

expressiveness of the violin, but also provided a new direction for the national development of violin art.

Violin instruction is no longer limited to professional colleges and universities. Various public institutions and amateur education have flourished, making violin art more popularised. This popularisation has not only widened the audience of violin art, but also created a broader basis for selecting professional talents.

From early sporadic learning to the establishment of professional music schools and then to the comprehensive system of professional and popular education in the modern era, Chinese violin education has gone through a process of continuous improvement. This process has not only produced a large number of violin talents, but also made important contributions to the overall development of Chinese music education. At the same time, the development of Chinese violin education is a process of continuous internationalisation. From the early introduction of Western teaching methods, the entry of Chinese violinists into the world stage to today's comprehensive international exchanges, internationalisation has always been an important driving force for the development of Chinese violin art.

In the process of development, Chinese violin art has not only inherited tradition but also constantly strived for innovation. Whether creating, performing or teaching, it reflects the characteristics of both inheritance and innovation.

Overall, the development of violin art in China is a microcosm of the modernisation of Chinese music and a vivid image of cultural exchange between China and the West. It reflects how Chinese musicians actively absorb and integrate Western musical elements while preserving national characteristics, creating musical works with both Chinese specificity and universal values. This process not only enriched Chinese musical culture, but also made an important contribution to the diversity of world music.

Thus, by the turn of the 20th and 21st centuries, Chinese violin art had not only reached the world level, but had become one of the bright, independent and deeply original areas of world violin art.

Sources and Literature:

1. 钱仁平《中国小提琴音乐》长沙:湖南文艺出版社, 2001 年出版 234 页. Qian Renping. Chinese violin music. Changsha: Hunan Art Publishing House. 2001. – 234 p.
2. 张蓓莉, 杨宝智《弦乐艺术史》北京: 高等教育出版社 2003年 427页. Zhang Baili, Yang Baozhi. History of the art of string playing. Beijing: Higher Education Publishing House. 2003. – 427 p.
3. Mu Quanzhi Becoming of violin education in China in the first half of the twentieth century // Manuscript. 2017. – № 8 (82). – URL: <https://cyberleninka.ru/article/n/stanovlenie-skripichnogo-obrazovaniya-v-kitae-v-pervoy-pолоvine-hh-veka> (дата обращения: 27.09.2024).

RESEARCH ON CHINESE STUDENTS' SHORT VIDEO CONTENT DESIGN AND CHINESE TRADITIONAL CULTURE COMMUNICATION

Liao Honglin, scientific adviser – M.L. Tsybulsky

This paper discusses the research on the dissemination of Chinese traditional culture in the short video creation design of Chinese students, analyzes the development history of short video and the current situation of short video creation of Chinese students, and analyzes the characteristics of Chinese traditional culture and short video creation from a scientific perspective. Secondly, it will expand the background of traditional

culture, the origin of the development of Chinese short video, the application of traditional culture symbolology in short video, and analyze the characteristics of modern short video communication and conduct in-depth research.

The Chinese traditional culture has a long history, contains rich wisdom and values, and is the spiritual foundation of the Chinese nation. With the acceleration of globalization and the popularization of the Internet, the new media platform has become an important channel for cultural communication, providing new opportunities for the dissemination of traditional culture. Through domestic and foreign short video creation analysis, comparative research analysis, classic case analysis, and other research methods to expand, as well as Chinese students as a bridge of cultural communication, its short video content design plays a unique role in the dissemination of Traditional Chinese traditional culture. Through the design of the short video content of international students, more foreigners can understand, identify with and appreciate the Chinese traditional culture, and promote the international cultural exchanges and understanding. It is helpful to enhance the international influence of Chinese culture and promote Chinese culture to the world. At the same time, it is also a kind of exercise and improvement of the international students' own cultural literacy and cross-cultural communication ability.

Chen Nuoyao It is believed that in the era of digital intelligence, short videos have gradually formed the core form of artistic expression and important ways of communication by virtue of their fragmented, situational and interactive communication characteristics, and have also provided new opportunities for the communication of excellent traditional Chinese culture. Through the study of the current Chinese excellent traditional culture short video transmission significance, analysis of the current existence of communication positioning deviation, content production homogeneity, value connotation representation, the spread of simplification of inheritance subject, from the practice of people first, uphold the content is king, speed up the form change, stimulate emotional resonance further find transmission way out, the short video transmission into analysis.

Li Tianyu, Jiao Jingxian believes that the time and space span of images, the editing rate of similar scenes, the appearance rate of characters, and the tendency of visual themes have become important factors to attract overseas audiences, and play an important role in strengthening the influence of traditional Chinese culture overseas.

Xu Zhaoshou He tiantian Proposal: Explore the status quo of short video communication of Chinese traditional culture and find that mainstream media and mass media jointly constitute a diversified communication path. In particular, through the classification of short video content related to traditional Chinese culture on TikTok short video platform, the current short video communication mode of traditional culture is found.

Fu ping It points out that short videos cater to people's spiritual needs for entertainment and fragmented reading habits, and are an important channel for people to obtain information, entertainment and social interaction. Traditional culture needs short videos to facilitate creative transformation and innovative development. But at the same time, the short video transmission of traditional culture, content quality to improve, by improving the quality of content, content innovation, enhance scene adaptation strategy can break through the dilemma, realize the short video industry and the coordinated development of traditional culture, enhance the national soft power, boost the great rejuvenation of the Chinese nation.

Conclusion: Chinese international students have a remarkable effect on the dissemination of Chinese traditional culture through short video content design. Through careful planning and production of short videos, international students can vividly display the charm of traditional Chinese culture and promote international cultural exchanges and understanding. At the same time, strengthen cooperation and exchanges among international

students to jointly promote the international dissemination and development of Chinese traditional culture. In the future, we should continue to explore more diversified communication modes and channels, such as using virtual reality (VR), augmented reality (AR) and other new technologies to improve the communication effect of traditional culture. Therefore, it can help spread traditional Chinese culture and allow the world to see the real image of China in the form of short videos.

Sources and Literature:

1. Chen Nanoyao. The dissemination of short videos of Chinese excellent traditional culture in the era of digital wisdom [J]. *Satellite TV and Broadband Multimedia*, 2024, 21 (13): 58-60.
2. Li Tianyu, Jiao Jingxian. Overseas communication strategy of Chinese traditional culture — Take the short video of rural theme on the platform as an example [J]. Published in China, 2024 (13): 40-44.
3. Xu Zhaoshou, He Tiantian. Short video and a new path of Chinese traditional culture communication [J]. *Zhongzhou Academic Journal*, 2024 (04): 168-176.
4. Fu Ping. The dilemma and innovation strategy of traditional culture communication under the short video ecology [J]. *Journal of Liaoning Provincial College of Communications*, 2024,26 (02): 51-54.

RECORD AND REFLECTION OF HUMANISTIC AND ART PHOTOGRAPHY IN URBAN CHANGES

Lin Jiali, scientific adviser – A.D. Lollini

With the acceleration of the urbanization process, the appearance and connotation of the city are experiencing profound changes. As a medium of recording and expression, humanities and art photography plays an important role in capturing the moment of urban change, showing the cultural style of the city and triggering the thinking of urban development. This paper will discuss the recording function, artistic expression and reflection of humanistic and art photography in urban change, and arouse it.

City, as an important carrier of human civilization, carries people's life, memory and emotion with its rich connotation and unique charm. In the long river of history, cities have experienced continuous evolution and changes, which are not only reflected in the transformation and renewal of material space, but also deeply reflected in the transformation and upgrading of social structure, cultural tradition and residents' life style. Humanistic and art photography, with its unique visual language and documentary nature, has become an important medium to record urban changes and preserve urban memory. Nowadays, as the urbanization process is accelerating, the role of humanities and art photography is becoming more and more prominent. It is not only the witness of urban changes, but also the inheritor and promoter of urban culture. Through the lens, the humanities and art photography captures every corner of the city, records every moment of the city, and closely connects the past, present and future of the city.

Humanistic and art photography not only focuses on the material construction of the city, but also pays more attention to the spiritual connotation of the city. It deeply excavates the cultural heritage of the city and shows the historical features and cultural characteristics of the city. Through the photography works, the audience can feel the unique charm of the city more intuitively and have a deeper understanding of the cultural heritage of the city.