

Contemporary Changes in the Musical Culture of "Zhuanghuan" in Xiangzhou, Guangxi

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Abstract: "Zhuanghuan," as an ancient traditional musical cultural form of the Zhuang people in Xiangzhou, Guangxi, boasts profound cultural connotations and unique artistic value. With the rapid development of society and cultural diversification, "Zhuanghuan" faces unprecedented challenges and opportunities in contemporary society. This paper analyzes the origin, development, artistic characteristics, and contemporary changes of "Zhuanghuan," exploring its inheritance and innovation amidst urbanization and modernization. The article points out that "Zhuanghuan" is confronted with challenges such as a break in transmission and a weakening of cultural identity in contemporary society, but it also embraces new development opportunities, including government policy support and new media dissemination.

1. Introduction

"Zhuanghuan" is a unique musical cultural form created by the Zhuang people over the course of their long production and living practices. With its melodious tunes, vivid lyrics, and rich expression techniques, it is deeply loved by the Zhuang people. Xiangzhou "Zhuanghuan" holds an important position and value in the rural context. It is not only a singing form for the Zhuang people to express their joy but also a crucial carrier for inheriting national culture and cohesion of national spirit. In Maping Town, Xiangzhou County, the inheritance and development of "Zhuanghuan" are particularly prominent. Here, one can often see scenes of "Zhuanghuan" performances and competitions, and the loud and clear singing of "Zhuanghuan" can be heard everywhere, constructing a regional folk music performance stage with distinctive characteristics. During a research trip to Maping Town in November 2024, the author also saw promotional posters for the "2024 Laibin Folk Artists' Xiangzhou Field Study Activity - Promoting Education on Fostering a Sense of Community for the Chinese Nation and 'Social Co-Governance, Ending AIDS, Sharing Health, Creating the Future Together' Zhuanghuan Folk Song Performance," hosted by the Laibin Federation of Literary and Art Circles. As Professor Yang Minkang stated, "Folk music stage performances are also a watershed for 'intangible cultural heritage' music to move towards aesthetic innovation and the realm of art through cultural construction"[1]. With the rapid development of society and cultural diversification, "Zhuanghuan" faces unprecedented challenges and opportunities in contemporary society. This paper aims to explore the contemporary changes in the

musical culture of Xiangzhou "Zhuanghuan" in Guangxi, analyze its inheritance and innovation in the process of urbanization and modernization, and provide theoretical support and practical guidance for the sustainable development of "Zhuanghuan" musical culture.

2. The Origin and Development of "Zhuanghuan"

The historical origin of "Zhuanghuan" in Xiangzhou can be traced back to the production and life of ancient Zhuang people. As an ethnic group with a long history and rich culture, the Zhuang people gradually nurtured the unique art form of "Zhuanghuan" through long-term production practices and life experiences. In those distant times, the Zhuang people used singing to express their emotions, convey information, and record life in various occasions such as field work, festivals, weddings, funerals, and other gatherings. This cultural tradition, with singing as the main form of expression, has gradually evolved into the "Zhuanghuan" of Xiangzhou that we see today after generations of inheritance and continuous development.

"Zhuanghuan" in Xiangzhou has undergone different development stages in various historical periods. The "Yue people are addicted to singing" recorded in Tang Dynasty literature is closely related to Zhuanghuan. Starting from the "Song of the Yue People" recorded in Liu Xiang's "Shuo Yuan" during the Han Dynasty, Zhuanghuan began to take shape. The Zhuang people in Xiangzhou County started singing happily during the Tang Dynasty, and works such as "Tang Taizong" were orally transmitted among the people. During the Ming Dynasty, songbooks featuring historical figures from the Three Kingdoms period emerged. In the Qing Dynasty, Zhuanghuan songbooks such as "Qin Xianglian" and "He Wenxiu" were widely circulated[2]. The late Qing Dynasty was the heyday of Zhuanghuan singing among the people of Maping, where almost every village had singers and everyone knew how to sing Zhuanghuan. Among them, Longyan Village in Maping Town is the most representative, and the local Zhuanghuan is still sung with the lyrics "Xiangzhou Maping is the hometown of Zhuanghuan, and Longyan in Maping has the King of Huan; this has been passed down from generation to generation, and its fame spreads far and wide." Initially, Maping Zhuanghuan was orally transmitted, with limited content that was mostly improvised and sung spontaneously, resulting in significant variations. Later, "songbooks," or Zhuanghuan scripts, gradually emerged. Today, the Zhuanghuan Inheritance Base in Maping Town still houses songbooks featuring historical figures such as Tang Taizong from the Tang Dynasty, Liu Bei, Cao Cao, and Kong Ming from the Three Kingdoms period, as well as "Qin Xianglian," "He Wenxiang," and other Zhuanghuan songbooks from the Qing Dynasty, along with love song songbooks compiled by local singers during the Republic of China period. Over time, Maping Zhuanghuan has become increasingly mature. Local folk artists, based on their practices and the requirements of the times, have continuously supplemented, improved, explored, and innovated Zhuanghuan. In terms of sentence structure, besides seven-character sentences, there are also five-, six-, and eight-character sentences; in terms of musical melodies, compared to the short, rapid, and continuous nature of traditional folk songs, Maping Zhuanghuan has a relatively stable and calm tone, with few drastic fluctuations, regardless of the number of characters in the song. During the annual "Zhuang Ethnic Group's Third Day of the Third Month" festival, Maping Town hosts activities such as singing duets and singing competitions, fostering friendships and expressing emotions through song, and creating a "Third Day of the Third Month" Zhuanghuan Art Festival. Since 2013, Maping Town has hosted eight consecutive regional Zhuanghuan folk song contests, making Zhuanghuan a prominent cultural brand in Maping.

Regarding the thematic content of Zhuanghuan lyrics, traditional Xiangzhou "Zhuanghuan" features widely sung historical legends and stories such as Xue Rengui's eastern expedition and the story of Meng Jiangnu. These stories, with their rich plots and profound connotations, provide

abundant material for Zhuanghuan lyrics. For example, in the Zhuanghuan of "Xue Rengui," the upper section sings about his heroic deeds in leading troops to battle, showcasing his military talent and heroic spirit; the lower section records his filial piety towards his parents, reflecting his noble character. The story of Meng Jiangnu is also vividly presented in Zhuanghuan, with singers expressing her deep love for her husband, her perseverance, and the hardships she faced in searching for him. These historical legends and stories are manifested in Zhuanghuan in various forms, some through narration that unfolds the plot of the story, while others use rhetorical devices such as metaphors and exaggerations to vividly portray the characters and emotions in the story. Singers often re-create the stories based on their own understanding and feelings, making each performance unique and charming.

Furthermore, traditional Zhuanghuan lyrics have distinct language features and rhythmic characteristics. In terms of language, Zhuanghuan lyrics are vivid and imaginative, using metaphors and exaggerations romantically to praise truth, goodness, and beauty, while condemning ugliness and evil. The lyrics are closely related to the lives of the Zhuang people, covering aspects such as history, legends, folk songs, customs, labor, marriage, current affairs, and more, imbued with a strong ethnic flavor and a sense of life. In terms of rhythm, Zhuanghuan is subdivided into five-character, seven-character, five-three-character, seven-three-character forms, all employing waist-and-foot rhyme or head-and-foot rhyme patterns, with a rigorous structure and emphasis on rhythm. This rhythmic characteristic makes Zhuanghuan easy to sing, melodious, and captivating. For example, the lyrics "Glutinous rice cakes with sugar, the bride with the groom, a computer for the groom, online promotion to do" demonstrate the unique waist-and-foot rhyme scheme of Zhuanghuan, with the foot rhyme of the first and third lines matching the waist rhyme of the second and fourth lines. Additionally, Zhuanghuan melodies have various modes and are constantly transformed according to the plot, resulting in a rich variety of vocal styles that are ear-pleasing, refreshing, and never tiring. Most Zhuanghuan belongs to the Jiao (angle) mode, while some are in the Shang (commerce) mode or Zhi (ending) mode, each with its unique expressive qualities, adding rich colors to the performance of Zhuanghuan.

3. Changes of "Zhuanghuan" in Contemporary Society

With the rapid development of society and cultural diversification, "Zhuanghuan" faces unprecedented challenges and opportunities in contemporary society. On the one hand, the process of urbanization and modernization has impacted the inheritance and development of "Zhuanghuan"; on the other hand, government support and new media dissemination have provided new opportunities for its inheritance and innovation.

(1) Changes in the Themes of "Zhuanghuan" Lyrics

In recent years, as people's living standards have improved and spiritual and cultural life has diversified, "Zhuanghuan" has gradually evolved from a musical form for private entertainment into a cultural activity with performance and competitive elements. During festivals, weddings, funerals, and other occasions among the Zhuang people, "Zhuanghuan" often appears as an important performance program. Singers showcase the unique charm of "Zhuanghuan" and the talents of the Zhuang people through exciting performances and competitive matchups. This performance and competitiveness not only enhance the appeal and attractiveness of "Zhuanghuan" but also promote its widespread dissemination and in-depth development among the Zhuang people.

As time goes by, "Zhuanghuan" has gradually become a regional musical culture brand. Xiangzhou County has attracted tourists and song enthusiasts from all over the country by hosting various "Zhuanghuan" events, such as the 8th and 9th Regional Mountain Song Contest and Folk Song Festival. "Zhuanghuan" has not only become a cultural highlight of Xiangzhou County but

also brought new opportunities for local economic development. Nowadays, "Zhuanghuan" serves as an important platform and bond for cultural confidence and fostering a sense of community for the Chinese nation. The lyrics of "Zhuanghuan" have become more diverse, encompassing not only traditional historical legends but also many works that promote current politics and praise the new era and lifestyle. By singing "Zhuanghuan," people have developed a deeper love for their hometown and country, enhancing their national pride and cultural confidence. At the same time, "Zhuanghuan" has facilitated exchanges and integration among different ethnic groups, becoming an important carrier for fostering a sense of community for the Chinese nation. For example, at events organized by the Maping Zhuanghuan Research Association, singers from different ethnic groups perform "Zhuanghuan" together, fostering friendship and unity among them.

During the "Sangyuesan" (March 3rd) festival in 2023, the 9th Zhuanghuan Mountain Song Contest and "Eight Guizhou Folk Customs Ceremony - Zhuang Ethnic Group's Sangyuesan" Folk Song Festival were held in Longtou Village, Maping Town, Xiangzhou County. The event attracted nearly a hundred mountain song enthusiasts from ethnic groups such as Zhuang, Han, Yao, Miao, Buyi, Mulao, and Maonan, as well as local residents and tourists from all directions, hailing from Guizhou, Hunan, and various parts of Guangxi. At the event, the opening performance "Zhuanghuan Wedding Gate Song" depicted the scene of young men singing against the bride's family to win the heart of their desired girl at a Zhuang wedding. The young singers from the Maping Middle School's Zhuanghuan Inheritance Class sang "I Inherit Zhuanghuan," expressing their determination to pass on and promote traditional culture. Additionally, there were performances by teachers and students from Guangxi Modern Vocational College, impromptu performances by Buyi ethnic singers from Guizhou, and shows by local Zhuanghuan singers and bands. Contestants competed through self-introduction songs, mountain song duets, and drawing topics for matchups, using mountain songs to interpret the highlights of the spirit of the 20th National Congress of the Communist Party of China, sing about the achievements of the new era, and praise the accomplishments in party leadership, ethnic unity, and rural revitalization.

It can be seen that the lyrics of "Zhuanghuan" have continuously expanded, becoming an important way to praise and depict new life and promote policies.

(2) The Impact of Urbanization on the Inheritance of "Zhuanghuan"

With the acceleration of urbanization, the Zhuang villages in Xiangzhou, Guangxi, are gradually integrating into the embrace of modern cities, exerting a profound influence on the inheritance of "Zhuanghuan," a traditional musical culture[3]. Firstly, a large number of young Zhuang people, seeking better life opportunities, have flocked to work in cities. This phenomenon has directly led to the loss of the main inheritors of "Zhuanghuan." In the past, the younger generation of the Zhuang ethnic group was the primary force in the transmission and innovation of "Zhuanghuan," continuously learning and practicing it through family inheritance, village activities, and other means, ensuring its generational transmission. However, as they leave their hometowns to work in cities, this chain of inheritance, which fused bloodline family tradition with geographical teacher-student transmission, has been broken, causing many traditional skills and songs to be lost.

Secondly, the impact of urban culture has had a significant effect on the cultural identity of young Zhuang people. In cities, they come into contact with more diverse and modern cultural forms, which attract a large number of young people due to their novelty, fashion, and convenience. In contrast, traditional musical cultural forms such as "Zhuanghuan" appear relatively outdated and conservative, making it difficult to arouse their interest and resonance. In the process of adapting to urban life, many young Zhuang people gradually forget their ethnic cultural roots, and their sense of identity with traditional cultural forms like "Zhuanghuan" gradually weakens.

Meanwhile, with the acceleration of the pace of life and the diversification of entertainment, the attention and participation of the Zhuang people in "Zhuanghuan" have also gradually decreased. In

modern society, people face enormous work and life pressures, often lacking sufficient time and energy to participate in and learn about traditional cultural activities. At the same time, various modern forms of entertainment such as movies, TV dramas, and online games occupy most of people's leisure time, further weakening their interest in traditional musical cultural forms like "Zhuanghuan." As a result, "Zhuanghuan" activities in many Zhuang villages have become deserted, with participants mainly being middle-aged and elderly people, while the younger generation shows little interest[4].

Furthermore, with the disappearance of villages and the expansion of cities, many traditional venues for "Zhuanghuan" activities, such as under the banyan tree at the village entrance or by the stream, are gradually being replaced by high-rise buildings. These venues were not only important locations for the singing of "Zhuanghuan" but also crucial carriers of emotional exchange and cultural identity for the Zhuang people. Their disappearance not only deprives "Zhuanghuan" of its singing space but also weakens the Zhuang people's sense of belonging and identity with their traditional culture.

Therefore, the impact of urbanization on the inheritance of "Zhuanghuan" is multifaceted and profound. It not only results in the loss of main inheritors and the weakening of cultural identity but also alters the cultural ecology and entertainment, posing unprecedented challenges to traditional musical cultural forms such as "Zhuanghuan."

(3) Government Support for the Promotion of "Zhuanghuan" Inheritance

In recent years, governments at all levels in Guangxi have deeply recognized the important role of intangible cultural heritage in cultural inheritance, social cohesion, and economic development. Therefore, they have attached great importance to the protection and inheritance of traditional Zhuang musical forms such as "Zhuanghuan." This series of policies and practical actions have not only injected new vitality into the inheritance of "Zhuanghuan" but also laid a solid foundation for its sustained development in contemporary society.

Firstly, governments at all levels in Guangxi have included "Zhuanghuan" in the list of intangible cultural heritage for protection, providing legal safeguards for its inheritance and development. By formulating and implementing relevant protection regulations, the government has ensured the legitimacy and standardization of "Zhuanghuan" in the process of inheritance, effectively preventing the loss and abuse of cultural resources.

Secondly, the government has invested a significant amount of funds and resources to support and promote "Zhuanghuan," providing a solid material foundation for its inheritance and development. These funds and resources are used to organize various "Zhuanghuan" cultural activities, such as "Zhuanghuan" folk song competitions and cultural festivals, which not only enrich the spiritual and cultural life of the Zhuang people but also enhance the social influence and popularity of "Zhuanghuan." At the same time, the government actively supports the construction of "Zhuanghuan" inheritance bases, providing a good learning and creative environment for inheritors and promoting the inheritance and innovation of "Zhuanghuan" skills.

In terms of specific measures to promote the inheritance of "Zhuanghuan," the government has adopted various effective approaches. Among them, organizing "Zhuanghuan" folk song competitions is an important initiative. Through competitions, not only is the interest and enthusiasm of young Zhuang people in "Zhuanghuan" stimulated, but also exchanges and competitions among inheritors from different regions are facilitated, promoting the continuous improvement and innovation of "Zhuanghuan" skills. Furthermore, the government pays attention to cultivating "Zhuanghuan" inheritors, encouraging and supporting young people to learn and inherit "Zhuanghuan" skills through the establishment of special funds and the provision of learning opportunities, thereby cultivating a new generation of successors for the inheritance and development of "Zhuanghuan."

Government support is also reflected in the promotion of the "Zhuanghuan" cultural industry. By promoting the integrated development of "Zhuanghuan" with tourism, education, and other industries, the government not only provides a broader space and platform for the inheritance of "Zhuanghuan" but also injects new vitality into local economic development. For example, in some Zhuang-inhabited areas, the government utilizes "Zhuanghuan" cultural resources to create unique tourism projects, attracting a large number of tourists to experience and learn about "Zhuanghuan" culture, thereby driving the development of the local tourism industry. At the same time, the government encourages schools to incorporate "Zhuanghuan" into their music curricula, inheriting and promoting "Zhuanghuan" culture through education and cultivating more young people with a deep affection for "Zhuanghuan." According to relevant data, after implementing the strategy of integrating "Zhuanghuan" with tourism, the tourism revenue of Xiangzhou County increased by 30% year-on-year, driving significant growth in the income of local restaurants, hotels, and other industries. At the same time, through word-of-mouth promotion by tourists and social media publicity, Zhuang culture has gained wider dissemination, with more and more people beginning to pay attention to and understand Zhuang culture, further enhancing its influence.

Therefore, the promotion of "Zhuanghuan" inheritance by governments at all levels in Guangxi is multifaceted and comprehensive. From policy support to financial assistance, from event organization to inheritor cultivation, to the support of the cultural industry, the government's series of initiatives have provided strong guarantees for the inheritance and development of "Zhuanghuan." These efforts have not only revitalized this traditional musical form in contemporary society but also provided valuable insights and references for the inheritance and development of other intangible cultural heritages.

(4) Promotion of Innovation in "Zhuanghuan" through New Media Communication

With the rapid advancements in technology, new media has emerged as a vital platform for information dissemination and cultural exchange, injecting new vitality into the inheritance and innovation of "Zhuanghuan," a traditional musical culture. Through new media platforms such as the internet, mobile apps, and social media, "Zhuanghuan" can transcend geographical boundaries and spread in more convenient and diverse ways. This not only expands its influence but also attracts the attention and participation of more young audiences, opening up vast spaces for the innovation and development of "Zhuanghuan."

Firstly, new media provides unprecedented convenience for the dissemination of "Zhuanghuan." In the past, "Zhuanghuan" was primarily transmitted through oral teaching and live performances, limiting its reach to a relatively fixed and localized audience. Nowadays, through the internet, people can listen to and watch "Zhuanghuan" performances online anytime and anywhere, learning about its historical background and cultural connotations. Major music platforms and video websites have uploaded "Zhuanghuan" tracks and performance videos, enabling this traditional musical culture to transcend geographical constraints and reach a broader audience. Additionally, social media platforms like WeChat, Douyin (TikTok), and Xiaohongshu (Little Red Book) offer interactive and fast-spreading channels for "Zhuanghuan," allowing users to participate in its dissemination through sharing, liking, commenting, and other means, further expanding its influence.

Secondly, new media offers more possibilities for the innovation of "Zhuanghuan." In the new media environment, "Zhuanghuan" is no longer confined to traditional performance forms and musical styles but instead combines with modern musical elements to create new works with contemporary characteristics. Some young music creators blend "Zhuanghuan" melodies and rhythms with modern electronic music, pop music, and other elements, crafting new tracks that retain the essence of "Zhuanghuan" while appealing to modern tastes. These new works not only spread widely on the internet but also attract the attention and love of a large number of young

audiences, cultivating a new generation of successors for the inheritance of "Zhuanghuan."

4. Inheritance and Innovation of "Zhuanghuan" in Modern Society

Facing the challenges and opportunities brought by urbanization and modernization, the inheritance and innovation of "Zhuanghuan" in modern society appear particularly significant. As a cultural treasure passed down through generations of Zhuang people, "Zhuanghuan" not only carries rich historical and cultural connotations but also constitutes an important part of the spiritual and cultural life of the Zhuang ethnic group. Through inheritance and innovation, "Zhuanghuan" can not only maintain its unique artistic charm and cultural value but also better adapt to the needs of the times, injecting new vitality into the spiritual and cultural life of the Zhuang people.

(1) Strengthening the Cultivation of "Zhuanghuan" Inheritors

1) Fully Recognizing the Importance of Inheritors

Inheritors are the core force in the inheritance and development of "Zhuanghuan." They not only master the essence and skills of "Zhuanghuan" but also bear the heavy responsibility of passing down this cultural treasure to the next generation. In Zhuang regions, many elderly "Zhuanghuan" singers and artists are the direct transmitters of this culture. Their singing and performances not only carry the historical memories of the Zhuang ethnic group but also convey the emotions and wisdom of the Zhuang people. Nowadays, the inheritance of Zhuanghuan faces the problem of a talent gap. With the gradual decrease of elderly singers and the influence of modern culture on the younger generation, there is a lack of interest in learning and inheriting Zhuanghuan, as well as a shortage of professional inheritors and systematic training mechanisms, which restricts its inheritance and development. Currently, there are few young people in Xiangzhou County who can skillfully sing Zhuanghuan, and even fewer are willing to devote themselves to the cause of Zhuanghuan inheritance. Due to the lack of professional inheritors and systematic training, many young people have a shallow understanding of Zhuanghuan's singing techniques and cultural connotations, making it difficult for them to pass it down. During my research in Xiangzhou, I found that the number of performers in spontaneous Zhuanghuan performances varies, and most of the singers are over 50 years old. They can sing Zhuanghuan anytime in the fields, villages, and alleys. Although this form of performance is full of life and reflects the deep roots of Zhuanghuan in rural life, it also exposes the severe problems in the inheritance and development of Zhuanghuan. Therefore, strengthening the cultivation of "Zhuanghuan" inheritors is crucial to ensuring the continuation and development of "Zhuanghuan" culture.

2) Expanding Diversified Cultivation Measures

To cultivate a group of "Zhuanghuan" inheritors with solid skills and profound cultural backgrounds, diversified cultivation measures such as regularly holding "Zhuanghuan" skill training classes, conducting "Zhuanghuan" transmission activities, and introducing corresponding policies can be taken to contribute to the inheritance and development of "Zhuanghuan."

Firstly, regular "Zhuanghuan" skill training classes can be organized, inviting experienced elderly artists to teach skills and share experiences. These classes can be targeted at young people and students, providing systematic curriculum settings and practical teaching to help them understand and master the singing, songwriting, and other skills of "Zhuanghuan." At the same time, these classes can incorporate modern educational methods such as multimedia teaching and online learning to improve teaching effectiveness and student participation. In Maping Town, Xiangzhou County, local efforts have been made to introduce Zhuanghuan into schools, incorporating it into the school's curriculum and cultivating generations of students who love Zhuanghuan. By learning and singing Zhuanghuan, these students gain a deeper understanding of their own ethnic culture and enhance their confidence in Zhuang culture. At the same time, their demonstrations of Zhuanghuan

in various cultural exchange activities have allowed more people to recognize the unique charm of Zhuang culture.

Secondly, transmission activities can be organized to facilitate face-to-face exchanges and guidance between elderly artists and young learners. These activities can be held during traditional Zhuang festivals, celebrations, and other occasions, allowing learners to learn and experience the connotations and charm of "Zhuanghuan" culture in practice. Additionally, learners can be organized to participate in the rehearsal and performance of "Zhuanghuan" shows to enhance their practical abilities and stage presence. Since 2013, Maping Town has successfully held nine sessions of the Zhuanghuan Folk Song Contest, attracting numerous singers from the local area and surrounding regions. At the same time, Maping Middle School has established a Zhuanghuan inheritance class, with special courses arranged weekly to teach Zhuanghuan singing techniques and cultural knowledge. Furthermore, the town government regularly invites experts and scholars to provide creative training for Zhuanghuan enthusiasts, encouraging them to create Zhuanghuan works with contemporary characteristics.

Thirdly, the government should introduce relevant policies to provide certain economic subsidies and honorary rewards to "Zhuanghuan" inheritors. These policies can include subsidies for inheritors, performance subsidies, and rewards for works, stimulating their enthusiasm for inheritance and innovation. At the same time, the government can strengthen cooperation and exchanges with relevant cultural institutions and art groups to jointly promote the inheritance and development of "Zhuanghuan" culture.

(2) Promoting the Integration of "Zhuanghuan" with Modern Music

Combining "Zhuanghuan" with modern musical elements to create new works with contemporary characteristics is an important pathway for the innovation of "Zhuanghuan". This integration not only helps to enhance the artistic level and expressive power of "Zhuanghuan" but also makes it more aligned with the aesthetic needs of modern people, thereby broadening its audience base. Through integration with modern music, "Zhuanghuan" culture can transcend geographical and ethnic boundaries, becoming a bridge connecting different cultures and people.

In the creative process, modern music arrangements can be introduced. While preserving the original melodies and rhythms of "Zhuanghuan", modern music arrangement techniques such as electronic music and rock elements can be incorporated. These modern arrangement techniques can make "Zhuanghuan" music more fashionable and dynamic, attracting the attention and love of more young people. At the same time, attempts can be made to mix and blend "Zhuanghuan" music with different types of modern music, creating more diversified musical styles.

Furthermore, modern singing techniques can be adopted. By combining modern pop music singing techniques, such as the transition between chest and head voices, high-pitch techniques, etc., the expressive power and appeal of "Zhuanghuan" singing can be enhanced. These singing techniques enable "Zhuanghuan" singers to express emotions and connotations more freely during performances, thereby increasing the attraction and appeal of the songs. Additionally, attempts can be made to combine modern singing techniques with traditional "Zhuanghuan" singing methods, creating a unique singing style.

In recent years, some "Zhuanghuan" inheritors and young creators have actively explored this aspect. By introducing modern musical elements and creating new works, they have breathed new life and vitality into "Zhuanghuan" culture. For example, a "Zhuanghuan" singer from a Zhuang ethnic region, while retaining traditional melodies and rhythms, incorporated electronic music arrangements and rock elements to create a modern "Zhuanghuan" song. This song received widespread acclaim and high recognition in a local music competition. Furthermore, some young creators have combined "Zhuanghuan" elements with modern life, producing a series of new works that reflect modern life and express modern emotions. These works have not only been loved and

welcomed by the local people but have also been widely spread and praised on the internet.

(3) Utilizing New Media Platforms to Disseminate "Zhuanghuan" Culture

New media platforms, with their advantages of fast dissemination speed and wide audience reach, are important channels for spreading "Zhuanghuan" culture. By utilizing new media platforms such as the internet and mobile phones, "Zhuanghuan" music culture can be more conveniently disseminated, expanding its influence and audience base. These platforms not only allow more people to learn about and understand "Zhuanghuan" culture but also provide more resources and support for the inheritance and development of "Zhuanghuan" culture.

Firstly, official social media accounts can be established. By setting up official websites and social media accounts on platforms like Douyin and Xiaohongshu for "Zhuanghuan" culture, regular posts about "Zhuanghuan" music, performance information, and cultural inheritance can be made. Through these platforms, the latest updates and related information about "Zhuanghuan" culture can be promptly conveyed to the audience, attracting more fans to follow and participate. At the same time, these platforms can be used for online interaction and communication, enhancing the audience's sense of participation and experience.

Secondly, online-offline integrated interactive activities can be conducted. Through online livestreams, interactive Q&A sessions, and other means, the audience's sense of participation and experience can be enhanced. For example, "Zhuanghuan" singers can be organized to perform live online, interacting and communicating with viewers in real-time. Additionally, online Q&A sessions can be held, inviting experts, scholars, and "Zhuanghuan" inheritors to answer questions and share experiences with the audience. These activities not only increase the audience's awareness and interest in "Zhuanghuan" culture but also strengthen their cultural identity and sense of belonging. Xiangzhou County has successfully hosted nine consecutive regional "Zhuanghuan" folk song contests, attracting numerous visitors from both inside and outside the region and enhancing the brand influence of the "Zhuang Ethnic Group's March 3rd Eight Guigui Carnival" tourist and cultural consumption. Furthermore, Xiangzhou County has strengthened the promotion and dissemination of "Zhuanghuan" culture through new media means such as online livestreams. The "Jixiangzhizhou • Cloud Broadcasting Zhuanghuan" online livestream event was held, where 30 national style talent contestants and 10 live streaming sales hosts showcased their skills through singing "Zhuanghuan", live streaming sales, and promotional recommendations. The event generated heated discussions both online and offline, with a total of 4.8 million views across various platforms including topic discussions, short videos, and live streams. Through these initiatives, Xiangzhou County has successfully established "Xiangzhou Zhuanghuan" as a folk culture brand with widespread influence.

Thirdly, short videos and audio content can be produced. Short videos and audio clips of "Zhuanghuan" music, performance excerpts, and other content can be released on these platforms. These platforms, with their fast dissemination speed and wide audience reach, can quickly spread "Zhuanghuan" culture to a broader audience. At the same time, short videos and audio content introducing the cultural connotations and history of "Zhuanghuan" can be produced to enhance the audience's understanding and identification with "Zhuanghuan" culture.

By utilizing new media platforms to disseminate "Zhuanghuan" culture, more and more young people will pay attention to and love "Zhuanghuan" music culture. Currently, some "Zhuanghuan" works have received widespread dissemination and praise on social media. This not only enhances the popularity and influence of "Zhuanghuan" but also lays a solid foundation for its inheritance and development among the masses. At the same time, this mode of dissemination promotes exchanges and interactions between different cultures and people, driving cultural diversity and inclusive development.

5. Conclusion

"Zhuanghuan," as a cultural gem passed down through generations of the Zhuang people, carries profound historical and cultural connotations as well as ethnic sentiments. Throughout the long river of history, "Zhuanghuan" has become a shining pearl in the treasure trove of Chinese national culture, distinguished by its unique artistic charm and rich cultural connotations. However, with the rapid development of society and cultural diversification, this traditional musical culture is facing unprecedented challenges and opportunities in modern society. This paper conducts an in-depth exploration of the contemporary changes in the musical culture of "Zhuanghuan" in Xiangzhou, Guangxi, analyzing its inheritance and innovation in the process of urbanization and modernization, with the aim of providing theoretical support and practical guidance for the sustainable development of "Zhuanghuan" musical culture.

In the section on the origin and development of "Zhuanghuan," we trace its long historical origins, from the "Song of the Yue People" in the Han Dynasty to its widespread singing in the mid-Tang Dynasty, and then to its heyday in the Ming and Qing dynasties. "Zhuanghuan" has undergone multiple stages of development, gradually forming the unique artistic style we see today. Its lyrics cover various aspects of the Zhuang people's production and life, historical legends, local customs, and folk traditions. Its artistic characteristics are manifested in flexible sentence structures, beautiful and harmonious rhythms, and diverse expression techniques. These characteristics make "Zhuanghuan" not only highly valuable in art but also significant in history and culture.

However, in modern society, with the acceleration of urbanization and the development of modernization, the inheritance and development of "Zhuanghuan" face numerous challenges. The impact of urbanization on the inheritance of "Zhuanghuan" is multifaceted, including the loss of inheritors, a weakening of cultural identity, changes in the cultural ecology, and the diversification of entertainment forms. These factors collectively contribute to the marginalization of "Zhuanghuan" in modern society, putting this traditional cultural form at risk of being forgotten and disappearing.

In the face of this severe situation, the attention and support of the government and all sectors of society are particularly important. In recent years, the government of Xiangzhou, Guangxi, has attached great importance to the inheritance and development of "Zhuanghuan" and has taken a series of measures to strengthen its protection and inheritance. Government support has not only injected new vitality into the inheritance of "Zhuanghuan" but also laid a solid foundation for its sustained development in modern society. At the same time, the dissemination of new media has provided more possibilities for the innovation of "Zhuanghuan." Through new media platforms such as the internet, mobile apps, and social media, "Zhuanghuan" can transcend geographical limitations and spread in more convenient and diverse ways, attracting the attention and participation of more young audiences.

In the section on the inheritance and innovation of "Zhuanghuan" in modern society, we propose specific measures such as strengthening the cultivation of inheritors, promoting fusion with modern music, and utilizing new media platforms for dissemination. Strengthening the cultivation of inheritors is crucial to ensuring the continuation and development of "Zhuanghuan" culture. By organizing training sessions, conducting transmission activities, and providing policy support, we can cultivate a group of "Zhuanghuan" inheritors with solid skills and profound cultural backgrounds. Promoting fusion with modern music is an important path for the innovation of "Zhuanghuan." By introducing modern music arrangements, borrowing from modern singing techniques, and creating new works, we can make "Zhuanghuan" more in line with the aesthetic needs of modern people and expand its audience. Utilizing new media platforms to disseminate "Zhuanghuan" culture can expand its influence and audience, providing more resources and support

for the inheritance and development of "Zhuanghuan" culture.

Looking ahead, the inheritance and development of "Zhuanghuan" still face many challenges and opportunities. We need to continue strengthening the protection and inheritance of "Zhuanghuan" while actively exploring paths for innovation and development. In the context of globalization, "Zhuanghuan" has the opportunity to showcase its unique charm on the world stage and attract the attention and admiration of more people. We can leverage international cultural exchange activities, international music festivals, and other platforms to promote "Zhuanghuan" to the world, allowing more people to learn about and appreciate this traditional cultural form. At the same time, with the continuous advancement of technology and the emergence of innovative methods, the inheritance and development of "Zhuanghuan" will also usher in more new possibilities. For example, using new technologies such as virtual reality (VR) and augmented reality (AR), we can create immersive "Zhuanghuan" experience scenarios, allowing audiences to immerse themselves in the unique charm of "Zhuanghuan."

In summary, "Zhuanghuan," as a traditional folk song form of the Zhuang people, has a long history and profound cultural heritage. In its future development, we need to continue strengthening the protection and inheritance of "Zhuanghuan" while actively exploring paths for innovation and development. Through the joint efforts of government support, social participation, new media dissemination, and other means, we can jointly promote the revitalization of "Zhuanghuan" culture in modern society.

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