

# Contemporary Cultural Construction of Neoromanticism Music Products

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**Abstract**—Neoromanticism music products focuses on reaching out the balance point to seek creative inspiration from history, culture and tradition, and pays attention to localization in China. In the form of connotation expression, we should pay attention to the characteristics of Chinese local characteristics, and of course, we need to pay more attention to contemporary characteristics and specific social society needs. The Neoromanticism music products not only reflect the display and interpretation of Chinese culture, but also the achievements and accumulation of the China economy in recent years. It also shows the relationship between the individual and the country, and show the combination of inseparable nature between the cultural strength and the personal development strength.

**Keywords**—Neoromanticism music products; cultural construction; cultural soft power

## I. INTRODUCTION

In the course of the construction of the China cultural soft power, the Neoromanticism music products are playing a role on properly treating all kinds of cultural and historical traditions, in additional to combine these with various political thoughts and ideas rising during recent years. It focuses on seeking creative inspiration from history, culture and tradition, and paying attention to the form of localization. In the way of expressing connotation, we should pay attention to the Chinese, and of course we need to pay attention to contemporary characteristics and specific social society needs. In the context of the present era, culture has been developed rapidly as a kind of industry. The choice of value orientation and expression in the Neoromanticism music products is the result of the self-conscious development of national culture.

## II. CULTURAL CONSTRUCTION OF NEOROMANTICISM MUSIC PRODUCTS

The creation and communication of Neoromanticism music have the great significance for all countries when improve the overall cultural soft power. In the process of this specific exploration, it not only embodies the process of exploration on characteristics, but also needs to pay high attention to the importance of inheriting and carrying forward the excellent traditional culture. In this way, we are able to identify the ways and methods to innovate and carry

forward the essence of excellent traditional culture during the exploration to combine the contemporary spirit and the traditional history. Combined with those new consciousness, we are able to find a way to develop the modern cultural industry.

The Neoromanticism music has been confined to some geographical areas/regions, typical in American, European style, with the unique elements during the construct Neoromanticism music products. If the success of this case is well explained, it leads to the facts that the literary and artistic creation of the Neoromanticism music products needs not only to combine the cultural tradition of local country, but also to combine the excellent cultural and artistic traditions of the foreign countries. On this basis, we identification the conjunction where the combination of different cultures could be occurred. Only by this way can obtain the inspiration and motivation of creating the music products, and only under this environment, a specific form of national style and international paradigm can be generated. It is not only an effective supplement to the style of the music products, but also an excellent comparison to the other contemporary cultural achievements which are developed during this period. By this way, it can greatly expand the group of cultural acceptance, when it can attract more groups to pay attention to the cultural and artistic works of the local country, so as to enhance the attractiveness and international competitiveness of the Chinese local culture.

Many of the Neoromanticism music products have reflected the positive attitude towards cultural soft power. No matter whether it is the specific object design, or the cultivation of the writing skills, or the ability to express the paradigm, the most basic principle of content characteristics on creation, creativity and innovation are well presented, and the systematic thinking characteristics of these cultural industries are also developed. The Neoromanticism music products in this huge industrial chain include not only the content of the products, but also the large extension on products and specific scientific and technological achievements.

Therefore, the Neoromanticism music products refract the concept of cultural soft power in country strategic level, and probes into a way which improves the cultural soft power of other countries per inheriting perspective. It carries forward the excellent scientific background, technological

achievements, and the essence of the traditional culture. For all the countries of the world, we should realize the development of the cultural industry at two levels: science technology and culture. Because it needs not only from the angle of inheriting and carrying forward the excellent traditional culture in order to explore the characteristic road of improving the cultural soft power of various countries, it is also reflected in the content of creation, in the context of the global integration and the globalization of science and technology, in the context of the current global integration, and further from the horizon of cross visual distance to many excellent articles abroad, to revisit the art tradition and the current scientific and technological frontiers.

The contemporary Neoromanticism music artist group should explore the soft power based upon its own cultural characteristics by improving the essence of the traditional culture with the emphasis on the traditional foundation, and finally extending to all human science and technology and culture. Only this cross-boundary, cross-horizon, cross-cultural vision and mind can make the cultural development of the Neoromanticism music have a more profound and solid foundation. On the basis of research, identify and manage out the world cultural tradition and essence, it is able to engage in new concepts and innovations to make contemporary characteristics possible, and meet the needs of contemporary people.

### III. CONSTRUCTION OF SOFT CULTURAL POWER IN NEOROMANTICISM MUSIC PRODUCTS

The Neoromanticism music products can show the extension elements of the cultural soft power. It can be seen from the current domestic cultural and social scholars' research achievements on cultural soft power, as well as the current implementation of China's cultural industry policies and efforts to promote the cultural soft power in China. Some topics on research, development and practice are listed below:

Firstly, the Neoromanticism music products reflect the results from several cultural soft power research in China, and have produced a lot of following outcomes. In these products, the cultural influence of the national level is explored in the structure level; the Neoromanticism music products itself are a very small group, but it can represent some elements of the local government policy including their history and their cultural development. Reading from these specific products, oral literature, legend and etc., we can see the deep involvement of the current Chinese cultural industry, and to a certain level it can reflect that the soft power of our culture has been derived into several fields of production and people's daily life, and gradually derived into the pure ideological area and political area with a very wide range of complicate social area.

Secondly, China has a unique political system, the Neoromanticism music products in exploring how to deal with other countries with different political system perspective to cultural exchanges. Those products are also in the practice of exploring the construction of international politics and ideological over the cultural soft strength. The

Neoromanticism music products on the life content of the class and the reality. These contents also make the construction of cultural soft power to a certain level, which mentioned in the field of international communication, to explore the ways of Ideological and political and cultural communication under different systems, and to absorb and get to learn the experience from each other. In particular, many specific records of different contacts can be regarded as the effective results of Chinese culture in promoting the cause.

Thirdly, we would look into the relationship between the Neoromanticism music products and current development of cultural soft power, which has been discussed by many economists, strategic planner, and cultural scholars and so on in the current country. This discussion can be divided into two angles, per the research and exploration perspective: One side: Since the early twenty-first Century with the development of industrial development, more on the combination of Chinese traditional culture and cultural soft power has been emphasized. This is the major research field that has been engaged in more than the recent ten years, with emphasizing the form and style of Chinese culture, with emphasizing the significance of uniqueness on Chinese characteristics. But in principle, these achievements are only research results, and the practice and exploration of industry have more gaps. When China has established a broad platform with different influence culture, entertainment, Internet, communication mechanism, film and television, music, animation, literature, history and culture, etc. it has the significant impact to promote and develop the Chinese culture. On the other side: with the formalization of earth village and the development of globalization, all aspects of elements in the development of modern cultural industry begin to carry over a global perspective. These achievements can be easily seen that the cognition of cultural soft power has extended too many new areas, and the traditional concepts are derived into more industries at the same time.

Finally, the Neoromanticism music products, in certain degree, reflected the different stages on the development process of cultural soft power in our country. In the present time, the Neoromanticism music products are an example as a successful case of cultural soft power, which shows that the process of folk music products become more mature and productive. It is also considered as the process of the gradual development of Chinese cultural soft power, and is an ongoing course.

During the course of the development of contemporary Chinese art and the soft power of national culture, it is urgently needed to meet the spiritual needs of the people both at domestic and international countries. It is also needed to transform the results of creation and research into a more products, thus promotion a product industry, covering from technological innovation to technological progress on both material and spiritual sides.

The Neoromanticism music products can be seen as one of the results from the development of Chinese culture. It is also one of the displays of the soft power of Chinese culture.

It proves that the Chinese culture starts to have a more worldwide view and carries a cross-culture feature. It is also the product of the development of the Neoromanticism music style towards more international elements.

#### IV. CONCLUSION

The presence of the Neoromanticism music products, in addition to the rise of the innovation of national music and art with the integration of popular elements, have aroused the great interest in many contemporary artists and dramatists. Some products have also been edited into movies and TV dramas, all of which has made the area using in the Neoromanticism music products more broadened. So a group of young artists around the Neoromanticism music began to learn on how to try and reshape the real life and work scenes in the songs. With those practice, it formed the story and narrative way of the Neoromanticism music with realistic features.

Among the Neoromanticism music products, there are many human narrative ways around how to communicate between presence and interactive construction of artistic identity.

The Chinese contemporary folk songs, represented by the Neoromanticism music products, is a unique style in Chinese arts. Since it does not have the formal communication of the oral language and body language in general, it might not obtain the feedback and might not be completely understandable from the audiences. The music is completely dependent on personal feeling and personal judgement. How to enhance the effectiveness of this communication between music and audiences, becomes an interesting attempt and important element when art products can be presented to audiences. Because Neoromanticism music can neither be judged by traditional aesthetic standards, nor can be measured with conventional technical skills. Many of these Neoromanticism music products use the terminology like rebellion, avant-garde and post modernity to interpret the connotation and image of music products. The art reviewer and the audience are not necessarily able to understand many of the vague concepts in these products, but they can be compared effectively or simulate it in the different scenarios.

The strategy of cultural soft power has been promoted in China for more than ten years, which Neoromanticism music products has been followed since. Although the Neoromanticism music products still have many gaps to meet with the requirements from the audience per the communication style perspective. But Neoromanticism music products has the unchanged target to adapt to audience's habits, and to protect the unique characteristics elements in the music products.

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