

# **The development and current situation of Chinese pop music in China**

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## **Abstract**

The development of pop music in China shows a trend of popularization. This is because with the continuous growth of entertainment demand in our country, people pay more attention to personal development and entertainment needs, causing more people to learn and master popular singing methods. At the same time, the development of domestic music colleges and universities has also provided better platforms and opportunities for popular song arrangement. In addition, with the rapid development of digital technology, more and more people are beginning to use this method to learn and master pop song singing skills. Popular singing is one of the three main types of Chinese vocal art, and it occupies an important position in Chinese vocal art. Although pop song singing has won a wide audience due to its unique charm, there is no fixed standard model. For pop singers, personality is the most important feature of life. Therefore, no matter what your voice conditions are, you should give full play to your own characteristics and advantages and tap into your voice potential. The article presented the development and current situation of Chinese pop music in China.

**Keywords:** development; current situation; Chinese pop music; China

## **Introduction**

The singing method of pop music is nothing more than two major points. They are skills and emotional expression respectively. Skills require us to lay a solid foundation, such as practicing voice, breath, position and resonance. Emotional expression lies in the analysis of works, analysis of lyrics and pronunciation. These are things we need to learn. Popular singing styles are diverse and there is no fixed pattern. The singing style pursues naturalness and casualness, emphasizing singing with one's truest voice, thereby reflecting the individuality and characteristics of the voice, expressing emotions naturally, and the performance is highly improvisational and provocative. , mainly uses microphones and other audio equipment to expand and create sound effects, and often uses dance, harmony, electronic band accompaniment and some high-tech means to enhance the stage atmosphere. But no matter what, it is very important to learn how to sing pop music.

## **The development and current situation of Chinese pop music**

Since the 21st century, our country's international status has been continuously improved, and our country's development in all aspects has been continuously improved and confirmed. As an important cultural and art form, pop music plays a vital role in this process. Therefore, when studying the singing methods of Chinese pop music, we must first understand the current situation and development trends of our Chinese pop music. This is crucial for us.

With the acceleration of globalization and the continuous development of my country's economy and culture, pop music has continued to expand its scope of influence and has become a very charming and influential cultural phenomenon. China's pop music market is developing rapidly, but there are currently some problems. First, it is difficult for new pop songs to become popular. As market competition intensifies, people's demands for pop songs are getting higher and higher, but new songs are not emerging in large numbers. On the contrary, many musical works lack connotation and only pursue entertainment and commercial value. This kind of music work that lacks connotation is called "assembly line merchandise" and is difficult to be accepted after release. Second, musical works lack connotation. Due to the rapid development of popular music, in order to stand out in the fierce competition, many singers often hope to achieve higher artistic value by focusing on popular elements. However, this kind of musical work that lacks connotation is called "assembly-line merchandise" and contains a large number of simple and empty elements. This kind of music work that lacks connotation is considered to have little artistic value, and it also hinders the good and sustainable development of pop music as a whole. Third, with the development of the times, music education has become an indispensable part of the Chinese school curriculum in the 21st century. However, in the actual teaching process, music education is not integrated with the actual development of popular music, resulting in students' lack of interest and enthusiasm for music activities. Fourth, the copyright management and protection mechanism has not been perfected, which makes pirated works exist in large numbers on the Internet, thus affecting students' interest in music creation and expression. Fifth, dwindling profits are also a problem currently faced by my country's music industry. Since popular music works are provided to users for free, major platforms gain more attention and support through piracy, which directly leads to less and less profits for the entire industry. Sixth, mute singing. In the past few years, the pop music world has attracted much attention because of its unique mute singing method. However, this singing method is not suitable for all singers. Only those with professional skills and musical literacy can truly do their job well. In music competitions, judges and audiences are often confused by a singer's appearance and voice, causing the entire competition to lose its fairness. Seventh, imitation is not standardized. We can easily see various types of singing competitions on TV shows, but many talent show singers have not undergone strict standardized training. They often simply imitate the methods of some popular musicians to gain support from the audience and judges. In addition, these draft competitions lack fairness and impartiality, and the winning or losing relationship between players is often simply determined through a few judges' comments and online voting. Therefore, these competitions cannot become a standardized music competition, but should maintain their own unique and healthy development (Jiang, 2018).

The commercialization of popular music has become an inevitable trend, and producers need to create according to market demand and audience preferences. At the same time, more and more people tend to benefit from pop music. This kind of commercial creation is an inevitable trend in the development of Chinese pop music, because the public recognizes cultural and economic globalization. As people pay attention to cultural connotations and inherit and carry forward traditional cultural elements, Chinese style pop music has been widely recognized and sung. Moreover, cultural globalization has also promoted the blending and fusion of various elements. Chinese-style pop music retains traditional cultural elements while catering to market demand. This kind of pop music work not only enriches the form of the work, but is also a unique way of expression. In today's society, pop music, as an important

cultural expression, has become an indispensable part of people's daily lives. In this process, international pop music has become a major trend. In addition to Chinese-style pop music, more and more creators and more works are appearing all over the world, attracting more audiences. At the same time, personalized pop music has gradually received widespread attention. Creators can create popular music works in their own unique way based on their own unique style and cultural background. This kind of personalized musical work not only attracts people's attention, but also delivers a unique and meaningful emotional experience. In the future, as friendly exchanges between our country and countries around the world continue to increase, personalized pop music will also be more widely used. Creators can continue to learn and try new music styles to create more personalized and unique music works, attracting more audiences (Jiang, 2018).

Chinese pop music is an art form with a long history. Its characteristics mainly include the following three aspects: First of all, Chinese pop music combines a variety of different music styles, including opera, folk tunes, traditional arts, etc. These elements have been more fully developed and integrated in modern music, creating new music forms and styles. Secondly, while retaining the essence of our country's traditional art, pop music has also begun to focus on the fit with modern social values. For example, the song "Pink Life" incorporates traditional poetry into rap, Peking opera and other elements, forming a dynamic and lively style. Finally, there is a good marriage between pop music and classical folk culture. For example, the song "Beauty" combines traditional folk music elements with pop music, and expresses the pursuit and yearning for traditional culture in the form of fashionable music. In short, Chinese pop music has gradually incorporated modern people's aesthetic concepts and cultural elements in the development process, thus better meeting people's increasing needs for entertainment and culture. With the development of my country's cultural industry, popular music is also developing. It is necessary for government departments to strengthen management to ensure the healthy development and standardized management of the market. However, government departments cannot rely solely on themselves for management, but should work closely with media communication departments to meet market demand and improve the efficiency of the entire industry. First, government departments should strengthen the management of the popular music market. Media communication can bring new changes to the popular music industry, but this change will also have an impact on people's acceptance and appreciation. Therefore, government departments need to strengthen standardized training for media communication personnel to ensure that they can comply with laws, regulations and ethical standards, so as to avoid harmful content in popular music works. Secondly, government departments should also strengthen popular music market management. This includes adjusting cultural industry policies and innovating means to obtain good economic and social benefits. At the same time, traditional operating channels also need to be strictly reviewed and intervention in commercial operations reduced. This can avoid bad cultural phenomena in the pop music market. Finally, government departments should also strengthen the quality education of media communication personnel. They should understand media communication technology and relevant laws and regulations, and have the ability to think critically and independently. Only in this way can we better fulfill our responsibilities and contribute to the healthy development of the pop music industry. Enhancing the audience's aesthetic ability is an important factor in the continued development of popular music. The audience not only needs to have good music perception, but also needs to have a complete personality, noble sentiments and a deeper understanding of popular

music. If these qualities are lacking, it will affect the development of popular music. In order to promote the continued development of popular music, we need to guide audience critical intervention. This allows the audience to better appreciate, understand and master musical works, and can improve other people's understanding and evaluation level of musical works through their own evaluation. At the same time, we also need to strengthen our involvement in music evaluation and become talents in mainstream society who love pop music and have certain professional standards and artistic vision. Only in this way can popular music continue to develop and grow, and achieve better artistic achievements in the process of gradual maturity (Du, 2017).

The history of Chinese pop music can be traced back to the late 1930s and early 1940s, when there were some music developments in the northern and southern continents. During this period, pop music in mainland China developed extensively and entered a real pop music period from the 1960s to the 1980s. In the early days of liberation, mainland China's market economic system had not yet been fully formed, so pop music was mainly affected by the needs of political propaganda and the needs of the mainland market. Over the past 30 years, as the need for political propaganda in the liberated areas has gradually faded, local-style music has begun to appear. Based on the spontaneously formed market economic system, pop music began to gradually form a state of independent operation and strong voice. In the late 1980s, mainland pop music had become an important part of the mainland's economic interests. However, due to rampant piracy at the time, many songs lacked real musical meaning and could only attract people's attention and had no artistic value. In addition, due to the impact of Internet songs and events such as "Super Girl", originality has also been greatly affected. Nowadays, we can see that some good songs have gained popularity in mainland China. Although Chinese pop music is facing a situation of losing hope, this does not mean that the future of Chinese pop music is hopeless. In fact, in the field of Chinese pop music, there are still a group of musicians who are dominated by pure music and are working quietly. Although they may not have become popular icons like those musicians with global influence, they have used their own efforts and talents to create their own unique style and sound. It is precisely because of the existence of these people that Chinese pop music can continue to develop and grow. Widely watched and loved, but the music industry still suffers from problems due to excessive plagiarism and low-quality works. With the influence of European and American pop music, elements such as R&B and Hip-Hop were gradually introduced into Chinese pop music. These elements brought a fresh breath to Chinese pop music. Some singers began to try to integrate traditional opera and national styles into their own music, such as Wang Leehom's "Heroes of the Liyuan" and Jay Chou's "The Sun and the Moon in the Heart". This model adds freshness and personality to Chinese pop music, while also attracting more and more young listeners. Although some people have a negative attitude towards this and think this trend is unsuccessful, it can be seen that this trend is moving in the right direction. In the future, Chinese pop music will continue to develop and incorporate multiple cultural elements. In contemporary times, pop music has become an important cultural form. With the continuous development of technology, music has also been more widely disseminated and influenced. Nowadays, pop music is no longer limited to emotional expression, but can convey deeper meanings through diversified expression methods. In addition, with the changes in society, culture and life concepts, popular music is constantly developing in a diversified direction (Wang, 2016).

In short, pop music has become a new culture and has been widely recognized and accepted in society. However, in the process of its development, people only paid attention to its "new" aspect, but ignored its overall development issues. Therefore, we need to work together to create a good environment for the healthy and all-round development of popular music. Only in this way can we ensure the sustainable and healthy development of Chinese pop music.

### **The singing style of Chinese pop music**

Chinese pop music emerged around the 1930s and has continued to evolve with the development of the times. It can express emotions well, is closely related to people's lives, and integrates into the socio-economic conditions of the time. In the process of continuous social and economic development, popular music is also constantly updated. At the same time, the singing style characteristics of Chinese pop music are also gradually changing with the development of the times. It is not only a cultural art form, but also a good reflection of the spiritual outlook of people of different eras.

The development of our country's music can be traced back to the 1930s, when our country's pop music was called "Mi Mi Music". But in the late 20th century, a group of pop singers began to appear in China, of which Li Jinhui was the earliest. After that, our country gradually became a major pop music producer with greater influence. In the mainland, in the early days of reform and opening up, pop music with diverse genres began to appear. At that time, many songs had lyrical themes, such as "Drizzle" and so on. Over time, these songs continued to evolve and innovate, forming a variety of different styles of pop music. For example: fresh and high-pitched folk style, relaxed and happy country style, bold and exciting American country style, etc. In the Mainland, some popular singers such as Yang Kun, Jolin Tsai, Xu Ruyun, etc. are known as the "sounds of wind and rain at night". They express their unique personalities and emotions through different types of music. These singers have also become representatives of the pop music industry. In short, with the changes in the socio-economic and cultural environment, Chinese pop music is also developing and growing. In the future, with the strengthening of technological and cultural exchanges, we believe that Chinese pop music will continue to innovate and develop. The singing style of Chinese pop music has experienced various characteristics during the development process and formed a unique style. These characteristics not only reflect the changes of the times and society, but also bring a richer spiritual and cultural experience to the public. With the development of China's economy and politics, music culture is also constantly communicating and evolving. Diversified singing styles are one of its distinctive features. This diversity not only comes from the close connection between domestic and foreign music culture, but is also closely related to people's changes in cultural needs. With the development of social economy and the continuous improvement of people's living standards, people's demand for culture is also increasing. Therefore, pop music styles are constantly evolving and developing, gradually transforming from a single singing style to a diversified singing style. The diversity and breadth of singing styles are one of the greatest charms of pop music. This style can meet people's needs for high-quality music culture and is also of great significance in the field of Chinese pop music. The popular singing style is because it can combine traditional music with current culture and better meet the public's aesthetic and emotional needs. At the same time, diversified communication tools enable a broad public base, so singing styles can be

widely recognized in different regions. In the development process of Chinese pop music, a large number of differences in tunes, lyrics and creative styles have emerged. These problems have caused certain troubles to people. Therefore, we need to maintain the spirit of innovation and constantly improve our tunes, lyrics and creative skills so that more people can truly feel the charm of music (Hu, 2018).

Musical theater is a singing style popular in China, which is a fusion of American opera and pop music. It emphasizes performers' authentic musical skills and popular musical styles, and requires singing abilities in a variety of ranges and difficulties. In singing, musical theater performers need to master fashionable pop songs and a charming vocal range, while also needing to show popular taste. This requires performers to have strong expressive ability and attractiveness, and at the same time, they also need to pay attention to the quality of the songs and singing skills. With the development of the Internet, people have gradually begun to accept online music. This form of music has become mainstream in a short period of time and has a high market share. For example, songs such as "Spring in the Northeast" and "Two Butterflies" have achieved extremely high profits, reaching 15 million yuan and 1.2 billion yuan. These songs are disseminated through the Internet big data sharing platform, making their characteristics of being appreciated by both refined and popular people more obvious. Modern musicians have entered the Internet age through online music, and this method of singing, producing, and publishing in short and simplified forms is also rapidly becoming popular. Some professional musicians will put their music works on online TV and other platforms, and this form is gradually accepted and loved by young people. At the same time, the form of network big data sharing has begun to become more important, and network-based music is viewed as a form of information. For example, the Spring Festival Gala program was selected as one of the important programs through online voting and selection. In the 1990s, the style of popular music gradually changed, and many new genres and music forms emerged. Among them, national elements have become one of the important elements in pop music creation. For example, in Tian Zhen's "Nocturne" in 2002, she adopted traditional elements such as Peking Opera singing and Tang Dynasty musical instruments, which were integrated into popular music and became widely recognized. In addition, there are many artists who have added a large number of ethnic elements into their creations, such as Chen Hong's "Lover", Tengger's "Dream Back to the Tang Dynasty", Tian Zhen's "Night Concert", etc. These works not only made a lot of attempts and explorations in music creation, but also added many national styles in singing, such as innovations in singing voice conversion, emotional expression and rhythm changes. These innovations not only make music more nationally distinctive, but also make people pay more attention to traditional culture (Wang, 2017).

Pop music is an easy-to-understand, relaxed and enjoyable music form that originated in the United States in the first half of the 20th century. Compared with traditional classical music and jazz music, it is more fashionable, flexible, short and concise. Popular music mainly includes pop songs, rock music, country music and western music. It usually includes lyrics and melody, and is most often performed or used for entertainment purposes. Pop music emphasizes rhythm and memorability, and is often widely used in social situations. The development of Chinese pop music has gone through three stages. The first stage was from the 1970s to the early 1980s. During this period, the term "pop music" appeared, which included the influence of Chinese pop songs from Hong Kong and Taiwan and European and American pop music. This period first appeared in some performing arts venues and dance

halls in Shanghai, such as "Northwest Wind" and so on. The second stage is from the 1990s to the early 21st century. This period can be regarded as the peak period of the development of Chinese pop music. During this period, there were many popular songs with different styles, such as "Loess High Sky", "Love is Simple", "Nunchaku", etc. The third stage is at the beginning of the 21st century, when we can see the emergence of urban pop songs and the greater influence of Chinese pop music that imitates Hong Kong and Taiwan. These songs include "Xiao Fang", "The Sound of the Waves Are Still", "Love is Simple" and "Nunchaku" (Cao, 2011).

As a cultural form, music has gradually become a national cultural product in the era since 2000. The main audience for this music is the "new humanity", who pay more attention to their emotional attitudes than the older generation. Popular songs have gained a large number of fans due to their commercial operation and entertainment nature, and have become a reflection of today's social and cultural ideologies. With the development of network technology and the Internet, pop songs are no longer limited to traditional media platforms, such as television and radio, but are spread through various channels such as the Internet. In addition, pop songs are becoming more and more commercial and entertainment-oriented, and have gradually evolved into an international music style. In this era, music creation and performance have gradually become more diversified. Everyone can gain entertainment experience by participating in music culture consumption. With the development of the Internet, the public's attention to music continues to increase, so more creative trends have emerged in the singing style of "predecessor" singers such as Jay Chou and Jolin Tsai. Together with many other draft contestants, they have successfully shaped their own musical style and achieved high commercial returns. In addition, popular songs also include various styles and genres, such as acrostic rock, rap songs, husky singing styles, national popular tastes, etc. In short, music culture in the world today has become a diversified cultural form. Whether it is pop songs or other types of musical works, they are constantly evolving and developing. These musical works not only meet people's entertainment and cultural needs, but also promote the development of social popular culture (He, 2008).

## Conclusion

When analyzing the development process of Chinese popular music, we need to realize that there are some flaws. In order to solve these problems, we need to retain the advantages and characteristics of pop music singing style as much as possible and solve some flaws that exist in the development process. At the same time, we also need to effectively avoid problems. The development of Chinese pop music needs to be closely integrated with the political, economic and cultural development of the time, so as to ensure the healthy development of pop music in China as much as possible and make people more and more fond of this art.

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