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Dance as a cultural expression: Intersection of tradition and innovation

Abstract. The purpose of this study was to explore the role of dance in preserving cultural traditions, adapting it to modern innovations, and using it as a means of expressing cultural identity and social narratives. To fulfil this purpose, the study analysed scientific articles, monographs, and other sources, which helped to explore both historical and contemporary aspects of dance in depth. The study included an analysis of the cultural and social contexts of dance development, including ethnographic data, and the impact of digital technologies. The impact of virtual reality on new dance styles was investigated. The study also explored the role of dance in expressing cultural identity through traditional costumes, musical instruments, and cultural artefacts. The key findings of the study showed that traditional dance forms played a key role in preserving the cultural heritage of different peoples. They have been passed down through generations through oral tradition, training in dance schools, and participation in community events. This approach ensured the continuity of the cultural heritage and the preservation of unique aspects of life, beliefs, and values of peoples. The study also revealed the considerable influence of modern technologies on the development of dance. Interactive light shows, holographic projections, augmented and virtual reality have become new tools for creating exciting dance performances. Digital platforms and social media have become valuable tools for promoting new dance styles and facilitating cultural exchange. The interaction between traditional and contemporary dance forms demonstrated how different cultural elements could be combined to create new, unique art forms. This contributed to the development of dance as an art form, making it more accessible and understandable to a modern audience. Dance has also proved to be a powerful means of expressing cultural identity, helping peoples to preserve and transmit their traditions, history, and values across generations. It promoted social integration and cultural understanding by bringing together people from different social and cultural groups

Keywords: cultural heritage; movement art; interactive performances; social identity; social protest; cultural symbols

INTRODUCTION

Dance, as one of the oldest art forms, is an important means of expressing the cultural, social, and emotional aspects of human existence. The need to investigate the topic of dance as a cultural expression has arisen due to growing globalisation and technological advance, which are influencing the transformation of traditional art forms. Although dance is a universal language that unites people

around the world, it is also a specific reflection of the cultural identity of each nation. The present study aimed to identify how modern trends and innovations change traditional dance forms while preserving their cultural essence.

Numerous existing studies in this area show the breadth of this topic and demonstrate the various aspects to be studied. E. Kelly (2021) explored the impact of dance

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on society and education, noting that dance can be an effective means of cultural exchange and social development. L. Ashley (2019) examined innovations in dance and their impact on traditional forms, concluding that a synthesis of traditional and contemporary techniques can enrich dance. N. Bozic Yams (2018) studied the impact of modern dance methods on the development of innovation competence, emphasising the significance of integrating new techniques to maintain cultural relevance. L. Frederiksen and S. Li Chang (2023) explored the relationship between modernism and dance, focusing on how contemporary forms can influence traditional ones.

A. Giurchescu (2019) investigated the social and political significance of dance, noting that it can be a powerful tool for expressing cultural identity. H. Zeng (2023) analysed the integration of ethnic culture and modernity in dance teaching in schools, showing how dance can promote cultural inclusion. Y. Qu (2023) studied the use of contemporary dance knowledge for innovation in various fields, emphasising the importance of creative approaches. G. Lykesas (2018) examined the interplay between live performance and technology, emphasising how modern instruments can enrich traditional dance forms.

Having analysed all these studies, it can be argued that dance plays a vital role in expressing cultural identity and narratives, contributing to the preservation and development of the cultural heritage of different peoples. It not only reflects history and traditions, but also helps to address contemporary social and cultural issues, promoting mutual understanding and social integration. The purpose of this study was to investigate how dance forms preserve cultural traditions and develop under the influence of modernity. The study aimed to understand how contemporary trends and technologies influence traditional dance forms, and how dance can contribute to cultural exchange and social development.

The study analysed the cultural and social contexts in which different dance forms developed. For this, ethnographic data reflecting the traditional dance practices of different peoples were investigated. The study examined how dance forms are passed down from generation to generation through training in dance schools and participation in community events, as well as how these traditions are being adapted to modern conditions. To analyse the impact of modern technologies on the development of dance, a study was conducted to determine how digital platforms and modern technologies contribute to the spread of new dance styles and forms and promote the popularisation of dance art. Specifically, attention was paid to the impact of virtual reality on the preservation and transformation of dance traditions. The study included examination of projects that use virtual reality to create virtual stages where dancers can perform in fictional worlds. This helped to understand how modern technologies can be integrated into dance art to create new choreographic compositions and attract new audiences.

The study of traditional costumes, musical instruments, as well as feature films and documentaries about the dance cultures of different nations helped to assess the role of dance in expressing cultural identity. The analysis of cultural artefacts helped us to understand how dance influences the development and expression of cultural

identity, as well as what new narratives emerge in dance activity. To improve the understanding of the impact of dance on cultural identity, the study also analysed various forms of performing arts, including theatre, music, and cinema, which include dance elements. This helped to identify how different art forms interact with dance traditions and contribute to their development.

The study also included an analysis of the social and political aspects of dance. It explored how dance can be used as a means of social protest or political expression, and how it promotes social inclusion and cultural dialogue. This included analysing cases where dance forms were used to raise awareness of social issues or to promote cultural understanding between distinct groups. The role of dance in addressing social and cultural issues was also explored. This included an analysis of social rehabilitation and inclusion programmes that use dance as a means of empowering young people to develop their talents and achieve success. The study examined how such programmes promote social inclusion and reduce crime by helping young people find positive ways to express themselves.

PRESERVATION OF CULTURAL TRADITIONS IN DANCE

Traditional dance forms are an important part of the cultural heritage of many nations. They are passed down from generation to generation through oral tradition, training in dance schools, and participation in community events. These dances often have a profound historical and cultural significance, reflecting the unique aspects of a people's life, beliefs, and values. For instance, in Ireland, dances such as Irish step are preserved through the active involvement of children in dance schools, where they learn the basics of technique, rhythm, and music. Irish step is known for its speed and precision of movements, as well as a unique style that requires great level of skill. Through dance schools, children receive not only technical skills, but also cultural education, which includes an understanding of the history and significance of dance. Similarly, in India, dance traditions such as Bharatanatyam are passed on through the guru-shishya system, where a master passes on his knowledge and skills to a student. This training includes not only the technical aspects of dance, but also philosophical and spiritual knowledge, which forms an integral part of Indian dance. Bharatanatyam has a profound symbolic meaning, where every movement and gesture reflects religious and mythological aspects of the culture. The system of guru-shishya ensures not only technical mastery but also the transmission of values and spiritual depth of dance (Cote, 2013).

The richness of traditional dances can also be found in Mexican culture, as folkloric dances in this country stay popular to this day. The Ballet Folklórico de México is a vivid example of how traditional dance forms can be preserved and developed. This ensemble performs dances from different regions of Mexico, while preserving authentic costumes and music. Ballet performers travel around the world, demonstrating the richness of Mexican culture and contributing to its preservation and promotion (Jones, 2013).

In Japan, traditional dances such as bon-odori are performed during the Obon summer festivals, symbolising the return of ancestral spirits to their homes. These dances

are an important part of Japanese cultural heritage, and the younger generation is actively involved in their performance, thus supporting the preservation of traditions. Bon-odori has not only cultural but also social significance, as the community performs these dances together, which strengthens social ties and promotes joint celebration and preservation of traditions (Ugai, 2022).

Dance schools play a vital role in preserving dance traditions. For instance, the Alvin Ailey American Dance Theater school in the United States not only promotes contemporary dance but also preserves African-American dance traditions. The students at this school learn assorted styles of dance, which allows them to preserve and transmit the diversity of cultural heritage. Alvin Ailey, the school's founder, sought to preserve and disseminate the richness of African American dance traditions, making them accessible to a wider audience and future generations (Chen & Zhang, 2024). Globalisation has a twofold impact on traditional dances. On the one hand, it helps to promote them internationally, but on the other hand, it can lead to a loss of authenticity. For example, traditional dances are appearing on international platforms such as YouTube, allowing people from all over the world to learn about unfamiliar cultures. However, there is a risk of losing authenticity due to the adaptation of dance forms to modern trends. Globalisation can lead to the simplification or commercialisation of traditional dances, which diminishes their cultural value.

Overall, preserving cultural traditions in dance is a complex process that requires constant attention and support from the community, educational and cultural institutions. It is important not only to pass on dance forms from generation to generation, but also to maintain authenticity and respect for cultural heritage. Cultural institutions and governments should play an active role in preserving dance traditions by providing financial and organisational support to dance groups and educational programmes. The preservation of cultural traditions in dance requires the combined efforts of many participants: from dance masters and teachers to young dancers and festival organisers. Only through joint efforts can it be ensured that dance forms not only survive but thrive in the modern world. This requires the active participation of local communities, which should support and value their dance traditions, as well as the involvement of young people in learning and performing traditional dances.

INNOVATIONS AND MODERN TRENDS IN DANCE

Modern technologies have significantly influenced the development of new dance forms, creating conditions for the emergence of innovative styles and techniques. One of the most striking examples is the emergence of dance performances using interactive light shows and projections. Technological advances allow combining dance moves with holographic projections, light installations, and other visual effects to create exciting shows. Such performances are made possible using modern software and special technical solutions that allow the integration of virtual elements with real dancers on stage. Another innovative trend is the use of augmented reality (AR) in dance. Such technologies allow creating virtual elements that interact with dancers

in real time. This opens new horizons for choreographers who can incorporate virtual objects and animations into their productions, changing the audience's perception of dance. Augmented reality allows for new, interactive forms of performance where viewers can take an active part using mobile devices or other gadgets (Rosendorf, 2011).

Digital platforms such as YouTube, TikTok, and Instagram have become valuable tools for promoting new dance styles. These platforms allow dancers to share their performances with millions of viewers around the world, helping to spread new dance trends. For instance, TikTok has become a platform for the birth of numerous dance challenges that are rapidly gaining popularity among young people. Such challenges are usually accompanied by videos with short dance performances that are easy to repeat, making them viral. YouTube also plays a notable role in promoting dance. Choreographers use this platform to publish instructional videos and dance performances that gain millions of views. This not only helps to popularise new styles of dance, but also provides an opportunity to learn dance anywhere in the world. Thanks to YouTube, dancers can create their channels where they share their experiences, give lessons, and show new choreographic techniques (Johnson, 2021).

Social media, such as Instagram and Facebook, have become important platforms for the dissemination of innovative dance forms. They allow dancers to share their performances, new choreographies, and ideas with a large audience. Social media facilitates the creation of communities where dancers can share experiences, support each other, and learn new styles and techniques. It also facilitates collaborations between dancers from different countries and cultures. For example, projects such as DanceOn bring together dancers from all over the world to create international dance projects and challenges that quickly go viral. This allows not only to popularise new styles of dance, but also creates conditions for cultural exchange and mutual enrichment. Dancers can join forces to create collaborative videos that showcase a mix of distinctive styles and techniques (Nikander, 2015).

Virtual reality (VR) has opened new horizons for the development of dance art. Modern VR technologies allow creating virtual stages where dancers can perform in fictional worlds. This allows creating unique choreographic compositions that combine traditional and modern elements. Viewers can immerse themselves in virtual environments where they become part of a dance performance, creating an unforgettable experience and a new level of interactivity (Kico *et al.*, 2020). Artificial intelligence (AI) technologies also find their application in dance. Projects that use machine learning algorithms to create new choreographies allow experimenting with new forms and styles of dance. AI can analyse massive amounts of data about dance moves and create unique compositions that could not be developed by human imagination. This opens new opportunities for choreographers who can use AI to inspire and create innovative productions.

Interactive installations have also become a popular trend in contemporary dance. Such installations allow the audience to interact with the dancers in real time using motion sensors and other technologies. This creates a new level of audience involvement, where they can influence

the choreography and music to create unique performances. Interactive installations can be used to create educational programmes that help viewers better understand dance and its cultural significance.

Thus, modern technology has considerably influenced the development of dance art, created new forms and styles of dance, as well as promoted popularisation and cultural exchange at the international level. Innovations in dance not only open new horizons for creativity, but also enrich traditional dance forms, making them accessible to a wider audience. Dance, integrated with modern technology, is becoming a powerful means of self-expression and cultural exchange, contributing to the development of a global dance community. Innovations in dance also create new opportunities for education and development. The use of digital platforms for teaching dance allows creating online courses that make dance accessible to people anywhere in the world. This allows learning different styles and techniques of dance without having to attend dance schools or studios, which is especially important in modern contexts where physical attendance may be limited (Wang, 2019).

The introduction of modern technologies also promotes the development of new forms of collaboration between dancers and choreographers. Online platforms allow dancers from different countries to work on joint projects, exchange ideas and experiences, which contributes to the development of new, creative forms of dance art. This allows combining diverse cultural traditions and creating unique choreographic performances that combine elements from distinct cultures and styles.

INTERACTION BETWEEN TRADITIONAL AND MODERN DANCE FORMS

The synthesis of traditional and contemporary dance styles is becoming increasingly popular, demonstrating how different cultural elements can be combined to create new, unique art forms. This phenomenon emphasises the dynamic nature of dance, which allows it to combine deeply rooted traditions with modern innovations. One of the most striking examples of this synthesis is the works of the Cloud Gate Dance Theatre from Taiwan. Their performances combine traditional Chinese dance techniques with contemporary choreography to create sophisticated and emotionally rich performances. The dancers of this company use techniques originating in ancient Chinese martial arts and calligraphy, while incorporating elements of modern dance and ballet. This allows them to create performances that are both innovative and respectful of traditional roots (Chen, 2017).

Another example is the works of choreographer Pina Bausch, who is known for her productions that combine elements of European ballet and contemporary dance. Her choreographic works often incorporate elements of folkloric dances, which allows her to create profound cultural and emotional narratives. Bausch used not only modern dance techniques in her productions, but also folk motifs, which add to the versatility of her works (Liu, 2023). Modern dance forms also influence traditional dances, leading to their adaptation and evolution. New styles and techniques not only penetrate traditional forms but also enrich them, creating new hybrid forms of dance. This contributes to the development of dance art, making it more accessible and understandable to a modern audience.

For example, modern techniques and styles such as hip-hop and contemporary are increasingly being integrated into traditional dance. This can be seen in the performances of the dance group Jabbawoockeez, which uses elements of hip-hop and breakdance in its performances, while maintaining traditional rhythms and melodies. Their performances demonstrate how contemporary styles can enrich traditional forms, adding new energy and dynamics to them (Wolfrum, 2023). Furthermore, some traditional dance forms, such as Flamenco, have also been influenced by modern dance techniques. Contemporary Flamenco performances often include elements of modern dance and ballet, which gives traditional performances new expressive possibilities. This allows this dance to stay relevant and attractive to a modern audience, while retaining its cultural essence (Gomez, 2010).

Dance is a powerful means of cultural exchange and mutual enrichment. It allows peoples not only to preserve their traditions but also to exchange them, creating new cultural forms. For example, the Edinburgh Festival Fringe is a platform for dancers from all over the world to showcase their traditional and contemporary performances. This festival promotes cultural dialogue and mutual understanding by bringing together dancers from distinct cultures and countries. Distinctive styles and techniques meet here, allowing for unique collaborations. The integration of traditional and contemporary dance does not always go smoothly and can face certain challenges. One of the key challenges is to preserve the authenticity of traditional dances while introducing modern elements. There is a risk that traditional dance forms may lose their cultural essence by adapting to modern trends. For example, in some cases, dance performances aimed at a tourist audience may simplify or change traditional movements and costumes to make them more appealing to a modern audience. This can lead to a loss of the profound cultural significance and authenticity of the dance.

However, the integration of traditional and contemporary dance also opens new opportunities for creativity and development. This allows creating unique choreographic compositions that combine distinctive styles and techniques. For example, dance performances that combine ballet and traditional folk dances can be extremely expressive and innovative. Such productions can attract the attention of both classical ballet fans and folk-dance enthusiasts, creating new ways of interacting between distinct cultural traditions. Another prominent aspect is the role of education in supporting this process. Dance schools and programmes that teach both traditional and contemporary dance techniques are helping to create a new generation of dancers who can successfully integrate these different elements. For example, schools that provide students with the opportunity to learn a wide range of dance styles allow them to be more flexible and innovative in their creativity. Education programmes that combine the study of traditional dance with modern techniques contribute to the development of dancers who can work in assorted styles and genres (Liu, 2024).

The development of international exchanges and cooperation between dance schools and academies allows for new opportunities for cultural enrichment. Dancers can take part in exchange programmes, learn from teachers

from other countries, and learn about different dance traditions. This contributes to the development of a global dance community where assorted styles and techniques interact and enrich each other. It is also important to note the role of festivals and competitions in supporting the integration of traditional and contemporary dance forms. Such events create platforms for showcasing the best dance performances, where unique styles and techniques can meet. This promotes both traditional and contemporary dance, allowing them to interact and be enriched by innovative ideas.

The interaction between traditional and contemporary dance forms is a complex and multifaceted process that requires a careful approach and an in-depth understanding of both cultural contexts. It opens new opportunities for creativity and cultural exchange, while posing challenges to dancers and choreographers to preserve the authenticity and cultural essence of dance. The integration of traditional and contemporary dance elements also has significantly affects the development of new genres and styles of dance. This allows creating unique performances that reflect modern cultural trends and tendencies, while maintaining a connection with traditions. Such productions can be extremely creative and innovative, attracting the attention of both critics and the general public. This is an important aspect of the development of dance art. Through interaction, cultural heritage is preserved while allowing dance forms to evolve and adapt to modern conditions. This opens new opportunities for creativity, cultural exchange, and co-operation, contributing to the development of the global dance community and the mutual enrichment of cultures.

THE ROLE OF DANCE IN EXPRESSING CULTURAL IDENTITY AND NARRATIVES

Dance is a means of expressing cultural identity that allows peoples to preserve and transmit their traditions, history, and values through generations. Through dance, complex cultural codes, symbols, and traditions can be transmitted, which cannot always be conveyed verbally as effectively. This art often uses metaphorical movements to convey meanings that are understandable to those familiar with the culture and history of the people in question (de Lahunta, 2010). In the Indian dance art of Bharatanatyam, every movement and gesture have a profound symbolic meaning that reflects the religious and mythological aspects of the culture. Dance is used to express divine stories and legends that form an integral part of Indian cultural heritage. The movements of hands, fingers, face, and even eyes can tell stories that are intertwined with religious rituals and mythological stories (Fig. 1).

In Georgia, folk dances such as kartuli are used to express national pride and historical events. Traditional Georgian dances reflect courage, strength, and patriotism and are often performed during national holidays and ceremonies. Dances often include elements that symbolise historical battles, folk heroic figures, and important cultural events that preserve the cultural memory of the people (Fig. 2).

Dance performances can effectively communicate cultural narratives and tell stories that are important to a particular community. Such performances can include both traditional dances that convey historical and mythological stories and contemporary productions that reflect current social and cultural issues. In Mexico, the dance “La Danza

de los Viejitos” is a traditional folk dance performed during the Día de los Muertos celebrations. This dance tells stories about life and death, reflecting cultural ideas about the transition between these states. The dancers dress in costumes of old people, imitating their movements, which symbolises the connection between generations and the eternal cycle of life (Fig. 3).



Figure 1. Indian dancer performs Bharatanatyam dance
Source: Scroll.in (2024)



Figure 2. Kartuli dance performed by Georgian dancers
Source: Sukhishvili.com (2002)



Figure 3. Performance of “La Danza de los Viejitos” dancers at the Dia de los Muertos holiday
Source: Juliasculturalblog.home (2019)

In New Zealand, the traditional Maori dance haka is used to tell the story of the history and spiritual values of the Maori people. Haka is an essential element in cultural ceremonies, war rituals, and sporting events, and it

conveys narratives of strength, unity, and heritage. This dance is often accompanied by loud shouts and rhythmic movements to show courage and cohesion (Fig. 4).



Figure 4. Mayan dance Haka

Source: Britannica.com (2020)

Dance plays a key role in the development and preservation of cultural identity, especially in the context of globalisation and cultural exchange. It allows peoples not only to preserve their traditions but also to adapt them to modern conditions, enriching their cultural experience. Dance is a dynamic art that can change and develop while staying true to its roots. For example, in Africa, traditional dances such as Zulu continue to play a significant role in community life. Zulu dancing is used to teach younger generations about the history and culture of their people, as well as to strengthen social bonds and community. They form an integral part of rituals, festivals, and ceremonies that help preserve cultural heritage and strengthen identity (Fig. 5).



Figure 5. Traditional African dance Zulu

Source: CNNTravel.com (2012)

In Japan, the Noh dance is an essential element of cultural heritage used to express religious and mythological narratives. Performing the Noh dance requires many years of study and practice, which contributes to the transmission of knowledge and techniques from one generation to the next, thus ensuring the preservation of cultural identity. Every element of the Noh dance, from costumes to movements, has a symbolic meaning, which makes it a valuable cultural heritage (Fig. 6).

Dance can be a tool for addressing social and cultural issues, promoting social inclusion and cultural understanding. Due to its universal nature, dance can unite people, regardless of their background or social status, creating

common spaces for creativity and self-expression (Katunaric, 2014). Firstly, dance can be used as a means of social inclusion. It gives an opportunity for people from different social and cultural backgrounds to work together on dance projects, developing a sense of community and mutual support. Dance classes and clubs can create a safe environment where participants learn cooperation, respect for others, and self-discipline (Yang, 2024). Dance promotes cultural exchange and mutual understanding. By studying the dance traditions of different nations, people get the opportunity to better understand and respect other cultures. This can reduce cultural barriers and prejudices, contributing to more harmonious coexistence in multicultural societies (Gard & Risner, 2011).



Figure 6. Performing the Japanese dance Noh

Source: Japantravel.com (2019)

Furthermore, dance can be a therapeutic tool, helping people cope with stress, trauma, and psychological problems. Dance therapy is used to improve emotional and physical health, creating a positive impact on the well-being of individuals and communities. Dance programmes can also contribute to the development of young people by providing them with positive alternatives and opportunities for self-expression. This helps to reduce crime and deviant behaviour among young people, promoting their social adaptation and professional development.

Thus, dance is a multifunctional tool capable of addressing a wide range of social and cultural issues, promoting social cohesion, cultural understanding, and personal development. In South Africa, dance programmes such as Dance for All use dance to empower young people to develop their talents and achieve success. These programmes promote social inclusion and reduce crime by helping young people find positive ways to express themselves. They provide young people from disadvantaged areas with the opportunity to learn dance, which helps them develop self-discipline, self-confidence, and social interaction skills.

In Brazil, capoeira dance is used as a means of social rehabilitation and inclusion. Capoeira, which combines elements of dance, wrestling, and music, gives an opportunity for young people from disadvantaged areas to find a positive outlet for their energy and develop skills of self-discipline and respect. Capoeira classes help young people avoid negative influences and find a positive path for development. Dance can also be used to raise awareness of social issues and promote cultural dialogue. In the

United States, dance performances that address issues of racial discrimination and social justice help to draw attention to important social issues and contribute to a change in public consciousness. Performances can be part of theatre productions or stand-alone performances held on the streets or in public places.

Dance is an important means of shaping and transmitting cultural narratives. Through dance, stories, myths, legends, and cultural values that underlie a people's cultural identity can be transmitted. Every movement, gesture, and pose can have a symbolic meaning, which allows dance to convey complex cultural codes and messages. Dance can be used to express political and social protest, where dance acts as a unique way to address pressing social issues. Because of its ability to express emotions and ideas without words, dance can effectively communicate a message of protest that people can understand regardless of their language or cultural context (Shapiro, 2008).

Dance performances can be used to highlight issues related to human rights, social justice, gender equality, and environment. Dancers can use their bodies, movements, and choreography to create powerful visual images that symbolise injustice, oppression, or the struggle for rights. For example, the movements can reflect imprisonment, struggle, or liberation, creating an emotional and visually engaging performance. Such performances can be part of protests, rallies, or mass gatherings where dancers perform in front of a large audience, drawing attention to a particular issue. They can also be standalone events that are organised specifically to raise awareness of certain issues. In this context, dance becomes not only an art form, but also a means of activism that can inspire and mobilise people to act.

Dance can also be used in video campaigns distributed through social media, where videos of dance performances can go viral, reaching a wide audience and raising awareness of issues that need attention. This makes dance a universal and powerful tool for expressing protest and promoting social change. Dance is an essential means of preserving cultural heritage, allowing traditions to be passed down from generation to generation. It can be a part of rituals, festivals, and ceremonies that aim to preserve the cultural memory and identity of a people. Traditional dances often include elements with religious or symbolic meaning, making them important cultural artefacts. For example, in many African cultures, dance forms an integral part of religious ceremonies and rituals. Dancing can be part of initiation ceremonies, weddings, funerals, and other major events. Performing traditional dances helps to preserve cultural traditions and pass them on to future generations.

In summary, dance plays a vital role in expressing cultural identities and narratives, contributing to the preservation and development of the cultural heritage of different peoples. It not only reflects history and traditions, but also helps to address contemporary social and cultural issues, promoting mutual understanding and social integration. Dance is a powerful means of self-expression that allows preserving and developing cultural identity in the modern world.

CONCLUSIONS

Analysing the results of the study, it can be argued that dance plays a crucial role in preserving cultural heritage, developing innovations in the arts, promoting cultural

exchange, and addressing social issues. Traditional dance forms are passed down through the generations through oral tradition, training in dance schools and participation in community events. This helps to preserve historical and cultural values, as well as the unique characteristics of different nations. Dance schools and the master-apprentice system are the main mechanisms in this process, ensuring the transfer of not only technical skills but also cultural, philosophical, and spiritual knowledge. Globalisation simultaneously promotes the spread of traditional dances on the international stage and raises the risk of losing their authenticity through adaptation to modern trends. In this regard, cultural institutions and government agencies should actively support the preservation of traditional dances by providing financial and organisational support for dance groups and educational programmes.

Innovations and modern technologies have had a significant impact on the development of new dance forms, creating conditions for the emergence of innovative styles and techniques. Technological advances, such as interactive light shows, holographic projections, augmented and virtual reality, have become new tools for creating exciting dance performances. Digital platforms, including YouTube, TikTok, and Instagram, are helping to spread new dance styles, allowing dancers to showcase their performances to a global audience. Social networks create the conditions for the formation of communities where dancers can share their experiences, support each other, and learn new styles and techniques. Artificial intelligence technologies open new opportunities for choreographers, allowing them to experiment with various dance forms and styles.

The combination of traditional and contemporary dance styles demonstrates how cultural elements can interact to create new, unique art forms. This contributes to the development of dance as an art form, making it more accessible and understandable to a modern audience. The interaction between traditional and contemporary dance styles opens new opportunities for creativity and development but poses challenges related to preserving the authenticity and cultural essence of dance. Dance is a means of expressing cultural identity, helping peoples to preserve and transmit their traditions, history, and values across generations. Dance performances can effectively communicate cultural narratives and tell important stories for a particular community. Dance promotes social integration and cultural understanding by bringing together people from different social and cultural backgrounds. It can also have a therapeutic function, helping people cope with stress, trauma, and psychological problems. Dance can also be an effective means of political and social protest, addressing important social issues such as human rights, social justice, gender equality, and environmental concerns. Using dance as a form of protest inspires and mobilises people to act.

Overall, dance is a multifunctional tool that can address various social and cultural issues, promoting social cohesion, cultural understanding, and personal development. One of the limitations of the present study was that it did not cover all possible regional and cultural variations of dance, which may lead to an incomplete understanding of the impact of dance on cultural heritage preservation and contemporary innovation. In addition, the study did not include the full range of practical aspects related to

the experience of dancers and choreographers, which may limit its applicability in a real-world context. Considering the diversity of cultural traditions and contemporary dance forms, the results may not be fully generalisable to all contexts.

Further research could focus on a more in-depth exploration of regional and cultural variations in dance, the impact of modern technologies such as virtual reality and artificial intelligence on dance, and the practical aspects of the experience of dancers and choreographers. Other major areas include research into the social and therapeutic aspects of dance, including its role in social inclusion and

mental health, and the expansion of interdisciplinary research that combines dance with other art forms to understand it as a complex cultural phenomenon.

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CONFLICT OF INTEREST

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Танець як культурне вираження: Перетин традицій та інновацій

Анотація. Метою цього дослідження було вивчити роль танцю у збереженні культурних традицій, його адаптацію до сучасних інновацій та використання як засобу вираження культурної ідентичності та соціальних наративів. Для досягнення цієї мети було проведено аналіз наукових статей, монографій та інших джерел, що дозволило глибоко дослідити як історичні, так і сучасні аспекти танцю. Дослідження включало аналіз культурних та соціальних контекстів розвитку танцю, включаючи етнографічні дані та вплив цифрових технологій. Вивчався вплив віртуальної реальності на нові танцювальні стилі. Також досліджено роль танцю у вираженні культурної ідентичності через традиційні костюми, музичні інструменти та культурні артефакти. Основні результати дослідження показали, що традиційні танцювальні форми відігравали ключову роль у збереженні культурної спадщини різних народів. Вони передавалися через покоління за допомогою усної традиції, навчання у танцювальних школах та участі у громадських заходах. Такий підхід забезпечував безперервність культурної спадщини і збереження унікальних аспектів життя, вірувань та цінностей народів. Також було виявлено значний вплив сучасних технологій на розвиток танцю. Інтерактивні світлові шоу, голографічні проекції, доповнена і віртуальна реальність стали новими інструментами для створення захоплюючих танцювальних вистав. Цифрові платформи та соціальні мережі стали важливими засобами для популяризації нових танцювальних стилів і сприяння культурному обміну. Взаємодія між традиційними і сучасними танцювальними формами продемонструвала, як різні культурні елементи могли поєднуватися для створення нових, унікальних форм мистецтва. Це сприяло розвитку танцю як мистецької форми, роблячи його більш доступним та зрозумілим для сучасної аудиторії. Також танець виявився потужним засобом вираження культурної ідентичності, допомагаючи народам зберігати та передавати свої традиції, історію та цінності через покоління. Він сприяв соціальній інтеграції та культурному взаєморозумінню, об'єднуючи людей з різних соціальних і культурних груп.

Ключові слова: культурна спадщина; мистецтво руху; інтерактивні вистави; соціальна ідентичність; соціальний протест; культурні символи