

# The Cultural Ecology of Local Chorus Development in Southern Jiangxi, China

**Siying Cai,**  
**Surasak Jamnongsarn and Tepika Rodsakan**  
Srinakharinwirot University, Thailand  
Corresponding Author, Email: 472375014@qq.com

\*\*\*\*\*

## Abstracts

Ganzhou City, the southernmost city of Jiangxi Province, is short for "South of Jiangxi", which has a long history and profound cultural heritage. The mass chorus is the art form that can best highlight the local and local culture. The author investigates the current situation of the mass chorus in this area by using various research methods, and finds out the existing problems in the development of the local chorus culture in South Jiangxi on the basis of finding the main factors affecting the development of the culture in South Jiangxi. The corresponding strategies are proposed according to the existing problems. In addition, it also puts forward three points of thinking about improving the brand influence of Gannan chorus, in order to help the sustainable development of Gannan chorus.

**Keyword:** Southern Jiangxi; Local culture; chorus

## Introduction

Chorus is one of the art forms with the widest participation and the highest audience rate in mass cultural activities. From the principle of physiology and physics, chorus is a multi-part vocal art formed by dividing singing into different parts according to the physiological characteristics of the human voice and combining the parts according to the laws of physics. But above all, it is an art created by human beings, and it is full of local culture (Liu Hao;2021 : 7). Therefore, it is of great significance to study the situation of mass chorus of local culture, which is not only conducive to cultural inheritance, but also provides scientific theoretical support for optimizing the art of mass chorus of local culture.

Jiangxi Province is called "Gan" for short. Ganzhou City, located in the southernmost part of Jiangxi Province, is called "Southern Jiangxi" for short. It is known as "the cradle of the Republic" and "the former Red Capital". Adjacent to Guangdong, Fujian and Hunan in the south, Jiangxi Province is a bridgehead connecting the "Guangdong-Hong Kong-Macao" Greater Bay Area. It has a long history and profound cultural heritage. Besides, after the founding of New China, in order to enrich the cultural life of the masses, improve the quality of life and enhance cultural confidence, Jiangxi Province organized a variety of choral art activities, striving to truly achieve the magnificent transformation from mass singing to choral art

The author finds through the search of previous relevant literature that the academic circle has not yet explored the study of mass chorus in this land infiltrated by the red revolutionary culture. By means of literature research, grounded theory, field investigation and other methods, the author hopes to study the mass chorus in the native culture of southern Jiangxi Province from the perspectives of music anthropology, music sociology, psychology

and other disciplines, and make a contribution to the academic research and development of the choral art of southern Jiangxi Province.

### **Research Objective**

1. To analyze the ecological environment of the local choral culture in Gannan.
2. To investigate the choral groups, choral activities, and choral works in Gannan's native chorus, and analyze the three-dimensional relationship of sound, behavior, and concept in Gannan's native chorus.
3. To analyze the ecological value and sustainable development path of Gannan's local choral culture by combining the theory of cultural self-awareness.

### **Research Methods**

(1) Literature data method: Based on the local culture of southern Jiangxi Province, music of Hakka culture and music of Red revolutionary culture in southern Jiangxi Province are collected by classification. And study the cultural records of southern Jiangxi Province, try to sort out the history of chorus in southern Jiangxi Province. At the same time, systematically studied the literature about chorus, mass chorus, music anthropology, musician sociology and Grounded theory in the database of China National Knowledge Network, and tried to find scientific and rigorous theories as the theoretical basis of this project. This paper arranges the folk music of southern Jiangxi Province organized by predecessors, and makes a comparative study of Hakka folk song chorus music and revolutionary song chorus music of southern Jiangxi Province. Only through a large number of literature study, can we understand the overall research situation in this field and make the research value and significance of the paper clear.

(2) Grounded theory analysis method: As a typical qualitative research method, Grounded theory is mainly used to induce and construct theories on the basis of existing empirical data. It is a relatively scientific and effective qualitative research method for researchers with experience in this field. On the basis of extensive reading of "choir" related literature, this study finds the key points and difficulties that need to be solved, sorts out the literature that is closely related to the research theme, further focuses on and precision the literature, and then carries out a series of interviews with the survey subjects, and uses the N-Vivo software to convert the recorded text into encoding at all levels. Then, a basic theoretical framework was formed. Based on literature analysis and Grounded theory analysis, different dimensions of variables in the research were operationalized and defined and items were designed (Lin Dongbo;2018).

(3) Historical research method (longitudinal research method) and comparative research method: on the basis of reading related literature, it is necessary to explore the regularity (common characteristics) of the development of chorus of local people in southern Jiangxi Province through historical research; At the same time, on the basis of studying the commonness, it is necessary to find out the personality characteristics of local chorus in southern Jiangxi Province in different periods through comparative research.

(4) Text analysis: One of the research contents of this paper is the analysis and study of local choral works in southern Jiangxi, so it is necessary to make a comparative analysis of local music in southern Jiangxi and choral works adapted from local music.

(5) Questionnaire survey method: In this study, questionnaires were issued and collected by means of the questionnaire Star platform with the permission of the choir director. The questionnaire structure was a closed questionnaire, and after improvement and modification, formal questionnaires were issued to large samples. The questionnaire was conducted by means of online survey, and statistical software tools such as SPSS and AMOS were used for data analysis.

## **Research Process**

By comprehensively using literature data method, Grounded theory analysis method, historical research method and comparative research method, and text analysis method, the author studied various situations of the cultural ecology of local chorus in southern Jiangxi, and concluded that (1) there are three factors affecting the formation and development of folk songs in southern Jiangxi, including geographical factors, historical factors and cultural factors; (2) The main characteristics of chorus are collectivity, artistry and comprehensiveness; (3) The value of Gannan native chorus culture has inheritance value, education value and social value (Li Ling;2019). Among them, the inheritance value is mainly reflected as follows: it is conducive to carrying forward traditional culture, spreading and developing valuable cultural heritage; It is conducive to speeding up cultural transmission and promoting the improvement of people's cultural life. It is beneficial to build the excellent cultural image of the country and promote diplomacy. The education value is mainly embodied in the aesthetic education and moral education of individuals, which can not only improve the aesthetic level of individuals, but also help to improve the moral level of individuals. The social value is mainly embodied in the close correlation between choral culture and our cultural confidence. Optimizing choral culture is beneficial to the effective promotion of our cultural confidence (Ren Xiulei;2016). On the basis of the research of these text data, a questionnaire survey was also carried out. The specific situation is as follows:

### **Selection of research objects**

In this survey, the questionnaire star is distributed to the members through the people and choirs in southern Jiangxi through the Internet, which saves time and is convenient. Data statistics and processing were conducted by SPSS software. At the same time, to protect the privacy of respondents, 300 questionnaires were sent out anonymously, and 297 valid questionnaires were collected, with an effective rate of 99%.

### **Preparation of the questionnaire**

In order to make the dimensions of the questionnaire clear, I choose to compile the questionnaire by combining the dimensions and the survey objectives, which are divided into five dimensions as follows:

The first dimension: Basic information includes the gender, age, region of the choir participants, and the team's awareness of the commissioned works and copyright.

The second dimension: the conducting dimension mainly investigates from the aspects of professionalism, comprehensiveness of rehearsal dimension, music selection, survival and cost.

The third dimension: the cognitive dimension of chorus members mainly investigates the cost of participating in chorus activities, the satisfaction to the team, the ability to read music and the harvest.

The fourth dimension: management dimension mainly examines whether managers can meet the needs of team development.

The fifth dimension: lovers dimension mainly wants to understand why the number of members of Gannan Mass Choir is relatively small and what causes the chorus lovers in Gannan.

**Reliability and validity of the questionnaire**

The reliability and validity values of this self-compiled questionnaire were all higher than 0.8 using the corresponding functions of SPSS statistical software, and the Cronbach. alpha coefficient was up to 0.951, indicating that this questionnaire had good reliability and validity and could be used to test the mass text chorus in the local culture of southern Jiangxi Province.

**Research Conceptual Framework**

The Cultural Ecology of Local Chorus Development in Southern Jiangxi, China		
Research objective	Theory	Objectives
1.To analyze the ecological environment of the local choral culture in Gannan.	Theory 1: Based on the cultural ecologist [U.S.] Steward's view of cultural ecology as an external composite ecological environment that affects the emergence, development and change of culture, we analyze the internal and external factors of the formation, development, i.e., change of the native chorus of Gannan.	Objective 1: To analyze the internal and external factors of the formation, development and changes of Gannan native chorus by describing the natural environment, humanistic environment and other regional ecological environment of Gannan and combining them with the theory of cultural ecology. To derive the inevitability of the formation and development of Gannan native chorus.
2. To investigate the choral groups, choral activities, and choral works in Gannan's native chorus, and analyze the three-dimensional relationship of sound, behavior, and concept in Gannan's native chorus.	Theory 2: Based on music anthropologist [American] Alan.p.Merriam's theory on the three-dimensional relationship between sound, behavior and concept, the three-dimensional relationship between sound, behavior and concept of Gannon's native chorus is analyzed.	Objective 2: Through this theory, it is concluded that the native choral sound of Gannan is produced by the long-term inculcation of language, life and cultural context of Gannan people, and is closely related to the long-term concepts and behaviors of Gannan people. At the same time, the native choral sounds of Gannan promote the development of the native culture of Gannan and deepen the behaviors and concepts of Gannan people.

<p>3. Based on the theoretical basis of cultural ecology, we analyze the ecological value and sustainable development path of Gannan's local choral culture by combining the theory of cultural self-awareness.</p>	<p>Theory 3: According to Chinese sociologist Fei Xiaotong, "Cultural self-awareness means that people living in a certain culture have self-awareness of their culture, understanding its origin, formation process, characteristics and development trends, without any intention of cultural regression, not to revert to the old, and at the same time not to advocate wholesale westernization or wholesale othering, self-awareness is to strengthen the capacity for cultural transformation. The purpose of self-knowledge is to strengthen the autonomy of cultural transformation and to obtain the autonomy to decide to adapt to the new environment, the new era and the new cultural choices." In this paper, we will study the sustainable path of the local choral development in Gannan as a theory.</p>	<p>Objective 3. Through this theory, the sustainable path of choral development in Gannan is the path of cultural "self-knowledge" of the people living in Gannan. The development process is "each one is beautiful, beauty is beautiful, beauty is beautiful, and the world is beautiful."</p>
---	---	--

## Research Results

In order to deeply understand the development vein of mass chorus in southern Jiangxi, grasp the characteristics of mass chorus in southern Jiangxi, and analyze the basic status quo and existing problems in the development work of mass chorus in southern Jiangxi, the author starts from the five aspects of choir types, conductors, chorus members, managers and chorus lovers to investigate the development status of mass chorus in southern Jiangxi. The cases with outstanding characteristics are as follows:

(1) Investigation of the basic situation of the choir

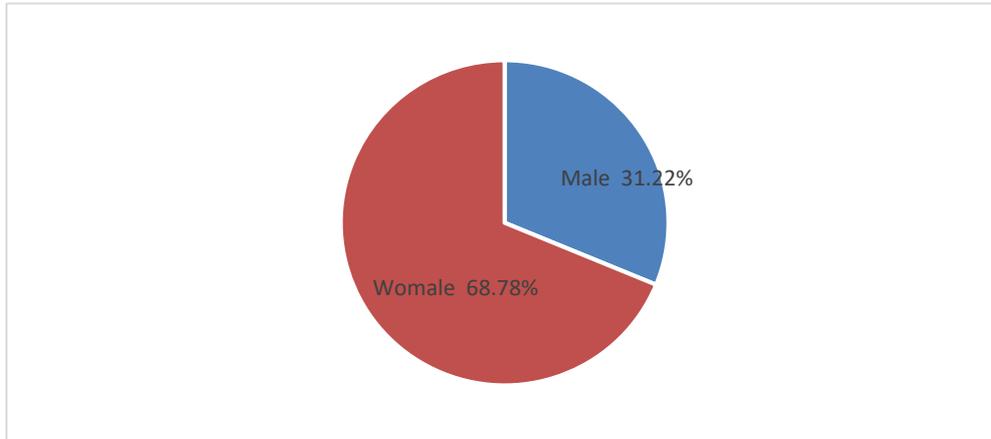


Figure 5.1 Gender Distribution Map of Mass Chorus Participants in Southern Jiangxi

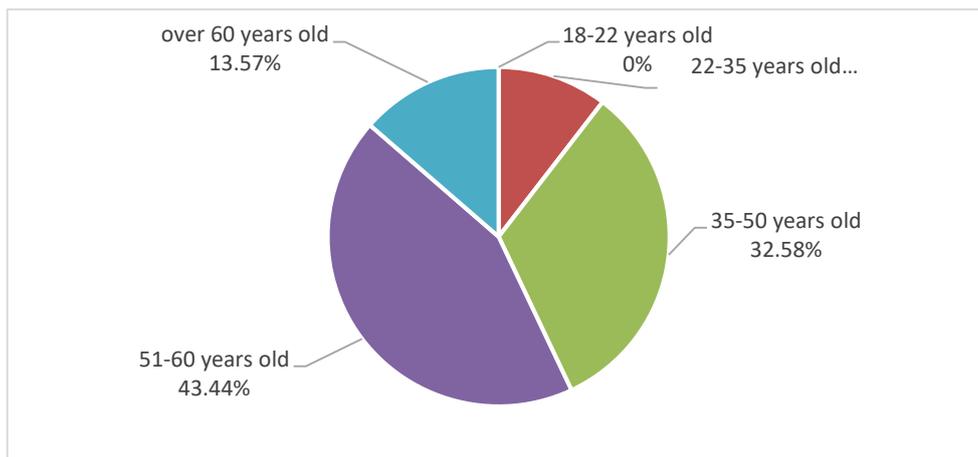


Figure 5.2 Age Distribution Map of Mass Chorus Participants in Southern Jiangxi

As can be seen from the figure, there is a large difference in the proportion of male and female participants in mass chorus in southern Jiangxi. The total proportion of females is 68.78%, and that of males is 31.22%. The proportion of females is much higher than that of males. From Figure b, we can see that 10.41% are aged 22-35, 32.58% are aged 36-50, 43.44% are aged 51-60, and 13.57% are aged over 60.

(2) A survey of chorus conducting in Southern Jiangxi.

Table 5.1 Professional survey of chorus conducting in Southern Jiangxi

Option	subtotal	proportion
Yes	9	16.67%
No	45	83.33%

Table 5.2 Causative matrix scale of non-professional command of chorus in southern Jiangxi

Question/option	1	2	3	4	5	Average score
Love for the choral conducting profession	1 (6.67%) )	0 (0%) )	0 (0%) )	1 (6.67%) )	13 (86.67%) )	4.67
Good musical quality	1 (6.67%) )	0 (0%) )	2 (13.33%) )	4 (26.67%) )	8 (53.33%) )	4.2
Want to be a leader	5 (33.33%) )	3 (20%) )	2 (13.33%) )	1 (6.67%) )	4 (26.67%) )	2.73
Strong communication skills were selected as conductors	6 (40%) )	1 (6.67%) )	1 (6.67%) )	2 (13.33%) )	5 (33.33%) )	2.93
Conductors, unlike league members, have more opportunities to show	5 (33.33%) )	1 (6.67%) )	2 (13.33%) )	1 (6.67%) )	6 (40%) )	3.13

subtotal	18 (24%)	5 (33.33%)	7 (9.33%)	9 (12%)	36 (48%)	3.53
----------	-------------	---------------	--------------	------------	-------------	------

According to the investigation on the conducting situation of Gannan Qunwen Choir, non-professionals account for a higher proportion (83.33%). The main reasons include the love for choral conducting, the good musical quality, the desire to become a leader, the strong communication ability, the conductor is selected as the conductor, and the conductor is different from the member and has more opportunities to show. The results of the survey reflect that there are obvious problems in the composition of the conductors of Gannan Qunwen Choir. The non-professional conductors usually do not have other conducting abilities except the basic swing possessed by a qualified chorus conductor, such as vocal guidance ability, music analysis ability, piano playing ability, composition ability, etc. Therefore, from the long-term development of the choir, the use of non-professional conductor team will lead to limited development.

(3) Survey on Glee Club staff's satisfaction with the management

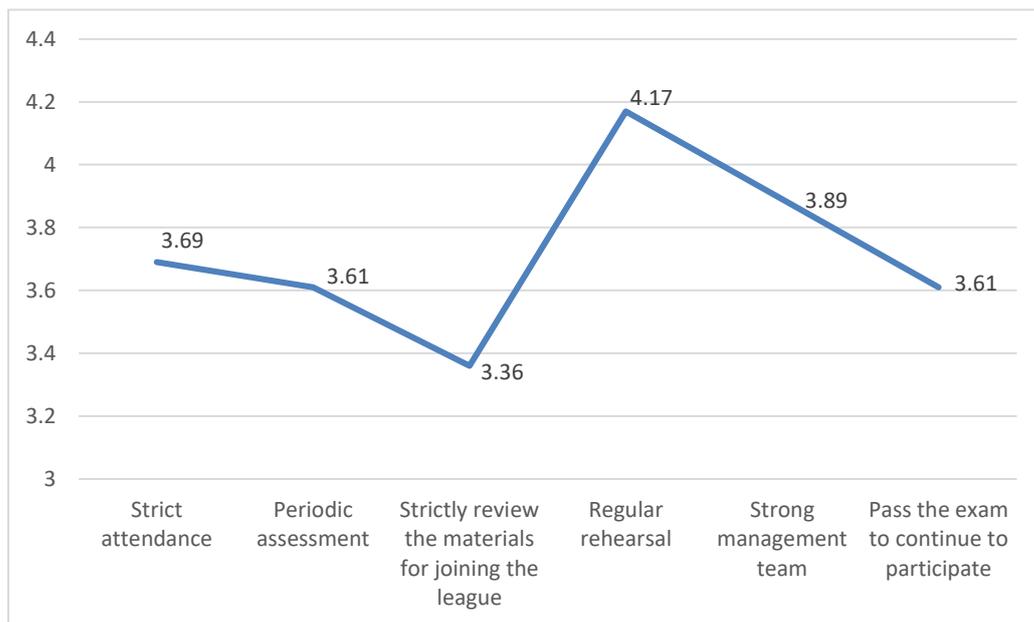


Figure 5.3 Satisfaction Matrix of Gannan Qunwen Choir management system

The survey results of Gannan Qunwen Choir members' satisfaction with the management system are shown in the figure above. It can be seen from the survey results that, except for rehearsal time, the choir has a high satisfaction with the management system, but other management-related content cannot reach a high satisfaction, indicating that the management system needs to be further optimized and the management consciousness needs to be further improved.

## Discussion

### **Problems existing in the development of local chorus culture in Southern Jiangxi**

#### **The participants in chorus activities are aging seriously and the group type is single**

According to the research results, the local chorus in southern Jiangxi has developed so far, and the group type is still mainly female chorus. The participants of Gannan local choir are mainly women who have reached retirement age, while the number of male singers is relatively small. Therefore, mixed chorus and male chorus are relatively scarce. Even if male chorus is recruited, a reasonable proportion of voice parts cannot be formed. The ratio of male to female in the chorus is basically kept at 1:2. If you divide team types by age group. There is a lack of participation of children's choirs and youth choirs in local choral groups in southern Jiangxi. Regarding the problem of children's chorus, the education department lacks attention (Zhou Xizheng;2018). The current situation of children's voice team in many schools is that there are activities organized, but no activities disbanded.

As a result, the development of team types is single, which is easy to cause problems such as single program type, same repertoire and too traditional music selection in provincial competitions or chorus performances. In the long run, the long-term aesthetic fatigue caused by the same type of team will cause many chorus lovers to lose their confidence and hope for provincial competitions or performances. Inadvertently lost a large number of Gannan native chorus potential development objects.

Another problem exposed by the single type of people participating in mass singing is that the publicity channels and ways of participation in mass singing in the province are narrow. In the publicity of TV, advertisement and network media in Jiangxi Province, it is difficult to see the keywords related to mass chorus. The basic publicity method of chorus activities at the mass level is still retained as: Gannan Chorus Association issues the internal notice of the association, and then adopts the way of head registration. If the chorus activity is held by the government, the publicity is only reserved for the superior to inform the subordinate, and the subordinate can complete the task with the mentality (Li Gang, 2014 : 1). If it is not a group within the department or the association, it is difficult to have the channels and opportunities to participate in chorus activities.

#### **Without professional command and guidance, non-professional command is powerless**

Although the non-professional conductor has played an indispensable role in the development of local chorus in southern Jiangxi. However, if a choir wants to make great progress, often the professional ability of the conductor plays a decisive role . At present, non-professional choral conductors in Gannan Province can still be educated. But a qualified choral conductor not only includes the ability of swing and conducting, but also includes vocal singing, piano playing, music analysis and adaptation, and so on. However, the acquisition of many of these abilities cannot be accomplished simply through a period of training (Du Jing;2017 : 10). The non-professional choral conductor in Gannan Province can meet the needs of the choir which does not take development as the purpose. However, if there is a demand for the pursuit of artistic level and competition, the level of non-professional choral conductor and professional conductor shows an obvious gap.

In addition to Gannan Province, choral conducting major is also rare among many colleges and universities that can cultivate music talents. Only a few colleges and universities in Gannan Province offer choral conducting major student training. But most of the graduates' job choices still flow to first-tier cities or southeast coastal cities (Chobonli;2014 : 27). Because the talents trained by the national chorus conducting major cannot meet the demands of first-tier cities and developed cities along the southeast coast. Therefore, the treatment and living situation of Gannan Province is far from being compared with that of southern cities.

### **The responsibilities of managers are vague and the management system needs to be improved**

It is difficult for managers of Gannan local choir to define their responsibilities. Some teams take the commander as the manager, and some teams take the leader as the manager. However, there are also cases of "naked management" in the team, that is, "spontaneous organization into a group, no command or management, all team development determines the collective decision." Chorus is the art of a group of people, and there will be differences and contradictions where there are people (Tian Xiaobao;2017 : 96). Therefore, without a strong manager and rigorous management system, it is unrealistic for such a choir to develop for a long time. Therefore, standardize the management system. Only by setting up corresponding management positions can we ensure that the choir is fully committed to the road of artistic development instead of being hampered by many trifles.

### **Sustainable development strategy of local chorus culture in Southern Jiangxi**

In order to solve the above development problems of Gannan local chorus, the author interviewed 9 outstanding chorus conductors in Gannan Province. See the appendix for the interview content. This paper also combines the viewpoints and essence of the interview records without directly quoting the viewpoints, and proposes the following solutions to the development problems of Gannan local chorus:

### **Enrich the publicity channels, increase the intensity of activities and improve the awareness of competition**

In order to solve the Gannan native chorus personnel single, single team type and other problems. First of all, we should expand the influence of Gannan native chorus in the mass culture. From the content close to the masses' life, and innovate the style of chorus. Enrich the publicity channels, make good use of the influence of new media and accurate presentation function, and expand the potential participants in the development of local chorus in southern Jiangxi (Huang Yuying;2014 : 36). The development and promotion of indigenous choral singing in southern Jiangxi cannot be confined to the efforts of one department of the Secretariat of the Gannan Choral Association. To let the team develop the habit of self-promotion and self-packaging, the macro level of publicity often appears official and traditional. If each excellent team can form a good self-publicity model, each small group to create a good self-image, the mass chorus image of the whole province will be set up naturally.

"Proper participation in stage practice is the driving force of mass chorus and an important link in the development of mass chorus. At present, government departments at all levels gradually realize the importance of stage communication and demonstration to further promote the development of mass chorus, and they provide more opportunities for mass chorus groups to show (Jiang Liping;2018 : 104). Mass chorus competitions and performances held irregularly in various regions and communities have brought impetus to the healthy

development of mass chorus. Through competitions, performances and exchanges between teams, the cohesion within the choir can be promoted and the learning motivation of members can be strengthened. I can test my learning results through stage practice, sum up my singing experience and improve my singing level. Make the chorus team understand the gap between the actual level of their team and other teams in detail (Li Yuqian;2016 : 47); We can learn from other teams' excellent and effective rehearsal methods and performance forms." At present, there are few local chorus activities in Gannan, and there are no domestic and international competitions or performances. The communication between many teams of Gannan local Choir is also "moderate and modest". This is beneficial to the overall unity, but the overall progress will slow down without the sense of competition. Therefore, improve the team's sense of competition. It is necessary to create an atmosphere of mutual learning and transcendence between teams.

### **Prevent the brain drain of professional chorus conductors and introduce domestic excellent conductors**

According to the research results, the author thinks that the development of mass chorus in Gannan province cannot be separated from the input of professional conductor. Therefore, how to retain our province to cultivate excellent command personnel. Moreover, it should be the core issue of the development of local chorus in southern Jiangxi to absorb a large number of high-level conductor talents trained by professional colleges. Other problems can be solved in the number of participants and team members have a leap forward. However, Yang Hongnian, the master of Chinese chorus, once said: "To judge the quality of the people of a country, it is not to see the highest level of the country, but to see the average level of the country. Choral art is the most representative of the national musical quality of the average level. We should not be a big country of choral music, but a powerful country of choral music" (Li Yuqian;2016 : 52). The beginning is low and the end is high, which results in a great span of choral art. That said, joining a choir is very easy. However, it is not easy to train the choir into a highly artistic and musical team. When discussing the development of Chinese chorus, Mr. Wang Yuhe once said, "Historical facts prove that the development of mass singing activities is the real foundation of the development of chorus cause, while the development of professional chorus cause is its core." This is why the non-professional choral conductor at the level of mass singing is very important to the development of mass chorus (Lu Xiaoyan;2013 : 6). But as soon as the choir decides to move beyond the mass singing and into something deeper it has to hire a professional conductor. Because the art of conducting is cultivated through years of training and research. A professional conductor's interpretation of music is by no means comparable to that of an amateur conductor in a single day. This degree of difficulty is that few qualified choral conductors are trained in art colleges and universities (Wang Shujun;2019 : 21). Therefore, Gannan native chorus development want to have a new breakthrough must focus on training a group of excellent chorus command reserve army. It is also suggested that the government or cultural departments should set up special funds for quoting high-level command talents.

### **Strengthen management training and improve management system**

According to the survey results, there are many shortcomings in the management of Gannan Qunwen Chorus team. Chorus members are only satisfied with the rehearsal time, but have low satisfaction with other management related situations. Under the current situation, in order to make Gannan Qunwen Choir sustainable development, we must pay attention to the regular training and assessment of managers, improve the overall quality and work skills of managers, at the same time, we should pay attention to the effective communication of choir members, constantly optimize the existing problems in the management work, and gradually improve the management system that can make members obtain high satisfaction (Wen Xiuhong, Zhao Guizhen;2016 : 74). In this way, through the joint efforts of the management and choir members, to help the sustainable development of Gannan Qunwen Choir.

In addition to rehearsal time, managers should be deeply aware of the current shortcomings in strict attendance, regular assessment, strict review of materials, management team composition and qualified examinations in order to continue to participate in these management work. First, managers conduct objective and in-depth self-examination; Second, members of the management team should evaluate each other and point out the aspects that other members need to improve in their work. Finally, the management staff communicated with the choir members in depth, understood their real needs, and patiently listened to their opinions and suggestions on optimizing the management system.

After the above measures, the management team staff made detailed summary according to self-examination, mutual evaluation and members' opinions, and finally formed a new management system for promoting the sustainable development of Gannan Qunwen Choir. The mutual supervision mechanism between managers and members was established to ensure the strict implementation of the new management system.

### **Reflections on improving the brand influence of chorus of Mass Writings in Southern Jiangxi**

#### **Build public consensus to improve infrastructure**

Joint efforts should be formed to promote the development of chorus cause, and high attention should be paid to it at all levels. All townships, departments and units in the county should earnestly care about chorus, support chorus, actively participate in chorus, and jointly promote the development of chorus cause. Major functional departments such as publicity, education and sports, Federation of Trade Unions, Culture, Guangzhou and New Tourism should take the initiative, organize carefully, support the development of chorus cause in terms of policies and funds, and create conditions for chorus lovers to participate in chorus activities (Xiao Wenli;2015 : 58). We need to ensure funding. The county finance shall arrange a certain amount of funds every year as special funds for chorus, which shall be listed in the annual fiscal budget to ensure the development of chorus activities and the improvement of facilities.

To provide good hardware guarantee for the chorus. We will improve the functions of existing public cultural facilities. According to the standards of chorus, the cultural and art center will be transformed and upgraded into a multifunctional chorus hall to provide professional conditions for the development of chorus activities in the county and improve the basic conditions for the masses to participate in chorus). Encourage and support qualified townships (towns), units and schools to build standard chorus rehearsal halls. In public places

such as Chenyi Square, Nanshan Park and Taojiang Wetland Park, "people's big stage" will be set up to provide a display platform for the masses to participate in the chorus. Accelerate the construction of cultural park, comprehensively improve the level of cultural hardware facilities in our county, and create conditions for the hosting of national, provincial and municipal chorus competitions.

#### **Cultivate the main team to pay attention to chorus education**

Chorus main team is a strong force to build a featured chorus brand. Efforts should be made to cultivate mass chorus teams, encouraging and supporting towns, units, enterprises, schools, communities and social forces to establish choirs. Chorus training bases shall be set up in towns and schools with mature conditions, and excellent chorus conductors shall be organized to go to the grassroots level to serve as artistic directors and carry out guidance and training .Build the main chorus team. Focusing on the Stars Choir, Teachers Choir, Golden Autumn Choir, Nanshan Choir, Red Scarf Choir, Nightingale Children's Choir and Future Voice Choir, we will build a demonstration professional team of different ages. Select outstanding chorus talents from the county to enrich the Stars Choir, and strive to build a gold medal chorus team.

Education system should play the role of main force and fresh force in chorus cause. Education departments should aim at quality education, take moral cultivation as the fundamental task, and take chorus art as the feature to comprehensively improve the artistic quality and aesthetic taste of teachers and students (Zhang Zhentao ; 2016 : 54-57). To promote the influence of the chorus brand, conscientiously implement the spirit of the provincial government General Office "on Comprehensively strengthening and improving the school aesthetic education work", show the healthy and upward school life and the spirit of young people, and strive to form a strong chorus art atmosphere in the county's primary and secondary school campuses, "Each class has a song, each school has a team, and every year there are performances". Give full play to talent advantages, resource advantages, demonstration and lead the county chorus cause sustained and healthy development. To conscientiously organize to participate in the province's primary and secondary school chorus festival, for "the hometown of Chinese chorus art".

#### **Strengthen foreign exchanges and media publicity**

Strengthen external and internal publicity, establish a good brand image. In all levels of media publicity, attention is paid to injecting elements of "the hometown of Chinese choral art", focusing on building Xinfeng cultural IP. Strengthen the county media publicity, and create a strong atmosphere of love, participation and support for the chorus. Strengthen the construction of chorus resource base. Strengthen the collection and management of chorus audio and video, music, books, and film materials of previous chorus activities, establish Xinfeng chorus archive, and strengthen external publicity through digital cultural cloud platform (Fan Fenglong, Ma Yan;2020 : 96-101).

"The journey of the wind is strong, heavy responsibility Qianjun forge ahead." In order to build a sustainable and influential mass chorus culture brand, we need the unremitting efforts of all aspects in South Jiangxi Province, and work hard on the depth, breadth, height and heat of chorus. Only by adhering to the positive enterprising spirit of "perseverance, stone can be carved", finding useful experience and shortcomings, and looking forward to the future, can we further improve the level and charm of chorus art (Lai Dan;2013 : 98-101). The journey of the wind is strong, heavy responsibility Qianjun forge ahead.

### **The three-dimensional relationship between the voice, behavior and thought of Gannan Native chorus**

In this paper, based on Meriam's theory, the author expounds the three-dimensional relationship of "sound, behavior and thought" in Gannan native chorus. The local culture of southern Jiangxi is the integration of many cultures. These include Song City culture, Hakka culture, Kanyu culture, Neo-Confucianism culture and Red culture. Under the long-term influence of these cultures, the thoughts of local residents will also be affected, and people will put this influence into the local customs and labor, and then affect people's behavior. Behavior triggers the production of sounds, which form musical sounds in a certain context. Under the influence of music, people's thoughts and emotions can also be sublimated, so the three are interdependent, influence and promote each other. The three exist together in a certain musical performance. Gannan native chorus is a good carrier, in the chorus activities, we can appreciate the local folk songs of Gannan, listen to the beautiful voice, can understand the local customs and local culture, in the visual and auditory feast of the sound, behavior, thought of a beautiful encounter, forming a closed loop of education. Such coordinated development among the three also promotes the development of local culture in southern Jiangxi, so as to better protect and protect local culture.

#### **Conclusion**

Entering the new era, China's development has also shifted from rapid quantitative growth to high-quality development. With the improvement of people's living standard, the quality of life also has higher requirements. In order to better balance spiritual and material civilization, mass cultural activities will inevitably become a main front to develop spiritual civilization. However, the regional development of Chinese chorus is not balanced, and the development of mass chorus in southeast coastal cities led by Xiamen and Shenzhen appears everywhere. But the northeast and northwest regions are relatively backward. Only by paying attention to the balanced development of chorus regions can China transform from a big country of chorus to a strong country of chorus. Through the research of Gannan mass chorus, the present situation, problems and solutions of the development of mass chorus in Gannan are studied. Through the investigation of the current situation, it is found that the problems in the development of mass chorus in southern Jiangxi include: at present, the members participating in chorus activities are aging seriously, the team type is single, the lack of professional command and guidance, the lack of non-professional command, the vague responsibilities of managers, and the management system needs to be improved. And put forward solutions to the problems one by one, such as "enrich the publicity channels, increase the intensity of activities, improve the awareness of competition; To prevent the brain drain of professional chorus conductors and introduce domestic excellent conductors; Strengthen management training, improve management system "related policies. It is believed that the improvement of these strategies can play a certain guiding significance to the development of mass chorus in southern Jiangxi. I hope the above words can throw a brick to attract jade, and become a small beginning of the reform of mass chorus in southern Jiangxi. I hope the author can contribute to the development of mass chorus in southern Jiangxi.

"Fine traditional Chinese culture is the spiritual lifeblood of the Chinese nation, an important source of the cultivation of core socialist values, and a solid foundation for us to stand firm in the global cultural shock." Gannan native choral culture is rich, inheritance is important, but more important is how to inherit and develop. We should fully realize the

artistic value of Gannan native chorus, strengthen the exploration and interpretation of traditional art works, and strive to realize the creative transformation and innovative development of traditional Chinese art and culture with new ideas, new concepts, unique forms and superb techniques.

## References

- Li Gang. (2014). *"Observation and Reflection on Professional conductors' Participation in Mass Amateur Chorus in Recent 20 Years."* People's Music Publishing House.
- Liu Hao. (2021). *Study on the Motivation and Influence factors of Youth Participation in Chorus in Shanghai*, Shanghai Conservatory of Music.
- Lu Xiaoyan. (2013). *"On the Characteristics of Chinese Mass Chorus during the anti-Japanese Singing Movement."* Anhui Historiography.
- Wang Shujun. (2019). *Research on the cultural Value of Music in the Central Soviet Area*, Nanchang Hangkong University.
- Zhang Zhentao. (2016). "The Rattles of Hometown are Louder than Imagined -- Preface to Xiao Wenli, A Study of Hakka Ritual Music in Southern Jiangxi in the Festival System at the Age of 12." *Music of the People*. (03), 54-57.
- Fan Fenglong, Ma Yan. (2020). "Traditions and Changes of Tea Picking Opera in Southern Jiangxi from the perspective of Historical Anthropology." *Art Hundred* . 36 (03), 96-101.
- Lai Dan. (2013). "The Formation of Tea picking Dance in Southern Jiangxi from the perspective of Tea Culture." *Journal of Beijing Dance Academy*. (06), 98-101.