Analysis of Music Creation in New Media Environment

Hai-yan Xing

ABSTRACT
With the development and maturity of electronic and network technology both at home and abroad, new media is impacting on traditional media. In the new media environment, music creation has strengthened its cooperation with online media, seized new platforms such as mobile phones and the Internet, and created more diversified musical works, which have drawn more and more attention and favor from the general public.

Key words: New media, music creation, analysis

NEW MEDIA MUSIC CREATION
Electronization of Music Creation
Compared with the music creation in the new media environment, traditional music creation thinking is more backward. It emphasizes logic and linear thinking, while new media music creation is less demanding on these two factors, but instead focuses more on the individuality and free thinking. This development trend is closely related to the maturity of computer editing and replication technology, which makes material handling and content acquisition for music creation easier and more direct. The Internet and mobile terminals have become the main platforms for sharing and distributing music works. There is no more need to worry about music professional rankings, since downloads on the Internet provide music creators with a bigger stage and space. Moreover, electronization and non-linear thinking become the two major characteristics of music creation in the new media environment. Full-featured music creation software of the internet and mobile terminals help music masters and music lovers create and consume at the same time.

Resource Utilization of Music Creation
New media such as the Internet provide abundant music resources for music creation. The traditional music creation is inseparable from the backward writhing mode, while innovative music creation cannot be achieved without various forms of soft synths,

Hai-yan Xing. Xiamen Institute of Software Technology. Xiamen, Fujian. 361024
electronic timbre with different effects and a great variety of audio materials. It requires a lot of time and efforts for the traditional music creation to assemble these audio materials, and the frequent and hard works will gradually extinguish the inspiration of music creation. Fortunately, electronic digital platform has solved this problem. Lots of audio plug-ins and sound materials are available to music lovers, most of which are carefully published by large commercial companies and sold externally via the Internet. Some music products are also available for free download for promotional purposes. Internet sharing has become an effective supplement to music creation resources. The world-renowned music research institutes have successively seized musical talents and resources on the Internet, attract more members with high quality and large amount of audio materials, enriching music research association team and obtaining more valuable music resources at the same time, so that it not only protect the right of authorship of music creators, but also promote the diffusion and prevalence of more music materials and works and increase the participation of music lovers in music creation. Besides, music creators can share music materials with local characteristics from all around the world, and will be able to utilize real-time images and sound transmission while dealing with music data to conduct challenging and omni-directional large-scale music creations, which makes innovative music creation beyond the limitations of time and space.

**Popularization of Music Creation**

New media, with the help of digital technology, makes music creation more popular and extend to every aspect of social life, such as digital magazines, mobile phones, touch media, etc. It is called the “fifth media” as distinct from the four traditional media outlets: newspapers, radio, television and movies. The rapid development of new media music benefits from interactive communication, the new media form based on network and mobile technology providing entertainment services to the majority of music lovers. Wireless communication networks, computers, mobile phones and other terminals become the main stage of performance, more easily accepted by the public, having changed the one-way communication mode of the previous media music and expanded the new way of thinking of information manufacturing and communication with the form of interactive communication and Internet experience. The creation and dissemination of new media music is simpler, more convenient and more effective. It possesses such elements as timeliness, sharing and personalization required by the music of new era, directly benefiting the economic, cultural and artistic development with a tremendous impact. The mass and interactive nature of new media music has also brought about corresponding changes and promotion effects in fields such as the science and technology industry, accelerating the development of unique art category. New media music has successfully combined digital and web technologies. In addition, the development of science and technology in the new era, such as portable computers, high decoding television, IPAD and high-end mobile phones and other mobile terminals accelerate the creation and dimension of new media music. In brief, new media music creation has enriched the tools and methods of traditional music creation, providing professional composers and music lovers with more choices.
NEW MEDIA MUSIC CREATION THINKING

Analysis of Audio Creation

The trend of new media music creation thinking, turning beautiful sound into audio frequency, further make the old traditional mono channel replaced by stereo transmission technology, and the stereo replaced by the family-style multi-channel. Multichannel surround, center and subwoofer are the minimum standards for digital audio. Music lovers have more pursuit of beautiful sounds and higher demands of music products. Traditional music production mode, such as singers’ singing has been unable to meet the social needs. Music production develops from recording studio music to advanced digital audio, and is not limited to famous bands to obtain high quality timbre. Getting rid of the recording studio also accelerated the production cycle of the music works, and the combination of sound, light and image has expanded the type of music creation. Various new technologies and different channels of communication have accelerated the development of music creation. Inputting notes and processing notes are no longer done in written form. Music creators use computers more to develop new timbres and manage music structures, intelligently creating actual sound effects, for example, using online software to modulate sound details, using expander and other digital signal to modulate sound, using digital equalizer to modulate frequency response signal, using digital delay modulator for time domain signal modulation, using noise reduction effects to modulate special effects. On digital electronic platform, the music creators do not use imagination, but directly deal with audio objects and listen to the sound effects, take various types of digital modulation methods and techniques to achieve the most satisfactory music creation effect. The work of recording engineer can be done independently by composers through resources and computer technology under the new media environment. With computer software, composers can use digital audio technology to modulate music effects. The process-based music modulation is replaced and exceeded by music creation based on new media technology. Professional and amateur music creators can also assemble several audio clips when dealing with high-tech and professional music productions, thus creating personalized and innovative music products, which is impossible for traditional music creation.

Analysis of Digital Creation

Using computer logic language and thinking to create music is also an important part of new media music creation thinking. Music creation is achieved creatively. Sound information is created and organized flexibly to constitute music works, breaking the traditional audio aesthetic evaluation. Audio creation and digital creation make the thinking of new media music more diversified, and prefabricated sequence creation can create more music products in the new media music creation platform. The creative thinking of new media music needs more inspiration and creative impulse. Under the new media environment, all kinds of music creation has more imagination space and utilization mode. The unlimitedly open music content performance can break through the traditional thinking of music creation. For example, FM software wavetable synthesis and other high-tech sound synthesis can be used for music creation. In digital music creation, music creators are required to know more simulation acoustic techniques and advanced wave memory technology, use SAMPLING, AN and other technologies to create more various electronic music products.
DEVELOPMENT DIRECTION OF NEW MEDIA MUSIC CREATION

The development direction of new media music creation is to combine the routine ways to create more electronic music products. Traditional music creation has a profound mass base in melody, harmony and so on. Elements such as traditional music counterpoint, orchestration are also necessary to strengthen the harmony of music density and music structure. New media music creation should make use of the electronic technology to break through the limits of music texture and dynamic, give play to the logic and systematicness of the traditional music creation when dealing with the morphological changes of music works, observe music data systematically through spectrum analysis, and verify sound effects with ears. Electronic waveform, noise, etc. break the traditional music system. Infinite pitch and distribution of acoustic field form a new group of sound elements to create a complex but beautiful "sound pile". With algorithm to control and organize sound, new media music creators just need to boldly use their inspiration, change the structure and organization of sound, and adopt acoustic field observer, spectrum analyzer and other advanced technologies to produce music works. Intensity, frequency range and subtle changes of sound can be observed directly on computer. Professional music creators no longer feel headache from overtone and disordered pitch, as these can be observed through new media technology, such as the use of frequency analysis of sound serious and harmony produced by overtones. Interactive music creation combines digital technology, even takes sample of sound in the live scene, and stimulates software program with digital information to produce brilliant performance. Some foreign music creators adjust multi-directional audio image and effect parameters with sound console. A person or few people can complete the live music creation and produce good music works. Modern music creation use computer programs and sensors a lot, turn inductive signal into digital information to produces music, which emphasizes the randomness and performance of music creation. The heritage of traditional music creation also enriches the inspiration of new media music creation, such as the interaction of sound and image, the control of digital images by sound and motion. Real-time music effect device and other high-end music technologies have changed music creators’ cognition of audio world and help them produce many incredible music. Prefabricated audio and digital images accelerate multimedia interaction. Body, sound and image can be combined to make fun and shocking music in real time through electronic and technical means. The interactive creation of music under the environment of new media is a bold attempt. The complete musical works are not limited to a certain score, it can be completed at once, but mostly it is the integration of different pieces of music works continuously triggered in interactive performances. New music techniques such as computer composer, harmony and counterpoint have enriched the thinking space of music creation. Online music resources give amateur music creators more chances to learn music knowledge and communicate with each other, making them quickly grow into a new generation of music creators and create better music works to return to the community and the majority of music lovers.

CONCLUSION

Through the analysis of the phenomenon of music creation in the new media environment such as the Internet, it is easy to see that new media music creation is the extension and development of traditional music creation. Communication and network technology provide
ample resources and broad platform for music creation, narrowing the distance between professional and amateur music creators. Music creation tools are no longer music papers and pens. Digital music technology alters the inertial thinking of music creation, making the dream of creating a great deal of great music products achievable.

REFERENCE