

Research on Lingnan Cultural Narration in Guangdong Pop Music

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Abstract: Since the late 1970s, Guangdong pop music has had a wide-ranging influence across the country thanks to its unique regional characteristics. The openness, inclusiveness, approachability, exquisiteness, and mercantilism of Lingnan culture are richly displayed in Guangdong pop music. Over time, these cultural characteristics continuously innovate and evolve in musical narration. While maintaining the traditional characteristics of Lingnan culture, it actively absorbs modern artistic styles to create new audio-visual experiences. This innovation not only enriches the artistic expression of music but also provides new possibilities for the inheritance and development of traditional Lingnan culture. However, this process is also accompanied by challenges of weakening and restructuring the narration of Lingnan culture. To address these challenges, pop music becomes an important carrier for cultural expression and transmission to protect and inherit Lingnan culture and at the same time achieve its prosperous development in the modern business environment.

1. Introduction

1.1. Relevant issues and concepts

As an important part of Chinese pop music, Guangdong pop music began to emerge gradually from the late 1970s and reached its peak from the 1980s to the 1990s. As an important part of China's pop music scene, Guangdong pop music not only has extensive influence across the country but also attracts much attention due to its unique Lingnan cultural traits. Lingnan culture has a long history and covers multiple branches such as Cantonese culture, Chaoshan culture, Hakka culture, and the cultures of ethnic minorities in Guangdong. Its characteristics of openness, inclusiveness, approachability, exquisiteness, and mercantilism are fully reflected and manifested in Guangdong pop music. With the development of the times, the narrative methods of Lingnan culture in Guangdong pop music are also constantly evolving and innovating. Therefore, studying the Lingnan cultural narration in Guangdong pop music can not only deepen the understanding of Guangdong pop music but also reveal the inheritance and innovation path of Lingnan culture in modern society. In recent years, research on cultural narration in pop music has gradually attracted the attention of the academic community. Through various media forms such as music, lyrics, and visual symbols, pop music has become an important carrier for cultural expression and transmission. Guangdong pop music makers seized the opportunity of reform and opening up and established an important center of pop music in the south, rivaling Beijing's pop music and forming a situation of

confrontation between the north and the south. Its development not only benefits from the rapid economic growth and improvement of the cultural environment in the local area but also from the accumulation and industrialization promotion of musicians and original works. During this period, original songs of Guangdong pop music emerged in an endless stream. The uniqueness and diversity of Lingnan culture provided rich creative materials and expression forms for Guangdong pop music. The specific manifestations of this cultural narration in Guangdong pop music are worthy of in-depth discussion. The openness of Lingnan culture enables Guangdong pop music to widely absorb and integrate various foreign cultural elements, forming a diversified musical style. The inclusiveness of Lingnan culture is reflected in the rich variety of music content and the wide range of themes. From urban life to rural customs, from historical legends to modern stories, Guangdong pop music all shows the broad mind of Lingnan culture. The approachable Lingnan culture makes Guangdong pop music close to the public life and focuses on reflecting the emotions and experiences of ordinary people, forming a strong secular cultural color. The exquisite characteristic of Lingnan culture is reflected in the high quality of music production and the meticulous artistic expression, enabling Guangdong pop music to achieve a good balance between artistry and commerciality. The mercantilist trait of Lingnan culture prompts Guangdong pop music to attach great importance to market demand and business operations, forming a mature music industry system and providing a solid economic foundation for its prosperous development.

2. Research Status

Currently, there are relatively few studies on the narrative of Guangdong pop music and Lingnan culture. The development process of Guangdong pop music is an important entry point for understanding its cultural characteristics and influence. Ye Maoqing pointed out in "The 'Lingnan School' of Chinese Pop Music - A Preliminary Exploration of the Reasons for the Prosperity of Guangdong Pop Music in the 1980s and 1990s" that the prosperity of Guangdong pop music benefited from the east wind of reform and opening up and the developed regional economy (Ye Maoqing, 2020). He believes that the rapid development of Guangdong pop music not only depends on the support of economic foundation but also benefits from a good cultural environment and the promotion of the music industry. From the 1980s to the 1990s, a "Lingnan School" of pop music with Lingnan cultural characteristics was formed. During this period, Guangdong pop music not only spread widely across the country but also gained a large number of audiences and fans through various media platforms. Zhou Jing further explored the development process of Guangdong pop music and its relationship with Lingnan culture in "Guangdong Pop Music and Lingnan Culture". She pointed out that the development of Guangdong pop music is closely related to the social and economic development of Lingnan region. Lingnan region has been an important window for China's opening up to the outside world since ancient times. Guangdong pop music has developed rapidly in this open social environment (Zhou Jing, 2012). Zhou Jing also mentioned that the development of Guangdong pop music is influenced by pop music from Hong Kong and Taiwan. This cross-regional cultural exchange and integration has enabled Guangdong pop music to absorb a large number of foreign cultural elements and form a diversified musical style in the development process.

As an important cultural background of Guangdong pop music, Lingnan culture has rich connotations. Zhang Kui pointed out in "Reconstruction of Traditional Folk Culture in Pop Music and Analysis of Its Reasons" that the openness of Lingnan culture enables Guangdong pop music to widely absorb and integrate various foreign cultural elements and form a unique musical style (Zhang Kui, 2015). He believes that the inclusiveness of Lingnan culture is reflected in the content and themes of Guangdong pop music, showing the broad pattern of Lingnan culture. Yan Xiaohui

pointed out in "A Brief Discussion on the Relationship between Chinese Folk Music and Pop Music" that Guangdong pop music widely uses elements such as local dialects, traditional stories and folk customs in the lyrics content. These elements not only enhance the regional characteristics of music but also make music works closer to the lives of ordinary audiences (Yan Xiaohui, 2018).

The current research status of cultural narration in pop music shows that cultural narration is one of the important dimensions for understanding musical works. Cultural narration research mainly focuses on story-telling and cultural expression in musical works, revealing how musical works transmit cultural information and values through narrative techniques. Liu Xuehua pointed out in "Cultural Narration and Pop Music" that as a cultural product, the narrative content of pop music not only reflects the personal experiences and emotions of the creators but also embodies the collective memory and values under specific social and cultural backgrounds (Liu Xuehua, 2017). He believes that the cultural narration in pop music can be presented in multiple forms such as lyrics, music videos, and performances. These narrative forms not only enrich the expressive means of musical works but also enhance the cultural connotations of music. Zhou Jing discussed the cultural narration in Guangdong pop music in "Research on Cultural Narration of Pop Music". She pointed out that the cultural narration of Guangdong pop music is mainly reflected in the application and expression of Lingnan cultural elements. These cultural elements include historical stories, folk legends, and local customs in Lingnan region. Through the narrative techniques of musical works, these cultural elements can be vividly presented in front of the audience (Zhou Jing, 2016). Zhou Jing also mentioned that the cultural narration of Guangdong pop music is not limited to the reproduction of Lingnan culture but also includes the innovation and reconstruction of Lingnan culture. This innovation and reconstruction enables Guangdong pop music to continuously adapt to the changes and needs of modern society while inheriting traditional culture and maintain its vitality and influence.

It can be seen that the development process of Guangdong pop music, the connotations of Lingnan culture and its manifestations in music, as well as the research on cultural narration in pop music are important dimensions for understanding Guangdong pop music. The development process of Guangdong pop music shows its rapid rise and prosperity in the context of reform and opening up. The connotations of Lingnan culture provide rich cultural resources and expressive means for Guangdong pop music. The research on cultural narration reveals how Guangdong pop music transmits Lingnan cultural information and values through narrative techniques. Therefore, it can provide a theoretical basis and research background for further studying the Lingnan cultural narration in Guangdong pop music.

3. Lingnan Cultural Elements in Guangdong Pop Music

Guangdong pop music deconstructs the connotations and extensions of Lingnan folk culture. It not only reflects the artistic characteristics of music, but more importantly, it conveys rich Lingnan cultural narratives through music. As an important cultural form in southern China, Lingnan culture has formed unique cultural connotations with its unique historical, geographical and humanistic backgrounds. These connotations are vividly expressed and reproduced in Guangdong pop music, and have deeply influenced the development and innovation of Guangdong pop music.

3.1. Lingnan elements in musical styles

3.1.1. Regional characteristics of musical melody and rhythm

Lingnan culture has formed rich and diverse musical melodies and rhythms due to its unique geographical location and historical background. These elements have been widely applied and

reproduced in Guangdong pop music, and convey the unique charm and profound connotations of Lingnan culture through musical narration. Lingnan music is known for its gentle, beautiful and emotional melodies. These characteristics are fully reflected in the melodies of Guangdong pop music. Through the delicate processing and emotional expression of melodies, the beautiful scenery and humanistic feelings of Lingnan culture are integrated into music, so that listeners can feel the unique charm of Lingnan culture while enjoying music[1]. [2012.2.104-108] The melody of the Cantonese song "Love Is Always in Vast Mountains and Waters" is touching and moving. Through beautiful melody lines and delicate emotional expression, it vividly tells the beauty of landscapes and humanistic feelings in Lingnan region. The song shows the love for nature and profound thinking about life in Lingnan culture through the undulations and changes of melodies, forming a unique form of Lingnan cultural narration.

The rhythm of Lingnan music is lively and flexible. Its characteristics are applied in the creation of Guangdong pop music, vividly reproducing the life rhythm and cultural atmosphere of Lingnan region. Its changeable rhythm processing vividly shows the openness and inclusiveness of Lingnan culture[2]. The creation of the Cantonese song "Under the Lion Rock" confirms this point. Its rhythm is lively and cheerful. Through the vivid rhythm pattern and dynamic rhythm processing, it vividly reproduces the busy life and fighting spirit of Hong Kong. Through the changes of rhythm, the song shows the positive attitude and optimistic spirit of the people in Lingnan region in life.

3.1.2. The application of traditional musical instruments

There are many kinds of traditional musical instruments in Lingnan region. These instruments have their unique timbres and expressiveness, such as pipa, erhu, yangqin, suona, etc. Applying these instruments to the creation of pop music not only enhances the regional characteristics of the works but also conveys their rich cultural connotations and enhances the recognition of Lingnan folk cultural narration and music. In the arrangement of the Cantonese pop song "Shanghai Bund", the performance of pipa is added. The pipa has a beautiful timbre. It can not only express delicate emotions but also show intense emotional changes with its "wheel finger" technique. It is used to express lyrical melodies and dynamic rhythms. The addition of pipa performance to the song "Shanghai Bund" makes the whole song full of strong Lingnan music characteristics and local cultural atmosphere. It not only enhances the appeal of the song but also makes the emotional expression of the song more delicate and vivid. In the Cantonese song "The Great Wall Never Falls", the performance of erhu is added to its arrangement. The erhu has a deep timbre and rich emotions and can well express the emotional fluctuations in the depths of the heart. In Lingnan music performance, erhu is often used to express deep emotions and a distant artistic conception. The use of erhu in this song enables the audience to deeply feel the deep feelings of Hong Kong compatriots for the motherland and their deep hope for returning to the embrace of the motherland. The connotation of the song is vividly expressed through this instrument. In the Cantonese song "Pearl of the Orient", the performance of yangqin is added, making the whole song full of bright and cheerful emotions and enhancing the expressiveness and appeal of the song. Another example is the Cantonese song "Happy Every Year", which uses the performance of suona. The high-pitched timbre and cheerful melody show a strong festival atmosphere and celebration scene.

3.2. Lingnan culture in lyric content

The lyric content in Guangdong pop music is also an important carrier of its Lingnan cultural narration. Lingnan culture covers rich regional characteristics, historical stories and humanistic feelings. These narrative discourses are vividly expressed and transmitted in the lyrics of Guangdong pop music. The diversity and richness of Lingnan culture are transmitted through the

lyric narration of Guangdong pop music.

3.2.1. The use of dialects

The lyrics in Guangdong pop music often use Cantonese. This not only reflects the language characteristics of Lingnan culture but also enhances the regional identity of music. As an important dialect in Lingnan region, Cantonese has unique phonology and expression methods. Its extensive use in Guangdong pop music makes these works more vivid and real in expressing emotions and transmitting cultural connotations. The use of dialects makes Guangdong pop music closer to the lives of ordinary audiences and enhances the affinity and appeal of music[3].

3.2.2. The narration of regional stories and history

In narrative theory, lyrics, as a textual form, construct meaning by telling stories. The lyrics of Guangdong pop music often reproduce regional stories of Lingnan region through vivid language and plots. These stories not only provide a narrative framework for music but also enhance the cultural thickness and local identity of music. Gérard Genette's narrative theory emphasizes the importance of narrative structure and chronological order in story-telling. The lyrics of Guangdong pop music are particularly prominent in this regard. Through the clever arrangement of time and events, a rich cultural narrative is constructed. Taking the classic Cantonese song "A Laugh from the Sea" as an example, this song reproduces the heroic legends in Lingnan culture through the chivalrous feelings and Jianghu atmosphere in the lyrics. The lyrics "A laugh from the sea, the surging tides on both banks. Floating and sinking with the waves, only remember today." not only depict the natural landscape but also express the ups and downs and heroic feelings of life through metaphor. This narrative technique enables the audience to feel the brave and tenacious spirit in Lingnan culture in music and experience a cultural journey with the interlacing of time and space.

Historical narration plays an important role in cultural representation. By reproducing historical events, lyrics not only convey historical knowledge but also construct collective memory and identity. Historical narration is not only a simple reproduction of past events but also a reconstruction of historical meaning. The lyrics of Guangdong pop music, by reproducing important historical events in Lingnan region, enable the audience to experience the profound sense of history and cultural inheritance in music. As the theme song of the Hong Kong TV drama "The Legendary Fok Yuen Gap", the lyrics of "The Great Wall will never fall, the Yellow River flows for thousands of miles" are not only a reproduction of Chinese national history but also strengthen regional cultural characteristics through Cantonese expression and the style characteristics of Lingnan music. The Great Wall and the Yellow River in the lyrics, as symbols of history and culture, convey the tenacity and wisdom in Lingnan culture, enabling the audience to experience a cross-temporal and spatial cultural identity in music. Folk customs enhance the vitality and cultural connotations of music through the narrative techniques of lyrics. Through the description of Lingnan folk customs, lyrics construct a rich cultural symbol system, enabling the audience to experience the unique lifestyle and cultural customs of Lingnan region in music. The Cantonese song "Happy Every Year" vividly reproduces the festive atmosphere and family concept of the Spring Festival in Lingnan region by describing the customs of the Spring Festival in Lingnan region. The lyrics "Laughing heartily today every year, more happiness at this moment every year" not only express the festive atmosphere of the New Year but also construct a beautiful picture of family harmony and reunion in Lingnan culture through the description of specific festival customs. Through this cultural representation, the audience can feel the strong Lingnan cultural atmosphere in music and experience a unique cultural emotion.

3.3. Lingnan cultural symbols in musical visual presentation

In the research on Lingnan cultural narration in Guangdong pop music, Lingnan cultural symbols in musical visual presentation are an important way of cultural dissemination. Through the use of visual symbols, musical works can not only enhance their artistic expressiveness but also more intuitively convey the narrative connotations of Lingnan culture.

3.3.1. Visual Arts and Symbol Interaction

Lingnan culture is known for its unique visual art style. Music videos are an important carrier of visual culture and can effectively convey the unique narrative connotations of Lingnan culture. Among them, through the reproduction of traditional costumes and scenes, including characteristics such as color, composition and details, specific cultural meanings are constructed and conveyed. Visual symbols, through the reproduction of visual art styles, enable musical works to more effectively convey cultural connotations (Morin, 2005) and generate symbolic cultural interactions. Through these symbols, audiences can intuitively feel the history and traditions of Lingnan culture. In Guangdong pop music, the Lingnan characteristics of visual art style are embodied through the picture design, color application and composition methods of music videos. For example, Leslie Cheung's classic music video "Red" makes the whole video full of strong Lingnan cultural atmosphere by using the traditional painting style in Lingnan culture. The collision of music vision and hearing shows the passion and power in Lingnan culture. In addition, the picture composition in the video shows the harmonious beauty and artistic pursuit in Lingnan culture through the ingenious arrangement of character images, which is a symbolic cultural interaction. In the music videos of Sam Hui's "The Weight of Half a Catty and Eight Ounces" and "A Dream of Genius and Idiot", by extensively using traditional costumes and scene settings in Lingnan region, audiences can intuitively feel the lifestyle and humanistic atmosphere of Lingnan culture. These visual symbols not only enhance the expressiveness of musical works but also enable audiences to participate in the cultural narrative process through the interaction and interpretation of symbols.

3.3.2. Cultural memory and identity

The use of visual symbols in music is not only an important means of cultural representation but also can construct and convey cultural memory and identity. This is a crucial and complex process. Through the reproduction of visual symbols, this process enhances the audience's understanding of Lingnan cultural narration and recognition of its value. In Guangdong pop music, this collective memory and cultural identity are constructed, enabling the audience to find cultural belonging and identity in music.

Cultural memory and identity are a process of interaction and mutual influence. Through the reproduction and interaction of cultural symbols, collective memory is transmitted and preserved, and identity is constructed and enhanced. The visual symbols in Guangdong pop music, through the reproduction of historical events, regional stories and cultural customs, enable the audience to experience a cultural continuity and a profound sense of history when watching music videos. This cultural experience not only enhances the audience's identification with Lingnan local culture but also makes the audience feel the uniqueness and importance of their own culture by evoking cultural memory. For example, in the music video of the Cantonese song "Pearl of the Orient", through describing the development and changes of Hong Kong, it vividly reproduces important historical events in Lingnan region in the process of modernization. The visual symbols in the video, such as Hong Kong's urban landscape, historical buildings and modern scenes, not only reproduce the historical memory in Lingnan culture. The audience can experience the development process of

Hong Kong through these symbols and feel the important position of Lingnan culture in the process of modernization, thus enhancing their sense of pride and belonging to their own culture.

4. The inheritance and innovation of Lingnan culture in Guangdong pop music

In the view of cultural conservatives, the reinterpretation of traditional Lingnan culture by pop music may lead to the weakening of its original meaning, making some folk cultures rich in local originality lose their unique charm. However, from the perspectives of popular aesthetics, characteristics of the times and cultural innovation, the inheritance and innovation of traditional Lingnan culture by pop music also have significant positive values. To explore the underlying motives, we can analyze the inevitable trend, effectiveness and potential feasibility of pop music in reconstructing traditional Lingnan culture from multiple dimensions such as ideological concepts, cultural background, economic factors, technological progress and political environment.

4.1. Modern translation of cultural symbols

In the new media era, the new music creation style of Guangdong pop music has undergone a transformation of modern translation. This translation refers to combining Lingnan traditional cultural symbols with modern aesthetic concepts and reinterpreting and presenting them in music creation in an innovative way, thus creating a new cultural expression form. This process not only retains the essence of Lingnan culture but also provides a new platform and expression form for the dissemination of traditional culture, enabling it to radiate new vitality in the context of globalization.

Today, the Guangdong pop music field is gradually getting rid of the limitations from the Western music system. Driven by business and consumer culture, it pursues more free expression methods and personalized presentations. This trend has given birth to a variety of emerging music styles, such as "new folk songs", "new ballads", "Chinese style", "new opera songs", etc., which have emerged suddenly in the music field and attracted wide attention. New media tools such as social media and video platforms provide a broad dissemination space for Guangdong pop music, enabling the modern translation of music and visual art to spread quickly and cause extensive discussions. The audience can participate in cultural narration through commenting, sharing, and secondary creation, which not only enhances the interactivity of cultural dissemination but also promotes the joint construction of cultural meaning.

This phenomenon has largely reshaped the creative concepts and source materials of Guangdong pop music. Traditional Lingnan folk cultures such as Guangdong folk music and Cantonese opera are not incompatible with pop music but can become a rich soil for music innovation. Music creators have opened up a new path for pop music on the basis of inheriting traditional culture, which reflects a Guangdong spirit that transcends boundaries and pursues freedom and shortens the distance between tradition and modernity, and between part and whole. However, in the commercialization and entertainment consumption process of pop music, there has also been an expression of "anti-traditional" sentiment, which is amplified in some works. Postmodernism tends to open, gamified, selective, discontinuous and uncertain forms, which leads to the deconstruction of traditional folk culture in some cases, and various elements are freely mixed, replaced and reorganized. Although this creative technique brings fragmented visual images and instantaneous pleasant emotions, it may also lead to the weakening of the deep meaning of traditional culture. For example, "Shu Embroidery" with lyrics by Guo Jingming is a mix and match of images from different times, scenes and symbols, making traditional culture become the material for creation, while its inherent coherent meaning and depth are lost.

4.2. Innovative Integration of Artistic Styles

Ruth Benedict pointed out in "Patterns of Culture": "Characteristics that are historically independent and have no intrinsic relationship to each other can combine and interweave, thus providing an opportunity for expressions of behavior that would not exist where such combinations have not been formed." [4] The boundaries between different types of cultures are relative. Whether traditional or modern, living cultures exist in the interweaving of time and space. Today, when Guangdong pop music encounters development bottlenecks, commercialized mass culture cannot exist in isolation. Traditional folk songs and folk music cultures have always been valuable sources for music creation. There is a natural connection between them and pop music, and they can collide to produce artworks with Guangdong colors.

These traditional Lingnan folk cultures, due to their long circulation time and wide audience base, are just like the current popular music works, all closely connected to people's daily lives and meeting people's spiritual needs. They coexist in different historical periods, are people-oriented, and show a trend of outward diffusion. When popular music fused with traditional folk elements is accepted by the majority of audiences, the identity recognition and cultural identity of these traditional folk cultures are also strengthened. They can even convey the grand themes of national prosperity, social stability, and people's harmony in tangible or intangible ways. In the process of transformation and integration of Lingnan traditional folk culture narration into pop music, although there are differences in times, contents and regions, pop music gradually realizes the integration with Lingnan culture through continuous innovation. This shows that in the process of inheriting and transforming the narration of Lingnan culture, pop music not only endows Lingnan culture with a new narrative form but also promotes the innovation and development of music art itself.

4.3. Media Technology and Mass Communication

The innovation and development of media technology and material means have played a crucial role in promoting the innovative development of Guangdong pop music. They provide more narrative possibilities for the diversified application, multi-dimensional display and wide dissemination of traditional Lingnan culture. As some viewpoints point out, "Every innovation in media technology reshapes our way of perceiving music and leads us to rethink our interaction with music and its consumption mode." In the digital Internet era, the rise of new media technology has not only changed the way of music creation, preservation, transmission and interpretation, but also made the visual impact and experiential symbolic elements become more prominent. At the same time, the digital transformation, network dissemination and virtual presentation of Lingnan traditional cultural resources are also accelerating, which changes their existence forms and action spaces. The integration of tradition and modernity enables the two sides to promote each other under a common technical framework and spatial scene, so that traditional historical and cultural resources can be newly utilized and interpreted in pop music and artistic creation. Guangdong pop music, due to its characteristics of being easy to understand, having a wide audience and being easy to spread, can achieve extensive social dissemination, make Lingnan traditional cultural narration more diverse, reach a wider audience, and enhance its recognition and influence.

5. Conclusion

In conclusion, as a unique local culture, the embodiment of Lingnan culture in Guangdong pop music is not only the inheritance of traditional culture but also an innovation and integration in the context of modern commercialization. With the acceleration of the modernization process, many traditional Lingnan music forms and techniques are at risk of being lost. The interest of the younger

generation in traditional culture is gradually weakening, and the number of learners and performers of traditional Lingnan music is decreasing. Under the background of globalization, the strong influence of foreign cultures makes Lingnan culture face the danger of marginalization. How to maintain its uniqueness and attractiveness is a long-term challenge. To address these challenges, the Guangdong pop music community needs to take various measures to protect Lingnan culture. For example, through government support and policy guidance, special funds and projects are set up to subsidize the research and inheritance of Lingnan culture; through the improvement of the education system, Lingnan music courses are added to music education to cultivate the interest and love of the new generation in Lingnan culture; through community activities and public cultural services, Lingnan music is promoted to enhance the public's understanding and recognition of Lingnan culture. Many Lingnan music artists have released works on platforms such as YouTube and Bilibili and received a lot of attention and praise. In addition, the development of the cultural and creative industry also provides a new path for the commercialization of Lingnan culture in pop music. Through the cultural and creative industry, combining Lingnan music with industries such as film and television, animation, and games can not only expand the dissemination range of Lingnan culture but also create more commercial value.

Guangdong pop music is one of the indispensable important carriers of Lingnan cultural narration. The combination of the two is bound to spark stronger sparks. In the Lingnan cultural narration of Guangdong pop music, the balance between music creation, cultural protection and commercialization is a dynamic process. Through novel music style fusion, reasonable policy guidance and innovative business models, it is possible to protect and inherit Lingnan culture and realize the prosperous development of Guangdong pop music in the modern business environment. This not only provides strong support for the inheritance and innovation of Lingnan culture, but also provides a broad prospect for the dissemination and enhancement of influence of Guangdong pop music on a global scale.

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