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The Presentation Form of Short Videos of Chinese National Instrumental Music Performance — Based on the Content Analysis of the Douyin and B Stations

Xu Xiao¹, Feng Ya²

Abstract

This study mainly analyzes and expounds the innovation mode, discourse pattern and cultural exchange of short videos of national instrumental music performance through data collection, processing and encoding. It is found that the emergence of short videos not only activates the innovation of the presentation form of national instrumental music performance art, but also changes its discourse pattern, showing a trend of centralization. The dissemination and presentation methods of short video also build a bridge of cross-cultural interpretation for its development and inheritance, so that its cultural value and artistic aesthetic value are extended and its connotation is deepened.

Key words: *Chinese national instrumental music performance; short video; presentation form; content analysis*

Introduction

From the ancient "the rule of the king, astronomy, personnel, grace, will in poetry, in the ritual, has become in music" to the establishment of modern "national standard consciousness", to the modern and the world music culture fusion, with the national instrumental music as the main expression tools and form of Chinese music, since ancient times in people's production and life, artistic creation, education research, cultural exchange, and other fields has an important position and influence, it carries rich history, culture, folk customs and emotional connotation. For a long time, though, The Chinese music carried by the national instrumental music art is difficult to become a broad form of public music in the real social life, It is also difficult to be endowed with high added value like poetry and poetry and literati paintings, Or like Western operas and symphonies that become an important means of mainstream ideological expression and constructing itself, However, in the traditional, western learning and reality, it has gained a high degree of stability, durability in the level of ideas and the continuous development and change of practice in the level of music performance and work creation, In this process, its alternating renewal reflects the essential evolution of the social civilization system (Wu, 2019), From this dimension, Chinese music in modern society has the value significance and discourse status that other art forms cannot replace.

The development of national instrumental music performing arts is not only closely linked to the development of Musical Instruments, but also inseparable from the overall development

¹ International College, Krirk University, Email: 569231734@qq.com

² International College, Krirk University

of Chinese music culture and Chinese civilization (Zhu & Yang, 2022) and the change of communication background and environment. Therefore, on the one hand, it helps to explore the diversity of instrumental music performance and deepen the research in the field of art; on the other hand, it also pays attention to Chinese culture, so as to have a deeper understanding of the relationship between art and culture, which also plays a positive role in promoting the further innovation and expansion of art. Short video communication, the emergence of ways, so that the national instrumental music performance art in the artistic presentation form has been innovation and development,

Pay Attention to the Form of Performance and Carry Out Type Research

In recent years, TikTok short video platform has successfully flooded into all aspects of people's life, ranking in the first echelon of the short video industry. At the same time, —— B, a video sharing platform for young people, has produced a large number of programs to promote traditional Chinese culture, attracting many traditional culture lovers. Its profound mass base of traditional culture provides a unique performance space for the dissemination of national instrumental music performance art. Although the two platforms are different in audience viewing habits, communication mechanism, communication content and other aspects, a large number of works have emerged on both platforms. Therefore, in order to more comprehensively observe the performance presentation, this study climbs and analyzes the data of the two platforms.

2.1.2 Data Collection and Processing

In view of the different recommendation mechanism of TikTok short video platform and B station, the data crawl was selected by the octopus data collector according to the specific situation. In TikTok short video platform, due to the official recommendation mechanism limited data (a keyword can only climb 300 to 400 data), the author chose "folk music", "national instrumental music" and several common folk instruments in the short video, such as "erhu", "Chinese music", "guzheng", "pipa", "bamboo flute", "suona" keywords for data crawl, more than 1500 video data; in B station, with "folk music" as the key word, 1000 video data. At the same time, the release time of the video, release time set the corresponding screening conditions (video duration control over 10 seconds, 10 minutes, release time limit in 2019 to 2022), and remove repetitive, irrelevant information video, according to the thumb up quantity (keep TikTok above 100000 video, keep B station thumb more than 1000 video) respectively retained 381 (trill) / 349 (B) video, on this basis, Processing of the data, class building, and cluster analysis.

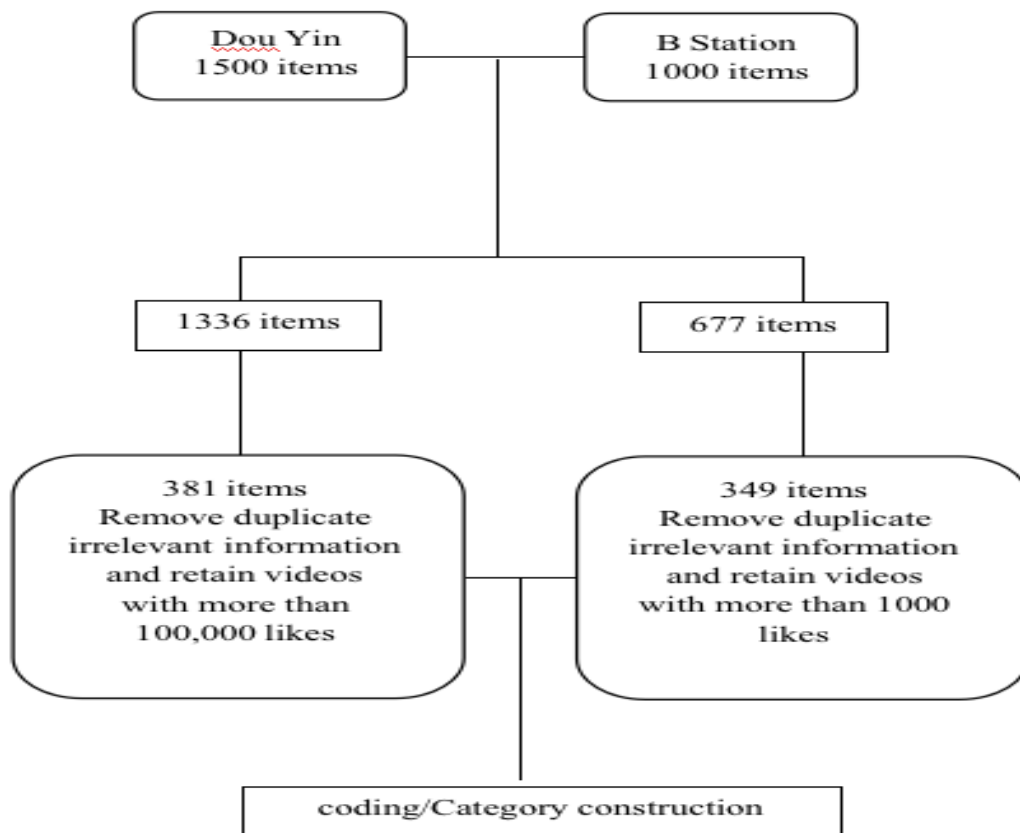
data specification:

(A) Limitation of video duration: The duration of videos selected in this study will all be controlled within more than 10 seconds and within 10 minutes;

(B) Selection of release time: The overall spread of national instrumental music performing art in short video platforms or video sharing websites is relatively large, so the time of release needs to be controlled during data collection and screening. From the overall situation of the collected data, whether on TikTok short video platform or B station, the number of video works related to national instrumental music performing arts has increased intensively since 2019. At the same time, 2019 is an important node for TikTok short video for the rapid growth of user scale. It is also in this year that Douyin strengthened the optimization of content operation and recommendation algorithm, and started its overseas market exploration.

Moreover, according to the 2019 TikTok Data Report, TikTok has made advantage of the platform to spread knowledge, art and intangible cultural heritage, and has become the largest knowledge, art and intangible cultural heritage communication platform in China. For 2019 is also a year for its "strength out of circle". Relevant data show that in the fourth quarter of 2019, the monthly active UP owners (contributors) in B exceeded 1 million, with a year-on-year increase of 80%; the monthly contribution increased 66% to 2.8 million. PUGV (a high-quality video created by the UP master) accounted for 91% of the total views on the platform in the fourth quarter, and B station is moving forward as a nationwide video platform. Based on this, the author selected the cutoff time of 2019 and 2022 as the starting time for data selection.

(c) thumb up quantity: in data acquisition, thumb up quantity is an important measure of video heat, it reflects the audience recognition, the influence of the content and appeal, so in the video data screening, according to the thumb up narrow total data, improve the research efficiency at the same time also make the research can more focus, has a certain scientific nature. Although from the point of horizontal comparison of obtain data, TikTok and B station like quantity has a certain gap, but it and the total platform users, users viewing habits have a certain relationship, research mainly for the national instrumental music performing art related short video content, for the horizontal contrast between the platform in this further consideration.



Flow Chart of the Data Processing

Source: Collation of this Study.

Data Encoding and Category Construction

Based on the data obtained and screened, the author encodes the differences between the performance elements, performance methods and presentation forms in the video, and divides the national instrumental music performance art into three main modes of performance communication. Although the data show each transmission mode of coverage, proportion has a certain gap (including "stage rendering viewing mode" accounted for more than 90%), but the three modes have won the more attention of the audience and to a large extent, promote the spread and development of national instrumental music art (including "speak and play guide reward mode", part of nearly 200w thumb up, "instrumental music + drama and play mode", part of the video playback volume as high as 2000w).

Text Content Analysis Based on Video Tags and Bullet Screens in B Station

Select the top 30 videos with high playback volume from the data of the station B to obtain the video tag content. The video label can quickly and accurately locate the field and topic of the video, and can also provide the audience with the details of the video content, so as to understand the main content and the cultural elements involved in the video in the greatest extent to the first time. The acquisition of bullet screen data can obtain the timely feedback and interest points of the audience, and also monitor real-time hot spots, analyze the interaction and communication between different interesting groups and cultural circles, so as to observe the cross-cultural interpretation of national instrumental music performance art in the dissemination of short videos. The basic data information is shown in the table.

Video Label Information.

order number	Video name	Playback volume (times)	Video label
1	Drum music "Lanling King into the battle song" headphones open the largest! Come to listen to thousands of troops!!!	20870000	Dynamic video; pipa; Chinese style music; Hanfu; ancient style; playing; music; playing; Chinese costume day
2	Fang Jinlong, a master of Chinese music, used a pipa to imitate 18 instruments	4862000	Pipa, folk music, Musical Instruments, performance, music, performance, Fang Jinlong, music, solo
3	[No suona, good meaning to call rock and roll?] Listen to two folk music masters who play fun, how to make the "letter you" ignite!	2341000	Folk music; rock 559,0001126;; rock; play 6229,00011,000;; performance; music; music live; music live; concert; suona; Chinese music; China Ruan; National Grand Theater
4	[Instrumental music] When the folk orchestra played "black people carry the coffin", you you you you.....	1797000	Playing; playing; music; playing; music; pure music; instrumental music
5	[Huaxia Ancient Orchestra of Henan Museum] restore the ancient Musical Instruments to perform the national style "Qingping Music", and feel the beauty of China through thousands of years	1201000	Guqin; guzheng; folk music; Chinese music; Chinese style; ancient style; performance; music; Chinese Clothing Day; Chang'an Twelve Hours; Classical music season; Henan Museum
6	[Yu Kewei Canyon Chinese Orchestra] "Wan" is very beautiful! Chinese style singing collide with Chinese folk music	1145000	Summer sound waves; Chinese music; Chinese music; original songs; King of Glory; MV; Chinese MV; electronic ports; ancient songs; Chinese music; Yu Kewei

order number	Video name	Playback volume (times)	Video label
7	[Guqin] Believer [Folk Music disco dancing ~]	1144000	Guqin; folk music; performance; music; Believer
8	Fang Jinlong played "Jasmine Flower" live, and changed the tune unexpectedly became a Japanese version?	1064000	Pipa, Japan, Musical Instruments, playing, life, daily, Fang Jinlong, adaptation, music, live, jasmine, CCTV network quick watch
9	Folk music version of "Beautiful Myth" — time tunnel love, broke the conventional happiness [Guqin / guzheng / flute / erhu]	1028000	Flute; Erhu; Guqin; guzheng; folk music; Chinese style music; performance; Music performance Challenge; Ensemble
10	[Folk band vs Suona] When suona rings, it is not Xi is sad!	1023000	Chinese music; Chinese music; Chinese music; playing; playing; music; playing; turning; Ge Dongqi; suona; Xi; folk music is also crazy
11	This is the cultural export! Chinese 4 "folk music boss" foreign hit the field, listen to the foreigner a leng a leng!	1003000	Pipa; erhu; folk music; music review; performance; music; abroad; fishing boat singing evening; new horse racing; suona
12	[(Because) the chicken you are too beautiful · folk music adaptation] ji you are too beautiful [amazing beautiful drama and "the wedding in the dream"] [new strange sound folk music] [bamboo flute erhu and voice] (chicken you are too beautiful) (because you are too beautiful) Cover. CAI Xukun	950000	Erhu; folk music; Cai Xukun; playing; music; chicken you too beautiful; opera; because you are too beautiful; bamboo flute; adaptation; new strange sound; the dream wedding
13	Listen to the folk music this version of "men when self-improvement" good to hear?	897000	Folk music; music; performance; ensemble; men when self-improvement
14	She used a guzheng, let the foreigner continuously applaud for 90 seconds! Netizen: This is the charm of Chinese folk music	888000	Guzheng; folk music; Chinese style music; Chinese style; music review; ancient style; performance; music; music scene; summer explosion liver challenge; Cheng Hao Ru; Wang Zhongshan; ink rhyme
15	[Folk music x rock] the same way — New Year instrumental music chaos stew	883000	Pipa; erhu; guzheng; folk music; rock; guitar; playing; music; performance; magic; master; ensemble; xiao
16	Folk music version of The Fire: Do you remember summer?	859000	Mijin Xuanshi; performance; music; ancient music; summer; healing; folk music ensemble; folk music is crazy
17	[Folk music ensemble] Hundred battles into a poem — "King of Glory" 100 hero tribute song	859000	Guzheng 165,000694;; guzheng; folk music 234,000798;; folk music; national style music 387,0001314;; king of glory 5,979,00023,000;; King of glory; playing; music; playing; King of Glory three summer dare for the waves-oriented; national wind; ensemble; hundred war into poetry; King 100 heroes; three summer dare to wave-oriented
18	[Ultra-burning! High-energy] Western music and folk music fighting piano for the second round!	766000	Folk music 234,000798;; folk music; performance 6,229 million 11,000;; performance; film; film editing; net drama; burning; western music; high burning; super burning

order number	Video name	Playback volume (times)	Video label
19	Folk music ensemble: "Love circle" millions of Chinese word-filling version? A little on the head!	756000	Flower coriander; love cycle; folk music; music; music; performance; national wind-youth line; animation music; Qixi Festival
20	[Happy birthday, my motherland] French street, folk music ensemble. If faith has a color, it must be Chinese red!	728000	Erhu; National Day; guzheng; folk music; musical instrument; playing; music; national performance challenge; national music is burning; ensemble; I love you China
21	The theme song of Journey to the West suddenly sounded in the French street, see foreigner! Chinese folk music shines brightly!	712000	Guzheng; folk music; performance; music; music synthesis; national music UP master; journey to the West; street artist; beauty; classic old songs; Musical Instruments
22	My youth is coming back! Folk music / rock reproduction classic: [goblin's tail] three song string burning	702000	The tail of the goblin; flute; pipa; folk music; Chinese music; rock; playing; music; playing; playing; childhood; childhood; ancient style; ensemble

Video Tag Information (Continued).

order number	Video name	Playback volume (times)	Video label
23	[Xi] Suona VS folk music ensemble, the ending was amazing was injected into the soul?	685000	Folk music; performance; music; performance; performance challenge; adaptation; Ensemble; Suona; Xi;
24	[The best Spring Festival BGM, the flavor is not strong?] The "All-Star Team" folk music version of the "Spring Festival Overture" played at the National Center for the Performing Arts	670000	Pipa; Erhu; Folk Music; Performance; Music; Performance; Central Chinese Orchestra; China Radio Chinese Orchestra; National Grand Theatre; Peng Jiapeng; Li Huanzhi; 2022 New Year Music Battle;
25	[Canyon Chinese Orchestra X Mao Yi Yi] The folk music version of "Xiang Yu Yu Ji" sings forever	643000	Original music Challenge; Chinese music; Chinese style; original songs; King glory; music; original music; electronic sports; national music; national orchestra; national instruments; Chinese music; music chaos
26	Folk music version of "a hundred wars into a poem" the audience high burning! After 2 minutes and 34 seconds of the suona out, the hero array	638000	Music sharing officer; original song; King of Glory; music; original music; e-sports; KPL war poetry is in place; Music sharing officer 2.0
27	arrogance! The "National folk music team" played the "General Order"	634000	Music sharing officer; folk music; performance; music; music; music scene; music scene; conductor; Central National Orchestra; Spring of National Music; National Grand Theatre; General Ling; Liu Sha; Gu Guanren; Music Sharing Officer 2.0

order number	Video name	Playback volume (times)	Video label
28	[N kitchen ecstasy] burning to the 90 after the classic animation series anthology folk music x orchestra x electric vocal group interpretation "FIRST LOOK"	628000	Conan; performance; autumn music season; animation music; medley; ensemble; Digimon
29	High combustion! Folk music fried street version of "Cao Cao"!—"If a hero, how can we not understand loneliness" [Guqin / guzheng / hu / pipa / flute]	603000	New Chinese music; flute; Guqin; Romance of The Three Kingdoms; guzheng; folk music; Chinese music; playing; music; playing; Chinese style; Chinese music; Performance Challenge 3.0
30	The folk music version of The Popper is so crazy!1 minute and 10 seconds of high burning, Eason Chan has not heard of the version!	588000	Flute; pipa; erhu; Eason Chan; guzheng; Chinese music; Chinese style; playing; playing; challenge; music; turning

The author also through the data collector for the barrage volume of the first "drum music" Lanling King into the array song "headphones open the largest! To listen to the thousands of troops!" Extracted and analyzed the bullet screen data, and more than 7,000 bullet screens were obtained, with word cutting and word frequency statistics, and word cloud maps were generated through data visualization, so as to further analyze the cross-cultural interpretation of national instrumental music performance art in the short video communication.



Word Cloud Map.

Based on the Analysis of the Communication Subjects in the TikTok Short Video Platform

In this research part, the author takes the users who publish the relevant content of national instrumental music performing art in the TikTok short video as the research object, and analyzes the change of the information sender and discourse dominance in the communication process from the perspectives of the communication subjects, their generated content, public

participation and interaction. Based on the acquired data information, Sort the number of fans of related up owners from high to low, Select more than 100 up main information by random sampling (isometric sampling), Then through coding it is divided into "because of interest or accidental behavior to spread of ordinary users" (34%), "engaged in the media industry or docking with the media propaganda department of professional users" (13%), "has the news media professional knowledge and according to the Internet transmission characteristics content production or share professional users" (19%), "focus on" national instrumental music performing art "vertical users (mainly refers to spread" national instrumental music performing art of individuals, organizations or institutions ") (61%).

Three Innovation Modes

The viewing mode of the stage presentation

National instrumental music performance in the process of short video transmission, stage rendering viewing mode is the most common way of presentation, and most of the performers and video creators is easy to grasp performance and transmission, it by "performers", "instrument", "stage" "and" short video audience " basic elements, present content is pure instrumental performance and performance process.

Than concert hall or theater stage, digital sound and image form more attractive for the public, short video viewing mode is a smaller version of the stage, the audience and actors are in different time and space, short and fine works and diverse and novel stage brings the unprecedented visual impact to the audience, especially for instrumental music, actors, selective selectivity, for the public viewing brought great audio-visual freedom. National instrumental music performing art viewing mode is not in the short video transmission space, but its in the short video spread to adapt to the new communication space change make it won the audience of applause, it also thanks to the actors in the performance and spread, for stage, costumes, repertoire choice or the video clips, on the premise of considering audience preferences for excellent production, obviously, in a short video transmission platform, shoddy video content is difficult to cause the resonance of the audience. In the viewing mode proposed in this study, the author actually presents the performance activities to a digital stage, which is usually a pure performance process. In this reduced version of the stage, the video creators digitally package it, realizing the gorgeous upgrade and transformation of the performance presentation picture, and finally delivering the information content to the public through the short video media.

"Instrumental music + drama"

Chinese national instrumental music carries the Chinese traditional culture, records the traditional Chinese traditional society to modern society for thousands of years of social change, the change of the way of life, the performance activities and practice is usually by a certain experience of folk artists, in the process, creation and performance is a whole, the performers in their own unique way, expression or creative works, and through unique skills, music language or improvisation to show works of art. National instrumental music performing art from ancient and modern development, experienced the influx of western ideological trend of shaking, traditional music concept, the impact of Chinese and western music ideas, modern music, in the vortex of traditional, modern and western culture, national instrumental music performing art is constantly specialization, diversification, but the improvement of specialization, also led to the "gen" "play" separation phenomenon, especially for the part born and development of folk instrumental music performance, "bad" phenomenon is particularly

significant. However, with the advent of the era of short video, the process of creation and performance began to appear to the public in a new form of expression. The performers showed their creation and performance process through the form of repertoire reconstruction or adaptation, improvisation or variation, cross-field performance and so on. The creative performance mode studied in this study mainly aims at the typical presentation mode of "instrumental music + drama" of national instrumental music performance in short video communication, that is, performers or short video users add certain drama performance elements in the process of instrumental music performance.

In the process of artistic practice, the performers or creators present to the audience various forms of expression by processing the players, Musical Instruments, musical texts, scripts, video pictures and other elements, as well as the application of new media technology. And this behavior process may be produced in the performance, with certain improvised elements, also may be after strict "before" the script creation, performance of the lens language control and "after" sound packaging, whether what form of creation and performance, its presentation to the short video audience's works of art must be instrumental music performance as the main purpose, supplemented by dramatic elements, and with a certain story line or the plot. To sum up, it is the national instrumental music performance art in the era of short video original music form, it is also to adapt to the short video transmission process of music visualization, not only by the attention of instrumental music performers, also loved by the short video audience, in the development of instrumental music performance transmission history has certain research significance.

As "theater" form of actors, stage, performance, plays has more strict requirements, national instrumental music performance in a short video fusion of the same music accomplishment, performance level, performance, script writing has higher requirements, at the same time, the video clips, late packaging, network sensitivity to control is also its short video is attractive important factor. Therefore, this kind of performance form usually appear in the national instrumental music performance as the main content of up main account, they generally have a certain fan base, in the field has a certain popularity and its account operation is relatively mature, and the performer himself is after long-term playing skills training or have certain experience. In order to expand the audience coverage, the video up master usually carries out multi-platform operation and management, such as TikTok, Kuaishou, B station, Weibo, YouTube, etc. This operation mode enables them to gain a wider range of audience groups and attract users with different backgrounds and interests, so their works will be released on multiple platforms.

The guided reward mode of speech and speech combination

The word "guide reward" at first usually applied to cultural communication, especially tourism, in the field of art and culture, although it is no longer a strange existence, but the academic research on it, is still in a primary stage, only Yang ChunLAN (2018) in the musical "Elizabeth" play guide reward, for example, systematically analyzed the type of art guide reward and methods. He believes that art guide appreciation is the product of the mass market and a tool to serve the market and the audience. Guided appreciation can close the distance between the audience and the works, so that the audience can have a better viewing experience. In the field of art research, some scholars have also studied music festival and concert guides, etc, but the number of studies is small, and a complete theoretical construction has not been formed at present. Therefore, in this study, it is necessary to first explain the proposed guided reward mode.

The author thinks that from the meaning of words can be "guide" as "guide + appreciation", in this mode, performers or art managers will provide the audience with information, guidance or help to understand and learn music resources, including music theory, composition, performance skills, music history, musical instrument teaching, or specific genre and style, usually by providing explanation, examples, practice or step-by-step instructions to help learners develop their music knowledge and skills. Music guide can also be called a music viewing guide, which can meet the expertise of different levels of people, including from beginners to professional musicians, and covers a wide range of topics. They can also become valuable resources for self-study, music education courses or professional development of musicians, so they also have certain significance for educational communication. "Guided reward" in the national instrumental music short video of performing art transmission mainly shows as, the performers in instrumental music, usually through language, supplemented by text, pictures display form of performance tools, repertoire, performance style and related information to explain, it has the classroom demonstration education significance, but more is on the performance, its purpose is more focused on the spread of music performing art, it is a kind of performers in the process of innovation, for the audience, is also a special way to watch.

The development of information technology and the improvement of people's living standards make art begin to enter social life, and the emergence of short videos has once again changed the way people receive information, and also made art and culture popular, especially the traditional culture that has left real life for a long time back to the public view. As an important part of the Chinese traditional culture of national instrumental music performance, although from the ancient ritual participation, performance and other activities belong to the development of visual, but the visual present in reality due to geographical space, time limit, spread by great limitations, to the recording machine, most people receive national instrumental music art or in the identity of the audience, it is a simple auditory rendering. This state of communication continues for a long time, so that many viewers, even if they have the opportunity to contact it, they are also full of strangeness and distance. The emergence of short videos reproduces the national instrumental music performance in a visual form, and it is the dissemination and presentation of a wider range and richer content. This visual presentation for national instrumental music performing art is a kind of ideographic spatial supplement and emotional strengthening (Duan Peng, 2022), make its really become acting on the stage, and successful "circle", no longer just become popular music accessories or partner, but as the symbol of "traditional music culture" for the spread of art and culture. In inclusive strong short video communication atmosphere, performers and art communicators got more performance and communication opportunities, also mastered the interpretation and voice, make the visual present not only in the form of pure appreciation performance, also can in a more intuitive, the audience can understand the information way, so the emergence of national instrumental music performance guide reward mode is not accidental, he is art performers and their communicators in music performance visual spread from the form of exploration and innovation, let the national instrumental music performing art in a way to stage, get more attention.

The Transformation of the Discourse Pattern

With the advent of modernization, globalization and the information age, the global mass and pop music culture occupies the majority of the media and social network space, and affects people's aesthetic orientation and value judgment in a large range. Compared with this kind of pop music culture, as an important branch of Chinese music and carrier of national instrumental music performing art in network communication space of market share, it also

lead to some content may be squeezed by the popular music culture and marginalized, causing its voice damage or even loss. This is also the stage communication dilemma of national instrumental music performing art in the face of modernization and informatization.

In recent years, the popularity of short video and the national attention of excellent traditional culture, originally more inclined to entertainment, popular popular music culture spread of all kinds of platform also began to accept traditional art culture, including national instrumental music performance, national instrumental music performing arts in the short video unique spread of ecological environment and discourse system also began to the public view, its discourse pattern also changed, presents the obvious trend of decentralized spread. Can be seen from the relevant data, the transmission subject has mastered from the traditional dissemination of national instrumental music art resources and the core technology of elite groups gradually dispersed in the social culture from all walks of life, in various fields, in addition to part of the vertical users harvest a lot of attention from the audience, the content generated by other users and the public through comments, forwarding and share behavior also to a certain extent influence and shape the public opinion and voice.

On the one hand, it is reflected in the change of the communication subject. The rise of social media has given the general public the opportunity to directly participate in the expression and dissemination of information. Especially with the advent of the era of "we media", a large number of individual users have become bloggers or Internet celebrities. They have gradually become the main body of information dissemination with their personal characteristics and sensitivity to the trend of The Times. From the data sample of the ethnic instrumental performing arts in this study, Its main body can be roughly divided into "because of interest or accidental behavior to spread of ordinary users" (34%), "engaged in the media industry or docking with the media propaganda department of professional users" (13%), "with news media professional knowledge and according to the Internet transmission characteristics content production or sharing of professional users" (19%), "focus on" national instrumental music performing art "vertical users (mainly refers to the committed to spread" national instrumental music performing art of individuals, organizations or institutions ") (61%). Communication subject has mastered from the spread of traditional national instrumental music art resources and the core technology of elite groups gradually dispersed in the social culture from all walks of life, in various fields, in addition to part of the vertical users gain a lot of attention of the audience, other users generated content and the public through comments, forwarding and share behavior also to a certain extent, influence and shape the public opinion and voice.

On the other hand, it is reflected in the attention and recognition of the national instrumental music performing art in the short video communication space, which has greatly improved its discourse status. First, the enhancement of cultural confidence and cultural consciousness, the national policy to the traditional art culture tilt led a large number of literary creators to begin to pay attention to their own national culture, traditional culture, in the art dissemination, also more willing to national representative culture to the international market and stage; second, people accept and spread traditional art and appreciate the traditional instrumental music performance, obtained cultural identity and identity, part of the works are aroused the common memory and emotional resonance, which also brings more attention to the national instrumental music performing art.

At the same time, the spread of the process of expression has become one of the key factors of the discourse pattern change, which is also we say when talking about easy to ignore a fact,

namely the wisdom, skills, humor, fashion, sensitivity to the trend of the culture, involved or cover the knowledge information and grasp of the audience psychology, etc., has affected the change of discourse pattern (penlan, 2013). Specifically reflected in the following aspects, Part of the communication subjects that have adapted to the discourse mode of mass culture have broken the inherent seriousness of national instrumental music art, It also breaks the traditional sense of authority in the dissemination of national instrumental music performance; The other part of the older generation of artists or professional players who think that they will lose their right to speak in cyberspace are not actually abandoned by The Times, But actively made changes in the pattern and way of discourse, In this way, to more adapt to the individual group cultural characteristics of contemporary youth, It has also become a pillar of the spread of national instrumental music performance in cyberspace, This pattern promotes the development and reform of national instrumental performance art in depth and width.

Conclusion and Recommendation

First, through the combination of various musical forms, the integration of different musical styles and the cross-border cooperation in different fields to achieve the cross-cultural interpretation in the form of performance. National instrumental music performing art in recent years in the process of short video spread presents a more surprise spread state, it largely thanks to its shackles on the performance creation began to traditional concept, the vision to the popular pop music, western music worth learning or desirable composition, on the creation of ideas at the same time, not the original cultural circle, gradually and dance, painting, film, television, history and other different fields of artists or art groups opened the cooperation trip. This kind of cooperation in music form, music style and different fields has brought a new artistic and cultural experience to the audience, and expanded the scope of dissemination. The combination of various musical elements, musical forms and the integration of different styles attract a large number of audiences scattered in different circles, while artistic creators in different fields use their influence and audience base to make more people feel the collision and fusion of culture.

Second, it is reflected in the cross-cultural interpretation through the construction and integration of symbolic meaning. In the process of short video communication, the generation and construction of symbolic meaning are usually used to realize the communication and understanding between different cultures or different systems of cultures, so as to realize the function of cross-cultural symbol communication (Xiao & Zhang, 2020). Cross-cultural communication is of great significance in China's cultural export and cultural exchange, and there are not a few successful cases, among which the more prominent "Plum Qi short video" once attracted hot discussion and praise. She was able to have such a big influence in the Chinese culture communication and communication, in addition to the video of the charm of Chinese culture, more is the picture under the hidden symbol meaning, and it is the construction of the symbol to make plum and pure in a quiet way to the Chinese culture to the countries around the world. National instrumental music performing art is so, the bearing of folk customs, folk customs, history and cultural elements are belong to China unique national cultural symbols, and short video as an audio-visual transmission channels, on the one hand, it can integrate the multicultural symbols, recessive symbol meaning, on the other hand, the creators provide broad space, form cross-cultural style, national instrumental music performing art in this transmission space also opened its unique cross-cultural communication interpretation and rendering.

Third, it is reflected in the cross-cultural interpretation through the communication and interaction of different interesting cultural groups. Under the dividend of the rapid development of network information technology, the space-time limitation of information transmission has long been broken, which then brings about the explosive growth and fragmentation of information in the field of network space. The development of information technology makes the geographical distance between people closer, the richness and availability of resources in extension and enhancement, the world seems to become a close community, but there are many factors affecting the formation of the community, information own attributes, user groups, information technology, political, economic and cultural communication background and environment under certain conditions affect the flow of information, but in essence, compared with technology, environmental factors, people's preference will become the decisive factor of the balkans information space. The barriers based on the interesting demand intensified information differentiation and isolation, people always habitually learning and focus on their interested in areas and ignore or directly abandoned by he called "alternative" circle, and the habit of cocoon room effect split the social groups, disciplines, cultural groups and circle links between circle, cause the imbalance in the process of information circulation and the uneven distribution of resources. But with the development of network information technology, Chinese national instrumental music performance art, which is the information carrier with multiple attributes of culture and art, has already realized the leap of offline to online geographical space, Especially in the short video transmission space, Different interesting groups can use thumb up, comments, barrage interaction to supplement information or reproduce knowledge, This process both meets the individual needs, It also greatly affects the theme expression, connotation extension and personality transformation in the original circle layer, Promoted the linkage and integration of different cultural circles, Information exchange through bidirectional cultural complementarity, Gradually formed a diversified cultural symbiosis of the circle layer communication system.

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