Research on the Inheritance and Innovation of Jiangxi Folk Song Chorus under the Background of Digital Technology

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Abstract: With the rapid development of digital technology, the field of traditional culture has also been profoundly affected. This paper analyses the role of digital technology in the inheritance and innovation of Jiangxi folk song chorus, and discusses the inheritance strategy and innovation form of Jiangxi folk song chorus under the digital background. It is found that in terms of inheritance, digital technology helps to protect and spread the traditional Jiangxi folk song chorus, and improve its visibility and influence; in terms of innovation, digital technology provides new possibilities for Jiangxi folk song chorus creation and performance, making it more contemporary. Jiangxi folk song chorus still faces some challenges in the context of digitalisation, such as the balance between tradition and modernity, and the limitations of the application of digital technology. In response to these problems, this paper puts forward a series of countermeasures and suggestions, with a view to providing reference for promoting the inheritance and innovation of Jiangxi folk songs chorus in the context of digitalisation.

Keywords: Digital technology; Jiangxi folk song chorus; Inheritance; Innovation; Countermeasures.

1. Introduction

With the rapid development of digital technology, China's traditional culture is facing unprecedented challenges and opportunities. Jiangxi folk song chorus, as an important part of China's intangible cultural heritage, carries a wealth of information about history, culture and folklore. Under the background of digital technology, the inheritance and innovation of Jiangxi folk song chorus is particularly important. The purpose of this paper is to explore the impact of digital technology on Jiangxi folk song chorus, analyse its advantages and challenges in the process of inheritance and innovation, and put forward corresponding countermeasure suggestions, with a view to providing theoretical support for the protection and development of Jiangxi folk song chorus.

2. Digital Technology and Jiangxi Folk Song Chorus

2.1. Application of digital technology in the field of music

The application of digital technology in the field of music has become an important trend in the development of today's music industry. The digital transformation of the music industry is mainly reflected in music creation, production, dissemination and consumption.

In terms of music creation, digital technology provides musicians with a wealth of creative tools and platforms. Through various music software, musicians can easily create, edit and produce music, thus improving the efficiency and quality of creation. Secondly, in terms of music production, digital technology has changed the traditional music production process. Through electronic music equipment and software, producers can realise a variety of music styles and effects, thus enriching the artistic expression of music. Again, in terms of music dissemination, digital technology provides new channels and ways for music dissemination. Through online music platforms, social media and other channels, music can be rapidly spread around the globe so that more people can hear it. Finally, in terms of music consumption, digital technology has changed people's music consumption habits. Through online music shops, streaming music platforms, etc., people can hear their favourite music anytime and anywhere, satisfying personalized music needs [1].

2.2. Characteristics and value of Jiangxi folk song chorus

As an important part of Chinese traditional music, Jiangxi folk song chorus has distinctive regional characteristics and rich cultural connotation. First of all, Jiangxi folk song chorus has distinctive regional characteristics. The unique geographical environment, climatic conditions and local customs of Jiangxi Province have given birth to folk song chorus forms with regional characteristics, such as Jingdezhen porcelain song, Gannan tea picking song and so on. These folk songs have unique styles in melody, rhythm, singing and other aspects, reflecting the production, life and thoughts and feelings of the people of Jiangxi. Secondly, Jiangxi folk song chorus has rich cultural connotation. Folk song chorus is not only a form of musical expression, or an important carrier of folk stories, historical legends, moral concepts. Many Jiangxi folk chorus works contain a strong folk culture, such as 'Tengwangge Preface', 'Lushan Ballad', etc. These works show the historical wisdom of the people of Jiangxi, aesthetic taste and national spirit. In addition, Jiangxi folk chorus has high artistic value. Folk song chorus has a high artistic level in singing skills, musical expression, stage performance and other aspects. Jiangxi folk song chorus adopts a variety of singing techniques, such as falsetto, fluttering accent, glissando, etc., which make the songs have a unique flavour. At the same time, the multi-part choral form of folk songs enriches the sense of musical hierarchy and shows strong musical expressiveness. In terms of stage performance, Jiangxi folk song chorus pays attention to the combination of costumes, props and dances, presenting the audience with a visually impactful artistic feast [2]. Finally,

Jiangxi folk song chorus has a strong social function. Folk song chorus is not only a part of folk customs, but also an important content of the people's spiritual and cultural life. In traditional festivals, celebrations, folk rituals and other occasions, Jiangxi folk song chorus as a form of collective singing, enhance people's sense of belonging and collective honour. At the same time, the folk song chorus also has educational significance, through the singing of excellent folk songs, inherited the excellent traditional culture of the Chinese nation, and cultivated the people's musical literacy and aesthetic taste.

2.3. Combination of digital technology and Jiangxi folk song chorus

In the context of digital technology, the inheritance and innovation of Jiangxi folk song chorus can be better achieved. First of all, digital technology provides a new communication channel for Jiangxi folk song chorus. Through the network, social media and other platforms, Jiangxi folk song chorus can be quickly spread to all parts of the world, breaking the geographical limitations of the traditional communication methods, so that more people understand and come into contact with this unique form of music. Secondly, digital technology has brought more convenient means of music creation and production. With the help of computer software, composers can more easily create choral works featuring Jiangxi folk songs, and at the same time, digital recording technology also makes the rehearsal and recording of choirs more efficient and convenient [3]. In addition, digital technology also provides new possibilities for the education and training of Jiangxi folk song chorus. Through the online education platform, students can learn the skills and knowledge of Jiangxi folk song chorus anytime and anywhere, while the preparation of digital teaching materials also provides rich resources for teaching.

3. Inheritance of Jiangxi Folk Song Chorus in The Digital Background

3.1. The inheritance status of traditional Jiangxi folk song chorus

The inheritance status of traditional Jiangxi folk songs chorus can be traced back to hundreds of years ago, and they carry rich historical, cultural and social information. However, with the change of modern lifestyle and the rise of digital technology, the inheritance of Jiangxi folk songs is facing unprecedented challenges.

The inheritance of traditional Jiangxi folk songs chorus has been cold-shouldered by the younger generation. The impact of modern music and pop culture has made young people less interested in traditional music forms, which has led to a gradual reduction in the audience range of traditional folk song chorus [4]. Secondly, there is a shortage of inherited talents of traditional Jiangxi folk song chorus. As the age of the old generation of folk song singers grows, the cultivation of the younger generation of inheritance talents has become an urgent problem to be solved. In the existing music education system, there is a relative lack of courses and training on traditional folk song chorus, which leads to the risk of losing traditional skills. In addition, the dissemination of traditional Jiangxi folk song chorus is limited. In the past, the folk song chorus was mainly passed on through oral tradition, teacher and apprentice, etc., with a limited scope of dissemination. With the development of digital technology,

the dissemination mode of traditional folk song chorus urgently needs to be innovated in order to expand its influence.

3.2. The impact of digital technology on the inheritance of Jiangxi folk song chorus

The development of digital technology has had a profound impact on the inheritance of Jiangxi folk song chorus. Firstly, in terms of dissemination, digital technology provides a broader platform for Jiangxi folk song chorus. Through the network, social media and other channels, the music works of Jiangxi folk song chorus can be quickly spread to all over the world, so that more people understand and come into contact with this unique form of music. At the same time, digital technology also makes the dissemination of Jiangxi folk song chorus more convenient, and listeners can enjoy high-quality music works through mobile phones, computers and other devices at any time and anywhere [5]. Secondly, in terms of education and training, the application of digital technology provides new possibilities for the inheritance of Jiangxi folk song chorus. Through the online education platform, students can receive more professional and systematic music education without geographical restrictions. At the same time, digital technology also makes it possible to share teachers' power, and excellent music teachers can provide guidance to more students through the network, thus improving their music literacy and performance level. However, the development of digital technology also brings certain challenges. On the one hand, with the explosion of information, people face more troubles in choosing music works, and how to filter out high-quality Jiangxi folk song choral works becomes a big problem. On the other hand, digital technology may lead to the fall of traditional music forms, and the younger generation may be more inclined to pursue pop music and less interested in traditional folk song chorus.

3.3. Inheritance strategy of Jiangxi folk song chorus under the background of digitalisation

Under the background of digital technology, the inheritance strategy of Jiangxi folk song chorus can be developed from the following aspects [6].

First of all, with the help of digital technology, Jiangxi folk song chorus is collected, organised and preserved. Through audio, video and other forms, the singing skills, performance forms, musical works and other information of Jiangxi folk song chorus are digitally recorded, making it an eternal digital asset. At the same time, the construction of Jiangxi folk song chorus digital database, easy for people to access, study and research at any time and anywhere. Secondly, the use of digital technology to Jiangxi folk song chorus innovative adaptation. On the basis of maintaining the characteristics of traditional folk song chorus, the use of digital music production technology, Jiangxi folk song chorus melody, rhythm, harmony and other aspects of innovation, so that it is more contemporary. In addition, Jiangxi folk song chorus can also be combined with modern music elements to create new music works and broaden its artistic expression.

Once again, through digital technology to strengthen the dissemination and promotion of Jiangxi folk song chorus. The use of the network, social media and other platforms, the Jiangxi folk song chorus of musical works, performance videos, etc. to spread out, improve its visibility and influence. At the same time, it can also carry out online and offline folk

song chorus activities to attract more people to participate in the inheritance and innovation of Jiangxi folk song chorus. In addition, digital technology can also be applied to the education and training of Jiangxi folk song chorus. The development of Jiangxi folk song chorus digital education products for different age levels, such as online courses, teaching software, etc., to facilitate people to learn and master the singing skills and performance methods of Jiangxi folk song chorus. At the same time, organise Jiangxi folk song chorus teacher training under the digital background to improve the level of teachers and cultivate more excellent talents for the inheritance of Jiangxi folk song chorus [7]. Finally, the government and enterprises should increase the support for the inheritance and innovation of Jiangxi folk song chorus under the background of digitalisation. Introduce relevant policies to encourage and guide the community to participate in the digital heritage of Jiangxi folk song chorus. At the same time, special funds are set up to support the digital project research and development, talent training and activity organisation of Jiangxi folk song chorus.

4. Innovation of Jiangxi Folk Song Chorus under the Background of Digitisation

4.1. Application of digital technology in Jiangxi folk song chorus creation

Under the background of digital technology, the creation of Jiangxi folk song chorus has been developed unprecedentedly. First of all, digital technology provides Jiangxi folk song chorus with rich music material resources. Through the network platform, creators can easily obtain a variety of musical materials, including traditional Jiangxi folk song melodies, lyrics, etc., thus providing more sources of inspiration for creation. Secondly, digital technology provides a convenient arranging and production tool for the creation of Jiangxi folk songs chorus. With the help of music production software, creators can flexibly edit and adjust the melody, rhythm, timbre, etc., so as to create a more modern Jiangxi folk song chorus. In addition, digital technology also makes the collaboration in the creative process more convenient, creators from different regions can participate in the creation through the network platform, which promotes the exchange and integration of other countries and local culture [8]. In addition, digital technology provides a new way for the dissemination of Jiangxi folk song choral works. Through social media, music platforms and other channels, the works can be quickly spread around the world, so that more people understand and love Jiangxi folk song chorus. At the same time, digital technology also makes the promotion of Jiangxi folk song choral works more accurate, through data analysis to understand the audience's preferences, so as to target the introduction of works in line with market demand. Finally, digital technology for Jiangxi folk song chorus education and training has brought convenience. Online education platforms can provide rich teaching resources, such as video tutorials and audio demonstrations, making it possible for learners to study anytime and anywhere. In addition, digital technology also promotes the sharing of teachers, excellent folk song chorus teachers can teach online, so that more students in the region can have access to professional education.

4.2. Innovation of Jiangxi folk song chorus performance form

Under the background of digital technology, the performance form of Jiangxi folk song chorus has been significantly innovated. First of all, in terms of performance venues, it is no longer limited to traditional stage performances, and online performances can be realised through webcasting, virtual reality and other technologies, so that the audience can enjoy the performance of Jiangxi folk song chorus in different locations and at different times, which greatly broadens the scope of the audience of the performance [9]. Secondly, in terms of performance content, digital technology provides Jiangxi folk song chorus with richer expression methods. For example, through multimedia integration, audio, video, animation and other forms are combined to make the performance more visually impactful and infectious, and improve the audience's viewing experience. At the same time, through digital editing technology, traditional folk songs can be adapted and innovated to make them more in line with modern aesthetic needs. In addition, digital technology has brought about new changes in the way of performance. Through virtual reality, augmented reality and other technologies, it is possible to create an immersive performance environment that makes the audience feel as if they are in a real performance scene, enhancing the interactivity and fun of the performance. At the same time, the use of artificial intelligence technology can achieve intelligent choral performances, such as automatic score recognition, intelligent accompaniment, etc., to improve the accuracy and stability of the performance. At the same time, the development of digital technology also provides a new way for the dissemination and promotion of Jiangxi folk song chorus. Through social media, music platforms and other channels, Jiangxi folk song chorus can be promoted more quickly, so that more people understand and love this traditional art form. On this basis, choral competitions, seminars and other activities combining online and offline can also be held to promote the dissemination and development of Jiangxi folk song chorus.

4.3. Innovation case analysis of Jiangxi folk song chorus under the background of digitalisation

Under the background of digital technology, the innovation cases of Jiangxi folk song chorus are rich and diverse, showing the perfect integration of traditional music and modern technology. Firstly, in terms of composition, composers began to use digital music software, such as GarageBand and FL Studio, to explore new timbres and arranging methods for Jiangxi folk song chorus. With the aid of digital technology, they are able to try and adjust different elements more conveniently, injecting a sense of modernity into traditional folk songs [10]. Secondly, in terms of performance form, Jiangxi Folk Song Chorus utilises multimedia and live interactive technology to bring an immersive musical experience to the audience. For example, the choir uses holographic projection technology in its performances to present traditional folk stories in the form of visual images, which enhances the stage expressiveness and viewability. Meanwhile, through AR augmented reality technology, the audience can see the interaction between the choir and the virtual characters in real time, making the performance more vivid and interesting. In addition, in terms

of education and training, digital technology also provides a new platform for the inheritance of Jiangxi folk song chorus. Online music education platforms and apps such as Musescore and Yousician allow learners and practitioners to train their choral skills anytime, anywhere, and to collaborate with others to create and perform Jiangxi folk songs via the internet. This new way of learning not only expands the scope of heritage, but also improves learning efficiency.

5. The Impact of Digital Technology on Jiangxi Folk Song Chorus

5.1. Changes in the mode of transmission

In the context of digital technology, the dissemination mode of Jiangxi folk song chorus has experienced a profound change. Traditionally, Jiangxi folk song chorus mainly relies on live performances and oral transmission to spread, and this way of dissemination is limited by space and time, which makes the influence of Jiangxi folk song chorus limited. However, with the development of digital technology, this situation has been greatly improved [11].

First of all, digital technology provides a new communication channel for Jiangxi folk song chorus. Through the Internet and social media platforms, Jiangxi folk song chorus can quickly spread across the globe, allowing more people to learn about this unique form of music. For example, music sharing websites, video platforms and social media have become important channels for the spread of Jiangxi folk song chorus. Secondly, digital technology has changed the dissemination method of Jiangxi folk song chorus. The traditional Jiangxi folk song chorus mainly relies on live performance to display, while digital technology makes Jiangxi folk song chorus can be stored and spread in digital form. This not only makes the dissemination of Jiangxi folk song chorus more convenient, but also allows more people to have access to this form of music. Finally, digital technology provides new possibilities for the dissemination of Jiangxi folk song chorus. Through virtual reality, augmented reality and other digital technologies, Jiangxi folk song chorus can be presented to the audience in a new form, providing the audience with a richer audio-visual experience. This new way of communication, undoubtedly for the development of Jiangxi folk song chorus has brought new opportunities.

In general, digital technology has brought new opportunities for the dissemination of Jiangxi folk song chorus, which has greatly improved the influence of Jiangxi folk song chorus. However, it also puts forward new challenges to the dissemination of Jiangxi folk song chorus, how to effectively use digital technology to disseminate Jiangxi folk song chorus will be an important issue to face in the future [12].

5.2. Updating of interaction methods

In the context of digital technology, the interaction mode of Jiangxi folk song chorus has been significantly updated. Firstly, the rise of network platforms provides a new interactive space for Jiangxi folk song chorus. Through social media, music sharing platforms and other channels, participants in Jiangxi folk song chorus can communicate and collaborate online across geographical restrictions. This enables more people to participate in the inheritance and innovation of Jiangxi folk song chorus, and promotes cultural exchange and integration. Secondly, digital technology brings diversified forms of interaction. On the basis of traditional live performances, Jiangxi Folk Song Chorus has begun to try to combine with virtual reality, augmented reality and other technologies to provide the audience with an immersive viewing experience. At the same time, through online competitions, concerts live and other forms of activities, the interactivity of Jiangxi Folk Song Chorus has been greatly enhanced, attracting the attention and participation of more young people. In addition, digital technology has also promoted the innovation of Jiangxi folk song chorus education and training. The emergence of online education platform, so that the heritage and teaching of Jiangxi folk song chorus is no longer subject to geographical restrictions. Learners can learn the knowledge and skills of Jiangxi folk song chorus anytime and anywhere through online courses and distance learning. This emerging interactive way helps to expand the audience of Jiangxi folk song chorus and improve the level of inheritance and innovation. However, with the updating of interactive methods, Jiangxi folk song chorus also faces some challenges. For example, the originality and copyright issues of Jiangxi folk song chorus are becoming more and more prominent in the online environment. In addition, over-reliance on digital technology may lead to the neglect of traditional singing techniques and the lack of atmosphere for live performances. Therefore, while enjoying the convenience and innovation brought by digital technology, we should pay attention to these problems and actively explore solutions to ensure that the tradition of Jiangxi folk song chorus can be inherited and carried forward [13].

5.3. Innovation in Education and Training

Under the background of digital technology, the education and training methods of Jiangxi folk song chorus have experienced significant innovations. First of all, digital technology provides brand-new teaching resources and means for Jiangxi folk song chorus education. Teachers and students can share high-quality teaching resources, such as music teaching materials, teaching videos and audios, through online platforms, which improves the quality of teaching and learning effects. Secondly, digital technology has changed the traditional education mode, making the education of Jiangxi folk song chorus more convenient and personalised. Students can learn anytime and anywhere through the online learning platform, choosing the learning content according to their own needs and progress, thus realising personalised learning. At the same time, teachers can also conduct distance teaching through online teaching tools, providing students with more flexible and diverse teaching services. In addition, digital technology promotes interactivity and participation in Jiangxi folk song choral education and training. Through the online social platform, students can communicate and share with other learners to learn and progress together. At the same time, teachers can also collect students' feedback through online questionnaires and discussion forums to adjust teaching strategies in time and improve teaching quality.

In summary, digital technology has a positive impact on the education and training of Jiangxi folk song chorus. It provides new teaching resources and means, changes the traditional education mode, and enhances the interactivity and participation of education. However, it also faces some challenges, such as the insufficiency of technical equipment and the limitations of the network environment. Therefore, the introduction and application of digital technology need to be further strengthened in the future to improve the overall

level of Jiangxi folk song choral education [14].

6. Problems and Countermeasures

6.1. Problems faced by Jiangxi folk song chorus under the background of digitalisation

In the context of digital technology, although the inheritance and innovation of Jiangxi folk song chorus has achieved certain results, it still faces some problems.

Firstly, there is a shortage of traditional folk song chorus inheritance talents. With the change of modern lifestyle, young people's interest in traditional music is relatively reduced, resulting in the succession of traditional folk song chorus talent fault. In addition, due to the lack of professional training and inheritance mechanism, the skills of traditional folk songs chorus face the risk of being lost. Secondly, the popularity of digital technology has brought a certain impact to the traditional folk song chorus. Under the background of digitalisation, people are more inclined to obtain music resources through online platforms rather than experiencing traditional folk song chorus in person. This makes the audience scope of traditional folk song chorus gradually narrowed, facing the danger of marginalisation. In addition, although digital technologies provide new possibilities for the innovation of Jiangxi folk song chorus, there is still some controversy and confusion about how to use these technologies correctly and how to maintain the characteristics and purity of traditional music in innovation [15].

6.2. Response Strategies and Suggestions

Under the background of digital technology, the inheritance and innovation of Jiangxi folk song chorus face many challenges, such as the loss of traditional music elements, the indifference of the younger generation to traditional music, and the impact of digital technology on the music ecology. In order to cope with these problems, this paper puts forward the following strategies and suggestions:

Strengthen the education and training of Jiangxi folk song chorus. Cultivate more talents with Jiangxi folk song choral skills by setting up relevant specialisations, courses and lectures. At the same time, Jiangxi folk song chorus into the primary and secondary school music education system, so that students from childhood contact and love this form of music. Secondly, the use of digital technology to promote Jiangxi folk song chorus. Through social media, network music platforms and other channels, Jiangxi folk song chorus works can be released, so that more people understand and appreciate this kind of music. In addition, virtual reality, augmented reality and other technologies can be used to combine with Jiangxi folk song chorus to provide audiences with a new music experience. Again, innovate the performance form of Jiangxi folk song chorus. It can be combined with modern music elements to create Jiangxi folk song chorus works with the characteristics of the times. At the same time, various types of folk song chorus competitions and performances are held to encourage singers and groups to innovate performance forms and enhance the attractiveness of Jiangxi folk song chorus. In addition, strengthen the protection and inheritance of Jiangxi folk song chorus. Collect, organise and digitally preserve traditional folk songs and choruses to ensure that the musical heritage is passed on.

At the same time, set up special funds to support the research, creation and performance activities of Jiangxi folk song chorus. Finally, build a communication platform for Jiangxi folk song chorus. By organising seminars, workshops and other activities, it promotes communication and cooperation between experts, scholars and practitioners in the field, and jointly promotes the development of Jiangxi folk song chorus.

7. Conclusion

Digital technology has brought new development opportunities for Jiangxi folk song chorus, and also put forward new requirements for its inheritance and innovation. In the future development, we should make full use of the advantages of digital technology to inherit and carry forward the culture of Jiangxi folk song chorus, and at the same time focus on solving the existing problems to promote the prosperity of Jiangxi folk song chorus in the digital era.

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