

The Value and Development Strategy of Guzheng Performing Arts

Surong Zhang

Graduate University of Mongolia, Ulaanbaatar, 11000, Mongolia

Abstract: As one of the traditional Chinese musical instruments, the guzheng has a long history and rich musical connotation. From the perspective of the value and development of guzheng performing art, this paper firstly introduces the historical development of guzheng, its musical characteristics and its position in Chinese music culture, and then analyses the value of guzheng performing art in music aesthetics, cultural inheritance and social education. When discussing the current development of guzheng performing arts, the article points out the phenomena of the prosperous performance market, the improvement of the education system and the conflict between innovation and tradition. On this basis, the article puts forward a series of development strategies, including adhering to the combination of tradition and innovation, improving the quality of education, expanding the performance market and communication platform, and utilising modern technology. Finally, the article summarises the value and importance of the development of guzheng performing arts, and emphasises that in the context of the new era, opportunities should be seized to promote the prosperity of guzheng performing arts.

Keywords: Guzheng performing arts, Value, Development strategy, Music aesthetics, Cultural heritage, Social education.

1. Introduction

As one of the traditional Chinese musical instruments, guzheng has a long history and unique musical charm. In contemporary society, guzheng performing art not only inherits the traditional culture, but also gradually forms its own performing style and artistic characteristics. However, with the diversification and rapid development of modern music culture, guzheng performing art is facing many challenges and bottlenecks. Under such a background, this paper aims to discuss the value and development strategy of guzheng performing art, in order to provide certain theoretical references for the inheritance and development of guzheng performing art.

This paper firstly introduces the historical development of guzheng, its musical characteristics and its position in Chinese music culture, thus revealing the value of guzheng performing art. Secondly, it analyses the important value of guzheng performing art in music aesthetics, cultural inheritance and social education. Then, this paper combs through the development status of guzheng performing art, pointing out the problems of the prosperous performance market, the improvement of the education system and the conflict between innovation and tradition.

On this basis, this paper puts forward the development strategy of guzheng performing arts. Firstly, it is necessary to adhere to the combination of tradition and innovation, not only to inherit and carry forward the traditional guzheng music, but also to explore innovative forms of expression. Secondly, it is necessary to improve the quality of education of guzheng performing arts, improve the education system, strengthen the teacher training, and improve the comprehensive quality of students. Once again, it is necessary to expand the performance market and exchange platform, organise all kinds of performance activities, and strengthen international exchanges and cooperation. Finally, modern technology should be used to promote the development of guzheng performing arts, combined with digital media to promote guzheng music, the use of artificial intelligence

technology to innovate performance forms, and the development of network education platform.

Through the research of this paper, we can recognise the important value of guzheng performing arts in traditional cultural heritage, music aesthetic education and social and cultural exchanges, and at the same time provide feasible strategies for the development of guzheng performing arts. We hope that the research of this paper has certain inspiration and reference for the inheritance and development of guzheng performing art.

2. The Development Strategy of Guzheng Performing Arts

2.1. Adhere to the Combination of Tradition and Innovation

2.1.1. Inheritance and Development of Traditional Guzheng Music

In the development strategy of guzheng performing arts, it is crucial to insist on the combination of tradition and innovation. As an important part of national music, the inheritance and promotion of traditional guzheng music is the basis for maintaining cultural diversity and musical tradition. First of all, the inheritance of traditional guzheng music implies the preservation and research of ancient and folk guzheng repertoire, performance techniques and music theories. This requires music scholars and performers to dig deep into historical documents, such as the Book of Poetry and the Collection of Music and Poetry, from which they can extract ancient information about guzheng music and systematically organise and publish it. At the same time, the learning of traditional music should be started at an early age, and children should be exposed to and learn the traditional repertoire and skills of guzheng at an early age through the curriculum of music education. Secondly, the development of traditional guzheng music requires moderate innovation while maintaining its originality and purity. This includes improvement in playing techniques, such as developing new playing techniques to make the guzheng richer in musical

expression; exploration of musical forms, such as combining the guzheng with other instruments or modern musical elements to create new musical forms; and experimentation in musical composition, encouraging composers to create new works reflecting the spirit of the times, while maintaining the traditional characteristics of guzheng music. Through these innovations, guzheng music can be made closer to the aesthetic demands of modern audiences, thus attracting more audiences to pay attention to and love guzheng music. In addition, in order to better pass on and carry forward the traditional guzheng music, it is necessary to organise various kinds of concerts, lectures and seminars to improve the public's knowledge and understanding of guzheng music through public education and cultural dissemination. At the same time, the social influence of guzheng music can be expanded through media platforms such as television and the Internet, so that more people can understand and appreciate the beauty of guzheng music. In conclusion, the inheritance and promotion of traditional guzheng music is a long-term and systematic project, which requires the joint efforts of the government, educational institutions, musicians and the public in order to preserve and develop the valuable cultural heritage of guzheng music.

2.1.2. Innovative Performance Forms of Guzheng Music

As an important part of China's traditional music, innovation is the key to the sustainable development of guzheng performing art on the basis of inheriting and carrying forward traditional music. In modern society, the diversification of people's aesthetic concepts and the competition in the music market require guzheng performing artists and educators to constantly explore new forms of expression to meet the needs of the times [1].

First of all, guzheng performing artists should study the history and theory of guzheng music in depth, excavate the essence in traditional music, and integrate traditional culture into modern music creation. By creating new works with the characteristics of the times, guzheng music can be made richer and more diversified. At the same time, it can try to cross-border co-operation between guzheng and other instruments or music forms, such as fusion with rock, jazz and other modern music styles to create a new music style [2]. Secondly, the guzheng education system should also focus on cultivating students' creative and practical abilities. In the teaching process, in addition to teaching traditional guzheng playing skills and repertoire, students should also be guided to music creation and practice. Through organising various kinds of concerts, competitions and other activities, students are encouraged to show their innovations and cultivate their stage performance and creativity. In addition, the use of modern technology is also an important way to promote the innovative development of guzheng performing arts. For example, digital media technology can be used to combine guzheng music with visual art to create an immersive musical experience. At the same time, through artificial intelligence technology, new performance techniques and music creation methods can be developed, injecting new vitality into the guzheng performing art [3].

To sum up, innovating the expression of guzheng music is the key to the development of guzheng performing art. Only on the basis of inheriting the tradition and constantly exploring and innovating, can guzheng music bring out new vitality in modern society [4].

2.2. Enhance the Educational Quality of Guzheng Performing Arts

2.2.1. Improve the education system

In the development process of guzheng performing arts, the education system plays a crucial role. In order to improve the education quality of guzheng performing arts, we need to improve the education system from the following aspects [5].

First of all, establish a sound education system for guzheng performing arts, covering all levels from beginner to advanced, to ensure that students can systematically learn and master guzheng performing skills. In addition, special guzheng performing arts colleges or majors can be set up to provide a platform for cultivating professional guzheng performers [6]. Secondly, the teacher training is strengthened to improve the professional level and teaching ability of teachers. Teacher training courses can be held regularly, inviting famous guzheng performers and educators to give lectures, and at the same time encouraging teachers to participate in domestic and international seminars and exchanges, in order to broaden their horizons and improve the level of education and teaching. Again, focus on practical teaching and provide students with rich performance opportunities. Schools can organise students to participate in all kinds of concerts, competitions, cultural exchange activities, etc., so that students can improve their performance ability and comprehensive quality in practice. At the same time, it strengthens the co-operation with all sectors of the society and establishes internship and training bases to provide students with more practical opportunities. In addition, the theoretical teaching is strengthened to cultivate students with a solid theoretical foundation of guzheng music. The curriculum should include music history, music aesthetics, composition techniques and other theoretical courses, so that students can comprehensively understand and master the development and expression of guzheng music. Finally, focusing on personalised education, tapping students' potential and cultivating students with special characteristics. Teachers should make personalised teaching plans according to students' interests, characteristics and needs, provide students with diversified learning resources, and stimulate students' interest in learning and creative ability.

Through the above measures, we can improve the education system of guzheng performing arts, enhance the quality of education, and cultivate more excellent talents for the development of guzheng performing arts. Thus, we can promote the inheritance and development of guzheng performing art and make it shine more brightly in modern society [7].

2.2.2. Strengthening teacher training

Teacher training is an important part of the development of guzheng performing art. In order to improve the educational quality of guzheng performing arts, it is necessary to strengthen the work of teacher training. Firstly, a perfect teacher training system should be established, which should include professional curriculum, practical teaching, teacher training and other aspects. Secondly, the introduction and cultivation of teachers should be strengthened by introducing excellent guzheng performing artists and educators, and at the same time cultivating existing teachers to improve their professional level and teaching ability. Thirdly, international exchanges of teachers should be strengthened, drawing on advanced education concepts and teaching methods from abroad to enhance the international vision and teaching level

of teachers. Finally, it should pay attention to the professional moral construction of teachers, emphasise the role model of teachers, and cultivate students' professionalism and moral concepts. Strengthening the cultivation of teachers is the key to improving the quality of guzheng performing arts education and a necessary means to promote the development of guzheng performing arts [8].

2.2.3. Improve the comprehensive quality of students

The improvement of the educational quality of guzheng performing art is a key link in the development of guzheng art, and the improvement of students' comprehensive quality is an important aspect of it. Firstly, the improvement of students' comprehensive quality includes the cultivation of music literacy, which not only refers to fingering and rhythm training at the technical level, but also more importantly the cultivation of music aesthetics, music understanding and music expression. Secondly, students' cultural literacy should not be neglected. By learning the cultural connotation behind guzheng music, it can help students better understand the history and cultural value of guzheng music, so as to convey the glamour of the art of guzheng more deeply. In addition, the cultivation of students' psychological quality and social skills is also an important part of improving comprehensive quality. The cultivation of psychological quality can help students remain calm and confident in the face of pressure and challenges, while good social skills can help students better co-operate and communicate with others in their future career. Therefore, in the process of guzheng performing arts education, teachers should pay attention to the overall development of students and the cultivation of their personal characteristics to help them go farther on the road of guzheng performing arts [9].

2.3. Expanding the Performance Market and Exchange Platforms

2.3.1. Holding various kinds of performance activities

As an important part of China's traditional music, guzheng performing art carries rich historical heritage and unique artistic charm. In order to promote the development of guzheng performing art, it is of great significance to hold various kinds of performance activities. The performance activities not only provide a platform for the audience to appreciate guzheng music, but also promote the dissemination and promotion of guzheng performing arts [10].

First of all, governments at all levels and cultural departments should increase their support for guzheng performance activities, and create favourable conditions for guzheng performances by means of policy support, financial investment and venue provision. At the same time, all walks of life are encouraged to participate in the organisation and planning of guzheng performance activities, so as to form a pattern in which the government, enterprises and social groups jointly promote the development of guzheng performing arts [11]. Secondly, the performance content should be rich and diverse, reflecting the traditional flavour of guzheng music, but also integrating modern elements to meet the needs of different audiences. Various forms of performances such as classical concerts, modern works concerts and cross-border cooperation concerts can be held to show the charm of guzheng performing art. In addition, competitions, lectures, master classes and other activities can be organised to enhance the quality of performances and attract more audiences to pay attention to guzheng music [12]. In addition, give full play to the role of network and new

media in the publicity and promotion of guzheng performance activities. Through social media, short video platforms, online live broadcasting, etc., more audiences can understand and come into contact with guzheng music. At the same time, online platforms can be used to hold virtual concerts, so that the audience who can not be present in person can also feel the charm of guzheng performance art [13]. Finally, strengthen international exchange and cooperation, so that the guzheng performing art goes to the world. By cooperating with foreign music groups and individuals and organising international guzheng music festivals, tours and other activities, the visibility and influence of guzheng performing arts in the international arena can be enhanced. At the same time, the introduction of outstanding foreign musicians and works promotes the innovation and development of guzheng performing arts [14].

In conclusion, organising all kinds of performance activities is an important means to promote the development of guzheng performing arts. By enriching the various forms of performance, improving the quality of performance, strengthening publicity and promotion and international exchanges, more people can understand and love guzheng music, and inherit and carry forward the excellent traditional culture of China [15].

2.3.2. Strengthen international exchange and cooperation

As an important part of Chinese traditional culture, guzheng performing art not only enjoys a great reputation in China, but is also increasingly loved by international friends. In order to promote the international development of guzheng performing arts, it is crucial to strengthen international exchange and cooperation [16].

Firstly, we can promote guzheng performing arts to the world through international performance exchange activities. By participating in international art festivals and music exchange activities, more international friends can understand and appreciate the beauty of guzheng music. At the same time, we can also invite internationally renowned artists and educators to come to China for exchanges to improve the level of guzheng performing arts [17]. Secondly, we can make use of the platform of international cooperation to jointly carry out research and education programmes on guzheng performing arts. For example, we can cooperate with foreign music colleges and research centres to carry out research on guzheng music composition and performance techniques, so as to promote the innovative development of guzheng performance art. At the same time, we can also work together to cultivate guzheng performance talents and enhance the international competitiveness of guzheng performing arts [18]. In addition, we can also make use of modern technology to strengthen the international dissemination of guzheng performing arts. For example, through online platforms, social media and other channels, we can release guzheng music works, teaching videos, etc., so that more international friends can easily access guzheng music. At the same time, online and offline international exchange activities can also be carried out to promote international cooperation and exchange of guzheng performing arts [19].

In conclusion, strengthening international exchange and cooperation is one of the important strategies to promote the development of guzheng performing arts. Through international exchanges and cooperation, we can learn from and study the international advanced experience and concepts to improve the level of guzheng performing art, and at the same time, we can also let more international friends

understand and appreciate the beauty of guzheng music and promote the international development of guzheng performing art [20].

2.4. Use of Modern Technology to Promote the Development of Guzheng Performing Arts

2.4.1. Combining Digital Media to Promote Guzheng Music

With the continuous development of science and technology, digital media has become an important carrier of cultural communication. Combining digital media to promote guzheng music can not only broaden the communication channels of guzheng music, but also enhance the influence of guzheng performing arts.

Firstly, we can make use of social media platforms, such as WeChat and Weibo, to release guzheng music works, performance information and related activities, so that more people can understand and pay attention to guzheng music. At the same time, we can also upload guzheng music works through online music platforms, such as Netease Cloud Music and QQ Music, so that users can listen to and share them online. Secondly, we can upload short videos of guzheng performance with the help of short video platforms, such as Jittery, Shutterbug, etc. Through the combination of visual and auditory senses, users can feel the charm of guzheng music more intuitively. In addition, we can also invite famous musicians or network celebrities to forward and promote, further enhancing the attention of guzheng music. In addition, we can also make use of network live broadcasting platforms, such as Douyu and Huya, to live broadcast guzheng performances and interact with the audience, so that more people can feel the beauty of guzheng music in real time. At the same time, online teaching activities can also be carried out to attract more interested people to learn guzheng and cultivate the reserve force of guzheng music. In addition, it can be combined with modern technology, such as virtual reality and augmented reality, to create a new experience of guzheng music. Through these technological means, the audience can experience guzheng music in an immersive way, as if they were in the concert scene, thus enhancing the attractiveness of guzheng music.

To sum up, combining digital media to promote guzheng music helps to expand the influence of guzheng music and promote the development of guzheng performing arts. In the future promotion process, we should continue to explore and innovate, make full use of the communication advantages of digital media, so that guzheng music can be revitalised in modern society.

2.4.2. Using Artificial Intelligence Technology to Innovate Performance Forms

As an important part of Chinese traditional music, guzheng performing art is facing the problem of how to inherit and develop in modern society. The emergence of artificial intelligence technology provides new possibilities for the innovation of guzheng performing art. Firstly, AI can assist guzheng performers in music creation. By analysing a large amount of traditional guzheng music data, AI can create new works with traditional flavour and modern elements. Secondly, AI can simulate guzheng performance, and even achieve human-machine collaboration. Through deep learning, AI can mimic the playing skills and styles of human players, and work with human players to complete complex works. In addition, AI can assist in guzheng teaching. Through virtual reality technology, students can learn

guzheng playing skills in an immersive way and improve their learning effect. At the same time, AI can analyse students' performance data and provide personalised performance advice and guidance. Overall, the use of artificial intelligence technology provides new opportunities for the development of guzheng performing art, helps the integration of traditional art and modern technology, and promotes the innovation and development of guzheng performing art.

2.4.3. Developing Network Education Platform

Guzheng performing art is an important part of Chinese traditional music culture, with a long history and unique musical charm. In modern society, the value of guzheng performing art is more and more prominent, which not only helps to inherit and carry forward traditional culture, but also improves people's aesthetic quality and spiritual realm. However, with the development of society and the diversification of culture, guzheng performing art is also facing some challenges and difficulties. In order to better promote the development of guzheng performing arts, we can start from the following aspects.

Firstly, insist on the combination of tradition and innovation. Tradition is the foundation of guzheng performing art, we should respect and inherit the traditional music culture and carry forward the traditional charm of guzheng. At the same time, we should be brave to innovate and explore the new expression of guzheng music, so as to make the guzheng performing art more contemporary. Secondly, improve the quality of education of guzheng performing art. Education is an important way for the inheritance and development of guzheng performing art. We should improve the guzheng education system, strengthen the teacher training, improve the comprehensive quality of students, and cultivate more excellent talents for the development of guzheng performing art. Once again, expand the performance market and exchange platform. The performance market is an important stage for testing guzheng performing arts. We should hold various kinds of performance activities to attract more audiences to pay attention to and love guzheng music. At the same time, strengthen the international exchange and cooperation, so that the guzheng performing art to the world. Finally, use modern technology to promote the development of guzheng performing arts. Modern technology provides new opportunities for the development of traditional culture. We can combine digital media to promote guzheng music, use artificial intelligence technology to innovate performance forms, and develop network education platforms, so that the guzheng performing art has a new vitality in modern society.

In conclusion, the development of guzheng performing art needs the efforts of many aspects. We should innovate on the basis of inheriting the tradition, improve the quality of education, expand the performance market and communication platform, and use modern technology to promote the development of guzheng performing art. Only in this way can guzheng performing arts continue to prosper in modern society and bring people more beautiful music enjoyment.

3. Conclusion

As an important part of Chinese traditional music, guzheng performing art is deeply loved by people for its unique musical charm and deep cultural heritage. In this paper, the value of guzheng performing arts and its development

strategy are discussed in depth.

Firstly, guzheng performing art has a very high value. From the point of view of the aesthetic value of music, guzheng music has beautiful melody, rich emotion and deep connotation, which can bring people a pleasant auditory enjoyment. From the viewpoint of cultural inheritance value, guzheng music carries China's long history and rich culture, which is of great significance for the inheritance and promotion of Chinese excellent traditional culture. From the viewpoint of social education value, guzheng performing art can cultivate people's aesthetic interest, improve music literacy, and play a positive role in shaping the all-round development of social talents. However, guzheng performing art also faces some problems in the process of development, such as the conflict between innovation and tradition, and the pressure of competition in the performance market. For this reason, this paper puts forward a series of development strategies. Firstly, it is necessary to adhere to the combination of tradition and innovation, not only to inherit and carry forward the traditional guzheng music, but also to explore innovative forms of expression to adapt to the ever-changing market demand. Secondly, it is necessary to improve the quality of education in guzheng performing arts, perfect the education system, strengthen the training of teachers and improve the comprehensive quality of students. Once again, it is necessary to expand the performance market and exchange platform, organise all kinds of performance activities, strengthen international exchanges and cooperation, and improve the influence of guzheng performing arts. Finally, it is necessary to make use of modern technology, combine digital media to promote guzheng music, use artificial intelligence technology to innovate performance forms, and develop network education platforms to promote the prosperity of guzheng performing arts.

In conclusion, as a treasure of traditional music culture in China, guzheng performing art should be fully valued and protected. By adopting effective development strategies, it is expected that the guzheng performing art will shine more brightly in the new era, and make greater contributions to the promotion of Chinese excellent traditional culture and enrichment of people's spiritual life.

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