is realized in the actual process of music communication, and the actual forms of music, the relationship between the subject and object of communication, and the environment are different, resulting

in differences in the communication methods used in the actual communication process. The mode of communication refers to the means and methods adopted to achieve a certain communication goal. A detailed analysis of the historical and dynamic development of music in China shows that with the continuous innovation and development of society, the communication form of music is also constantly innovating. It can be said that the communication of music belongs to the process of dynamic development. Especially after entering the modern internet society, music can make use of various advanced technologies in the process of communication to effectively realize music culture. The smooth communication and interaction between the two has promoted the communication efficiency and quality of the original ecological folk songs.

3. Analysis on the transmission path of original ecological folk songs

In the dissemination process of original ecological folk songs, modern means of communication have emerged after natural communication, but no matter which communication technology can not replace the power of natural communication, and natural communication can not replace modern technical communication. Different communication channels have their own characteristics and communication advantages. From the current development and communication of original ecological folk songs, it can be seen that the disseminator and communication space in natural communication are an important link in implementing the protection and inheritance of original ecological folk songs in China. The following problems need to be paid attention to in the protection of communication and communication space:

① In the natural transmission process of the original ecological folk songs, the disseminators are mainly local folk artists. Therefore, it is necessary to protect the local folk artists, so as to effectively promote the sustainable development of the protection and inheritance of the original ecological folk songs. We can help local folk artists in life and economy, encourage folk artists to more actively participate in the dissemination of original ecological folk songs, have more energy to do a good job in the protection of original ecological folk songs, assume the responsibility of the dissemination of original ecological folk songs, and endow the vitality of the sustainable development of original ecological folk songs through word of mouth.

② Combine natural communication with professional teaching, that is, invite local folk artists to give lectures in professional music classes. Folk artists can provide students with knowledge points that teachers have not taught in teaching, and provide close education and guidance for some students with high music quality, which can effectively improve students' learning enthusiasm, Let students deeply feel the charm of original folk songs^[5]. Through the combination of natural communication and professional teaching, the effective communication of original ecological folk songs can be realized in professional colleges, and the inheritance scope and object of original ecological folk songs can be continuously expanded.

③ In the development of original ecological folk songs, we must rely on the corresponding original ecological development environment, so we also need to protect the local ecological environment. In the process of carrying out the actual protection work, it needs to be implemented from different angles, such as protecting the way of production and life, protecting social customs, etc. Only in this way can we provide a broader development space for the natural communication of original ecological folk songs.

④ In the process of protecting and inheriting the original ecological folk songs, it is necessary to give full play to the guiding role of local government departments, give macro guidance to the development of folk festivals, and actively encourage non-governmental organizations to protect and inherit the original ecological folk songs.

⑤ We should pay attention to language education and language protection in ethnic minority areas, which is also the key content of the inheritance of original ecological folk songs^[6]. At present, many original folk songs of different styles are spread in local dialects, Therefore, we need to cooperate with the protection of local national languages, which can effectively ensure the better inheritance and protection of the original ecological folk songs. By doing a good job in language education in different ethnic minority areas, we can also build a good development environment for the inheritance of original ecological folk songs and improve the inheritance effect of original ecological folk songs. In the implementation of language protection measures, it is necessary to formulate corresponding protection measures according to the actual situation.

At present, among the protection and inheritance of the original ecological folk songs, the natural communication mode is relatively common, which can give full play to the value of the original ecological folk songs. However, once it is damaged or disturbed in natural communication, it will seriously affect the effect of natural communication. Therefore, natural communication and modern technology communication need to cooperate with each other to effectively improve the inheritance and protection effect of original ecological folk songs.

① For example, at present, the endangered original folk songs need to be protected in a more planned and purposeful way, scientifically and reasonably apply modern media technology, record the original folk songs more comprehensively and systematically through sound recording and video recording, and keep them on the Internet^[7]. The mass media should do a good job in the inheritance and protection of the original ecological folk songs, not only to preserve the contents of the folk songs, but also to effectively disseminate the materials and take the static protection measures as a way to protect the original ecological folk songs. The dynamic display of intangible cultural heritage in Beijing Chinese museum can be used for reference in the inheritance and protection of orig-

inal ecological folk songs. In the museum, Tujia branch Museum fully displays Tujia culture and national customs by using different modern technical means, records the whole process by using mass media, and shows the contents of the records to audiences all over the country, so that more people can understand the cultural characteristics of Tujia and effectively realize the inheritance and development of Chinese traditional culture.

②We need to recognize the important role played by young people and technicians in the dissemination of original ecological folk songs. When we do a good job in the inheritance and protection of original ecological folk songs, we also need to protect the young people in original ecological folk songs and original ecological folk culture, so as to make the vitality of original ecological folk songs more active and provide fresh blood for the development of excellent national culture in China^[8]. We should learn more about the young people in different ethnic areas who know more about the local ecological environment and dialect. After asking for consent, we should carry out professional training for the young people, so that the young people can continuously improve their sense of identity of national culture, undertake the responsibility of inheriting and protecting excellent traditional culture, and actively participate in the protection and inheritance of original ecological folk songs. Young people have a stronger sense of responsibility and innovation. They can record the current development of original ecological folk songs in an all-round way, and skillfully use modern equipment and technology to accurately record and preserve excellent original ecological folk songs. Among professional music colleges and universities, we should select professionals with more outstanding ability and communication technology, do a good job of field investigation in advance, comprehensively master the current communication law of original ecological folk songs, spread more professional knowledge, and ensure the original ecological folk songs can get the original inheritance.

③Integrating the original ecological folk songs into the school music classroom teaching can attract more students to understand and learn the original ecological folk songs^[9]. According to the current learning state of students and the development of original ecological folk songs, compile the content of original ecological folk song teaching materials, and formulate scientific and reasonable teaching materials, which is more in line with students' learning. The integration of education and original folk song teaching can not only implement the reputation work, but also realize the inheritance and development of national culture. Audio visual teaching materials can be compiled in combination with modern media technology to tell students the history and content of original ecological folk songs in detail, and carry out distance education of original ecological folk songs. Audio visual teaching materials can provide students with visual and auditory impact, make students feel the charm of original folk songs in an all-round way, and stimulate students' interest in learning.

④We should actively create diversified original folk song special programs and activities to provide a platform for more ordinary people to show themselves^[10]. We can also dig more folk artists, which can effectively improve the communication effect and protection of the original ecological folk songs. When launching the special activity of original ecological folk songs, local government departments need to take the initiative to communicate with TV stations and agree on the establishment and details of the program in detail. Provide opportunities for more folk artists during the program to ensure that the original ecological folk songs can be better protected and inherited. By carrying out diversified special programs, more people can be exposed to the original ecological folk songs, enjoy and actively learn the original ecological folk songs. In the process of the activity, the coverage of ecological folk songs in the Central Plains is more and more extensive, so that more people are exposed to the original ecological folk songs.

⑤In the protection and inheritance of original ecological folk songs, it is necessary to apply Internet technology scientifically and reasonably, and establish an exchange platform and online forum on original ecological folk songs in the Internet platform, so that people who like original ecological folk songs can communicate online on the Internet, break the traditional restrictions of time and space, and solve the problems encountered in the dissemination of original ecological folk songs^[11]. People independently search for their favorite original ecological folk songs on the Internet, and spread the learning content and information to the surrounding people, so that more people are imperceptibly affected by the original ecological folk songs.

Conclusion

To sum up, to carry out the protection and inheritance of original ecological folk songs, we need to give full play to the role of government departments, use folk artists and local school education to create a good ecological environment, so that all sectors of society can assume the important responsibility of disseminating and protecting China's excellent traditional culture, so that the original ecological folk songs can be reborn and provide a better space for the development of original ecological folk songs.

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