

# **Exploration on Methodology of Popular Musical Style of Vocal Performance Training in Wenhua Academy of Yunnan Artistic College**

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## **Abstracts**

The objectives of this research were 1) Explore the goals of the construction and development of popular music majors in Chinese universities. 2) To study the current situation of popular music style singing courses through investigation and analysis; Summarize the principles and models of course offering. 3) Analyze the problems and countermeasures of the popular style singing course. 4) Analyze the teaching methods and safeguard measures of music singing courses for popular music majors in colleges and universities. The study used the Example of The Wenhua Academy of Yunnan Artistic College to design and run a questionnaire survey of teachers and students majoring in pop music singing at the Wenhua Academy of Yunnan Artistic College. The sample was 60 students at singing at the Wenhua Academy of Yunnan Artistic College.

The research findings were 1) Open a popular style singing course.2) Adopt multi-teacher joint teaching. 3) Hold relevant lectures and hold special concerts of this style.4) Introduce foreign high-level teachers to solve the situation that popular music singing students are slightly thin in terms of learning resources, such as singing skills and emotional experience are not rich enough, and stage experience is less. At the same time, the introduction of this course can give students a sense of active learning, thereby improving learning efficiency and ultimately achieving good and comprehensive development. At the same time, it can also promote the further study and research of teachers on the singing of different styles of popular music, so that the popular music profession will take a big step forward on the road of independent development, and play a correct guiding role in promoting the development of music theory.

**Keywords:** Methodology, Popular Musical Style; Vocal Performance; Training; Wen Hua Academy of Yunnan Artistic College

## **Introduction**

As the forms of music in society become more and more diverse, the field of music has become more and more open. At present, society is becoming more and more inclusive, and people have a new understanding of popular music. In order to strengthen the discipline construction and development of the school, popular music majors have gradually been opened in higher music education institutions such as music majors and conservatories in various colleges and universities.

The development and progress of Chinese popular music is the need of the times, the needs of society and the people, and the needs of its own development. If the pop music major wants to be able to adapt to the development and changes of the times and meet the needs and expectations of social development, it must start from its own development, produce excellent

works, and cultivate excellent talents. The presentation of excellent works and the emergence of outstanding talents, in addition to the active intervention of social "external factors" such as social environment atmosphere creation, media publicity and promotion, and market-oriented commercial operation, actively respond to the needs of the society, and give full play to the cultivation of art talents in art colleges and universities (Xiong, 2017).

We need the fundamental advantages of scientific research and social services, and it is particularly important to effectively strengthen the development of higher art education, especially the stylized training of popular music majors in The Wenhua Academy of Yunnan Artistic College, and strive to cultivate outstanding pop music professionals and produce excellent works. Therefore, the in-depth promotion of the development and construction of popular music majors in colleges and universities and the cultivation of popular music talents have become increasingly concerned and valued by the academic and music circles (Xu, 2018).

At the same time, society and the media are widely concerned about the integration of traditional culture and popular culture, and we need to pay attention to the youth values that lead and make great efforts today. As the main front for disseminating advanced culture to young people, music education in Chinese colleges and universities, especially popular music professional education, should find out how to find the correct positioning and maximize the role of educating people. Colleges and universities need to respond to social and media attention and youth expectations, and it has become more important and urgent to disseminate advanced culture and lead the voice of the times. Therefore, it is foreseeable that in the future, effectively strengthening the stylization training of popular music majors in The Wenhua Academy of Yunnan Artistic College will become one of the development trends of music education in colleges and universities.

Based on the above background of the times and the background of the problems, what is the current situation of the stylized training of popular music majors in Wenhua Academy of Yunnan Artistic College, what is the theoretical basis for the stylization training of popular music majors in Wenhua College of Yunnan Arts College, and how to achieve "Chinese characteristics" in the process of theoretical design and practical exploration of the stylization training of popular music majors in Wenhua Academy of Yunnan Artistic College has become an important issue that must be faced directly in the current research on the theory and practice of music education in China.

From this, a series of questions began to surface: Is it necessary for popular music to be opened in music academies? If necessary, what are the advantages of the popular music major in the conservatory today? Where is there to be lifted? Can we analyze and improve it by comparing comparative studies of relatively mature foreign professions, such as popular bittersweet education in the United States? With these questions in mind, this paper takes the Wenhua Academy of Yunnan Artistic College as an example to conduct in-depth research and discussion.

### **Pop music major**

The definition of popular music majors in Chinese colleges and universities is mainly divided into three levels. First of all, it is clear that the popular music major in colleges and universities is different from the professional education of social pop music. Popular music majors in colleges and universities refer to popular music education carried out in colleges and universities in China, which is stable and sustainable, and belongs to school music education (Chen, 2018). Social pop music professional education relies on social vocational training institutions, literary and art groups and related amateur groups to carry out music education,

which is uncertain. The research object of this paper is mainly based on the popular music major of colleges and universities, so the professional education of social popular music will not be discussed.

Second, it is necessary to clarify the training objects of popular music majors in Chinese colleges and universities. Popular music majors in Chinese colleges and universities are divided into professional education and public education according to the training objects. Professional education mainly refers to the professional higher education that cultivates popular music professionals, while public education focuses on cultivating non-music students and related people's aesthetic ability and musical literacy. Because this article focuses on the construction of popular music training methods for college pop music majors, public education of pop music in colleges and universities is not within the scope of this paper (Shi, 2017).

Third, the popular music majors of Chinese colleges and universities should be specifically divided into popular music majors in art colleges, popular music majors in higher education colleges and universities and comprehensive college pop music majors according to talent training and school nature, because there are more colleges and universities that open popular music majors. However, comparatively speaking, the popular music majors of art colleges and universities and higher teachers' colleges are relatively mature and perfect, which is representative and instructive of the results obtained by their research, so the popular music majors of Chinese universities to be discussed in this article mainly examine the professional construction of art colleges and universities and higher teachers' colleges.

## **Research Objectives**

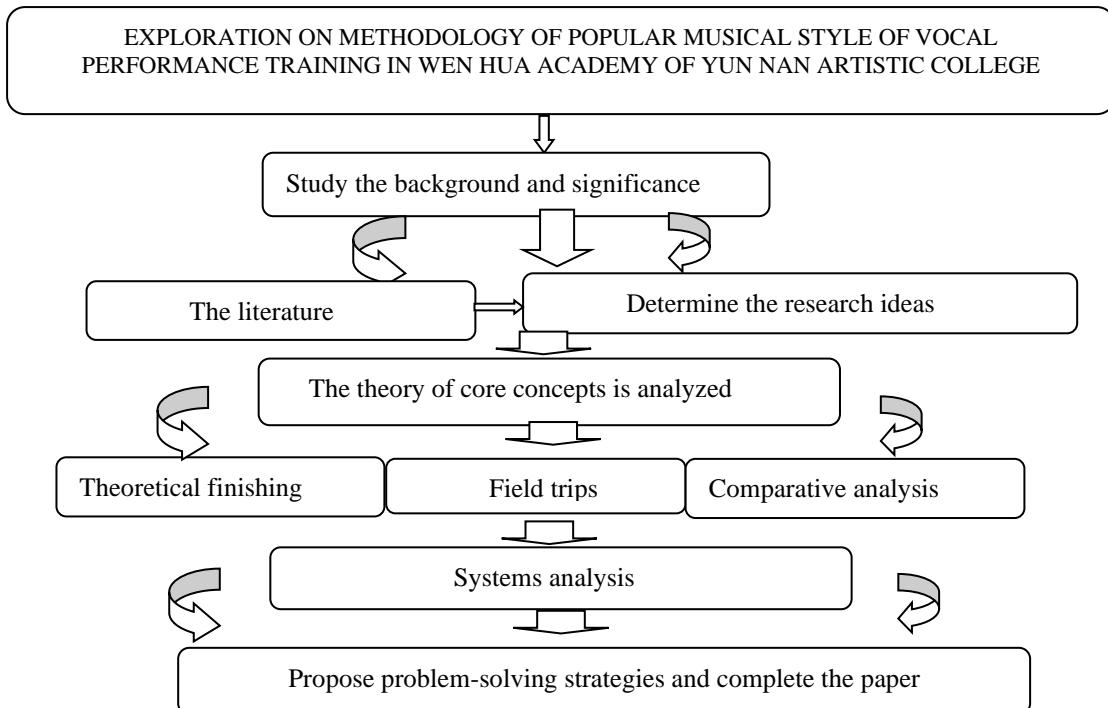
- 1) To study the current status of popular music style singing courses and summarize the principles and models of curriculum offering;
- 2) To create guidebook for popular music singing courses
- 3) To use guidebook for Wenhua Academy of Yunnan Artistic College
- 4) To evaluate the guidebook

## **Research Methodology**

This study was mix-method research. The survey participants in this popular music style singing course were mainly students from the Wenhua Academy of Yunnan Artistic College. Not only undergraduate and graduate students who have not yet graduated, but also special surveys of those who have already graduated. Of course, the scope of the survey of graduates is limited to teachers who enter colleges and universities after graduation and engage in music teaching. The sample was 60 students.

The qualitative research conducted by use interview approach.

## Research Conceptual Framework



**Figure 1** Conceptual Framework

## Research Findings

### The current status of popular music style singing courses and summarize the principles and models of curriculum offering

Since the beginning of the twentieth century, Chinese pop music has undergone nearly a century of baptism. Music is an important spiritual food for mankind, so the development of Chinese popular music is inseparable from the development of the economy and the progress of society. The development process of popular music in China has mainly gone through the following stages:

First, the initial period. In the early twentieth century, with the advent of a series of musical works such as "Sparrow and Child" and "Grape Fairy" created by Li Jinhui, the official birth of Chinese pop music was announced. These musical works have since opened up a new world of Chinese pop music creation.

Second, the imitation period. Since the reform and opening up, Hong Kong and Taiwan pop songs have spread to the mainland, and campus songs have also developed hotly, causing the Chinese pop music market to follow suit. At that time, the famous singer Teresa Teng was deeply loved by the masses. Her songs not only caused a great response in the society at that time, many classic songs are still musical works with a high point of view in KTV, and their influence can be seen.

Third, the period of independent creation. This stage mainly refers to the mid-to-late 1980s, with the success of "Let the World Be Full of Love", Chinese pop music finally got rid of the state of imitation and began to make great strides towards the road of creation.

Fourth, the period of deep exploration. In the early 1990s, China's pop music market showed a prosperous scene, through the Spring Festival Gala, pop song contests and other platforms, there were many popular singers and musical works that the people loved and were familiar with. For example, "365 Blessings" sung by Cai Guoqing, "Happy today" sung by Xie Xiaodong, "Heart Rain" sung by Mao Ning and Yang Yuying, and other excellent musical works of the times and influence. At the same time, Hong Kong and Taiwan music has also set off a star-chasing frenzy in the mainland, the most famous of which is the "Four Kings of Hong Kong". They composed and sang many musical works of high artistic value.

Fifth, the open period of creation. Since the late 1990s, European and American pop music has poured into the Chinese music market. Chinese pop songs have also incorporated Western elements in their creation, and the sense of rhythm has gradually strengthened, while the sense of melody has gradually weakened. In general, with the development of economic and cultural globalization, the circulation of music culture is increasingly strengthened, and Chinese popular music is increasingly showing diversified colors.

#### **The guidebook for popular music singing courses**

On the whole, in order to enable popular music students to better play their professional advantages, they must first work from the professional basic courses. In other words, if you want to go far and climb high, you must lay a solid foundation. The professional basic course is an important foundation for the stylized singing training of popular music students.

Therefore, it is particularly important for the school to continue to adhere to the basic position of "ten professional basic courses". Based on full research and analysis, the researchers believe that the basic course of popular music should include the following ten courses:

- "Sight Singing Ear Training"
- Basic Music Theory
- Piano Basics
- Harmony and Melody
- History of Chinese Music
- History of Western Music
- Chinese Folk Music
- History and Theory of Popular Music
- Fundamentals of Popular Music Composition
- Professional English

The Wenhua Academy of Yunnan Artistic College does not have a teaching guide for stylization training in popular music. The researchers hope to help students gain more knowledge and training by writing popular vocal performance guides for the curriculum. Before drafting the guidelines, the researchers interviewed three experts about the teaching experience and methods of expert teachers. The three experts made suggestions on compiling the "Wenhua Academy of Yunnan Artistic College Professional Stylization Training Guide for Popular Music", which provided a wealth of information for the teaching of popular vocal performance. The researchers combined the teaching methods and advice of experts with their own teaching experience to draft guidelines. Before the experiment, the experts evaluated the content of each lesson, popping vocal performances in additional lessons. This is to ensure that

the content of the guide lesson is moderately difficult, in line with the student's current learning situation, and better to help students learn.

### **Use the guidebook for teaching students in experimental group**

The combination of artistry and technology is the cultivation feature of professional stylized singing training in popular music singing. In the guiding ideology put forward by General Secretary Xi Jinping on literary and artistic work, it is also mentioned that it is necessary to integrate multiple parties and give play to the true value of art.

In terms of promoting the development of popular music and cultivating relevant singing talents, we should always keep this idea in mind, and we need to study and sort out relevant theories, and then develop the curriculum through multiple means and multi-way models, consider the similarities and differences and advantages and disadvantages of multiculturalism, and do our best in curriculum setting.

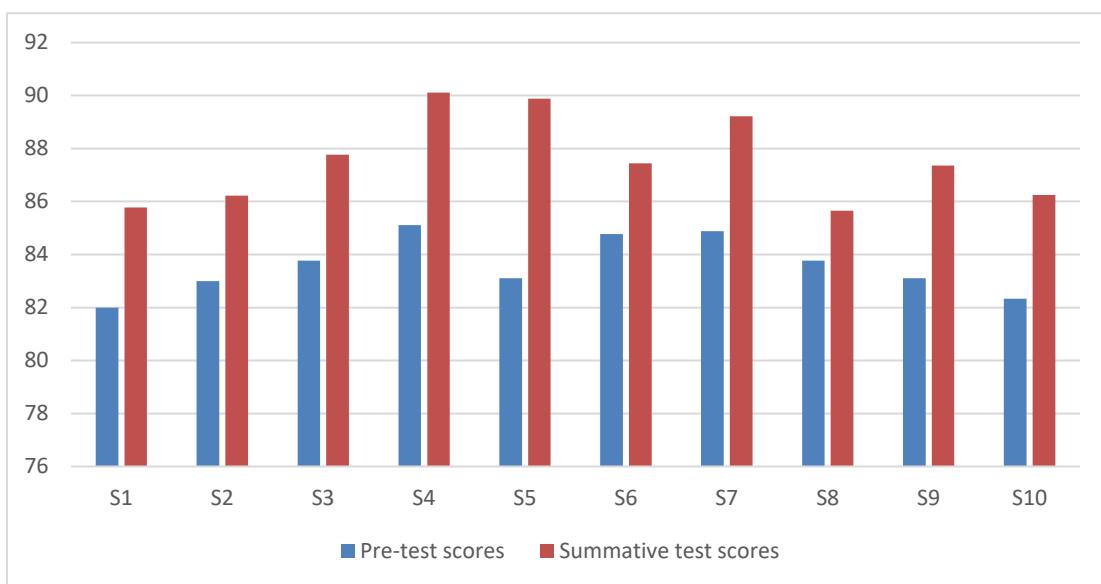
The following is an idea of the design of the course content and the application of stylized singing training. Under the support of singing technical ability training, students cultivate students' ability to identify, feel and express popular music styles, and mainly adopt the form of joint teaching by multiple teachers, open popular style singing concert lectures, organize special concerts, and introduce foreign high-level teachers.

### **Evaluating the guidebook**

#### **Pre-test result**

The pre-test is conducted before the formal experiment, with the purpose of evaluating the students' grasp of the professional skills and performance abilities involved in the guide before the experiment, and at the same time completing the sampling before the experiment. Three expert teachers conducted tests on 20 students in grade 2. The test content was corresponding to the three parts in the guide and the scores were obtained. The researchers made statistics and got the average scores of each student, and the 20 scores were statistically sampled.

The sampling researcher will select 10 students for experimental research, and these 10 students are in the middle level of the test. The purpose of sampling in this way is that the scores of 10 students are at an average level, and they have certain room for improvement in learning, which is more conducive to the experiment.



**Figure 2** Pre-test and Summative test score analysis

## Discussion

Through the above chapters, this article mainly explores the idea of opening a popular style singing course. The content includes: the current situation of the stylized singing curriculum for popular music majors, the necessity of opening it, and the teaching concept of the course.

The study was conducted through a questionnaire survey and a collection of literature for analysis. From the perspective of the development of popular music disciplines, the research materials for this course are still extremely limited, and there are not many surveys on this topic.

The results of the questionnaire show that as a pop music singing student, there is a great desire to learn this course. Improve musical literacy. The article proposes that the two ways to carry out popular style singing courses are multi-teacher joint teaching, which not only helps to expand students' learning horizons, but also helps teachers to learn from each other' strengths, continuous learning and progress (Yang, 2018).

After discussing the necessity and rationality of the course, from the perspective of popular music majors, music theory and humanistic environment, the author discussed the significance of the development of popular music majors, music theory development and human environment for the establishment of this course. Because there is currently no popular style singing course, students still lack the feeling of popular song style, the grasp of singing in style is not clear enough, and the grasp of popular style singing cannot always stop at the degree of students' self-study (Wu, 2019). The study of popular music styles can be said to be still at the theoretical level and has not been put into practice. From the perspective of teaching, it is difficult for the teaching effect to break through to new heights.

Finally, this paper proposes the concept of curriculum content and teaching methods for the establishment of popular style singing courses. The researcher hope to provide some reference for the opening of courses in the direction of popular singing.

The stylized training of popular music majors at Wenhua Academy of Yunnan Artistic College should be designed in accordance with the development laws of higher education. Through research, this paper argues that the macro design of the stylized training of popular music majors at Wenhua Academy of Yunnan Artistic College should follow the development laws of higher education. Specifically, the stylized training of popular music majors in Wenhua Academy of Yunnan Artistic College should take Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era as the basic theoretical basis, multidisciplinary theory as the academic basis, follow the development law of higher art education (Hui, 2017), the overall requirements of higher education professional construction and the general principles of college music professional construction, and in terms of macro design, it should be based on "integration concept" and "connotative development" The overall construction idea is designed.

Wenhua Academy of Yunnan Artistic College popular music professional stylization training should carry out practical exploration with Chinese characteristics. Through research, this paper believes that the Stylization training of popular music majors in Wenhua Academy of Yunnan Artistic College needs to be explored in specific practice with Chinese characteristics according to macro design under the guidance of construction goals, and it can be summarized that specific practice should be carried out from the following six aspects: In the design of popular music professional courses, it is necessary to build a "thick and solid" popular music professional basic course, "personalized modular" pop music professional backbone courses, " Diversified open-ended "elective courses for popular music majors; In terms of the teaching design of popular music majors, it is necessary to improve the aesthetic teaching of music, realize the "cultural people" in the teaching process, and actively practice the concept of "creating education" in the teaching process(Zhang, 2018); In terms of promoting the teaching of popular music majors with discipline construction, it is necessary to scientifically plan the construction of popular music disciplines and further promote academic research on popular music majors; In terms of the cultivation of popular music professionals, it is necessary to build a training model of "strict selection, excellence, and fine process" and a second classroom education system of "pop music house"; In terms of the construction of teachers and teaching materials for popular music majors, it is necessary to create a "professional, professional, and comprehensive" teaching team, compile core teaching materials, and develop local, school-based and international teaching materials; In terms of social services and construction guarantees for pop music majors, it is necessary to serve local social development and build exclusive venues and facilities for pop music majors.

The goal of the Stylized Training for Popular Music majors at Wenhua Academy of Yunnan Artistic College is to cultivate new-age pop music talents with personality through the construction of pop music majors in colleges and universities with Chinese characteristics. Through research, this paper believes that the construction of popular music majors in colleges and universities with Chinese characteristics is the core goal, and its main content is to achieve the new goal of "cultivating people with virtue, cultivating supremacy, respecting the law, highlighting personality, inheriting the new and integrating The Chinese and western aspects" (Chen, 2019), in the process of professional construction, and then cultivating popular music students into a new era of "truly inheriting China's excellent culture, reasonably absorbing Advanced Western culture, creating contemporary healthy pop culture, with profound professional qualities, broad cultural qualities, and personality' Pop Talent".

## Recommendation

### 1. Practical Recommendations

The popular music education system of colleges and universities should focus on the combination of music skills training and humanistic spirit forging. From cultivating popular music skills and knowledge to acquiring and mastering these skills and knowledge methods, enlightening wisdom, and ultimately perfecting the shaping of personality, becoming a leading force in the culture of the times.

At the level of talent training, the teaching of popular music majors should focus on two levels to carry out work, one is to do a good job of "combining education and teaching", build a teaching model of "strict selection, excellent and fine training", and improve the teaching link from the perspective of talent selection, assessment and process training. The second is to do a good job in connecting the inside and outside of the classroom, innovate and promote the exclusive second classroom education system for popular music, realize the effective linkage of the first and second classrooms, and provide all-round support for professional construction.

### 2. Recommendation for future research

Due to the short development time of professional construction, academic research is currently in a relatively weak link in the process of building popular music majors. In view of this problem, we should adopt two means of "introversion" and "extension" to focus on solving the problems of academic research and changing the current relatively weak situation. The so-called "introverted", that is, to exert force inward, strengthen the construction of the theoretical system of the profession, promote macro-guided research, and improve the overall research pattern; Discuss and determine the theoretical framework to promote the development and improvement of professional theories.

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