

# Research on Digital Protection and Innovation of Jiangnan Dance Based on New Media Technology

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**Abstract:** This paper aims to discuss how to use new media technology to conduct digital protection and innovation of Jiangnan dance. By constructing a digital protection framework of Jiangnan dance based on new media technology, the collection, processing, storage, display and dissemination of dance data are realized. The framework will provide new ideas and methods for the inheritance and development of Jiangnan dance, and explore new paths and directions for the integration of dance art and science and technology.

**Keywords:** New media technology; Jiangnan dance; Digital protection; Dance inheritance

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## Fund Project:

Postgraduate Research & Practice Innovation Program of Jiangsu Province, <Research on the innovation and development of Jiangnan Dance in the new media era>, (KYCX23\_2545), the Fundamental Research Funds for the Central Universities.

The Integration of the Yangtze River Delta, which points out that Jiangnan culture is an important part and driving force of the integration of the Yangtze River Delta. By deeply excavating and utilizing Jiangnan cultural resources and promoting the exchange, integration and coordinated development of regional culture, the regional cultural soft power can be further enhanced and the high-quality development of the integration of the Yangtze River Delta can be promoted.

## 1. The contemporary value of Jiangnan Dance

In terms of cultural value, Jiangnan dance carries rich historical, cultural and folk connotations. Jiangnan dance reflects the living customs, emotional expression and aesthetic orientation of the people in Jiangnan area, and also reflects the unique charm and profound heritage of Jiangnan culture. Because of its rich water resources, people's production and life are closely linked with "water". This close relationship with "water" has formed a unique "water culture" in the long-term historical accumulation, which has become a very important and prominent feature of Jiangnan culture. This regional culture is shaped by the special geographical location, climate, products and production and life style of the Jiangnan region. In such a cultural background, Jiangnan dance is also deeply influenced, presenting a gentle and delicate style. By appreciating Jiangnan dance, people can not only feel the beauty of dance, but also have a deep understanding of the culture and history of Jiangnan region. Therefore, the protection and inheritance of Jiangnan dance is not only the protection of art, but also the protection and inheritance of Jiangnan culture.<sup>[1]</sup>

In addition, Jiangnan dance also has a unique artistic style. It is characterized by soft and delicate dance posture, smooth and harmonious rhythm, poetic music and gorgeous costumes, giving people the enjoyment of beauty and the touch of the heart. However, due to the limitations of the traditional folk dance inheritance mode, such as the influence of environmental and individual differences, it may be lost or damaged. With the development of information technology, the arrival of the new media era makes the information access more convenient. Combining new media technology with traditional dance, digital means can greatly change the face of traditional dance and provide new possibilities for its development.<sup>[2]</sup>

## 2. The value of digitalization to Jiangnan dance

### 2.1 Digitization provides a broader communication platform for Jiangnan dance

The traditional way of dance communication mainly relies on live performances and limited artistic exchange activities. And

digital technology, especially network technology, has broken this limitation. Through the digital way, Jiangnan dance can be permanently preserved and spread through the Internet anytime and anywhere, which also provides more possibilities for the creation and performance of Jiangnan dance. In addition, the new media platform can also make the communication of Jiangnan dance more interactive and participatory. The audience can participate in the communication process of Jiangnan dance through online comments, bullet screen and other ways, which enhances the influence and communication effect of Jiangnan dance. This not only enables more people to appreciate this art form, but also provides a broader stage for the spread of dance.<sup>[3]</sup>

## **2.2 Digital protection helps to maintain the authenticity of jiangnan dance:**

When it comes to digital preservation dance, most of the first thing that comes to mind is shooting video. However, when pictures or videos record movement arts such as dance, they may be blocked by the human body, resulting in some body movements that cannot be captured completely. This is mainly because pictures and videos are two-dimensional and can only be recorded from a single Angle. If video can be combined with 3D technology to record movements, it can be saved more accurately and clearly. To address this problem, consider using more advanced 3D techniques to document these art forms. For example, consider using three-dimensional motion capture technology (3D Motion Capture), which can accurately record the trajectory and posture of the human body to fully record every detail of the dance movement. For example, Wang Jiaji from Beijing Jiaotong University proposed a complete dance spectrum generation scheme in his doctoral thesis Research on the Automatic Generation Method Based on Three-dimensional Human Motion Capture Data, which promoted the research on Digital recording, protection and dissemination of intangible cultural heritage<sup>[4]</sup>. This is of great significance for the subsequent study, research and inheritance of Jiangnan dance.

## **2.3 Digitization is an effective measure to reform dance education:**

From the perspective of sub-ecology and re-ecology, there are still some problems in dance education institutions and stage creation. First of all, from the perspective of sub-ecology, the classroom teaching of “Jiangnan Dance” has not yet formed a system with inheritance scale. Although “Jiangnan Dance” has been taught in major dance education institutions, it still needs to strengthen its coverage and academic nature. This means that the teaching content of “Jiangnan Dance” needs to be more comprehensive and systematic to ensure the quality and effect of its inheritance. Secondly, from the perspective of re-ecology, although there are no lack of excellent works in the modern stage creation of “Jiangnan Dance”, it is still necessary to further sort out the vocabulary of “Jiangnan Dance” and explore the unique dance themes in Jiangnan region. This means that in terms of creation, it is necessary to more deeply study and explore the artistic characteristics and expression forms of “Jiangnan Dance”, in order to promote its innovation and development. By mining and analyzing data, big data technology can accurately locate and locate personalized needs, which provides strong support for the precision and popularization of education and teaching. Blockchain technology can establish a new mode of resource communication and sharing and online teaching evaluation with public credibility, which provides a guarantee for the quality and effect of education and teaching.<sup>[5]</sup>

# **3. Jiangnan dance digital protection measures suggestions**

## **3.1 Establish a digital protection platform:**

Establish a digital protection platform integrating digital storage, management, display and promotion to realize the sharing and dissemination of resources. College teaching is an important link of Jiangnan dance inheritance. It is the key to build a new ecology of dance education and teaching in the intelligent era to accelerate the cross research between dance education and teaching and information technology, and to seek the path and method of reforming education mode and innovating teaching means.

Taking Chinese folk dance as a pilot, Beijing Dance Academy tries to build an immersive interactive display space with the help of virtual reality technology. The construction of this space is based on the integration of digital folk dance discipline resources, with the creative interactive display and application as the core, and emphasizes the sharing of Chinese folk folk dance resources and the protection and inheritance of traditional culture. Through digital means, these precious folk dance resources can be better preserved and inherited, so as to avoid the loss or forgetting due to time and space. At the same time, this platform can also provide rich materials and resources for academic research and social popularization, and promote the further development of Chinese national folk dance.<sup>[5]</sup>

## **3.2 Strengthening talent training and management:**

Establish cooperative relations with universities and research institutions in Jiangnan area, and jointly carry out the research and practice of digital protection of Jiangnan dance. Through cooperation, the resource advantages of universities and research institutions

can be utilized to improve the professional level of digital protection work in Jiangnan region, and it can also provide a platform for the training and exchange of talents. Through such training, it can promote the quality of talents and promote the progress of the digital protection work of Jiangnan dance. On November 24, 2018, the Yangtze River Delta Dance Development Alliance was established in the Art Hall of Shanghai Federation of Literary and Art, gathering from the Chinese Dance Association, Shanghai, Jiangsu, Zhejiang and Anhui literary federations, chairmen, secretary general of dance associations, heads of dance troupes, dancers and other relevant personnel to discuss the new development of Jiangnan dance culture. The establishment of the Yangtze River Delta Dance Development Alliance marks that the Jiangnan dance culture has entered a new stage of development. The members of the alliance come from different regions and institutions, but they work together to promote the prosperity and development of Jiangnan dance culture. By strengthening cooperation, exchanging experience and sharing resources, the alliance will inject new vitality and impetus into Jiangnan dance culture and promote its innovative development.<sup>[6]</sup>

#### 4. Epilogue

New media provide new opportunities for the protection and inheritance of intangible cultural heritage such as Jiangnan dance. Through the new media technology, the risk of loss or damage in the traditional inheritance mode of Jiangnan dance can be effectively avoided, and at the same time, the scope of inheritance can be expanded, so that more people can understand and experience the charm of intangible cultural heritage. From the perspective of promoting economic development, while protecting the intangible cultural heritage of Jiangnan dance, the digital means can develop and improve its economic value. Therefore, we should actively use digital technology to strengthen the digital protection and inheritance of intangible cultural heritage.

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