Research on the Status Quo and Development and Innovation Countermeasures of Dance Art from the Perspective of New Media

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Abstract

With the rapid development of new media technology, dance art is facing new challenges and opportunities. The purpose of this paper is to discuss the current situation of dance art and the countermeasures of its development and innovation from the perspective of new media. With the advancement of science and technology, digital technology has deeply affected various fields, including the arts. By analyzing the combination of new media and dance art, the digital development of dance art, the network development of dance art, and the diversification of dance artworks, this paper puts forward innovative countermeasures such as strengthening the application of digital technology, giving full play to the advantages of the Internet, and emphasizing interdisciplinary cooperation. This paper will explore the development of dance art under the new media environment from several aspects.

Keywords: New Media; Dance Art; Current Situation; Innovative Countermeasures

Introduction

As one of the ancient art forms of mankind, dance is also facing new challenges and opportunities in the new media era. The popularization and application of new media technology make the dance art spread and exchange in a wider scope. In this paper, the combination of new media and dance art, the digital development of dance art, the network development of dance art, and the diversification of dance artworks are discussed in terms of the current situation and development and innovation countermeasures of dance art from the perspective of new media (Alves & Yang, 2022). With the development of modern science and technology, new media technology is widely used in various fields. Under the trend of The Times, Chinese dance art has gradually introduced new media technology, which is the combination of traditional art and modern technology, and the integration of virtual and real. The introduction of new media technology effectively improves the stage effect and visual impact of Chinese dance art, makes the dance art more vivid, and brings a new visual and emotional experience to the audience (Bouwma-Gearhart et al., 2021).

1. The combination of new media and dance art

New media refers to the new media based on digital technology, Internet technology, and other emerging technologies, and characterized by interaction and innovation. The combination of new media and dance art makes the dance art spread and exchange in a wider range.

1.1 Digital development of dance art

Digital technology is an important part of new media, which provides more possibilities for dance art. Through digital technology, dance artists can record and preserve dance works, and improve the fidelity and communication effect of the works. At the same time, digital technology can also help dance artists to create, dance movements, music, lighting, and other elements for more detailed integration, to create more artistic appeal of the works (Chou, Shen, Shen, & Shen, 2023). Digital media art is an art form that uses digital technology as a creative tool. In dance performance, digital media art can be expressed in the form of digital video, interactive installation, multimedia performance, etc. Through the use of digital media art, dancers can use images, sounds, interaction, and other means to express their creativity and emotions and bring a multi-dimensional artistic experience to the audience (Bozic Yams, 2018).

1.2 Network development of dance art

Internet technology provides a broader platform for the spread of dance art. Through network broadcast, online video, and other means, the audience can enjoy various types of dance works anytime and anywhere, and can also participate in dance creation and performance. The development of networking has also promoted dance training, enabling more people to contact and learn the art of dance. Many dance artists and educational institutions conduct dance teaching and training through the Internet, so that more people can contact and learn the art of dance (Fassbender et al., 2022). Webcast is a new form of communication that allows viewers to watch performances online via the Internet. In the dance performance, the network broadcast can provide the audience with a convenient way to watch but also can expand the spread of the dance art. Through the webcast, dancers can interact and communicate with the audience, enhancing the audience's sense of participation and experience.

2. The status quo of dance art from the perspective of new media

2.1 Diversity of dance artworks

In the era of new media, the diversity of dance artworks is getting higher and higher. Through digital technology and Internet technology, dance artists can break the traditional shackles to create more diversified and personalized works. At the same time, the audience can also come into contact with different types of dance works through the Internet, including modern dance, national dance, street dance, etc., to better understand and appreciate the dance art (Haneberg et al., 2022).

2.2 Social development of dance art

The social characteristics of new media also bring new opportunities for the development of dance art. Through social media platforms, dance artists can interact more closely with the audience and understand the needs and feedback of the audience, to better create and perform. At the same time, the audience can also participate in the creation and performance of dance through social media platforms, which makes the dance art closer to the public and improves the public's participation and sense of identity (Hartikainen et al., 2023).

3. The development and innovation countermeasures of dance art from the perspective of new media

3.1 Strengthen the application of digital technology to improve the quality and communication effect of dance works. The development of digital technology provides more possibilities for the creation and communication of dance art. Dance artists should actively use digital technology to improve the quality and communication effect of dance works.

For example:

(1) Virtual Reality technology (VR)

Virtual reality is a computer technology that allows you to create and experience virtual worlds (Helmer, Huynh, & Rossano-Rivero, 2022). In dance performances, the use of virtual reality technology can create unique stage effects and situations to bring an immersive viewing experience to the audience. Dancers can train and perform through virtual reality technology, using it as a means of auxiliary performance to enhance the artistic effect of dance.

(2) Augmented Reality (AR)

Augmented reality is a technology that combines virtual information with the real world. In a dance performance, the use of augmented reality technology can integrate virtual elements into the real stage environment, such as dancers can use augmented reality technology to perform virtual props and backgrounds on the stage. This technology can enrich the performance of the stage and enhance the visual impact of the audience (Hubner-Benz & Frese, 2023).

3.2 The development of Internet technology has provided a broader platform for the spread of dance art. Dance artists can spread their dance works to more audiences through network broadcasts, online videos, and other ways. At the same time, it can also use the advantages of the Internet to provide a better appreciation environment for the audience. It can also cooperate and communicate with artists in other fields through social media platforms and expand its influence to improve the comprehensive strength and development potential of dance art (Ibarra-Vazquez et al., 2023). It can learn from its advantages in cooperation with artists in other fields and inject new inspiration and ideas into its creation to promote Chinese dance At the same time, dance teaching and training through the Internet can improve the public's knowledge and understanding of dance art and provide a good learning and communication platform for the public through social media platforms to promote the

popularization and development of dance art in our country and make positive contributions to cultivating more excellent dance talents.

3.3 Focus on interdisciplinary cooperation to enrich the connotation and form of dance art: Interdisciplinary cooperation refers to the cooperation between two or more different disciplines, which can promote communication and integration between different disciplines and provide new ideas and methods for solving complex problems. In dance, interdisciplinary cooperation can provide new inspiration and development direction for dance artists and enrich the connotation and form of dance art. For example, it can cooperate with musicians to create music and dance works Such cooperation can not only improve the creative level and practical ability of dance artists, but also bring new inspiration and development opportunities to other disciplines (Kalnbalkite et al., 2023). For example, cooperation with musicians to create music dance works and visual artworks can not only improve the creative level and development of dance artists Practical ability can also bring new inspiration and development opportunities for other subject areas, and can also bring more diversified artistic experience to the audience and improve their aesthetic level through interdisciplinary cooperation, to promote the sustainable development of Chinese dance art and make positive contributions to the progress and development of society.

4. How to use new media technology to improve dance teaching

With the rapid development of new media technology, dance teaching also needs to adapt to the changes of The Times and improve the teaching quality and effect with the help of new media technology.

4.1 Real-time interactive teaching

Real-time interactive teaching is a way to realize remote interactive teaching by using new media technology. In dance teaching, real-time interactive teaching can realize the remote interaction and communication between teachers and students, break through geographical restrictions, and allow students to receive high-quality teaching resources anytime and anywhere. Real-time interactive teaching can take many forms, such as online video teaching, network live teaching, and so on (Khalid et al., 2022). Through these forms, teachers can deliver teaching content and demonstration actions in real time, and students can watch and imitate in real-time. At the same time, teachers can also communicate and guide students through real-time interactive teaching, and timely solve students' learning problems.

4.2 Enrich multimedia resources

New media technology provides rich multimedia resources, which can provide more vivid and vivid teaching content for dance teaching. Using new media technology, teachers can produce various forms of multimedia teaching resources, such as video tutorials, graphic tutorials, audio tutorials, and so on. These teaching resources can give students a more intuitive understanding of dance movements and skills, and improve students' learning interest and effect (Kraus et al., 2023).

4.3 Personalize the learning experience

New media technology can provide a personalized learning experience for dance teaching. Each student has different learning needs and ability levels, and through new media technology, teachers can make personalized teaching and learning plans according to the characteristics and needs of students (Makaya et al., 2023). For example, teachers can adjust and optimize teaching content according to students' learning progress and feedback, so that students can better master dance skills and knowledge.

5. Intelligent data analysis

New media technology can provide intelligent data analysis support for dance teaching. Through data analysis, teachers can better understand the learning situation and needs of students, and provide personalized learning advice and feedback for each student (Murry et al., 2023). At the same time, teachers can also evaluate and optimize the teaching effect through data analysis to improve the teaching quality and effect.

6. Cross-platform learning support

New media technology can provide cross-platform learning support for dance teaching. Different students may use different learning devices and platforms. Through new media technology, teachers can provide students with various forms of learning resources and support, such as mobile apps, websites, social media, etc. These platforms can meet the learning needs and habits of different students so that students can learn and communicate more conveniently (Oganisjana & Laizans, 2015). In short, the application of new media technology can bring new opportunities and challenges to dance teaching. Through real-time interactive teaching, rich multimedia resources, personalized learning experience, intelligent data analysis, cross-platform learning support, and other aspects of the application and practical innovation will continue to promote the development of dance teaching and improve the quality and effect of teaching, to better meet the learning needs and development needs of students. Through new media technology, students can cultivate innovative thinking in dance, so that students can explore the mystery of dance art more freely and comprehensively. By providing diversified learning resources (Pereira et al., 2023), inspiring students' innovative thinking, promoting students' communication and cooperation, and cultivating students' analytical ability and judgment, the application and practical innovation will help improve students' dance innovation ability and artistic accomplishment.

7. Cultural confidence from new media dance communication

7.1 Inherit and carry forward traditional culture

New media dance communication has played a positive role in inheriting and carrying forward traditional culture. Through new media platforms and technical means, traditional dance art is combined with modern elements, so that more people can understand and appreciate the charm of traditional culture. At the same time, the dissemination of new media dance has also promoted the development and innovation of traditional dance art and made traditional culture glow with new vitality and vitality in contemporary society (Schaeffer et al., 2021).

7.2 Enhance cultural identity and belonging

Through diversified forms and contents, new media dance communication enables people to have a deeper understanding of dance art, thus enhancing their sense of identity and belonging to culture (Wang & Fu, 2023). On the new media platform, dance lovers can communicate with each other, share experiences and feelings, and jointly explore the essence and value of dance art. This sense of identity and belonging not only helps to maintain cultural diversity and richness but also helps to promote social harmony and stability.

7.3 Promote cultural innovation and development

New media dance communication promotes the development and innovation of dance art through innovative forms and means. On the new media platform, people can freely express their thoughts and creativity, and integrate and innovate different cultural elements to create more diversified dance works (Yongliang, 2023). Such innovation and development not only

enrich people's spiritual lives but also help promote the development and growth of the cultural industry.

7.4 Enhance cultural soft power and national image

By demonstrating the unique charm and value of Chinese dance art on the international stage, new media dance communication helps to enhance China's cultural soft power and national image. On the new media platform, Chinese dance artists can show the essence and characteristics of Chinese dance art to the world through webcasts, short videos, and other forms, and enhance the world's understanding and understanding of Chinese culture. At the same time, Chinese dance art can also learn from and absorb the essence of the world's dance art to promote cultural exchanges and integration between China and foreign countries (Zhang et al., 2023). In short, from the perspective of cultural confidence in new media dance communication, we can see the important embodiment of traditional culture inheritance and promotion on new media platforms, the enhancement of cultural identity and belonging, the promotion of cultural innovation and development, and the improvement of national image and cultural soft power. By strengthening the strength and quality of new media dance communication, we can better inherit and carry forward the excellent traditional Chinese culture, display the unique charm of Chinese culture, enhance cultural self-confidence, and enhance the national image.

Conclusion

Under the vision of new media, dance art is facing new challenges and opportunities. By strengthening the use of digital technology, giving full play to the advantages of the Internet, and focusing on interdisciplinary cooperation, we can promote the innovation and development of dance art, to meet the increasing aesthetic needs of the audience and make positive contributions to the progress and development of the society (Zhou et al., 2022). Meanwhile, we should also be aware that any new technology is not omnipotent, it is only a tool to assist us in creation It is our creativity and passion for and pursuit of the art of dance that promote the research on the status quo and development and innovation countermeasures of dance art from the perspective of new media. The arrival of the new media era has accelerated the application of new media technology in the field of traditional dance art in our country. The new media dance art has the characteristics of interactive and virtual expression, multi-dimensional space, the combination of dance and technology, and form is more important than content (Zhou & Zhou, 2022). To meet the development needs of our country's dance art. Therefore, the free development of new media dance art should be promoted. Fully demonstrate the characteristics of the content and form of new media dance art, and effectively prevent the problems existing in the development of new media dance art (Khalid et al., 2022; Kraus et al., 2023).

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