

An Investigation into the Planning of Music Public Service Projects for the Elderly in China

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ABSTRACT

The Chinese music industry has become an important part of China's economic development, but the aging of China's population is becoming more and more serious, and although the material life of the elderly has been secured and improved, the spiritual life of the elderly is still a major problem. The innovation and implementation of high quality music public service programs can help the elderly fill their spiritual world and enhance their sense of well-being, and summarize the rules and characteristics of the planning and development of music public service programs for the elderly, which brings opportunities and challenges to the development of the elderly and public service in China.

Keywords: Elderly people; Music; Public welfare; Aging.

1. INTRODUCTION

The progress of the times and the improvement of people's material life have led to more and more pressure on the young generation and less and less time to accompany the elderly. Due to family problems, companionship problems, health problems and other factors, the psychological and psychological problems of the elderly in the community are becoming more and more serious.

The rapid development of China's economy has increased the material living standards of the elderly, but the aging of the Chinese population is becoming more and more serious, and the lack of spiritual life is still a major problem. The overall operation of the elderly service industry is poor, with backward management, low quality of service and lack of spiritual pleasure. Music is one of the best ways to fill the spiritual void of the elderly, and simple music therapy can also prevent depression and other unhealthy psychological problems. It is of theoretical and practical significance to use music to accompany the spiritual world of the elderly and enhance their sense of well-being.

2. THE IMPORTANCE OF MUSIC FOR THE ELDERLY

2.1. Music accompanies the elderly like family members

As the first safe harbor for the members of society, the family can provide mutual care and comfort that is incomparable to the socialized mechanism. Nowadays, with the different division of labor and the fact that families do not have as many children as they did in the 1960s, many families are no longer able to take good care of their elderly, for example, single-child families need to take care of two elderly people alone, and most elderly people have a strong and irreplaceable attachment to their homes. Therefore, musicians can use the special role of music to fill the old people's life in their old age, and makes up for the degradation and deficiency of the traditional family aging function, providing them with more entertainment options, satisfying the old people's sense of dependence on family, and allowing them to find a spiritual world to fill the time gap through the connection between music and the old people [1].

2.2. The elderly can integrate into the information life

The elderly do not know how to use smart phones, so they are out of touch with modern information life, and many quality services are from the Internet. For the

elderly, it is relatively difficult to get in touch with new things, but it doesn't mean they don't want to learn, they need someone to patiently teach them how to use it and give them systematic training, which is not their responsibility for the nursing home caregivers. We can help them to integrate into the information society.

2.3. Give the elderly family warmth and prevent them from feeling lonely.

From the psychological needs of the elderly, what they want is to spend time with their families every day. The combination of music and elderly care can make the elderly feel that music is like family, and music can always accompany the elderly and become their spiritual support. In some nursing homes, the elderly can talk about their feelings of using music public welfare products and share their music preferences, which can bring more sense of belonging and security to the elderly.

3. RESEARCH ON THE MUSIC PREFERENCE OF THE ELDERLY

Music preference refers to an individual's preference for a particular style of music over other styles of music. Individual differences are also influential factors in music preference, especially the relationship between personality traits and music preference. Individuals will demand an auditory or musical environment that can reflect and enhance their personality, just as they will demand and create an environment that can meet their psychological needs.

The majority of the elderly people's music preference is hometown folk songs, classic red songs, classic movie and TV drama songs, past golden songs, etc. They are less receptive to new music, and the author found literature in Henan Province that "the preference of the elderly people in urban areas of Henan Province for different kinds of music is from local music, popular music, classical music and world music. Music preference is a kind of individual emotional response, which is related to the characteristics of music itself (such as pitch, tempo, rhythm, style, etc.); at the same time, music preference also reflects the music-related experience, emotional state, personality traits, values and social environment of the listener [2]."

4. THE CLASSIFICATION OF MUSIC PROJECTS FOR THE ELDERLY

4.1. "Service" music projects for the elderly

Vanyin Health is a well-known music health integration organization in China, and the first one in China, with a team of professional music therapists at home and abroad. The senior music care system draws on and integrates the best of music therapy, expressive arts healing, geriatric rehabilitation medicine and other

disciplines, using music as the carrier and interactive games as support. It allows seniors to interact with a music therapist, follow directions, listen, sing, play, dance, and create positive experiences that lead to a healthy body and mind. The disadvantages of the project are that it needs a large number of implementer, long-term tracking, poor replication, and certain requirements for professionalism, so it needs to provide more effective ways and methods for innovation.

Musicare is a program that organizes youth volunteers from universities and colleges to join with student unions and public interest groups to go into communities and nursing homes. The project is based on the theoretical basis of "music therapy", which is divided into active and receptive therapy, active therapy is called activity therapy, active participation in singing, music composition, etc., while passive therapy is mainly listening[3]. The content of this project will be based on a combination of music psychology, Orff music education system and other professional knowledge of some of the educational principles, "interactive" based on the region, physical condition, past experience and other comprehensive situation of different groups of elderly people to carry out different programs of music therapy content. Before the first session of music therapy, we will conduct a physical and mental assessment of the elderly, and after the last session, we will conduct a comparative study and analysis, from which we will summarize the physical and mental effects of simple music therapy on the elderly. The disadvantages of the project are that it is still in the concept stage, and certain requirements for professionalism, so it takes more investment and execution.

4.2. "Product-based" Music for the Elderly Program

Product-based music projects for the elderly refer to the research and development of products based on the habits and needs of the elderly to help them improve and enrich their lives in their old age. Currently, based on consumer electronics business and supported by "technology + investment control", Konka is upgrading to strategic emerging industries, expanding to industrial real estate business, and extending to Internet and supply chain service business [4]. Konka senior radio is also called multi-functional theater player, which is operated by button function and has more than ten kinds of powerful functions, including FM one-touch radio function, one-touch digital song ordering, and support for U-disk playback, etc. The disadvantage of this project is that the product is too simple, suitable for the age of the population, and does not take into account the younger 60 to 75 years old, who can use electronic products. And the content is single, need to update the download is more troublesome. It's not easy to carry around.

4.3. "Entertainment" music public welfare projects for the elderly

Refers to the provision of entertainment activities such as party, variety show, sports and KTV for the elderly to help them improve and enrich their life in their old age, so as to make their life more energetic and fun. Square dance is a rhythmic dance performed by residents in open spaces such as squares and dams for the purpose of fitness, usually accompanied by high-decibel, rhythmic music [5]. Square dances are organized by people in public places, mostly middle-aged and elderly people, most of them gather according to their home addresses, and are taught by leaders and led by others. The people who dance square dance have strong cohesion and organization, and the old people who dance square dance have a rich life in their old age and pursue a high quality of life. The disadvantages of this activity are that the current square dance songs are too simple, and most of them are not nutritious. And square dancing can also cause location disputes.

4.4. "Community activities" music public welfare projects for the elderly

Community activity music public welfare projects for the elderly refer to community-based activities such as community choirs for the elderly organized by community leaders or related personnel to help the elderly improve and enrich their life in their old age, so that their life is full of more vitality and fun.

Community music and cultural activities are group activities with music as the main body, community as the scope, and community members as the object. It is one of the community activities with wide participation of the public. Community music and cultural activities are an important part of the life of many elderly people in their old age. In China, common community music and cultural activities include instrumental activities, choral activities, drama activities, and square dance activities, which have become popular in recent years. Community music and cultural activities can improve the health and physiological condition of the elderly, and also better enable the elderly to get out of their homes and reach out to more "friends", as well as satisfy the self-worth of the elderly [6]. The disadvantages of this project are that the form is relatively simple, there are few professional guidance and coordination personnel, and there are requirements on the site and environment. For some residential areas with poor conditions, the property investment is small, and they do not want to enrich the leisure life of the elderly, and the effect of some community music and cultural activities is not obvious.

5. INSPIRATION FOR THE DEVELOPMENT OF MUSIC PUBLIC WELFARE PROJECTS FOR THE ELDERLY

5.1. The planning and products of music public welfare projects for the elderly are too scarce

Many musicians and musicians believe that the elderly have no purchasing power and always put money and profit first, which leads to the lack of music public welfare products for the elderly. Music composers are not interested in creating songs for the elderly, but the mainstream of the Chinese music industry is undoubtedly pop music, and the elderly, for their own reasons, have a reduced ability to learn and accept the current pop music. What they can accept now are mostly classic red songs, folk songs, and a few rhythmic songs, such as Priceless Sister, Little Apple, etc.; or pop songs with special meaning, such as. Where has the time gone, when you are old and so on.

5.2. The positioning of public welfare projects for the elderly is not precise enough

According to the actual situation in China, 45-59 years old is the initial aging period, 60-79 years old is the old age period, and 80 years old or above is the longevity period. In contrast, early music education is very mature, with music for initiation, early music education, professional music learning and so on. In fact, most seniors aged 60-70 can use smartphones skillfully, and can operate WeChat and other apps skillfully, so we should make segmentation and positioning on this basis, combining intelligence and simplicity, so that they can both keep pace with the times and operate skillfully. For other elderly groups who cannot use smart phones, we can innovate in their familiar fields, such as launching radio programs and TV programs, or "dumb" radios for the elderly, etc.

5.3. Improve the professional ethics of related workers

The improvement of professional ethics creates a new model and a new platform for the development of public charity, and provides a new path and a new dynamic for precise poverty alleviation and improvement of people's livelihood. We hope to use music to serve the society, care about public welfare, focus on humanistic care, use music as a carrier to send more care to people in need, and hope to use music to transmit more love and energy to contribute to the national public welfare cause. We hope that musicians can help public welfare with the fire of a star, fulfill the socialization function of music, realize the concept of "music is like a family member accompanying the elderly in their old age", help the

elderly break the barriers between them and the Internet products, enjoy the quality old age service in the Internet era, build a service platform for music to enter the old age home, improve the fine implementation of the old age demand, and solve the socialization problem through public welfare service.

5.4. Chinese characteristics of innovative music public welfare projects for the elderly

Nowadays, the Chinese trend is in the ascendant, so we can add more traditional culture and traditional music characteristics to the innovation of music public welfare programs for the elderly, and add more fun to the experience of the elderly on the basis of perfect service to the elderly, so that they can learn new things from the past. For example, musicians can use square dance music as the basis and inspiration for their compositions, so that they can promote the works of musicians while strengthening the body of elderly people who dance. We should explore different fields and actively integrate with other fields to create a public welfare project of music for the elderly with Chinese characteristics, so that the infectious and shocking power of Chinese culture can be heard worldwide through innovative thinking online.

6. CONCLUSION

The Chinese music industry has become an important part of China's economic development, and we, as musicians, should combine our professions to contribute to the society and the people. Nelson Mandela said, "The meaning of life is not only to live, but what difference we make to the lives of others." As young Chinese in the new era, we should work hard to build a strong socialist country. Music, as an expression of emotion and thought, can convey rich themes and power regardless of country, race, language, age, or class. In essence, some positive music and public service have some similarity, both are actions to convey warmth and care to people. There are still few projects in the field of music for the elderly, so we should go forward to explore them and contribute to the public welfare and music industry in China!

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