

Innovation and Development of Traditional Folk Dances from the Perspective of Digital Integration

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Abstract

From the perspective of digital integration, the innovative development of Chinese traditional national folk dances. The construction of the subjectivity of cultural consumption lays the foundation for the digital integration and innovation of China's traditional ethnic and folk dances, the transformation of cultural heritage into aesthetic capital, the needs of The Times for the re-creation of China's traditional ethnic and folk dances and the promotion of Chinese traditional culture, and forms the digital integration and innovation mechanism of China's traditional ethnic and folk dances. Explore the innovation and development of Chinese traditional folk dance by integrating multi-culture and art, multi-scene expression, and multi-technology symbiosis. Continuously promoting the globalization of Chinese traditional culture and its development is an important content of the current construction of China's cultural powerhouse and an important historical mission of realizing the great rejuvenation of the Chinese nation.

Keywords: Digital Integration; Traditional Ethnic Folk Dance Innovation Development

Introduction

As an important part of Chinese excellent traditional culture, Chinese traditional folk dance not only undertakes the important task of inheriting and carrying forward Chinese excellent traditional culture and traditional virtues but also shoulders the historical mission of actively guiding people to speak morality, respect morality, and keep morality, and pursue noble moral ideals when our society develops into a new historical period (Bouwma-Gearhart et al., 2021). This is because Chinese traditional folk dance is an important carrier of China's excellent traditional culture and is a unique material culture and spiritual culture complex formed by the Chinese nation over the long years. It is a true portrayal of the Chinese nation's worship, reverence, and yearning for nature, life, and a better life, and a concrete embodiment of the outlook on life, values, aesthetics, and views of nature of our ancestors. Chinese traditional folk dance is China's most representative cultural soft power, and the fertile cultural soil is rooted in socialism with Chinese characteristics. The artistic representation of the body movements shown by it has a pure beauty that cannot be expressed in language, which is not only the most authentic portrayal of our national folk culture but also the most direct reflection of the truth, kindness, and beauty of Chinese traditional culture (Hubner-Benz & Frese, 2023). Inheriting and carrying forward China's traditional ethnic and folk dances is conducive to adapting the cultural genes, cultural values, and cultural spirits contained in China's traditional ethnic and folk dances to contemporary Chinese culture and coordinating with the development of modern society so as to organically connect traditional culture with modern culture. While realizing the innovation and development of traditional culture, It is also conducive to the sustainable development of the essence of traditional culture and the activation of its internal vitality. While providing diversified cultural services for humanity and meeting the needs of different strata of contemporary society for high-quality culture, it also better promotes the harmonious development and common progress of society and helps the construction and development of a powerful country with distinct cultural characteristics in the era (Kalnbalkite et al., 2023).

Cultural consumption is an activity in which cultural products or services meet people's spiritual needs. As an important part of the reproduction of human society, cultural consumption has gone beyond the needs of production and survival. It is not only an important embodiment of the transformation from material needs to spiritual needs in human society's development but also an important content of promoting social and economic development (Bou, 2016). This is not only because cultural consumption has become an important way to promote the sustained and rapid growth of the contemporary social economy but also because it is an important way to meet the needs of different strata of Chinese society for high-quality material culture and spiritual culture. China's traditional folk dance culture continuously promotes the efficient development of the economy and meets the growing material and, spiritual, cultural needs of the people, which is not only an important requirement for the great rejuvenation of the Chinese nation and the realization of the historical leap and transition but also an important content of improving China's social security system, promoting the harmonious development of society and building a well-off society. The value and audience of culture are reflected not only in the extent to which culture is consumed and disseminated but also in the process of people's social survival and development. Only a culture that ADAPTS to consumers' social and psychological needs and conforms to the correct direction of social civilization development can become the carrier of social and economic development, national security, and cultural inheritance (Khalid et al., 2022). Only in this way can we guide different social classes to establish and resist bad cultural thoughts, form a more healthy, harmonious,

and scientific world outlook, outlook on life and values, and build a civilized, free, equal, prosperous, and prosperous modern power.

Therefore, the development of our society in the new era and the realization of the Chinese dream of the great rejuvenation of the Chinese nation require economic development and revitalization, cultural prosperity, and strength. The consumption-oriented society has gradually replaced China's production-oriented society. The diversified development of people's consumption makes the cultural industry with creativity, taste, and aesthetics the core to meet the needs of people's emotional experience and spiritual life and gradually increases the proportion of social activities (Bozic Yams, 2018). At the same time, the spiritual satisfaction brought about by the consumption of need-related goods, such as art performances and works of art, which have no practical use, has unlimited room for development. On the one hand, this subjective structure of cultural consumption promotes the innovative development of traditional national folk dances in China to meet better the diversified needs of different strata of contemporary society. On the other hand, the continuous growth of China's traditional ethnic folk dance culture consumption is not only conducive to the inheritance and sustainable development of China's traditional ethnic folk dance but also more conducive to carrying forward China's excellent traditional culture to help better the construction and development of cultural power (Oganisjana & Laizans, 2015).

1. Digital integration and innovation mechanism of Chinese traditional folk dance.

(1) Cultural heritage is transformed into aesthetic capital.

In contemporary society, people's tastes and cultural needs are closely related to consumption behavior, and the rapid growth of people's cultural needs has been significantly higher than life and survival. This makes high-quality material or spiritual culture the main driving force of economic growth and can be transformed into measurable and exchangeable aesthetic capital. Although Chinese traditional folk dance is created by the people spontaneously, it shows the cultural tradition, living customs, and local customs of a nation or region. However, as an excellent traditional Chinese culture, traditional folk dance has become important to contemporary people's material culture and spiritual cultural needs. By watching traditional folk dance performances, people can feel the charm of dance art and folk culture and get spiritual entertainment and enjoyment (Zhou & Zhou, 2022). However, traditional folk dance performance is limited in the number of performances, the number of performances, performance area, and performance space, which makes it difficult to meet the extensive needs of contemporary society. Digital fusion converts traditional Chinese folk dance performances (pictures, texts, sounds, images) into digital body information that can be encoded, compressed, decoded, recognized, transmitted, and played for digital media devices (smartphones, laptops, pads) through specialized digital information technology. With the objective expression form and virtual culture form after the integration of multi-cultures, the content presented and disseminated by the innovative Chinese traditional national folk dance is more in line with the trend of The Times and the characteristics and forms of expression of the great development of modern society and culture and has more modern cultural characteristics. The traditional national and folk dance in digital integration innovation will not cause the loss of the expression form and the essence of the cultural form of the traditional national and folk dance. However, it will use the "montage" artistic expression, "360" panoramic stage space display, and digital media's artistic special effect design. Enhance the artistic beauty of Chinese traditional folk dances, promote the value of cultural forms, and make the dissemination, consumption, and reuse of Chinese traditional folk dances more aligned with people's needs. Thus, the amazing visual artistic effect and the way of "word-of-mouth" on the Internet have realized the

optimization of the social communication effect of China's traditional ethnic folk dance and the maximization of the industrial economic value (Zhou et al., 2022).

(2) Chinese traditional national folk dance re-creation.

With the advent of the era of media convergence, the speed of the interaction between new media technology innovation and artistic innovation is accelerating, which promotes not only the expansion of the types and scope of the creation of traditional national folk dance art in China but also the emergence of many new artistic forms in the interdisciplinary field. At the same time, it further enriched the innovation of creative means and techniques, expanding the cultural boundary of dance movement form and artistic expression (Zhang et al., 2023). China's traditional national folk dance is a folk dance art with regional environment, folk customs, and life production as the background. The traditional creation process requires repeated attempts of different cultural combinations such as music, body movements, and background to build a dance work that the people are satisfied with, which not only makes the creation process of dance time-consuming but also makes the creation process of dance time-consuming. At the same time, it also requires the creator to have very profound dance art creation and editing skills and rich knowledge of national folk culture. Using multiple types of digital information technology, digital fusion integrates different music cultures, film and television cultures, and image cultures into the performance of Chinese traditional ethnic and folk dances. While promoting the creation of Chinese traditional ethnic and folk dances from the realistic scene to the virtual image scene, it also realizes the interweaving and integration of different cultures (Yongliang, 2023). The modern artistic expression of time-traveling through traditional national and folk dances enables the traditional national and folk dances created by digital integration to have more freedom of expression in time and space and artistic expression charm with diversified artistic forms. Chinese traditional national and folk dances based on digital integration are no longer limited to the creation of music, scenes, costumes, and body movements, but through 3D animation, digital virtual, shooting and editing technology, and network transmission technology so that the artistic elements contained in Chinese traditional national and folk dances are presented to the vast audience in media images such as animation, digital hologram, and virtual scenes.

(3) To carry forward The Times' outstanding traditional Chinese culture needs.

The fine traditional Chinese culture is the root and soul of the Chinese nation, the wisdom crystallization and essence of the Chinese civilization, our deepest cultural soft power, and our unique strengths. The cultural movement is linked with the national movement, and the cultural pulse is linked with the national pulse (Wang & Fu, 2023). Only when we have a deeper understanding of the contemporary value and the significance of The Times of the fine traditional Chinese culture can we better build the Chinese spirit, Chinese values, and Chinese strength and continue to create new glory in Chinese culture. As an important part of Chinese culture, Chinese folk dance has a profound historical background and cultural connotation. Since ancient times, various ethnic groups in China have formed their dance forms in different production and life scenes, and these dances have been passed down and become an important part of the treasure house of modern Chinese culture and art. However, due to the influence of social change and cultural shock, in contemporary times, few people can truly master some ethnic folk dances, and inheritance and development are also facing certain challenges. Therefore, the inheritance and development of national folk dance still need attention and promotion (Schaeffer et al., 2021).

In the new historical period, China's traditional ethnic folk dance, which helps improve national moral literacy and promotes the construction of socialism with Chinese characteristics, must constantly advance with The Times. Digital fusion presents the artistic essence of China's traditional ethnic folk dance with fragmented digital information and diversified digital information transmission forms, such as images, pictures, sounds, and animation, to dynamically and delicately demonstrate the simple customs of China's traditional ethnic folk dance, and effectively convey the visual impression of China's ethnic folk dance on the folk life and work under the background of The Times. The cultural essence of Chinese traditional national folk dance, such as "love, value the people, abide by integrity, uphold justice, uphold harmony, and seek great harmony," is transmitted to different social strata so that the public can watch and appreciate the artistic representation of Chinese traditional national folk dance while shaping the overall value orientation of the Chinese nation, and condensing the moral emotion and spiritual pursuit of the Chinese nation. Guide different social strata to establish a scientific outlook on life, values, and aesthetics. Society has entered a new period of historical development, with the rapid development of science and technology, the continuous improvement of human cognition of culture, and the endless emergence of new ideas and ideas (Oganisjana & Laizans, 2015). In the face of new development trends, people must have their own cultural space and "spiritual home." The media culture circle of Chinese traditional folk dance based on digital integration allows people to watch and appreciate Chinese traditional folk dance at any time. It provides a digital information platform for cultural exchange. Through the relevant communication and exchange in the platform, not only China's traditional ethnic folk dance and different social strata of contemporary socialist core values through the penetration and cultivation of integration but also across time and space, across the country, containing natural philosophy, the great social value of the cultural spirit to carry forward. The traditional folk dances of our country, which inherit the excellent traditional culture and carry forward the spirit of The Times, are based on our country and face the world (Pereira et al., 2023).

2. Practice and exploration of digital fusion of Chinese traditional folk dance

(1) Multi-scenario performance integration and innovation

The fusion of multi-scene performance is that in the performance process of Chinese traditional national folk dance, different artistic forms are fostered in the form of double in the expression of dance art through presenting diverse cultural clothing, shapes, and sound. At the same time of this artistic expression, the characteristics of the innovative way of further interpreting the dance body movements are that the different cultural implications needed in the performance of Chinese traditional national folk dance are presented in the way of holographic image representation, and the instant switch is realized without intervals. The artistic performance and cultural expression of dance can be better interpreted against the background of the stage space, and the interactive symbiosis of different cultural representations can be realized while enriching the expressive force of dance art. For example, in the innovative performance of the traditional folk dance Huagudeng, the creators created a holographic performance space for the performance through the digital information control system. During the performance, the dancers could present the social and cultural background of different periods, such as the Song Dynasty, Qing Dynasty, and modern times, and integrate different music styles into the dance movement's artistic expression (Murry et al., 2023). Adding color to the sound and lyricism to the scene increases the spatial, cultural tension, and artistic expression of the dance performance so that the traditional dance has a more fashionable atmosphere of modern culture. For example, in the creation and production of Yunnan Image,

the creators integrated the ethnic and folk dances of different regions of Yunnan into the performance process. At the same time, digital fusion technology was used to match different dances with detailed stage backgrounds of culture and folk customs so that the audience could not only appreciate the artistic charm of Yunnan ethnic and folk dances but also enjoy the digital information dance background. To understand the cultural connotation and national customs of different ethnic folk dances to enhance the cognition and understanding of different ethnic folk dances in Yunnan (Makaya et al., 2023).

(2) Multi-technology symbiosis integration innovation

Multi-technology symbiosis is to integrate all the music, dance beauty, lighting, and other technologies needed in the performance process of China's traditional ethnic and folk dance into the digital information control system so as to achieve the efficient development of China's traditional ethnic and folk dance innovation through integrated system control. The characteristic of this kind of integration and innovation is that the original technologies of different industries are integrated into the creation and editing of traditional national folk dances in China to give full play to the characteristics and advantages of different technologies, improve the modernity, fashion, and objectivity of performances, and better meet the viewing needs of different strata of contemporary society. We will further promote the inheritance and sustainable development of fine traditional Chinese culture. For example, "Only This Green" is mainly about dance, through the dancers' body movements, stage scenery, music and lighting, and other means to bring the audience into the beautiful mood of traditional Chinese culture. The dancers' movement design is smart and elegant, like moving clouds and flowing water, so that people feel the profound heritage of traditional Chinese culture and aesthetic charm. The stage setting of the play is also very beautiful, and the scenery, characters, animals, and other elements of traditional Chinese landscape painting are vividly presented to the audience through modern scientific and technological means (Kraus et al., 2023). At the same time, the lighting effect on the stage is also perfect, through the change of light and shadow, to create a dreamlike atmosphere so that the audience is intoxicated.

In addition, "Only This Green" also uses rich musical elements, combining the performance of traditional Chinese instruments with modern music to bring a wonderful auditory feast to the audience. The perfect combination of music and dance more profoundly expresses the author's emotions and thoughts, giving the audience a deeper understanding of traditional culture. On the one hand, based on interactive technology and multimedia projection technology, combining computer-controlled sound and light image systems and dance behavior is promoted to achieve interactive performance. On the other hand, using the holographic digital projection and its main video content interaction method to create "stage special effects" and successfully create multimedia visual effects simultaneously, let the hologram on the stage and actors participate in the "performance." In this way, not only can dancers, under the guidance of music and holographic digital background, show the Jiangxi red cultural style of military and civilian families, rich fish, and water, but also allow viewers to immerse themselves in the artistic scene of dance performance and feel the charm of Jiangxi regional culture (Khalid et al., 2022).

In short, the dance poem drama "Only This Green" is a fine work showing the perfect integration of traditional Chinese culture and modern dance. It not only lets the audience appreciate the broad and profound Chinese traditional culture but also lets people feel the artists' love and persistent pursuit of traditional culture. This work is believed to become a model that leads people to explore and inherit excellent traditional Chinese culture (Ibarra-Vazquez et al., 2023). In order to better spread the dance of "Only This Green," the creators also specially built a digital network information platform, using modern multimedia

technology to widely publicize and display “Only This Green” for different strata of society so that people can perceive the artistic charm of the dance through the edited performance images and synthesized artistic images, and attract people to watch, appreciate and experience (Kalnbalkite et al., 2023).

Peroration

The rapid development of contemporary digital information technology provides new opportunities and challenges for the modernization, innovation, and sustainable development of China's traditional ethnic and folk dances, which requires us to actively adapt to the trend of social development and the needs of the people to carry out in-depth research, with digital integration as the guide to creating more contemporary Chinese traditional ethnic and folk dances. The historical genes of the Chinese nation can be passed down from generation to generation, and The Times' youthful vitality and charm can be preserved forever. The inheritance and development of Chinese folk dance is an important cultural mission (Hubner-Benz & Frese, 2023). Through the government's support and society's attention, the Chinese folk dance has gained new vitality. We should cherish and protect this precious cultural heritage more and pass it on to future generations so that Chinese dance art can shine on the world's cultural stage.

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