

continues to have an indelible influence on the development of musical culture. Thus, the aesthetic characteristics of Beethoven's work are not only historically significant, but also eternally relevant, serving as a source of inspiration and an object of study for subsequent generations of musicians and researchers.

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**ZHANG YIMOU'S CREATIVITY AND ITS IMPACT
ON CHINESE FILM IN THE XXI CENTURY**

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Zhang Yimou is the main representative of China's fifth generation of directors, and is also one of the most awarded domestic film directors. Whether in terms of artistry, ideology, or appreciation, his films have a unique style that has brought spiritual shock and visual impact to the film industry and even the cultural world.

This study aims to delve into Zhang Yimou's creativity and his influence on film at the beginning of the 21st century, in order to better understand the transformation and development of Chinese film during this period.

This paper uses text analysis method, content analysis method, comparative analysis method, case study analysis method, etc. These methods can complement and corroborate each other, so as to more comprehensively understand and analyze Zhang Yimou's film's creative characteristics and artistic value.

After entering the 21st century, Chinese film have shifted from “cultural export” to “market export”, and Zhang Yimou's film have played an important role in this process. Zhang Yimou's films have achieved good box office results in China and even around the world, which has not only enhanced the market influence of Chinese films, but also promoted the internationalization of Chinese films.

Zhang Yimou's film style is distinctive, combining traditional Eastern culture with Western aesthetics to form a unique image style. This style is not only unique in the Chinese film industry, but also noticed by the global film industry. He is good at using colors and images to express the theme, for example, Zhang Yimou's use of red in his film “Love at the Hawthorn Tree”. Unlike usual, he seems to be more cautious about the use of red this time, which symbolizes beautiful love, and power and worship. Through delicate emotional depiction and meticulous camera language to express the characters' hearts, this technique greatly enriches the expressive power of Chinese movies.

Zhang Yimou's film works often incorporate elements of traditional Chinese culture and history, presenting a unique cultural flavor through his excavation and exploration of Chinese culture. In his movies, he focuses on expressing the conflict and integration between traditional Chinese culture and modern society, which not only enriches the cultural connotation of the

movies, but also provides the audience with more space for cultural reflection. At the same time, Zhang Yimou is also constantly exploring new movie language and expression methods, providing a useful attempt for the innovative development of Chinese film.

Zhang Yimou's film works have high artistic value, which can deeply touch the audience's heart and make them think about the meaning of life while enjoying the movie. His movies not only have a wide influence among Chinese audiences, but also attract the attention of global audiences. This influence not only enhances the aesthetic experience of the audience, but also wins more support for the development of Chinese film.

Zhang Yimou's creations have had a profound impact on Chinese cinema in the 21st century. His movie works have not only enhanced the artistic level and market influence of Chinese films, but also provided useful attempts for the innovative development of Chinese movies. His influence and contribution will continue to push Chinese films forward and develop.

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THE INFLUENCE OF THE DIGITAL AGE ON THE DEVELOPMENT OF CHINESE DANCE

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The advent of the digital age has had a profound impact on the development of Chinese dance. This paper will explore how digital technology can change the creation, dissemination and education of dance, and analyze the opportunities and challenges it brings. In this context, Chinese dance art is full of new vitality, but also facing the collision between tradition and modernity.

Chinese dance has a long history and rich cultural deposits. However, with the rapid development of information technology, the wave of digitalization is penetrating into all aspects of dance art with unstoppable forces. Digital technology has not only changed the way dance works are presented, but also profoundly influenced the transmission and education mode of dance. This paper will deeply analyze the influence of the digital age on the development of Chinese dance, and discuss the opportunities and challenges brought by it.

In the digital age, the application of multimedia technology in dance creation has greatly enriched the expression form of dance. Traditional dance mainly relies on body language to express emotions and stories, while multimedia technology provides more means of expression for dance. For example, the application of stage projection technology, virtual reality (VR) and augmented reality (AR) technology can create an immersive viewing experience for the audience, making the dance works more vivid and three-dimensional.

The development of digital music technology has provided a broader space for dance creation. The choreographer can use computer software to synthesize music and sound effects to make the music and dance movements highly compatible. In addition, the addition of digital sound effects makes the dance works more rich and diverse in the sound performance.