

# Research on Innovative Communication Strategies of He Luo Da Gu Rap Art in the New Media Environment

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**Abstract:** *He Luo Da Gu is a unique rap art form in Henan Province, China, this art form has a large number of audiences, In the past, He Luo Da Gu rap art is an important form of entertainment for the people in Henan Province, China. However, with the birth of various new media forms and various new entertainment methods, the traditional influence of He Luo Da Gu rap art has been dissipated, and a large number of audience groups have been lost. Therefore, only through the joint efforts of all walks of life to solve the above problems with the development of He Luo Da Gu rap art, can we truly help the innovative dissemination of He Luo Da Gu rap art in the new media environment.*

**Keywords:** New media environment; He Luo Da Gu rap art; Innovative communication strategies.

## 1. INTRODUCTION

The art of He Luo Da Gu rap is a unique folk rap art form in Henan Province, China. The art of He Luo Da Gu rap can be traced back to the historical Luoyang Qinshu. The He Luo Da Gu is a traditional form of music that is expressed through a combination of rapping. The art of He Luo Da Gu rap contains a simple educational function and a folk aesthetic pleasure function, and the He Luo Da Gu artist conveys the story to the audience through rap, and also conveys positive values to the audience, which improves the audience's ability to distinguish right from wrong. Over the past 100 years, the He Luo Da Gu has a large audience in Henan Province and surrounding areas in China.

## 2. THE HISTORY OF THE DEVELOPMENT OF THE ART OF HE LUO DA GU RAP

Mr. Lu Wucheng, the sixth-generation inheritor of the He Luo Da Gu rap art, said in his book He Luo Da Gu: The art of He Luo Da Gu rap originated from the historical Luoyang Qinshu. however, due to the various cumbersome requirements of the early Luoyang Qinshu, its audience was not large. By chance, Luoyang Qinshu and Nanyang drum, these two art forms fused together, the two complemented each other, and gradually formed the early He Luo Da Gu rap art around 1900, and with the passage of time, the early He Luo Da Gu rap art absorbed many high-quality music elements, and finally formed the current He Luo Da Gu rap art form.

Duan Yan, Lv Lu, and Hu Nannan are important representatives of He Luo Da Gu rap art. The three of them played a very important role in the formation and development of the art of He Luo Da Gu rap. In addition, there are many He Luo Da Gu rap art teams that also carry forward the He Luo Da Gu rap art at the same time. Like Mengjin Wang's Qinshu and Drum Class, Yiyang Feng Xian'er Drum Class, Yanshi Ji's Qinshu and Drum Class, Yanshi Lujia Drum Class, and so on. In the era of fewer modern entertainment facilities, the He Luo Da Gu is a very popular folk rap art form of the people of Henan Province, China, with a huge audience base, the props used in the He Luo Da Gu are simple, the performance is light and flexible, and the rap is not limited to a special stage, often in the field can see the active figure of the He Luo Da Gu rap artist, and even sometimes the audience and the He Luo Da Gu rap artist is only separated by a table, the He Luo Da Gu rap artist is in the audience group for rap performance, so it is welcomed by many listeners.

In terms of genre, there are three main forms of He Luo Da Gu: short, medium and long books. From a few minutes to half an hour, the middle part is about an hour long, and the long book is sung for a long time, and the elderly can rap for more than a month. In particular, the long and large books have vivid plot twists and turns, resonant spirits, and loud tones, and are extremely popular. In the past, the long book was an "important yardstick" for He Luo Da

Gu artists, and "whether you can rap a long book" and "how many long books can you speak" were important yardsticks to measure the skills of a He Luo Da Gu artist. From the beginning of the 20th century to the present, the art of He Luo Da Gu has a history of more than 100 years, and in this process of development, not only famous artists have emerged, such as Zhang Tianpei, Cheng Wenhe, Wang Taiping, etc., but also the works of long-form books are very prosperous. Like *Po Jing Ji*, *Hui long Zhuan*, *Jin Zhuo Yu Huan Ji*, *Cai Lou Ji*, *Hui Bei Ji*, etc., are all classic long-form works that have been handed down in the world.

### **3. THE DILEMMA OF THE DEVELOPMENT OF HE LUO DA GU RAP ART IN THE NEW MEDIA ENVIRONMENT**

With the rapid development of the economy, there are more and more ways of leisure and entertainment for the public, and the entertainment tools are more fashionable, technological and intelligent, which are welcomed by many users, especially among young people, and the He Luo Da Gu rap art originated from the folk, Facing the strong impact of multiple trendy entertainment methods, the living space of He Luo Da Gu rap art is constantly compressed, the audience's interest in the rap art is gradually decreasing, and the traditional influence of the He Luo Da Gu rap art is gradually decreasing. Therefore, It is very important to develop and inherit the rap art of He Luo Da Gu enhance the external communication power of He Luo Da Gu art, and improve the wide dissemination of He Luo Da Gu.

#### **3.1 Diversified Forms of Entertainment Strongly Dissipate the Influence of He Luo Da Gu Rap Art**

With the continuous development of new media information technology, the level of public demand for entertainment and pastime has gradually increased, and various forms of entertainment have sprung up like mushrooms after a rain, such as smart phones, tablet computers, etc. are the normal entertainment tools of the public. Even in the rural areas where the traditional influence of the He Luo Da Gu is high, the frequency of the performance of the He Luo Da Gu is gradually decreasing, and the number of audiences for the rap art of the He Luo Da Gu is decreasing rapidly. Helo drum rap artists have either performed fewer times or left the industry, resulting in a serious loss of some traditional repertoire.

#### **3.2 The Age of the Old Artists is on the High Side, and There are Not Many Young Artists, Resulting in an Imbalance in the Talent Team**

At present, He Luo Da Gu rap artists are generally old, due to their advanced age, they have gradually forgotten some traditional repertoire, and there are relatively few young singers, the phenomenon of inheritance fracture is prominent, and the He Luo Da Gu rap art is facing a severe problem of survival and development. In addition, from the perspective of multiple new media, many He Luo Da Gu rap artists are not familiar with the skills of using new media to disseminate He Luo Da Gu, which also leads to the fact that He Luo Da Gu cannot be well disseminated in a wide area.

First of all, the memory of older artists has decreased, which has led to the loss of some He Luo Da Gu works. Due to their old age, the old artists have gradually forgotten some traditional He Luo Da Gu rap works, especially long books. Like "Broken Mirror", there are about 12 times, and the rap time for each time is more than an hour, and the rap of this work will take more than 12 hours. The youngest of the He Luo Da Gu rap artists that the author has researched on the field is nearly 60 years old. Artists generally said that "Broken Mirror" is huge, and because they haven't rapped for a long time, they can't remember this work very clearly, and other long-form works have gradually faded away.

Secondly, there are few young artists. The traditional repertoire of Helo drums is the crystallization of the wisdom of generations of artists. However, once the old artist passes away, these valuable repertoire resources disappear immediately. However, there are few young artists, resulting in many He Luo Da Gu works not being passed on and disseminated in a timely and effective manner.

Finally, many He Luo Da Gu rap artists are not proficient in the use of new media, and cannot use multiple new media to spread the art of He Luo Da Gu rap. Among the artists surveyed by the author, most of the artists use the new media form of WeChat, and other new forms of communication, such as Douyin, Kuaishou and other modern media forms are rarely used, which cannot realize the multi-channel communication effect of He Luo Da Gu rap art, which is also one of the important reasons why He Luo Da Gu cannot be widely disseminated.

#### **4. INNOVATIVE COMMUNICATION STRATEGIES FOR THE RAP ART OF HE LUO DA GU IN THE NEW MEDIA ENVIRONMENT**

The art of He Luo Da Gu rap is a valuable art form that has been accumulated and passed down by generations of He Luo Da Gu rap artists. How to enhance the influence of He Luo Da Gu rap art in the fast-paced modern life is a proposition worth considering. In order to enhance its influence and expand its scope, all walks of life need to work together to find a way out around the characteristics of He Luo Da Gu rap art, build a comprehensive, collaborative and sustainable innovative communication strategy, let traditional folklore forms intersect with modern fashion and technological elements, and use "more diverse, younger and more fashionable" expressions to activate the vitality of He Luo Da Gu art.

##### **4.1 Build a Database of He Luo Da Gu**

Construct the architecture system of He Luo Da Gu and rap art database and the classification standard of database data. On the basis of the above classification criteria, the relevant resources of He Luo Da Gu and rap art can be sorted out regularly, covering academic research papers, related works, video materials, etc., to form a database of He Luo Da Gu and rap art that combines the paper version and the digital reading version, which can not only provide an open and shared data platform for the academic research of experts and scholars, but also provide a solid resource reserve for better dissemination of He Luo Da Gu and rap art.

Realize the digitization of paper materials of He Luo Da Gu and rap artists. With the passage of time, due to frequent use and age, the paper materials stored by He Luo Da Gu rap artists are generally missing, and the text is difficult to read. Therefore, it is urgent to realize the digitization of these valuable paper materials, and it is necessary to accelerate the digitization of these He Luo Da Gu and rap materials, and actively build a database of He Luo Da Gu, so as to lay a solid foundation for actively spreading the art of He Luo Da Gu rap.

##### **4.2 Innovate the Communication Medium of He Luo Da Gu Rap Art**

While building a database of He Luo Da Gu and doing a good job in digital protection, all walks of life should try more communication methods to promote the art of He Luo Da Gu rap. Let the new carrier become a catalyst for the dissemination of He Luo Da Gu rap art, so that "traditional rap art can achieve modern communication", highlighting the beauty of the integration of traditional rap art and modern communication methods.

Multi-dimensional architecture of various social platforms, such as Douyin, Kuaishou, Weishi, WeChat public account, etc., to meet the fragmented needs of the audience, select some classic He Luo Da Gu rap clips to load on these platforms, attract the attention of some young users, expand the communication field of He Luo Da Gu rap art, and increase the audience. For example, Mr. Zhang Huaisheng, a rap artist of He Luo Da Gu, actively uses WeChat to spread the culture of He Luo Da Gu, and in addition, Mr. Zhang Huaisheng also actively trains learners offline, from primary school students to college students to adult groups. Therefore, it is of great significance to actively use the new communication model of "new media + He Luo Da Gu rap art" to expand the communication field of He Luo Da Gu rap art. The new media live broadcast platform has become a popular expression tool for a large number of users. It has become one of the important methods to introduce the new media live broadcast platform into the communication strategy of He Luo Da Gu rap art. In the context of multi-media culture, He Luo Da Gu artists should actively learn the skills of using multiple new media, actively use the fission communication advantages of social media, and use the method of "new media platform + He Luo Da Gu rap art".

He Luo Da Gu artists can record some wonderful short video works, promote the art of He Luo Da Gu rap through social platforms such as Douyin, Kuaishou, Weibo, etc., and appropriately lengthen the video content according to the feedback from the audience. In addition, artists can also use the form of "new media live broadcast platform + intangible cultural heritage", in addition to live streaming the art of He Luo Da Gu rap to netizens, they can also share the history and creative skills of He Luo Da Gu with the audience through "zero distance" communication through simple speech, and continue to launch high-quality content, so as to enhance the communication power of He Luo Da Gu rap art and make He Luo Da Gu rap art obtain better communication effect.

##### **4.3 On the Basis of the Protection of Traditional Forms of Expression, Attention is Paid to the Integration of Modern Elements**

In the new media environment, traditional folk rap art needs to continue its original style characteristics, and also

needs to focus on modernity. Innovation is an important factor in its vitality, and insisting on authenticity is not contradictory to innovation, and innovation will help to improve the communication power of traditional rap art.

When promoting the art of He Luo Da Gu rap, it should also be "lived" on the basis of following the unique rules of He Luo Da Gu rap art, and should take the initiative to adapt to the diversified aesthetic and entertainment needs of the current public, so that modern elements and traditional art complement each other, realize the innovative expression of traditional rap art, and expand its influence among young people. That is to say, while retaining the traditional singing and cultural heritage of He Luo Da Gu rap art, pay attention to the integration of modern elements, not only can integrate some modern elements that the public prefers, such as dance elements, electronic music elements, light and shadow elements, etc., but also should reasonably consider the integration of text, animation, video, live broadcast, H5 and other elements, so that He Luo Da Gu rap art has a more fashionable form of expression, realize live communication, give the audience a new experience, and shorten the distance between traditional rap art and the audience. Let more people appreciate the art of He Luo Da Gu rap.

#### **4.4 The He Luo Da Gu and Rap Art Research Center was Established**

Led by literary and artistic experts and scholars, the He Luo Da Gu Rap Art Research Association was established with the active participation of many researchers, to enhance the communication and influence of He Luo Da Gu rap art, experts and scholars communicate with He Luo Da Gu rap art artists, and take He Luo Da Gu rap art as the research ontology, and can talk about rap language, narrative techniques, performance programs, artist rap styles, etc., and conduct in-depth research on He Luo Da Gu rap art, especially long-form rap works, and retain these valuable resources. This will be of great help to further promote the research work of He Luo Da Gu rap art. At the same time, the establishment of a performance organization of He Luo Da Gu rap art, to attract some artistic He Luo Da Gu rap artists to join, integrate talent resources, expand the performance area of He Luo Da Gu rap art, increase commercial performance activities, enhance the vitality of He Luo Da Gu rap art, continue to stimulate the innovative development of the rap art, and help the healthy development of He Luo Da Gu rap art.

## **5. CONCLUSION**

The art of He Luo Da Gu rap embodies the efforts of many artists and has profound cultural value. In the new media environment, in order to enhance the communication power and influence of He Luo Da Gu rap art, it is necessary for the public to work together to enhance the popularity of He Luo Da Gu rap art in multiple dimensions.

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