

The Promotion Music Education through Social Media in China: A Case study of TikTok Platform

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Abstracts

This article provides knowledge about Promoting music education through social media in China using the TikTok platform. The contents include the development of internet-based information technology and music learning in the TikTok platform, representing the new trend of future music education. The field of music education follows in the footsteps of the times. In the context of actively exploring how to combine Internet technology better to improve teaching efficiency, it has developed Internet music teaching modes such as music MOOC, music micro-class, WeChat public platform, mobile APP, etc. The author also summarizes the positive role of TikTok short video plays in education.

Keywords: Promotion Music Education; Social Media In China; Tiktok Platform

Introduction

Through the rapid development of the Internet in China, it can be said that it has become popular in all fields. Social media has brought considerable convenience to people in the field of education: for students, as long as they have a mobile device that can be connected to the Internet, they can realize anytime, anywhere, fragmented learning, greatly improving the efficiency of learning; for teachers, they do not have to consider the limitation of the number of students and thus reduce the quality of their teaching, and can reduce the repetition of teaching content, greatly improving the efficiency of teaching. Internet technology has had a profound impact on the field of education.

COVID-19 has spawned the perfection of online education mode. More and more Internet companies seize this opportunity to launch software and app products. However, before the closure of the city, online teaching activities still focused on recording videos and admiring classes, and live broadcasting was limited to entertainment and games. With the arrival of the spring school season in 2020, China is still in a period of city closure. The Chinese government has proposed to "suspend classes without school suspension," and the education system, colleges, universities, and primary schools all over the country have organized live teaching. At the same time, many music event planners and practitioners have also brought the relevant music industry online because they are not allowed to carry out offline concerts, music performances, and other activities. In the music education industry, offline music education institutions have also changed to online teaching. In 2020, the job opportunities of college graduates majoring in music education will be greatly reduced, and they will also focus on online teaching. Therefore, online economic activities, entertainment, and education models

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are rising. China has TIKTOK, the most popular one. The activity of the audience is nine hundred million. The official voice of the music company has launched the corresponding music education support program and curriculum plan to help musicians and music teachers officially certified by the TIKTOK to teach more efficiently.

Promoting music education through social media in China

The field of music education follows in the footsteps of the times. In the context of actively exploring how to combine Internet technology better to improve teaching efficiency, it has developed Internet music teaching modes such as music MOOC, music micro-class, WeChat public platform, mobile APP, etc. This mode transforms closed music teaching resources into open music teaching sources, transforms indoctrination music teaching mode into interactive music teaching mode, transforms passive music teaching mode into interactive music teaching method, and transforms passive music teaching mode into interactive music teaching mode. Music teaching mode; convert passive music learning mode into active music learning mode; convert offline music teaching mode into online music teaching mode. Internet technology has had an important impact on the field of music education.

China's Tencent Inc. 2018 WeChat user and ecosystem research report points out that as of September 2018, WeChat's backstage statistics now have about 1 billion 87 million 500 thousand WeChat monthly users, with over 10 million different official account platforms. Since the official account of the media has gradually penetrated the music field with its characteristics of individuality, efficiency, and convenience, it has become a new way of music education. What impact and impact has it brought to traditional music teaching in the situation of the rapid growth of the music media official account? What are the similarities and differences between the traditional and the self-media official account teaching modes? Where is the new teaching method from the official media account? Through a large number of practical research, the official account numbers are widely distributed through big data charts. The questionnaire survey method analyzes the usage and consumption behavior of public music education and obtains intuitive data. It looks forward to the infinite possibility of music education in the future in the 5g era from the perspective of science and technology. Represent the general trend of future music education, and the media official account is more abundant, and teaching objects are more extensive than the traditional music teaching mode. Teachers are no longer the dominant classroom leader. All teaching strategies are centered on learners. Since the official media account has made learners no longer limited by time, money, and scenes, the new mode of "personalized customization" has been truly realized. However, uneven in the quality of the media official account, the future development of music media official account should be constantly adjusted and optimized based on specialization and standardization, which will be close to the demand for learners in the new era of the twenty-first Century. It will enhance the teaching quality and the teaching quality of the future teachers in the WeChat official account. It is of far-reaching significance to change online music education platforms' operation quality and future prediction (Zheng, 2019 : 7).

China's internet-based information technology has developed rapidly. We have experienced numerous new technologies and terms: WWW, e-mail, chat room, online game, blog, microblog, WeChat, cloud computing, internet of things, big data, artificial intelligence, etc. These technologies have had various impacts on all aspects of society, one after another. In the 21st century, the occurrence of "high-speed rail, code scanning payment, bike sharing and online shopping" in China has made people at all levels of society realize that we are experiencing an information and intelligent era. The internet has penetrated public life, and the lifestyle of virtual communities has become an irreplaceable part of modern social life. With the rapid development of science and technology and the transformation of social production mode and lifestyle, there is no doubt that the way of education and learning are also facing major transformation and development challenges and unprecedented opportunities. Finally, it expounds that online music education has its value and shortcomings. We should always make it clear that online music education is Internet technology, make rational use of the law of the internet, do well in music education, carry out online music teaching around the characteristics and connotations of music education, and put forward some feasible suggestions for the sustainable and healthy development of the new model of Internet music education and teaching in the future (Xu, 2021 : 43).

"Micro class" is an important derivative of the application of Internet technology in the field of education in the new era. It is a teaching activity that can be carried out only with the help of Internet information technology. Firstly, teachers need to select one or a group of knowledge according to the teaching content, complete relevant explanation activities, and record with mobile phones, cameras, and other equipment to form small videos one by one; Secondly, teachers need to classify and sort out the recorded teaching videos, upload them to the campus network, WeChat circle of friends, QQ group and other social networking platforms. Students can download and watch the videos according to their actual needs.

Therefore, the "micro-course" is concise, and the time required is relatively short. Students can fully use their spare time to study and realize the extension and expansion of teaching space and teaching time. "Micro course" is a course focusing on explanation and a unique form of modern information education. It can become not only a teaching resource for formal teaching in the classroom but also a resource for students' preview and review after class. It has great development potential and application prospects in the development process of the education industry. Teachers organize students to carry out music micro class teaching activities with the help of Internet technology, which takes the micro music video recorded in advance as the core content of the whole teaching activities and takes music teaching design, music teaching forum, music teaching guidance, music teaching courseware, music practice and evaluation, music teaching reflection, etc. as auxiliary contents. The "Internet plus music teaching" platform will teach a series of music and make a group of videos based on the learning styles, styles, regions, and nationalities. The theme, knowledge structure, and difficult and difficult knowledge of each micro music video will be organically integrated to enable students to have a systematic and comprehensive understanding and understanding of music knowledge and, at the same time, facilitate students' later stage search (Zhang, 2022 : 50-111).

The main ways of internet vocal music network teaching in China:

The first is "Modern Distance Education."

The National Education Department has vigorously promoted and guided online education in recent years. At present, many domestic institutions and individuals have established a large number of learning websites. Modern network education is mainly reflected in modern distance technical education, a new educational model. Some domestic colleges and universities are exploring, and this model is only carried out in higher education. China Central Conservatory of Music's distance education is carried out in network schools. Its basic teaching content is that teachers use the courseware to take classes, answer questions, correct homework, provide guidance, examination, and so on.

The second is the "famous teacher vocal music teaching video."

In China, famous musicians and vocalists' explanations and model singing of vocal music works are authoritative and reliable. In the past, many famous teachers were difficult for vocal music learners and lovers, let alone learning from famous teachers and classes, which also made many vocal music learners lose confidence in their vocal music and finally have to be used it as an amateur hobby. There are many online explanations and singing videos of well-known vocal educators and singers at home and abroad. Students and vocal music learners no longer have to worry about not finding famous teachers because as long as they surf the Internet, they can find the teaching videos of famous teachers and masters and can learn vocal music anytime and anywhere without any restrictions, to learn with famous teachers, Soon they can improve their vocal skills, improve their vocal singing level, and mobilize students' interest in learning by watching famous teachers' teaching videos.

The third is "vocal music teaching websites and forums." There are many music-related forums and websites on the Internet. The more representative websites and forums include the classical music network, Beijing music education network, China art education network, etc. There are professional music forums on these websites, ranging from vocal and instrumental music to music theory.

The fourth is "voice, video and vocal music teaching," a teaching method that uses Internet technology to solve space constraints through real-time online teaching. The premise of this teaching method is to establish a voice or video chat room through the network and then inform and publicize the chat room ID and the arrangement of video vocal music teaching. People can learn and communicate online at the appointed time. Such a network can not only solve the spatial constraints of vocal music learners and vocal music teachers in different places but also allow learners to independently choose teachers or teaching resources they like or are interested in (Zhao, 2017 : 6).

Music Learning in TikTok Platform

The TikTok platform is different from the micro music class, MOOC, music education WeChat official account, and music education forum, which the previous researchers studied, and is also different from other music teaching apps. The music education of the TikTok platform realizes the teaching process through live courses.

Through searching, the research on "TikTok live teaching singing" is 0 in CNKI, there is only 1 academic journal on "TikTok live teaching," and other research is 0. This academic

journal is still about primary school science. The research on music education on the TikTok platform is a blank in China.

The difference between live teaching using the TikTok platform and other online teaching apps. Researchers believe that live broadcasting has become a popular phenomenon and is also deeply loved by primary school students. However, some live broadcasts on TikTok are entertaining, easy to distract students' attention, and occupy students' time. Teachers can use TikTok to broadcast live so students can see different science classes. Combining with TikTok can attract students' attention. Still, in live broadcasting, teachers need to pay attention to students' network problems and whether students only pay attention to the live broadcasting of science classrooms. During the live broadcast, we also interact with students and let students leave messages in the live broadcast room. According to the students' messages, we can carry out more targeted teaching for students. At the same time, I also use the function of leaving a message to let students punch in after entering the class to see whether students enter the class intuitively. And in the course of lectures, I will also randomly call the names of the students in the class, or randomly ask the students about the content of the class, so that the students can keep nervous at all times, avoid the phenomenon of students skipping classes, and ensure that the students can listen carefully. There is a playback function in TikTok live broadcast, which makes up for a major deficiency of offline teaching. Playback can fully and clearly show the classroom content and allow students to review after class. The part that students don't understand in class can also be learned through playback after class to help students solve after-school problems and reduce pressure on teachers. Watching playback simultaneously can adjust time nodes and help students learn selectively (Rong, 2020 : 276).



Figure 1, Teaching the Chinese art song "Moon over the Western Tower"

Compared with the past advertising forms, which directly face the product to the audience, accurate promotion is based on the user's preferences, obtaining the information users want, carrying out targeted product promotion, and reducing the unnecessarily high price expenditure of traditional advertising. As a popular product of "byte beat," TikTok can locate the age, needs, and preferences of target users and formulate a precision marketing model with the blessing of precision algorithm technology. For example, if users watch a popular food short video frequently, they may recommend local food to users through algorithms, which virtually promotes its commercial value. It can also allow some restaurants that can't afford high advertising and promotion expenses to enter the public's field of vision and then, for example, recommend and push the traffic star products that users like in combination with the popular variety shows on video websites, to meet the needs of this part of the group of users. In the era of content being king, a short video blogger with many fans must be able to attract the public's attention. The short video time is limited, ranging from more than ten seconds to several minutes. To express their characteristics in this short time and give a good experience to the audience, the platform needs to work together with the author. Both professional content media and e-commerce platforms pay attention to the presentation of video content. In the promotion and creation process, different from other short videos, they pay great attention to the quality audit of content. Its software is constantly updated to refine the supervision and management, improve the audit quality and enrich the video content. This also indirectly enhances the stickiness of user groups. In the process of commercial content promotion, TikTok deeply develops the connotation of products and spreads them online. And pay attention to the combination of online and offline, strive to dig out more excellent content, and promote marketing. Fully penetrate users' lives and increase users' relevance to brand content. TikTok has a clear positioning, catering to young users' creative ideas and displaying personalized content. Positioning determines the direction. The focus on form and content makes it more attractive than the traditional media industry. This is precisely the result of focusing on market segmentation and users' attention to content, and it also achieves the ultimate goal of "no content, no marketing." Let the three parties get the desired results (Zhang, 2021 : 50-111).

Concept division of TikTok short video. As a new medium, short video enters the public's field of vision, which must be different from the traditional video. Therefore, judging the short video category is this paper's starting point. At the same time, the concepts of communication and value are summarized and combed according to the literature, and their evaluation criteria are set. The content creators of the TikTok platform can be divided into individual creators, media creators, we media creators, and enterprise creators. According to research data, TikTok has a massive audience of 200 million users. TikTok's communication channels mainly have two ways. The first way is to build an internal content ecological closed loop and spread among audiences; The second way is to rely on the external platform for content linkage—the current problems and solutions of short videos in China. The issues of a short video, such as lack of gatekeeper, serious homogenization, and too centralized technology distribution, put forward solutions to the above problems, including improving content audit mechanism and algorithm distribution (Jiao, 2019:6).

The advancement of science and technology has promoted the popularity of short internet videos, and the platform has seized the opportunity to become the leader in the short video field. Still, it has also caused a series of social problems. This paper puts forward solutions from three aspects of platform design, content supervision, and example power to promote positive energy and theme and realize the effect of education (Zhang, 2021:50-111).

Conclusion

The path of TikTok short video playing a positive role in education can be studied from the following points:

1) The R & D of TikTok. TikTok system is addictive because its content is interesting and attractive, and the other is the design of its platform itself. The original intention of TikTok platform developers is to retain users, prolong users' single use time, improve users' use frequency, and realize enterprises' economic benefits. However, the premise of enterprises as profit subjects is social subjects. They should not forget their social responsibilities and responsibilities and should take the initiative to undertake the obligation of education. According to the current "addictive" situation, the TikTok platform needs to launch corresponding anti-addiction systems for problems, such as actual name authentication and adding time pages, to give users a sense of time. In addition, the platform should also strictly control the push content and convey the correct values and value orientation.

2) Strengthen content supervision. The content of TikTok is mixed, and measures need to be taken to supervise the content. First, the state must make up for the loopholes in network laws as soon as possible and launch complete management, supervision, and punishment system for the Internet. On the one hand, it should strengthen the supervision and audit of Internet operators and control them from the source. On the other hand, it should punish illegal and illegal Internet users, restrict the improper behavior of Internet users and quickly purify the network environment. Secondly, the TikTok platform needs to implement real-name authentication fully. On the one hand, it can promptly track internet users who spread terrible content. Under the real name system, Internet users will be more cautious about the published content to achieve the effect of two-way constraints. On the other hand, it can quickly identify youth groups through actual name authentication and launch content suitable for that age group. For example, positive energy such as learning and positive news can achieve the effect of education. Finally, the TikTok platform needs to strengthen the audit of published content, prevent the spread of harmful content and maintain a new network environment.

3) Create TikTok's positive energy culture to strengthen supervision. It is also necessary to strengthen the rapid internal circulation by introducing a new "spring" and new "air." First of all, the TikTok platform can launch the "main melody" (government publicity) brand, introduce major well-known universities and government websites, and release positive, useful, and new news and content, which can not only attract people but also educate people, and realize both economic and social benefits. Secondly, strengthen the ideological and political education of the talented team of the TikTok platform. Only the staff with three positive views, high political smell, and sensitivity can create a positive TikTok culture. Finally, we need to give full play to the exemplary role, review, and screen the content released by Internet users, put the excellent and positive energy content on the top, roll, and give particular broadcasting priority or reward to stimulate the enthusiasm of creation and achieve the win-win effect of clean air, positive economic and social benefits.

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