



The Relationship between Music Development and Economic Development

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ABSTRACT

Music is inextricably linked to practically everyone's life in our period. So, what is the source of the music industry's popularity? Is there a link between music development and economic development since that most popular artists are from industrialized countries? China has a rich cultural legacy, and music is an important component of that tradition. Even though China's Silk Road promotes cultural interactions, China's music industry is not as established as that of developed countries. This paper mainly discusses the relationship between the development of music and economic development, it primarily evaluates and forecasts the development of music in China and around the world, and finds that musical evolution is influenced by economic growth, music is a viable industry from a commercial standpoint, but the creative value that music provides has been diminished in some ways. This paper will illustrate a framework for music development to help individuals comprehend the current state of the music industry and to assist customers and providers in making their own decisions and judgements. This paper may also be useful for the country in determining its attitude toward music, such as whether to devote more attention to it or maintain the status quo.

Keywords: *Music, Economic, Chinese music industry, The development of music*

1. INTRODUCTION

Music has been produced for several years and is directly linked to the economy as an ancient source of entertainment. Theatres were the principal performance sites for music in the nineteenth century, when the technology network was quite behind, but these operas were sometimes related to politics [1]. The commerce in music derivatives, such as musical instruments and music scores, has expanded dramatically when the focus is on music in the 1860s and 1870s [2]. The advancement of technology has accelerated the transmission of music in recent years. People could only hear the voices around them compared to many years earlier (from theaters, etc). Now, there is a worldwide trend in digital music. Record labels' worldwide digital music revenues increased by 8% to an estimated 5.2 billion dollars in 2011 [3]. As a result of the findings, the music business has emerged as an essential link in the economics chain, hence this paper mainly focuses on the relationship between music and economic development. The significance is that readers will have a better understanding of the music industry's revenues, as well as assisting observers or college students who have yet to select a major in order to gain a

more thorough understanding of the issue, allowing them to make a more informed decision.

2. INTRODUCTION TO THE DEVELOPMENT OF CHINESE AND INTERNATIONAL MUSIC

2.1. Development of Chinese music

This study subject necessitates an understanding of the evolution and relationship between Chinese and worldwide music. Because China has such a lengthy history, its musical heritage is extensive. Because there is no evidence to preserve precise music structures and sounds, people can only see unreal music performances that were recorded by the text owing to the backwardness of technology. As a result, there is a paradox that there is no actual music in the history of Chinese music [4]. Meaning that, Chinese music had more historical and aesthetic value in the past and it is difficult to demonstrate its economic impact due to its deficiencies. Meanwhile, the evolution of world music is fascinating.

Political concerns are also inextricably linked to the globalization of Chinese music. Lyrics in music can

reveal a person's cultural heritage. Music is frequently utilized to unify people's thinking, according to this trait. Jiang Qing, Mao Zedong's wife, thought jazz was vulgar in the 1960s, because jazz did not have the deep meaning of unifying people's minds like music designed by the state [7]. As a result of this environment, cross-cultural music is unlikely to flourish in China. Even celebrities like Teresa Teng were outlawed at the time because their innovative lyrics and melodies may influence the younger generation to have thoughts that ran counter to the country's major theme. Despite the fact that access to international music was restricted in China at the time, yellow people in the United States had the chance to demonstrate their culture, thereby breaking down a cultural barrier and stereotype of Chinese people [8]. The earnings generated by the global music business and China's music industry are currently enormous. China's digital music business surpassed 18 billion yuan in 2017, while the worldwide music industry's income surpassed \$17.5 billion [9]. This is also a hint that this spiritually uplifting entertainment is increasingly gaining traction in economic growth. According to Re (2018) [9], Digital music and music performances such as concerts account for 75% and 22.5 % of the music industry's income, respectively.

2.2. Development of international music

As previously stated in this essay, prior music is frequently linked to politics. The outward expansion of Europe at the end of the fifteenth century also disseminated their music, causing it to penetrate a wide range and grow into world music [5]. However, please note that the music transmission due to the expansion is not a substitute for local music: for example, rap and hip-hop culture are widely used by young people in Morocco and Turkey [6]. Various forms of music may symbolize different people's emotions or personalities for music business customers, which is why music is so tightly linked to life. As a result, music allows people to meet like-minded others, which is why the P2P network is so popular. However, even if they enjoy music, they do not

believe it is wrong to consume illegal copies [13]. Well, for suppliers, keeping up with the times is the foundation for their music sales, but the continuance of piracy will have an impact on music firms' revenue. There is no precise answer to give a corporation the absolute best way, whether it is urging customers to buy physical records or continuing to use the Internet to build the sector, thus the protection of virtual property rights is vitally needed for digital music.

In fact, the significant economic influence of music is understandable. Due to the wide range of music available, all age groups in each nation have a favorite style, and some even have favorite performers. On a micro level, the more a person like a musical style or an artist, the more inelastic their wants become, implying that they are prepared to spend more money for their preferences. Now it is the era of big data, individuals with various hobbies will get messages tailored to their interests, allowing them to accept a variety of products linked to their idols, such as idol concerts and digital music distribution, as well as endorsement items. The advantages of music, on the other hand, are not just represented in the figures on music income. A well-known performer, for example, seldom performs in every city in a country. Most of the time, these artists will only perform in one or two places, causing their ardent followers to travel thousands of kilometers to the host city. This will boost local tourist income because these fans will have to pay for meals, accommodation, and transportation during their trip.

3. THE DEVELOPMENT OF THE MUSIC INDUSTRY

3.1. Chinese music industry

Figure 1 shows the number of applicants for art examinations and the China's GDP from 2015 to 2020 [16]. The number of applicants for the art test has climbed steadily since 2015 to 2020, increasing by 13% between 2019 and 2020.



Figure 1. 2015-2020 China Art Examination Registration Number and Growth Trend

People will crave more when their physiological and safety demands have been met, according to Maslow's demand hypothesis [10]. As a result of the constant GDP, the national demand for entertainment is expected to rise. Furthermore, sufficient demand assured profits to some extent, resulting in a boom in art education - a part of the education business. Finally, consumers have excellent reasons to pick the music sector or consume music items, indicating that the supply-demand relationship in this industry is steady.

As can be seen above, the music industry's development is based on a solid foundation (a steady supply and demand connection), but what is the current state of the music industry? Despite the fact that the digital music era has had an impact on traditional music businesses that use professional equipment, and the prevalence of piracy has harmed the distribution and profitability of music and other cultural items, upgrading and simplifying professional equipment can not only involve more people in the music industry, but also lower the costs of professional music companies [11]. In addition, piracy-related regulatory actions will defend company interests to some extent. The scenario in China, on the other hand, may be different. Information exchange media are well established in Western countries. Singers can, for example, use their own social software, such as Twitter or Facebook, to inform their followers that new songs are going to be released, but social platforms in China are still being established, and the absence of information transmission will hinder the growth of digital music [12]. Piracy was, admittedly, a vexing issue in China in the past, resulting in the creation of music drawing more investors than customers. However, as the government's focus on cultural soft power has increased in recent years, the country has paid increasing attention to music culture. The health of the music business in China is problematic since, as previously said, music has played a political role in China since the Mao Zedong era, hence the reasons for its support might include political reasons or citizen requirements. Regardless of the cause, the state's support for music will eventually contribute to the development of the music sector, indicating that the music industry has a bright future.

3.2. International music industry

Recognizing the essential role played by the Silk Road in the worldwide music market, or the merger of Chinese and foreign music, is critical, because the Silk Road is responsible for the first major integration of international music [14]. China has a degree of connection with cultures all over the world because of travel and trade, and music is one of the products of culture, which has led to the integration of many music genres all over the world. It's surprising to see that the top 20 most popular singers in the globe in 2021 are mostly

from the United Kingdom, the United States, Australia, and Canada [15]. People have cause to assume that Chinese music has its own place based on the evidence presented in this paper, however the reason for the lack of the perfect condition is likely due to China's status as a developing country in comparison to developed countries. From offline performances to the popularity of MP3 in the early stages of scientific and technical growth to the plethora of music types available on the global network in the cross-cultural era, the evolution of music is strongly linked to scientific, technological, and economic development. Cross-cultural communication is still quite active, even though individuals would be received more information from wealthy nations. It is expected that the music business would develop more smoothly in this circumstance since individuals will be more inspired to produce, resulting in consistent revenues.

4. THE FUTURE OF THE MUSIC INDUSTRY

The future here is not about updating and iterating music forms, but about the future economy's friendliness to music. And the future is extrapolated from the information and context provided in this essay. Music is a crucial tool for the growth of cultural soft power in China, thus it's difficult to ignore the investment of it. Suppliers, on the other hand, are drawn to the music business because of the reputation and prestige it brings them, as well as the enormous revenues it generates. Individuals who appreciate music, the film and television business (the use of background music and theme songs), and popular trend software (such as TikTok) all use music as a fundamental adjustment tool.

5. CONCLUSION

Now it can be concluded that music, as one of the carriers of culture, is inevitable to flourish in the cross-cultural era, because cross-culturalism represents the expansion of music communication. But not any development is beneficial. The discussion of music in this paper focuses on the popular forms of music in each era, ignoring a few genres such as classic or folk music. However, music culture must be inclusive. Music development benefits from economic growth since a few genres of music styles have their own beauty, but behind the advantages is the fact that few works of art have been buried or destroyed by the public. If only the financial interests of music are considered, the current condition and future prospects of music are promising. However, if people want to evaluate the art level of inheritance, economic development's music has its own flaws, because there will be more mainstream catchy songs that impact people's hearing than those that can be considered art. This paper hopes to offer some references for the country in determining its attitude toward music

development, such as whether to devote more attention to it or maintain the status quo.

AUTHORS' CONTRIBUTIONS

This paper is independently completed by Bin Chen.

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