

The Present Situation and Development of Pop Music

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Abstract: With the rise of China's international status, the development of various fields in China is getting more and more attention, in this process, Chinese pop music has also been paid attention to at home and abroad and shows certain characteristics in the development and growth. In order to further promote the reform and development of Chinese pop music, we must objectively analyze and record the present situation of the development of Chinese pop music, study the development trend on this basis and seek the driving force to promote the sustainable development of Chinese pop music, too. It will guide the new direction for the development and innovation of pop music in the new era.

1. Introduction

Pop music is a kind of modern music art composed of many music styles. It is a more popular and modern form of music art expression. Chinese pop music refers to pop music with Chinese characteristics, as well as pop songs sung in Chinese, Mandarin, Putonghua and other languages with Chinese characteristics. This unique form of music not only promotes the development of music in our country, but also increases the form of music. It also affects the development of Chinese culture, economy and other aspects.

Great changes have taken place in the environment faced by the development of Chinese pop music in the new era, and now it has entered a critical period and bottleneck period of development. If we want to find a better development strategy and seek a better way out, we must clearly recognize the current situation of the development of Chinese pop music, find out its advantages and disadvantages, what's more, we also need to adjust and improve it in order to provide necessary guarantee for future development.

2. Overview of Pop Music

Pop music refers to the songs and instrumental music that are loved, sung or appreciated by the masses with short structure, easy to understand, flexible and vivid form, direct and real emotion. Because these songs and instrumental music are based on the life of the masses, their contents also reflect the real life of the masses, additionally, they are also regarded as mass music. Pop music originated from American jazz. At the beginning of the last century, the United States produced jazz music formed by the convergence of multi-ethnic cultures. This unique form of music, with its

unique performance and singing methods, brought people a fresh feeling and achieved a sensation in the United States, it quickly spread to Western European countries, but also brought a profound impact on the creation of pop music.

After the widespread popularity of jazz, there is a situation of the rise of rock music and country music, in which rock music is the mainstream. Rock music is the result of the integrated development of black music rhythm, white country music and western cowboy music, which gives wings to the innovation of pop music. Rock music has a strong rhythm and straightforward lyrics, integrating various forms of performance in the performance process, coupled with unique costumes, attracting young people from all over the world, and making pop music a popular music form for young people.

After the 1970s, the music style developed in the direction of diversification, as a result, more and more pop musicians began to focus on electronic music, musical instrument effect technology and other aspects, paying attention to the combination of technology and pop music. Consequently, it has promoted the prosperity and development of pop music and intensified the development trend of commercialization.

3. The Characteristics of Chinese Pop Music

The gradual development of Chinese pop music is that there are certain differences between Chinese pop music and western pop music since the 1920s with Chinese characteristics, because Chinese pop music actively integrate traditional opera, poetry, folk minor, but also combined with foreign music elements, such as classical music, jazz, so formed a very unique music art style in the process of the development. The characteristics of Chinese pop music can be summarized as follows: First, attach importance to the integration of opera elements. Chinese opera is broad and profound and it is also an integral part of China's excellent traditional culture, which has had a very far-reaching impact on every generation of Chinese people. Therefore, we regard Beijing Opera as the quintessence of our country. Under the influence and integration of opera elements, Chinese pop music not only improves the level of music but also expands the social influence because of the integration of opera elements. For example, pop music works such as *Pink Life*, *Dao Ma Dan* and *Riding a White Horse* have incorporated the singing of Beijing Opera and Taiwanese Opera, or other artistic elements of traditional opera. This integration not only promotes the inheritance and development of opera culture, but also enriches the connotation of pop music to a great extent.

Second, pay attention to the use of excellent poetry. Ancient poetry is the result of the prosperity and development of ancient culture, which embodies the quintessence of ancient culture. The integration of ancient poetry into popular music is a distinct feature of the development of pop music, which obviously increases the charm of the works. Third, add national musical instruments to the pop music performance, which makes the pop music show new vitality. For example, pipa, zither, flute, erhu and other national instruments are widely used in pop music, making the overall performance better, unique and more able to reflect the nationalization characteristics of Chinese pop music.

Fourth, the times are distinct. One of the very important reasons why pop music has great influence among the people and is very popular and favored by all parties is that pop music keeps pace with the times, can effectively meet the needs of people, and it will be constantly integrated into new content according to the development of the times to use pop music works to reflect the characteristics and state of a certain era.

Fifth, the nature of science and technology is becoming more and more obvious.

With the development of modern science and technology, technology begins to combine with various fields, in which the combination of technology and pop music is getting higher and higher,

which not only makes music works more diverse, but also makes pop music add a large number of technical elements. Especially in the context of the new media era, the science and technology of pop music is becoming more and more obvious. With the emergence and application of science and technology, pop music has been supported by software and hardware equipment in the creation, and gained a broader field of vision and creative ideas. In the future, the combination of technology and pop music will further deepen, thus highlighting the unique charm of Chinese pop music in the new era.

4. The Present Situation of Chinese Pop Music

Chinese pop music has accumulated a lot of experience and development achievements in the long-term development, which has brought Chinese pop music to a new level and even occupied a place in the world pop music arena. But at the same time, the problems existing in the development of Chinese pop music can not be ignored, among which the problems related to different aspects of pop music development are mainly explained in the following deficiencies:

First, music works lack of profound connotation. With the rapid development of pop music in the world, in order to stand out in the increasingly competitive environment, a large number of Chinese pop music creators are eager to win by quantity, but these creators only pay attention to creating a large number of music works and ignore the connotation of the works. In today's entire pop music market, most of the works are entertaining works, which are simple and boring and lack the necessary artistic value, so they have a negative impact on the long-term development of pop music.

Second, the quality of music education is insufficient. Although in the new century, school education pays more and more attention to music education and actively organizes a variety of music practice activities, which supplement the relevant knowledge and methods of pop music for students. However, in the specific classroom teaching, teachers often follow the script, do not lead students to analyze the current situation of pop music, they also do not pay attention to the comprehensive cultivation of students' theoretical and practical ability, so they are unable to cultivate a large number of excellent pop music talents.

Third, copyright management and protection are not perfect. The copyright of music works is a kind of intellectual property, which is an embodiment of the creator's right of ownership and management of the works. Maintaining the music copyright of the creators can not only protect the interests of the creators, but also prevent others from using their works to engage in commercial activities and make profits. However, at present, China's music copyright management and protection is not perfect, infringement and piracy occur from time to time, which has brought a lot of negative impact on the development of the whole pop music industry.

Fourth, the music competition is not standard enough. Although there are many different categories of pop music competitions, and some excellent singers and creators have been selected in the competitions, today's music competitions often have no standardized evaluation criteria and lack fairness and impartiality. therefore, it is unable to reflect the due function of the music competition.

5. Development Measures and Trends of Chinese Pop Music.

5.1 Effective Measures for the Development of Chinese Pop Music.

In the face of a series of problems in the current development of Chinese pop music, in order to promote the innovative development of the whole industry and further improve the status of Chinese pop music in the whole pop music arena, we must put forward corresponding countermeasures according to the actual problems and current situation, and seek effective measures for healthy and sustainable development.

First, improve the quality of music creation.

At present, one of the main factors affecting the development quality of Chinese pop music is that the creative quality of music works is generally low, which can meet people's basic entertainment requirements, but it lacks the necessary cultural connotation and profound value. To change this situation, creators should start from improving the quality of creation, actively introduce excellent traditional cultural elements, and improve the taste of works and the quality of creation. Creators should also improve their own cultural accomplishment, as well as music literacy to continuously improve the level of creation, draw creative inspiration from life, and use music works to bring people more profound inspiration.

Second, optimize and reform music education.

In order to improve the development quality of pop music, we must take the cultivation of excellent music talents as the top priority, in which education is the solid position of talent training. Music education is the platform for the implementation of quality education and an educational activity that must be paid attention to in cultivating comprehensive talents. Music teaching in the stage of basic education should start from grasping the foundation, enhance students' understanding of pop music, and improve students' learning motivation by imparting basic knowledge and skills. In the high-level music teaching, it is necessary to improve the professional level of music education, adhere to the principle of combining theory with practice, provide students with opportunities for practical performance and creation, and urge students to apply what they have learned. gradually grow into qualified music talents.

Third, pay attention to copyright management and protection. For the creators of pop music works, copyright symbolizes the ownership and management of the works. without the permission of the creator, others can not use the author's works to carry out commercial activities and make profits. The state needs to actively build a protection and management mechanism for the copyright of pop music works, severely crack down on infringement and pirated works, increase the cost of law and crime, and increase the intensity of punishment.

Fourth, standardize the activities of music competitions. In order to promote and develop Chinese pop music through music competitions and select more excellent music talents, we must standardize music competitions, formulate fair and open evaluation criteria, and attach importance to the strength of contestants.

5.2 Future Development Trend of Chinese Pop Music.

Through relevant investigation and research, it is found that the overall development of Chinese pop music in the direction of diversification is embodied in: First, the commercialization of pop music production. Today's pop music works have become a kind of commodity. In order to improve the level of commercialization, creators need to combine public taste and aesthetic tendency to create works. Although commercialization is a trend, in actual creation, every creator should have the thought and persistence of not forgetting the original ideal and ambition, while catering to the market, ensure the quality of the work and improve the cultural connotation and commercial value of the work.

Second, the prosperity and development of Chinese style pop music. Under the circumstances of economic globalization and cultural prosperity and development, China pays more and more attention to the inheritance and maintenance of excellent traditional culture, which also provides inspiration for the creation and development of pop music. Nowadays, people prefer pop music works with traditional cultural elements, that is, what people call Chinese-style works, which incorporate Chinese elements such as opera and poetry into the works, making these works have more profound cultural content. and reflect the unique Chinese characteristics.

Third, the internationalization of pop music. Chinese pop music has a very significant trend in international development, mainly because while we spread our own culture, we also need to have an open mind and actively learn and introduce the excellent cultures of other countries. and through the creation of international works to promote cultural and artistic exchanges between countries.

6. Conclusion

Chinese pop music has strong Chinese characteristics and with its personalized charm, it can provide a platform for people to express their true feelings and demands. Chinese pop music is rooted in the nation and the music soil has strong national characteristics.No matter in the process of analyzing the current development situation or the future development trend, we need to grasp the direction of nationalization and personalization. create more pop music works that can highlight national culture and local characteristics. Of course, in order to enable Chinese pop music to get more love and attention, and enter a new period of prosperity and development, we must constantly absorb and learn from new elements, adapt to the new era, increase the intensity of innovation, and increase the profound essential connotation, thus letting music in the transmission of information and emotional advantages to be further reflected.

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