

Research on Popular Music Communication Under the New Media Revolution

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Abstract—The term "Popular Music" come from English. The Music Encyclopedia of the former Soviet Union defines popular music as commodity music, which mainly refers to music based on the popular music system of the United States for the purpose of profit. Commodity music, as its name implies, is market-oriented, top-down-generated music of mass production, which puts artistic standards in the second place. It has diverse styles and rich forms and is also widely known as the mass music. The rapid spread of popular music through the new media has greatly promoted the development of music in China, directly or indirectly promoting the great changes in creators and users of popular music. Although the new media does have some shortcomings in the process of spreading music, it is still fully believed that popular music remains one of the most important forms of music in the 21st century.

Keywords—the new media revolution; popular music; music communication

I. INTRODUCTION

The development of new media technology has redefined popular music, and this change is reflected not only in the content of popular music, but also in the mode of communication of popular music. While paying attention to the positive promotion effect of new media on popular music, people should also pay attention to the shortcomings of new media in the dissemination of music. Change is a double-edged sword that can either solve the unsolvable problems of the past or create new ones. Therefore, it is necessary to dialectically look at the advantages and disadvantages of new media in spreading popular music, and actively think about how to innovate in the field of spreading popular music in modern times, so as to break through the communication difficulties brought by the changes of new media.

II. CHARACTERISTICS OF POPULAR MUSIC COMMUNICATION UNDER THE NEW MEDIA REVOLUTION

Under the new media revolution, social platforms represented by bilibili, post bar, Wechat official accounts and Weibo have become the main communication places of popular music. The high openness of the Internet provides popular music with a brand new communication channel. In this chapter, the author will start from the communication characteristics of popular music, and discuss and summarize the impact of new media on popular music.

A. Communicators

There is no one-way transmission between communicators, creators and receivers and the feedback of receivers on music itself is a new form of music creation. The widely spread music is the work created by the cooperation of creators, communicators and receivers. The public has a very high standard for excellent music. As the first layer of filtering for popular music, communicators have a very important status. In a sense, communicators are the bridge between creators and audiences. They can screen out the popular music works that may be loved by the public and of high quality in advance, which has a very beneficial enlightening effect on improving the creators' music market awareness, and to some extent point out the future of popular music.

B. Content of Communication

With the deepening of the fourth industrial revolution, the storage capacity of information center server has achieved a qualitative leap, and the information management and sharing technology of popular music has also been rapidly improved. Therefore, a large number of popular music can spread rapidly on the network platform and expand its influence scope. Popular music is simple in structure, popular in content, rooted in the rich soil of mass life, which is the necessary condition for popular music to spread rapidly at the mass level. From a professional point of view, the range of popular music is relatively narrow and it is most suitable for it to be sung by the public without special vocal training, which is an important reason for popular music to be popular. In addition, the reason why popular music can become popular is largely because its content is simple and easy to understand, close to people's daily life and emotional experience. This makes it easy for such songs to go deep into people's heart, and cause wide emotional resonance, for what people hear in music is their inner voice. The popular music expresses the real life state. From a certain extent, the popular music both turns art into life and turns life into art. Pop songs have obvious commercial purpose in the process of creation and dissemination, strong sense of participation in culture, and broad secular color in performance. The "low threshold" and exuberant vitality of pop songs quickly attract the attention of the public, which is gradually changing the ideological culture and aesthetic consciousness of young people.

C. Channels of Communication

The rapid development of modern popular music is largely due to the expansion of channels by new media, which completely changes the conventional communication mode. Network communication means that the art form of popular music can finally get rid of its dependence on traditional means of transmission, such as CD, tape and other carriers. People are able to immerse themselves in the ocean of music anytime, and anywhere at will, with just some terminal equipment. The network has completely liberated the form of music communication, allowing music to get rid of the external and temporal limitations, and be truly accessible for people in all aspects of life. First, the highly open Internet enriches music's communication channels. Secondly, the convenience of the new media era breaks the traditional limitation by enabling everyone to be the creator, audience and communicator of popular music. People are able to gain access to music through various channels, and create, perform and interact with music in the virtual music world that is not limited by time and space. In addition, no other communication channels can be comparable with the communication of popular music in terms of long-term effectiveness, with the revolution of the new media. Internet users can enjoy the beauty of music, which strongly and powerfully improves the communication effect of popular music.

III. THE DILEMMA OF POPULAR MUSIC COMMUNICATION UNDER THE NEW MEDIA REVOLUTION

A. A Trend of Obvious Convergence in Popular Music

Although the new media has provided a good communication channel for popular music and allowed it to usher in a new development opportunity, there is no denying that the convergence effect of popular music in content, melody, deductive mode and theme is increasingly prominent and the difference between works is smaller and smaller. People are inclined to collide with others over their ideas in hope to let others understand and agree with their own views so as to form a small group of people with opposite goals. This group will then collide and infuse with other people, and keep expanding itself so as to form a kind of convergence with a great deal of supporters. In fact, people who love listening to music should have discovered this phenomenon long ago — the stereotypes in pop music are widely adopted. Many songs give people the feeling of déjà vu, and the more popular the songs are, the more similar they are. This phenomenon is not difficult to understand. The current popular music has formed a set of inherent business template, in which music style, instruments, lyrics, arrangements, and even singing skills are in the market under the choice of the same orientation. On the contrary, the alternative rock and experimental music are not popular for their innovation and uniqueness, but show a decadent state. There is a natural convergence of preferences among the public at certain times, which has become popular music development of a specific environment. In this regard, some scholars believe that popular music should connect with social phenomena, reflect real life, and create more diversified music themes while pursuing commercial value.

B. It Is Difficult for Popular Music to Shoulder the Task of Cultural Inheritance

Although the new media has promoted the spread of music, most popular songs, especially those on the Internet, have so simple and monotonous lyrics and insufficient cultural accumulation that they can't shoulder the task of cultural inheritance. The public pays more attention to the expression effect of singers on high notes or the strength of their singing ability on some popular songs that are widely spread nowadays. At most, they pay more attention to who sings, writes and composes the songs, but the discussion on the aesthetic value of the songs and the stories behind the songs is very limited. In recent years, the almost all popular songs in China have been about love. It is not that the theme of love is vulgar, but that the pop system needs to be filled with more diversified themes. In addition, most singers are weak in writing ability. At present, there are not many classic original songs with high-quality content and beautiful melody in China. Therefore, although new media does promote the spread of music in objective conditions, from the perspective of cultural inheritance, it has not had a positive impact on popular music, nor has it promoted the development of China's music culture.

C. Popular Music Is Only Spread in China

Although new media provides a precious international communication platform for domestic popular music, but at present, domestic popular songs can rarely compare with European and American songs in terms of international influence and China's pop singers have not been able to push China's popular music onto the world stage. There still remains a considerable way to go to achieve the internationalization process of popular music for China.

IV. THE COMMUNICATION PATH OF POPULAR MUSIC UNDER THE NEW MEDIA REVOLUTION

A. Innovating the Communication Concept of Popular Music

In the past, popular music was one-way in creation and communication, but with the change of new media, popular music has countless links with the Internet from creation to communication, and everyone in the network is a messenger of music communication. Therefore, only by innovating the popular music communication concept can the innovation of communication mode be realized. First, the interactivity should be increased. Interactivity refers to the network digital technology not only to achieve man-machine interaction, but also to achieve the communication and exchange between people. It is necessary to create a healthy and positive music communication environment by establishing innovative awareness, innovating communication concepts and improving regulatory level in all aspects. From the perspective of music producers, while improving the quality of music, they must also consider the impact of music on the society, and publicize their music works in a new way to enlarge the audience range. Secondly, it is necessary to make full use of the current high heat, large flow of network platform to promote music. Today's network

platform has become an important publicity front for music where Internet users can freely make, forward, thumb up and evaluate music works on social platforms. Finally, great importance need to be attached to personal mobile terminals, which is mainly reflected in the amount of downloads of major music software in the application market. At present, the combination of digital music and social media has become the future development direction of music. This change not only breaks the disadvantages of traditional music communication, but also facilitates the promotion of music and the industrialization of music.

In addition, the development of virtual reality technology will completely break the traditional communication concept of music. It will establish a simulation environment by computer, and restores the user's environment experience through the multi-source information fusion, interactive three-dimensional dynamic view and entity behavior system. Virtual reality technology requires fine and real imitation of all aspects of objects. This technical concept is realized in music. It achieves the true restoration of the original audio source through the combination of traditional recording technology and modern virtual reality technology. In the future, people may really enter the virtual music world through professional equipment to truly feel the beauty of music. All in all, the emergence of new technology has promoted the spread of popular music.

B. Innovating the Communication Platform for Popular Music

The combination of music and new media provides a development platform without threshold for music producers and singers without resources and background. Meanwhile, the development of audio-visual technology enables people to make music works by means of personal terminal APP or other means, which expands the form of music and makes the spread of music more extensive. In addition, the increasing number of singing variety shows in recent years also provides a new propaganda channel for the dissemination of original music and minority music. The strong market share of new media does not mean that it can completely replace the four traditional media, which still play a significant role in music communication. The change of communication mode is not a challenge from new media to traditional media, but an inevitable trend of social development. The key to innovating popular music communication platform and changing the way of thinking lies in whether the communication mode and content of cross-border thinking meet the requirements of the new era. The most important feature of the new era is the enhancement of cultural confidence. Music can both be elegant and popular among the mass. What can let a child at the age of three know in the heart can be said as an excellent music work. In the innovation of popular music communication channels, it is necessary to take the advantages of each media and get over its disadvantages, so that the two cooperate with each other. Efforts can be made to create diversified communication platforms, enrich communication channels and innovate music categories, so that people can get access to music through various channels

without limitation of time and space, and create, perform and interact with music in the virtual music world, so as to realize the sustainable development of music.

C. Innovating the Communication Content of Popular Music

In the face of the current music market chaos, popular music content integration is imperative. The combination of different types of music can interpret different emotional psychology and express strong voice of life. Music knows no borders. It can make people's company for life and is a common language of different races. It is the rhythm flowing in our blood and the high combination of innate talent and acquired learning. Music itself is a reflection of people's pursuit of aesthetics. Through the bridge of songs, people can discover the beauty of music, art, nature, society and culture, and then improve their aesthetic awareness and perception of aesthetics. Music can wash and nurture people's hearts, allowing people to find themselves, find others and find the future in the process of singing and listening. In the process of listening to music, people may understand a history, experience a life and learn an attitude towards life. Therefore, it is necessary to constantly improve the music awareness, deepen the understanding of music, draw material from daily life, and understand the subtle changes in emotional psychology. Only in this way can people fully comprehend the creation style and charm of different music works.

V. CONCLUSION

With the rapid development of new media, the communication mode, platform and content of popular music have undergone great changes, and new media has become an important tool for popular music communication. Therefore, only by following the development trend of new media and promoting the integration of new media and popular music communication work, can China's popular music continue to achieve innovative development. What people need to do in this era is to listen to different types of music, understand the different emotions and images hidden behind, and become a better listener and communicator.

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