

The Popularity of Chinese Ancient-style Music: Re-exploration of Cultural Confidence and Traditional Culture from the Perspective of Chinese and Foreign Cultural Comparison

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Abstract: Chinese ancient-style music has shown a rising trend in recent years. It has gradually formed a new and independent music category from the initial niche and scattered existence. In view of this cultural phenomenon, this paper explores the close relationship between ancient-style music and Chinese traditional culture from the perspective of Chinese and Western cultural comparison. At the same time, from the perspective of cultural comparison between China and foreign countries, this paper analyzes and explores the unique Oriental characteristics of ancient-style music and the culture behind it. On this basis, it puts forward development suggestions that are in line with the times, provides new ideas for the rise of Chinese cultural self-confidence, and also opens up new horizons for the re-exploration of traditional culture.

Keywords: Chinese Ancient-style Music; Comparison of Chinese and Foreign Cultures; Traditional Culture; Music Culture.

1. Introduction

In today's era of cultural integration, culture is constantly being redefined, and popular culture is developing rapidly. As a kind of music culture that integrates traditional culture and modern elements, Chinese ancient-style music has achieved high attention and popularity because of its unique music characteristics and unconventional music style. Under the background of the continuous improvement of modern technology and the continuous expansion of global vision, in order to maintain the Oriental uniqueness of Chinese ancient-style music, it is necessary to combine the perspective of Chinese and foreign cultural comparison, actively provide strategic development suggestions, help the modern transformation and global dissemination of traditional culture, and strengthen the establishment of cultural self-confidence.

2. Overview of Chinese Ancient-style Music

2.1. The Concept of Chinese Ancient-style Music

There is no authoritative definition of the concept of 'Chinese Ancient-style Music' in the academic circle. By consulting the definition of the word 'gufeng' in books, there are two explanations in the 'modern Chinese dictionary (6th edition)': The first is the ancient customs, mostly refers to the simple style of life; The second is the ancient style poetry, that is, compared with the modern style poetry, a kind of poetry style, free of rhythm, not limited to antithesis, tonal pattern, wider rhyme, unlimited length [1]. In summary, the Chinese ancient-style music is defined as a musical form with the characteristics of long ancient rhyme. Its development background is related to the revival of Chinese culture and the inheritance of traditional culture. Ancient-style music is a kind of music type that combines the elements of Chinese traditional music and the characteristics of popular music, and its music style is deeply influenced by Chinese traditional

culture.

2.2. Classification of Chinese Ancient-style Music

Chinese ancient-style music can be divided into two categories according to its different creative materials.

One is the derivative of artistic works such as games, novels, animation, movies and television. Among them, the archaic elements were first derived from games with Chinese cultural characteristics and the soundtrack in the game. Game players have deep feelings and interests in the archaic music in the game, which promotes the development of ancient-style music creation [2]. Many Chinese style games need the corresponding story plot background as the support, so the novel works have become one of the major sources of Chinese ancient music creation, according to the story plot or character characteristics and other content to create ancient-style songs. For example, the song 'Qinshi' sung by Shuangsheng takes the story as the background content of the song. Both film and television works and novels have complete plots and distinct characters, resulting in many related ancient-style songs. For example, with the popularity of TV dramas such as "Dong Gong" and "Gu Xiangsi Qu", a group of ancient songs such as "Ai Shang" and "Su Hui" sang by Xiaoshi Gu'niang have also been produced.

Another major category is the adaptation and singing of Chinese ancient poetry. For example, in recent years, the cultural music program 'Everlasting Classics' jointly created by CCTV Integrated Channel and CCTV Creation Media Co., Ltd. has also promoted and helped the development of Chinese ancient music. Among them, the number of "ancient-style music" that quotes poems and allusions is quite considerable. For example, in the Tang Dynasty, "the king was born to me before I was born, and I was born to the king was old", a large number of related "ancient-style music" songs were derived [3]. For example, in 2012, Bing Xian's "Jun born I was not born - Remember Na LAN Rong Ruo", in 2014, Xiao Ai's mother and audio monster sang "Jun Qing Ci", in 2020, Luan Yinshe sang "Jun born I was not born" and

so on. Another example is Dong Zhen, a famous singer in the ancient circle. In 2014, she sang the song "Li Shangyin is the Most", and the lyrics of the whole song are taken from Li Shangyin's poetry.

2.3. The Connotation of Chinese Ancient-style Music

As a pure Chinese cultural symbol, the spiritual connotation of ancient music mainly includes five aspects. First of all, it is an important part of Chinese music, which shows the beauty and elegance of Chinese millennium culture. Secondly, ancient-style music is an important reproduction of traditional culture in the contemporary era, showing the diversity, inclusiveness and uniqueness of Chinese culture. Third, ancient-style music absorbs the elements and characteristics of popular music to enhance the acceptance and singing of music, so as to better promote traditional culture. Fourth, through the diversified integration of literature, drama, music and other art forms, ancient-style music can better convey emotions and arouse the audience's emotional resonance. Finally, ancient-style music expands new music dimensions and brings unique auditory enjoyment to people through rich timbre, tunes and expressions.

2.4. The Popular Phenomenon of Chinese Ancient-style music

From the beginning of music listening to today's music creation, the phenomenon of Chinese ancient-style music popularity has never stopped. In China, ancient-style music is often seen in major music programs. Such as "Super Vocal", "The coming one", "Sing! China" and so on. Overseas, ancient-style music has also been widely spread. For example, the music video of British singer Katie Sky's cover of the domestic film 'Big Fish & Begonia' theme song 'Da Yu' is widely circulated on overseas media platforms.

The popularity of Chinese ancient-style music is related to a series of social changes. Chinese society is in the stage of transition from tradition to modernity, and people's cultural identity and aesthetic concepts have also changed. The ancient-style music has gained more and more attention and recognition, and has become a fashion of Chinese pop music, which is sought after by fans all over the world. In addition, with the rapid development of China's economy and the enhancement of national self-confidence, more and more people pay attention to cultural revival and nationality. In addition, with the rapid development of China's economy and the enhancement of national self-confidence, more and more people pay attention to cultural revival and nationality. As a way of inheriting and displaying Chinese classical culture, ancient-style music has been widely loved by the public.

The popularity of ancient-style music is not only influenced by the content and form of music itself, but also by people's experience and drive of Chinese traditional culture. The two influence each other. Ancient-style music often involves deep emotional expression and the pursuit of traditional aesthetics, which echoes the increase of people's spiritual needs in contemporary society. Emotional resonance and aesthetic pursuit enable it to touch more people's heart strings, greatly promote the popularization of Chinese classical culture, and arouse people's enthusiasm for exploring and attaching importance to classical culture. In this era of 'looking for Chineseness' and international integration, ancient-style music has become a symbol of transformation, which not only brings a cultural trend, but also provides an opportunity for

traditional culture to be rediscovered.

3. Ancient-style Music from the Perspective of Chinese and Foreign Cultural Comparison

3.1. Ancient-style Music and Chinese Traditional Culture

3.1.1. Ancient-Style Music Carries Chinese Traditional Culture

The musical elements and musical instruments of ancient-style music are derived from traditional music culture. They are an important part of Chinese culture and carry the unique cultural heritage and psychological characteristics of the East. The lyric vocabulary in the form of 'ancient words' exists in the ancient music, which is in line with the audience's aesthetic pursuit of classical beauty and the aesthetic psychology of exploring the cultural elements in the Chinese tradition, this puts forward the creative requirements for the lyrics to be flexibly processed [4], and to condense the essence of Chinese traditional literature and culture. The vocabulary used in ancient-style songs more or less reflects the cultural phenomena or cultural entities existing in Chinese society. However, with the development of the times, some things in ancient society have died out, only in the form of vocabulary, and the blank space existing at the cognitive level has created more reverie space for the audience. The narrative theme of music should take traditional culture as the core, extract the universal value elements of cultural connotation based on the excavation of the connotation of excellent traditional culture, and select the content that is easy to accept and understand by the public [5]. In the tide of globalization, it has become a powerful carrier to show Chinese culture in the process of cross-cultural communication.

3.1.2. Ancient-style Music Spreads Chinese Traditional Culture

Under the background of cultural integration, the existence and development of Chinese ancient-style music has important communication value. Ancient-style music integrates a variety of traditional Chinese cultures and shows its charm through music [6]. Ancient-style music, like archaic poetry, attaches importance to rhythm and beauty of music. In the form of soundtrack singing, it integrates some poems, songs, historical figures and stories in Chinese classical culture into it for singing, making it an art type that is easy to be accepted and favored by the public, taking into account the characteristics of inheriting classics and grounding [7], through concerts, music videos, online sharing and other diversified ways of display, it provides a diversified way of communication for listeners around the world to understand the connotation and characteristics of Chinese traditional culture. The development of modern media technology and social networking platforms has also helped the rapid spread of ancient-style music and attracted the attention of the younger generation, thus spreading and stimulating interest in traditional culture among young people.

3.2. Western Music and Western Culture

3.2.1. Cultural Diversity of Western Music

Western music has a variety of cultural backgrounds. From classical music to modern pop and rock, each style integrates the characteristics of different historical periods and is deeply influenced by different social changes. Its development is

usually closely related to social, political and technological changes. The colonial historical background of Europe made the cultures of different continents contact with each other. The music elements of Africa, Asia and America were introduced into Europe, which influenced the western music style. For example, African rhythms and percussion influenced the development of jazz and modern pop music. Compared with the long history of Chinese society, the large-scale immigration of the West has gathered people from different cultural backgrounds, and the diverse musical traditions have also been combined with each other, resulting in new global music forms such as Latin pop music and K-pop.

3.2.2. The Popularization of Western Music and Cultural Transformation

Whether classical or popular music, Western music has a wide range of international audiences and markets. The history of exploration, trade and colonization, as well as the process of modern globalization, Western music has been influenced by cultures around the world, and its artistic presentation is more easily accepted by the public. With the advancement of the Western industrial revolution, scientific and technological means have also been continuously applied to the development of music. Recording and broadcasting technologies have enabled music to spread across geographical boundaries, allowing music to be widely circulated and integrated with each other. The subsequent emergence of modern music and electronic music is the result of scientific and technological progress and global cultural exchanges. In addition, the cultural background of Western music has also changed with the development of the times. With the rise of individualism in Western society, the field of music has also paid more attention to the display of personality. Musicians are keen to explore new forms and techniques of music in order to show a high degree of innovation in the form of music. A variety of factors make Western music more emphasis on diversity, innovation and global vision.

3.3. Ancient-style Music and Western Music

3.3.1. The Commonness of Ancient-Style Music and Western Music

Both Chinese Ancient music and western music pay attention to emotional expression. Whether it is the lyricism of Chinese ancient-style music or the personalized expression emphasized by western music, it tries to express the emotions of the author and the audience through music, resonate and influence people's emotions and emotional identity. Secondly, there are also some commonalities in the creative methods of the two kinds of music. They all convey music information through creation and singing, and need unique music elements and skills to express the connotation of music works through different skills and arrangements.

3.3.2. The Difference between Ancient-style Music and Western Music

From the perspective of content and cultural heritage, the history of Chinese music has always discussed the relationship between emotion and virtue, sound and degree, desire and Tao, sorrow and beauty, music and politics, ancient and modern, and more of the essence of music and social politics. The West is more related to the nature of music and natural science [8]. In terms of music content and form, Chinese ancient-style music is characterized by a strong Chinese charm, which expresses unique culture and emotion

through ancient musical instruments, singing performance and elements in Chinese traditional culture. Western music emphasizes personal emotional expression and uniqueness, such as rock music, rap and other forms of music, which emphasizes continuous innovation and personalized expression. In terms of creative ideas and aesthetic concepts, Chinese ancient-style music pays attention to cultural connotation and inheritance, emphasizes emotional resonance and cultural reproduction, and shows the pursuit of Chinese traditional aesthetics. Western music reflects the personal independence and trendy cycle of music, focusing on the artistry and entertainment of music.

4. Suggestions on the Development of Chinese Ancient-style Music

The re-excavation of Chinese ancient-style music is inseparable from the promotion of cultural self-confidence. For traditional culture, China has always maintained an active exploration and search attitude. With the development of the times and the progress of science and technology, the path of cultural communication will be broadened. Therefore, it should also put forward a more advancing concept for the future development of ancient-style music.

4.1. Using Digital Channels to Promote

The popularity of network and digital media provides unlimited possibilities for the spread of ancient-style music. Through the Internet and various convenient digital media tools, online publicity and promotion will be carried out to spread the ancient-style music and its cultural concepts to the world, awaken the tradition behind music and cultural elements, and integrate with other types of music. Ancient-style music not only inherits traditional Chinese culture, but also connects with young people and Internet platforms, and has become the central product in the ancient style industry chain, which has begun to drive the development of the entire industry [9]. Optimizing strategies and improving the quality of creative content are the focus of promoting ancient-style music in digital channels. In content creation, different content strategies and promotion schemes should be formulated according to the characteristics, needs and tastes of different platforms and users. For example, through the combination of network novels, animation and other archaic culture-related content, the production of music works and MVs that can cause emotional resonance, artistic and historical, attract more users to watch and share.

4.2. The Integration and Development of Multi-Field Cultural Elements

As a form of expression of Chinese traditional culture, ancient-style music continuously promotes its integration and development with various cultural elements, which can provide more opportunities for cross-domain and diversified exchanges of Chinese traditional culture and enhance the international influence of traditional culture and Chinese music. When the ancient-style music lovers have a youth subculture label of "ancient-style music," they are influenced by the cultural "circle" and will be affected by superposition, making them have several subculture attributes [10]. Use this to carry out multi-faceted promotion and cooperation with other fields, such as cooperation with e-commerce platforms, music festivals, concerts and other related aspects, bundling ancient music works with related clothes, Garage Kits and

other commodities to provide users with a better consumption experience ; Or arrange ancient-style music performances at music festivals and concerts to increase visibility and awareness.

4.3. Pay Attention to the Innovation of Chinese Traditional Culture

In recent years, with the vigorous promotion of the government and society, respecting and inheriting traditional culture has become the consensus of more and more people. The support of Chinese cultural self-confidence and traditional culture has created conditions for the wide spread of ancient-style music, and promoted the era change of ancient-style music culture innovation. The creators innovatively integrate the elements of the times, so that the works not only reflect the aesthetic standards of contemporary society, but also show the different characteristics of Chinese traditional culture endowed by the times. Diversify the theme of the song, explore more content such as historical events, myths and legends, philosophical thinking, etc., think about the forms of expression that combine it with modern life, and more fully demonstrate the richness of Chinese culture. Create lyrics that reflect contemporary social problems, express the concern and thinking of reality in the form of archaic music, and make ancient-style music more closely related to the life experience of modern listeners.

5. Conclusion

In recent years, ancient-style music has become more and more popular in the field of pop culture. As a cultural form containing music, culture, history and other aspects, Chinese ancient-style music not only integrates traditional cultural elements and modern music elements, but also provides a new perspective for the comparison of Chinese and foreign cultures.

Based on the concept of Chinese ancient-style music, this paper classifies it based on different creative materials, deeply analyzes its spiritual connotation, and deeply explores the general situation and influencing factors of the popular phenomenon of Chinese ancient-style music in combination with the background of the development of the times. Using the perspective of Chinese and foreign comparison, the relationship between music and culture is compared to highlight the uniqueness and Oriental characteristics of Chinese ancient-style music. On this basis, it puts forward the development suggestions of using digital channels to promote,

promote the integration and development of cultural elements in many fields and attach importance to the innovation of Chinese traditional culture. It aims to help inherit and rediscover Chinese traditional culture, promote classical culture from traditional to modern, promote the exploration and attempt of new ecology of local culture, inject new vitality and vitality into traditional culture, and also make Chinese young generation re-recognize and accept traditional culture, and produce deeper cultural identity and cultural self-confidence.

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