

Constructing the Guangdong Popular Song Between 2010-2020 Guidebook for Teaching Popular Singing Major at Xinghai Conservatory of Music

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Abstract

The Research objectives of this study were (1) To study the Guangdong popular songs between 2010 to 2020, (2) To construct the Guangdong popular Song between 2010 to 2020 guidebook for teaching vocal student major at Xinghai Conservatory of Music, (3) To experiment the teaching by using the Guangdong popular Song between 2010 to 2020 guidebook for teaching vocal student major at Xinghai Conservatory of Music, (4) To evaluate the teaching by using the Guangdong popular Song between 2010 to 2020 guidebook for teaching vocal student major at Xinghai Conservatory of Music This research used mixed method research. The qualitative research collected data by interview three key informants. The sample for the experimental study was 10 undergraduate students majoring in popular singing. Cluster sampling method was used to select the sample.

The research findings were The teaching guidebook emphasises the importance of theoretical knowledge, including the fundamentals of music theory, such as harmonic, rhythmic and melodic constructions, and how these theories can be applied to the actual singing of Cantonese popular music. Through specific singing exercises, teaching videos and case studies, students' vocal techniques, breath control, bite pronunciation and emotional expression are strengthened.

Keywords: Constructing; Guangdong Popular Song; 2010-2020; Guidebook; Xinghai Conservatory of Music

Introduction

popular songs are popular with the public with their understandable melody, distinctive rhythm, diverse styles and fashionable characteristics. Speaking of Chinese popular music, we have to mention Guangdong popular music. In the eighties of the 20th century, Guangdong province as one of the vane of China's reform and opening up, superior geographical position, located in southern China, adjacent to Hong Kong and Macao, and Hong Kong, macau dialect also cantonese, Guangdong and Hong Kong, Macao influence each other in many ways, in this case, the multicultural, the diversity of music style and innovation, therefore Guangdong popular music often fusion traditional and modern, eastern and western elements, create a novel style of music. With the support of various favorable conditions, in the 1990s, Guangdong has taken the lead in forming a relatively mature popular music industry chain, leading the development of popular music nationwide (Si, 2024).

Since the end of the 20th century, with the rapid development of Chinese popular music market. From 2010 to 2020, Guangdong popular music ushered in the development opportunity, during which there were three important development periods. These three important periods attracted excellent musicians to create a large number of excellent music works, bringing vitality to the development of Guangdong popular music. The first period of development was the 2010 Guangzhou Asian Games. The 2010 Guangzhou Asian Games was an important international event, during which not only the sports events were wonderful, but also promoted the local musicians in Guangdong to create popular music works for this international event. The second development period was on July 1, 2017, when the Guangdong-Hong Kong-Macao Greater Bay Area was officially established. Local government support policies for the cultural industry, especially the music industry, which provide policy support for the development of the music industry. The Greater Bay Area has attracted a large number of musical talents, and established the Greater Bay Area Music Alliance, bringing together singers, composers and producers from Guangdong, Hong Kong and Macao, forming an active environment for music creation and performance. The third development period is during the COVID-19 period in 2020 (Hu, 2024). Due to quarantine measures and assembly restrictions caused by the epidemic, music has become an emotional place for people during quarantine. During the epidemic, many artists created new works reflecting the characteristics of The Times and personal feelings, enriching the connotation of popular music. The Guangdong popular songs of the above three periods combine local cultural elements, Melody innovation, lyric content, and musical style all present a diversified development trend, Not only reflects the trend of The Times, changes and inspirational social mentality, To convey positive values, Such as perseverance, brave dream, positive and optimistic, This information is important in shaping the values and worldviews of the younger generation, in addition, In the face of social challenges or major events, Songs of such genre evoke common emotional responses, Helping people deal with emotions such as anxiety, stress, and depression, Enhance social unity and cohesion. Inspirational songs are not only the expression of musical art, but also the power that has a positive impact on individuals and society, especially for the younger generation and the broad audience, they have inestimable emotional and spiritual value (Wu, 2008).

Popular music education in colleges and universities is an important incubation base for cultivating popular music talents, and excellent talents are an important support for music development. With the rapid development of popular music, popular music education also developed, major music colleges and universities have opened popular singing professional, the only one music professional colleges and universities of the country, in 1993, is the national art colleges set up one of the earliest popular singing professional school. Since Xinghai Conservatory of Music started early, the training mode keeps pace with The Times, scientific and reasonable, through the efforts of all teachers and students, a group of popular music talents with certain social influence have been cultivated, which play an important role in the popular music in Guangdong and even China. With the deepening of globalization, western music including European and American popular music has great influence, professional music colleges popular music more tend to teach students western widely recognized standards and technology, in order to improve the students' market competitiveness, education resources and textbook compilation also prefer to western popular music (Tang, 2011). Europe and the global dominance of popular music for many local music culture, a certain challenge, cause the weakening of regional music tradition and uniqueness, led to the proportion of local music in

the teaching, for the study of local music also reduced, students miss the opportunity to understand and appreciate the local culture and music, limit the cultivation of local music talents and the inheritance of local music culture, adversely affect the development of local music industry, to a certain extent, also affected the Guangdong local popular music talent cultivation and incubation.

The popular music songs in the three periods between 2010 and 2020 show great educational potential and practical value in the teaching of the popular singing majors in music colleges and universities, providing rich teaching materials for the popular singing majors in colleges and universities. For example, by analyzing and learning these songs, students can not only improve their singing skills, but also have a deep understanding of the cultural and social significance behind the songs. Moreover, Guangdong popular songs in the past three periods have shown a trend of diversification in writing and performance, not only traditional Cantonese songs, but also new schools of songs with a variety of musical elements. This diversity provides a broad vision and experimental space for the teaching of popular singing majors in colleges and universities, and helps to cultivate students' diversified musical aesthetic and creative ability. Finally, considering the wide influence of popular music in the younger generation, the 2010-2020 three period of Guangdong popular songs into the popular singing professional teaching content, not only can stimulate students' interest in learning, but also can promote their understanding of Guangdong popular music industry and career planning in Guangdong popular music development in the future.

Research Objectives

1. To study the Guangdong popular songs between 2010 to 2020
2. To construct the Guangdong popular Song between 2010 to 2020 guidebook for teaching vocal student major at Xinghai Conservatory of Music
3. To experiment the teaching by using the Guangdong popular Song between 2010 to 2020 guidebook for teaching vocal student major at Xinghai Conservatory of Music
4. To evaluate the teaching by using the Guangdong popular Song between 2010 to 2020 guidebook for teaching vocal student major at Xinghai Conservatory of Music

Research Methodology

This research used mixed method research. The qualitative research collected data by interview three key informants. The sample for the experimental study was 10 undergraduate students majoring in popular singing. Cluster sampling method was used to select the sample.

Key informants

1. Li Haiying: famous Chinese lyricist, popular music producer, director of the China Music Copyright Association (CMCA), director of the China Film Music Society (CFMS), member of the International Federation of Festival Organizations (IFFO), and deputy secretary-general of the China Light Music Society (CLMS).
2. Bi Xiaodi: famous Chinese music producer. He has composed nearly 100 pieces of music for Chinese TV and movies, and has composed popular songs for popular Chinese singers for many times. He has been engaged in the popular music industry for more than 35 years.

3. Lan Tianyang: China's famous popularvocal educator, director of the Ministry of Culture China Art Medical Association, member of the Beijing Musicians Association, CCTV Global Chinese Music Chart judge.He has been teaching and researching popular singing for over 30 years.

Conceptual Framework

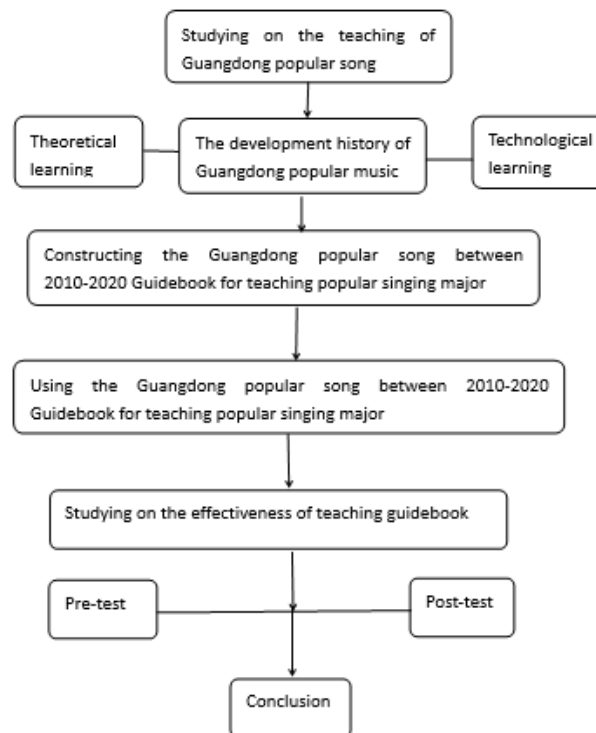


Figure 1 Conceptual Framework

Research Findings

Studying the Guangdong popular songs between 2010 to 2020

In the process of developing the 2010-2020 Guangdong popular song Teaching Guide, the researcher first learnt more about the characteristics of Guangdong popular songs, popular music theories and teaching methods through expert interviews and literature review. These initial studies helped the researcher construct a comprehensive teaching framework centred around Cantonese popular song singing skills, song analysis and stylistic cognition.

The teaching guide emphasises the importance of theoretical knowledge, including the fundamentals of music theory, such as harmonic, rhythmic and melodic constructions, and how these theories can be applied to the actual singing of Cantonese popular music. Through specific singing exercises, teaching videos and case studies, students' vocal techniques, breath control, bite pronunciation and emotional expression are strengthened. Select representative Guangdong popular songs from the period 2010-2020 for in-depth analysis to explore the

textual meaning, musical style and artistic expression of the songs. Song learning observation is organised to encourage students to imitate the singing styles of popular singers, so as to understand and absorb the different singing techniques among each other. Summative assessment was implemented at the end of the semester to comprehensively assess students' learning outcomes through practical singing and theory tests. Through this pedagogical guide, the researcher expects to provide a comprehensive and systematic learning platform for the first year popular singing students in the Conservatory of Music, helping them to make significant progress in understanding and interpreting Cantonese popular songs, and at the same time, laying a solid foundation for their future music careers.

Constructing the Guangdong popular Song between 2010 to 2020 guidebook for teaching vocal student major at Xinghai Conservatory of Music

Through interviews with experts , the researcher constructs a teaching guidebook of Guangdong popular songs in the first year of popular singing in Xinghai Conservatory of Music in 2010-2020. The first part is to collect the curriculum and teaching materials prepared for the teaching guide through interviews with experts. The second part is to collect books and methods about teaching Chinese popular songs as well as teaching Cantonese popular songs based on interviews with experts to study the application of Cantonese popular songs in popular singing teaching. The third part is to collate existing teaching materials through data analysis and expert interviews, in order to be able to write a teaching guide suitable for first year students of popular singing in Xinghai Conservatory of Music. The fourth part is the preparation of the teaching guide book based on the expert interviews. After the completion of the guidebook, three experts will be invited to review it. The three experts agreed that the guide is rich in content and comprehensive in knowledge, and considered the guide feasible.

Experimenting the teaching by using Guangdong popular Song between 2010 to 2020 guidebook

2010-2020 Guangdong popular songs Applied popular singing teaching, which is of great significance in developing students' singing ability and singing characteristics. Increase students' enthusiasm for singing Guangdong popular songs as well as improve their ability to sing Cantonese songs. The steps of the experiment were designed according to the suggestions of experts. The experiment was conducted with eight students selected from the first year students of popular singing in Xinghai Conservatory of Music, and formative and summative tests were conducted before and after the lesson respectively.

Evaluating the teaching by using Guangdong popular Song between 2010 to 2020 guidebook for teaching vocal student major at Xinghai Conservatory of Music

Based on the results of formative and summative tests, the comparison of mean scores, variance statistics, normal distribution and examination difficulty analysis. The results of the experiment show that students' comprehensive ability in popular singing can be significantly improved by learning Guangdong popular songs from 2010-2020. Based on the information of three experts' evaluation of IOC, it also proved that the application of the teaching guide of Guangdong popular songs 2010-2020 is in line with the conditions of teaching first-year students of popular singing at Xinghai Conservatory of Music.

Discussion

In the course teaching, teachers conducted teaching experiments in a total of three areas, namely, the narration of the history of Guangdong popular music, basic popular music theories and the singing of Guangdong popular songs.

Popular singing is a popular form of music performance that incorporates a variety of musical styles and elements. Popular singing covers a wide range of musical styles such as popular, rock, R&B, electronic music, hip-hop, etc. Performers need to possess a wide range of musical knowledge and skills. Singing emphasises the transmission of emotion, and singers impress listeners through vocal changes, emotional input and interpretation of lyrics. Popular singing requires singers to master a variety of singing styles, such as true/false voice conversion, falsetto, soprano, bass, etc., and to be able to cope with songs of different styles and emotions. It is not only a form of musical expression, but also a comprehensive artistic performance, which can bring the audience a full range of sensory enjoyment and emotional resonance (Song, 2023).

Based on the characteristics of Guangdong popular songs, the teaching steps are designed as follows: 1. Understand the theory of popular music, such as learning common chord progressions (e.g., I-IV-V, II-V-I), mastering common types of beats (e.g., 4/4, 3/4) and basic rhythmic patterns, and applying rhythms to enhance the expressive power of the songs. 2. Common structures of popular songs, e.g., AABA, ABAB, AAB, etc., and understand the functions of parts such as the main song, chorus, bridge, intro, and outro (Zhu, 2020). 3. Understand different styles of popular music, such as rock, R&B, electronic music, hip-hop, dance music, etc., and learn the characteristics and expression of each style, etc. 4. History of the development of Guangdong popular music: Teaching the history of Guangdong popular music involved in the teaching of Guangdong popular songs allows students to have a comprehensive understanding of the history and cultural background of Guangdong popular music, so as to better master the singing skills and musical expression (You, 2007). 5. Cantonese pronunciation: There are some Cantonese popular songs. The pronunciation characteristics of Cantonese songs are mainly reflected in the phonetics and tones of Cantonese, and these characteristics have high requirements for singers' pronunciation, biting and spitting. In the course of teaching, students will master the consonants, rhymes and tones of Cantonese and practise the accuracy of Cantonese pronunciation. 6. Vocal skills: including basic vocal skills such as breath control, range extension and true/false voice conversion. 7. Select classic excerpts from Cantonese popular songs for focused practice, and master the skill requirements of different songs. 8. Recording: Record students' singing, play back and analyse it to find out what needs to be improved, and encourage students to reflect and make adjustments on their own (Zhang, 2019). Teachers provide specific feedback and suggestions for improvement based on the recordings and live singing to help students improve their singing ability.

Recommendations

Practical Recommendations

Studying the Guangdong popular songs of 2010-2020 has far-reaching significance to the teaching of popular singing. The Guangdong popular songs of 2010-2020 reflect the social changes and cultural trends of this period. The themes, styles and expressions of these songs have obvious characteristics of the times, helping students to understand and master the musical trends of different eras. Many Guangdong popular songs incorporate different musical and cultural elements in their compositions, reflecting the cross-border fusion of music. Studying these songs can inspire students to be creative in their singing and to experiment with diverse musical expressions. Guangdong popular songs are rich in Lingnan culture. By learning these songs, students can better understand and pass on the local culture. By learning songs from this period, students can not only understand and master the trend of the times and diversified music styles, but also improve their emotional expression and singing skills, and enhance their cultural understanding and inheritance. All these will help cultivate well-rounded popular singing talents and promote the continuous progress and innovation of popular music education.

As the only tertiary music institution in South China, Xinghai Conservatory of Music's popular music programme is one of the earliest colleges and universities in China to set up a popular music programme, and has trained a large number of musical talents for China's popular music industry during the past 30 years. As the birthplace of Cantonese popular music, Guangdong has a unique popular music style that has had a profound impact on music education nationwide. Cantonese songs are popular not only in Guangdong, but also nationwide, and have become one of the important contents of popular music teaching. The teaching of popular singing in Xinghai Conservatory of Music focuses on the inheritance and development of Cantonese songs. Cantonese songs have their unique rhythms and styles and occupy an important position in the popular singing teaching of Xinghai Conservatory of Music in Guangdong. The guide book contains both the teaching of Cantonese songs and Mandarin songs to help students master bilingual singing skills. Emphasis is placed on a systematic teaching system that progresses from basic to advanced levels, ensuring that students have a solid grasp of the skills they need at each stage. 2010-2020 Cantonese popular songs for Teaching and Applying to the popular singing Programmes of the Xinghai Conservatory of Music is of high pedagogical value and will play an important role in promoting popular music education in China.

2. Recommendation for future research

Studying and analysing music theory elements such as harmony, melody, rhythm and pattern in Guangdong popular songs can provide richer theoretical support for teaching. By analysing in detail representative works of Guangdong popular songs between 2010 and 2020, we can explore the specific application of these elements in composition and singing, and develop more targeted teaching programmes. For example, the harmonic progression, modal shift, and rhythmic change of classic songs will be studied to help students understand and master the theory of popular music.

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