

# Analysis on the Development of Music Culture of Heilongjiang Ethnic Minorities from the Perspective of Media

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**Abstract:** From the perspective of media, this paper analyzes the development of Heilongjiang minority music culture. First of all, this paper combs the basic situation of Heilongjiang minority music culture, then discusses the role of the media in it, and finally puts forward the strategy to promote the development of Heilongjiang minority music culture. The results show that the media has played a positive role in spreading and promoting the music culture of Heilongjiang ethnic minorities, but there is still room for improvement. Through strengthening the integration of the media and minority music, improving the professional quality of the media practitioners and establishing diversified communication channels, it is helpful to further promote the development of the minority music culture in Heilongjiang.

**Keywords:** Media; Heilongjiang; Minority music culture

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## Introduction:

Heilongjiang is one of the areas inhabited by ethnic minorities in China, and has rich musical and cultural resources. National music culture is an important part of national culture, with unique artistic value and historical value. However, in the context of the rapid development of modern society, ethnic minority music culture is faced with the problem of inheritance and development. As an important means of information dissemination in modern society, the media plays a key role in the dissemination and promotion of ethnic minority music culture. This paper aims to analyze the development status of Heilongjiang minority music culture from the perspective of media, and put forward corresponding suggestions, in order to provide useful reference for the inheritance and development of minority music culture.

## 1. Overview of music culture of Heilongjiang ethnic minorities

### 1.1 Basic Information

The music culture of the ethnic minorities in Heilongjiang Province has strong regional and national characteristics, reflecting the lifestyle, aesthetic concept and historical and cultural tradition of the ethnic minorities. In Heilongjiang, the minority music culture mainly includes folk songs, folk instrumental music, folk song and dance music and so on. These musical works have unique melodies, rhythms and styles, demonstrating the musical talent and creativity of ethnic minorities. In addition, the musical culture of Heilongjiang ethnic minorities also includes some traditional Musical Instruments, such as the horse-head qin, pipa, erhu, etc., which play an important role in the musical life of the ethnic minorities.

### 1.2 Feature Analysis

(1) Regional characteristics: The music culture of ethnic minorities in Heilongjiang is influenced by geographical environment, climatic conditions and other factors, and has distinct regional characteristics. For example, Heilongjiang has a long and cold winter, and folk music often depicts the cold environment and the desire for warmth.

(2) Ethnic characteristics: The music culture of ethnic minorities in Heilongjiang is influenced by the history, culture, belief and other factors of each ethnic group, and has unique ethnic characteristics. For example, the shamanic music of Manchu nationality and the fishing song of Hezhen nationality all reflect the musical style and aesthetic taste of their respective nationalities.

(3) Integration characteristics: In the process of historical development, the music culture of ethnic minorities in Heilongjiang region has exchanged and integrated with the music culture of other regions, forming a unique style. For example, in the folk music works of Heilongjiang region, you can see the influence of the musical elements of the Jiangnan region.

(4) Inheritance characteristics: The music culture of ethnic minorities in Heilongjiang has a long history of inheritance, and many musical works and playing skills are continued through oral teaching and master and apprentice inheritance. However, with the change of modern life style and social and cultural environment, the inheritance of minority music culture is facing certain challenges.

## **2. The role of media in the development of music culture of Heilongjiang ethnic minorities**

### **2.1 Communication of ethnic minority music culture by the media**

As an important means of information dissemination in modern society, the media plays a key role in the dissemination of ethnic minority music culture. Through various forms, such as radio, television, newspaper, Internet, etc., the media transmit the ethnic minority music culture to a wider audience, and improve the visibility and influence of the ethnic minority music culture. In the process of communication, the media play the role of bridge and bond, so that the minority music culture can get out of the regional restrictions and communicate and interact with the music culture of other regions. At the same time, the media also makes the minority music culture more diversified and provides the audience with rich music experience. In addition, when the media spread ethnic minority music culture, it can also strengthen the audience's sense of identity and pride in ethnic minority music culture, so as to promote the inheritance and development of ethnic minority music culture.

### **2.2 The promotion of minority music culture by the media**

The media can not only spread the minority music culture, but also promote the minority music culture. Through various channels, such as music programs, music competitions, music festivals, etc., the media promote the ethnic minority music culture to a wider audience, and improve the visibility and influence of ethnic minority music culture. In the process of promotion, the media can excavate the characteristics and highlights of minority music culture, and provide the audience with rich music experience. At the same time, the media can also plan various activities, such as performances, lectures, seminars, etc., to improve the audience's cognition and understanding of ethnic minority music culture, and enhance the audience's interest in and love for ethnic minority music culture. The media can also provide more opportunities for the display and promotion of ethnic minority music culture through online platforms, such as social media and music websites. The network platform has the characteristics of fast communication speed, wide coverage and strong interaction, which can attract more audiences to pay attention to minority music culture, thus improving the visibility and influence of minority music culture.

## **3. Strategies to promote the development of music culture of ethnic minorities in Heilongjiang**

### **3.1 Increase policy support**

In order to promote the integration and development of the media and ethnic minority music culture, the government should strengthen the policy support. Specific measures are as follows: Set up special funds to support the dissemination and promotion of ethnic minority music culture. The funds can be used to support the production of ethnic minority music programs, music competitions, music festivals and other activities to enhance the visibility and influence of ethnic minority music culture. Formulate policies and measures conducive to the development of ethnic minority music culture, and provide a good environment for the development of media and ethnic minority music culture. This includes tax incentives, personnel training, technical support and other aspects. The intellectual property protection of ethnic minority music culture should be strengthened to ensure that the legitimate rights and interests of ethnic minority musicians are fully protected. Establish long-term and stable cooperative relations with ethnic minority areas, understand the development needs of ethnic minority music culture, and provide targeted policy support. Through the above measures, government departments can provide strong support for the integration and development of the media and ethnic minority music culture, so as to promote the inheritance and development of ethnic minority music culture.

### **3.2 Improve the professional quality of media practitioners**

In order to better spread the music culture of Heilongjiang ethnic minorities, it is very important to improve the professional quality of media practitioners. First of all, strengthen the education and training of ethnic minority music culture, improve the cultural

literacy of media practitioners and their understanding of ethnic minority music. Secondly, practitioners are encouraged to conduct in-depth grassroots research to understand the connotation and characteristics of ethnic minority music culture, so as to better disseminate and promote it. In addition, media organizations should focus on selecting practitioners with relevant professional background and experience in the recruitment process to enhance the professional level of the entire media team. Finally, through the establishment of incentive mechanism, the performance of practitioners is assessed, and the outstanding practitioners are given corresponding rewards, so as to stimulate their enthusiasm to pay more attention to and spread the minority music culture. Through these measures, the professional quality of the media practitioners will be improved, so as to make greater contributions to the dissemination and development of the music culture of the ethnic minorities in Heilongjiang.

### **3.3 Establish diversified communication channels**

From the perspective of the media, the development of Heilongjiang minority music culture faces many challenges, one of which is the single channel of communication. In order to change this situation, we need to establish diversified communication channels to expand the influence of minority music culture. First of all, traditional media and new media should be combined, making full use of radio, television, Internet, social media and other platforms, so that ethnic minority music culture can cover a wider audience. Secondly, the establishment of professional and popular communication channels can bring ethnic minority music culture into the public's vision through professional music channels and music programs. In addition, online and offline activities cooperate with each other, such as holding online music festivals, concerts, music festivals, chorus competitions, etc., to form an all-round and multi-level communication pattern. At the same time, the combination of national characteristics and international vision is very important. In the process of dissemination, it is necessary not only to highlight the national characteristics of minority music, but also to have an international vision, through international cooperation and exchange, so that Heilongjiang minority music culture to the world. In addition, the government and the people jointly participate in the communication, forming a situation that the government, enterprises, social organizations, and the people jointly promote. In the deep integration of cultural tourism industry, music theme scenic spots can be set up, music culture tourism activities can be held, and tourism can be used as a carrier to promote minority music culture.

### **Conclusion:**

From the perspective of the media, this paper makes an in-depth discussion on the development of Heilongjiang minority music culture. Through the analysis of the role of media in the communication of ethnic minority music culture and the research of communication strategy, we provide a reference for how to protect and inherit ethnic minority music culture. At the same time, the article also makes an in-depth analysis of the professional quality improvement of media practitioners and the establishment of diversified communication channels. We must be aware of the responsibility and role of the media in the development of ethnic minority music culture, and make innovations and improvements in communication strategies, professional qualities and communication channels, so as to make ethnic minority music culture glow with new vitality in modern society.

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