

Limitations and Approaches of the Development of Chinese Pop Music since the New Century

Naiqi Jiang

Mongolian Academy of Film Arts, Ulaanbaatar, Mongolia

Abstract: As an artistic style, pop music belongs to the category of social culture. From the perspective of the "pop" concept of pop music, pop music must be a music form that conforms to the times and can reflect the flavor of the times. Based on this, the development of pop music is bound to be affected by the social and political environment, the constraints of economic development, and the impact of history and culture. Since the 21st century, China's economy and comprehensive strength have developed rapidly, and the cultural field has also undergone great changes. Chinese pop music has become the mainstream music market in China. Pop music enriches people's daily life and provides a way to relieve pressure and relax. The development of Chinese pop music is crucial, and it is also a response to the comprehensive quality of the people. Pop music should adjust its development direction and indicators to meet the needs of the market, so that Chinese pop music can develop better.

Keywords: Pop music; Music development; Chinese music; Pop culture.

1. Definition of Chinese Pop Music

Popular music refers to a tonal music system based on black American blues music at the end of the 19th century and the beginning of the 20th century. It was originally developed for commercial purposes and has many styles and multi-faceted integration. In the 1980s, pop music gradually entered people's lives. In the study of pop music, different countries and different stages have different understandings, and China translates it into "popular music" or "pop music". Popular music is easy to understand, can relax the mood of listeners, easy to spread, and has a wide audience, which makes its popular music significantly different from traditional folk music, classical music, etc., and more popular. For example, pop music pays more attention to the infiltration and venting of emotions in the process of emotional expression, guides people to face life directly, and more easily causes people's emotional resonance, becoming the most common music carrier at this stage. In China, pop music originated in the 1930s and has been popular with the public in its development. Chinese pop music originated in Shanghai and has been developing for about 90 years. Li Jinhui, the father of Chinese pop music, has a profound influence in the history of Chinese music. The first Chinese pop song "Drizzle" created by Li Jinhui opened the prelude to Chinese pop music. The development of pop music can be divided into four stages. The first stage was before the founding of China in the late 1920s, the second stage was from 1949 to 1976, the third stage was from the reform and opening up to the end of the 20th century, and the last stage is from the 21st century to the present.

Since China entered the Internet era in the 21st century, modern Chinese pop music is different from traditional music and professional music. In a broad sense, the concept of popular music in China can no longer be demonstrated through its noumenon, because the popular music since the new century has been commercialized, and the current popular music has a profit purpose, from the production, distribution and later sales of records have been commercialized. Therefore, the current popular music is a cultural and commercial product integrating art and industry,

this cultural and commercial product cannot be defined by the concept of music alone.

However, it is the emergence of modern communication technology that has enhanced the scale and capacity of human communication activities, led to the rise of mass communication industry, and made human communication activities from the edge of society to the center since ancient times. The distance between people is gradually shortened, and pop music no longer flows into people's ears from the radio and disc player. Communication forms such as TV dramas, variety shows and online music interactive platforms are full of people's audio-visual senses. As a result, the media and entertainment industry has developed rapidly. At this time, pop music is more of an interactive experience, and popular music creation has gradually evolved into a diversified, classified, popular and networked style. For example, Hao Yu, the creator of "College Students' Study Room", was all the rage with the help of the network platform. Even later, a large number of online songs, such as "Mice Love Rice", "Lilac Flowers", etc. A large number of music talent shows have come to the fore. Such as Good Chinese Songs, I Am a Singer, I Want to Sing with You, etc. During this period, Chinese pop music showed a trend of diversification in terms of music creation. The fashion attribute of pop music became more and more strong, and people began to pay more and more attention to pop music culture. With the development of pop music, more and more singers have entered the field of pop music development, and have highlighted distinctive characteristics and trends in the continuous development.

2. The development of Chinese pop music since the new century

As a form of entertainment, pop music reflects people's humanistic phenomenon and is closely linked with the development of society. The rhythm is light, lively and bright, the playing methods are various, the rhythm is soft, the color is rich and simple, the technique is clear, and the music is smooth, so it is easiest to express people's inner feelings. The lyrics are mostly used in daily life and are easy to accept by the audience. With the development of the network in the new

century, pop music has come to a mature stage. People have gradually begun to use the network to promote pop music, which has become a means to form an important role of the urban network. Rock music, as one of the important styles of the same period, was widely spread through the network media. At the beginning of the 21st century, rock pop music reached a climax. Xu Wei, Wang Feng, Taiwan's F.I.R and Xin Orchestra began to become regular guests of major league tables and award ceremonies.

At the same time, in an era of the prevalence and development of the Internet, many powerful singers have released a large number of albums, such as Sun Nan's *Blowing Wind to the North*, *Saving*, Na Ying's *Sad Romance*, Sha Baoliang's *Dark Fragrance*, and Yang Kun's *Doesn't Matter*. Their style has basically continued the trend of urbanization and pushed Chinese pop music to a historical high. In addition, Jay Chou, Liu Ruoying, Yang Kun and other powerful singers also appeared, which changed the development of the singing world historically. At this time, the style of pop music became more diversified.

In particular, pop singer Jay Chou has a variety of singing styles, including national style, European classical style and sometimes hip-hop style, which makes the development of pop music diversified. Although many people hold a negative attitude towards him, criticize his ambiguous articulation, and think that his music is not creative at all, it is undeniable that he adds traditional pop music to rap music in songs such as *Double Cut Staff* and *Dragon Fist*, and the fresh music taste brought out by Chinese national instruments and western pop music styles makes us feel refreshing. His music style is very diversified, and his specialty is rhythm, blues and rap. He innovatively used western classical music in his songs, from the initial integration of classical Chinese style to the European medieval baroque music, and he had gone through various subtle combinations.

It is precisely because of the existence of musicians like Jay Chou who constantly innovate that the future of Chinese pop music will become more promising. A successful pop musician should not only ensure the quality of songs, but also cater to the requirements of fans. In terms of music production technology, the current level of music production is actually higher than that of 20 years ago. No matter vocal music theory or instrument quality or mixed recording equipment, they are incomparable in the past, and now the elements of music creation and arrangement are very rich, and the number of music practitioners is increasing. This also provides impetus for the development of pop music in the future. Their attempts made Chinese pop music gradually absorb the nutrition of western pop music. Although the combination of Chinese and Western music is still in its infancy, more and more musicians in China's pop music industry have developed in this direction. This combination of China and the West has laid a certain foundation for the future development of Chinese pop music, and will become a trend in the development of Chinese pop music.

3. The Limitations and Shackles of Chinese Pop Music since the New Century

Pop music has entered a stage of steady development, and it is difficult to make new breakthroughs. Many new record companies are unscrupulous in order to make profits, even touching the bottom line of the law, with vulgar works and

constant scandals in the industry. The background of the times directly determines the future development of pop music, which can effectively reflect the background of the times. Therefore, pop music and the background of the times promote and influence each other. At the same time, the development of pop music will also be affected by productivity. At this time, in order to better promote the development of pop music in the international community, it is necessary to promote the development of pop music towards commercialization, which is also beneficial to the development of pop music. The gradual internationalization and marketization of pop music is to promote Chinese music culture to go out of China and into the world, pop music to enter the new world, and its development to the world also meets the basic requirements of social development. In recent years, our country's pop music creation has begun to introduce national consciousness and attach great importance to the pace of the world, thus laying a solid foundation for stepping into the world field. However, despite the awareness of this aspect, the current stage of pop music has not embarked on this road. There are many unsatisfactory aspects in the current stage of pop music, which are empty and insensitive, unable to attract the public, purposeless, and the released music has no theme, which leads to the modern society to start to doubt the development of pop music.

And now the Chinese pop music industry is a mixture of good and bad people. Although there are many good works from time to time, there are also many unsatisfactory places. As China's legal system is not yet comprehensive, and the laws and regulations on punishment of piracy have not been fully established, piracy is rampant. When many singers create new songs, the phenomenon of sound source piracy often occurs, which leads to that the singer cannot get his due compensation, and then the singer's creative motivation will decline. In addition, the uneven quality of singers directly leads to the uneven quality of songs. A large number of vulgar songs that are not conducive to the growth of young people appear, seriously affecting the world outlook, outlook on life and values of young people. The development of pop music is inevitably affected by economic factors. Many singers, driven by economic interests, have created many low-quality music works in the process of song creation and singing. Pop music is becoming more and more commercialized, even measured by money. Music works are cultural works that circulate in the market in the form of commodities, losing the meaning of music itself. There are many talents shows in China's pop music industry. Most of these talent shows use hype to attract the audience's attention and improve the ratings of the programs, while ignoring the significance and value of the music itself. In fact, behind such "popularity", there is no attitude towards music itself. These talent shows are indeed "popular" through hype, but this "popularity" is not what we like to see. These practices make people mistakenly think that pop music is like this. People pay high attention to this vulgar music, but few people pay attention to real pop music. Because the requirements are low, musicians work harder than that. In this way, the development of Chinese pop music has become difficult and the future development is very bleak.

4. Approaches and Measures of Chinese Pop Music since the New Century

Chinese traditional music has always had the spirit of compatibility, but Chinese pop music lacks the spirit of compatibility. Many western music has a huge impact on Chinese pop music. Even with the impact of western music, there are still so many star singers who have been wildly sought after by the post-80s and post-90s generation. At present, the economic globalization, the world is gradually developing towards diversification, and both economy and culture are tending to global integration, Music is also a form of expression of culture. Music should also conform to the changes of the times and the development trend of today's culture, and begin to integrate with music in other parts of the world. Every music has its own culture. Different music forms reflect different spiritual contents. With the gradual progress of today's society, people's requirements for music are gradually increasing. In order to meet different needs, only the effective combination of Chinese pop music and the essence of western music can create music and form unique pop music, only in this way can Chinese music no longer be confined to China, and can Chinese music go to the world and be appreciated and accepted by the world.

For example, after the Chinese and Western pop music style was developed in 2000, many pop singers widely used this style in their creation. For example, singers Wang Leehom, Lin Junjie, Wu Kequn, etc. Take Wang Leehom as an example. His song "By the Plum Blossom" applies rap and many tunes and lyrics with Chinese national characteristics at the same time; As well as his song Heroes of the Earth, while using the rap style, he also added Chinese Peking Opera aria. He called his integration of China and the West checked out style, which means "Chinese hip-hop". Taking Lin Junjie as an example, his song Cao Cao is also well known. This song, with its heavy metal feeling and rich Chinese lyrics, sounds novel to the ear. Wu Kequn's "General's Military Order" not only uses a variety of ethnic instruments in its orchestration, but also uses Chinese style lyrics in its lyrics. It also uses Chinese quintessence Beijing Opera in its singing, and integrates hip-hop style and dance music variations. Undoubtedly, the combination of Chinese and Western music has become the mainstream of contemporary pop music style.

In addition, the singing of the current pop music pays too much attention to the high-pitched voice and dazzling skills, neglects the injection of emotion, and does not play freely in the singing, which makes the form of expression of the music too grandiose and loses its due emotional connotation. Because some audiences do not have the ability to appreciate music, they evaluate singers' singing skills based on the pitch, which makes most singers regard high pitched voice and dazzle skills as the performance of superb singing skills for special practice. In music singing, no matter the original music or the adapted music, most singers deal with the part of the chorus in singing without injecting emotion. Once they

reach the climax, they sing in a way of high pitched and dazzling skills. Although they can attract the attention of the audience, the whole singing process is particularly abrupt and uncoordinated because there is no emotion in the performance. Some singers even use this singing method in the bass part, It makes the song difficult to penetrate into people's hearts.

In combination with the above situations, the assessment standards should be improved in the selection of pop singers, the entry requirements for singers should be improved, and professional vocal music training should be provided for singers. Brokerage companies can hire highly qualified performance experts as instructors for singers. In singing training, they focus on cultivating singers' singing emotion and singing skills, so as to improve singers' singing ability and ensure that singers can fully inject emotion into singing pop music. Whether it is a chorus or a climax, it should be sung in a perfect way to inject emotion, so as to enhance the emotion in pop music singing and arouse the resonance of the audience, so as to ensure that pop music will last forever. At the same time, China's pop music is still in the development stage, and new elements will be constantly injected into the development. Therefore, pop music singers should closely follow the social development situation, integrate new popular elements into their creation, pay attention to the improvement of singing skills, select appropriate singing skills and styles according to their own advantages, improve their innovation ability and singing ability, and promote the sustainable development of pop music. In addition, hold pop music creation programs to attract more creative singers to join the pop music team, establish high-quality creative teams, improve the professional quality of pop singers, provide high-level talents for pop music creation, enrich the content of pop music creation, and improve the quality of streaming music creation, so as to promote the development of pop music.

Pop music is an indispensable spiritual wealth of the times and one of the main components of popular culture. With the rapid development of pop music in China, people enjoy music quickly, effectively and widely. But whether as entertainment

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