

Reflections on the Decline of canto pop

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Abstract: As a regional language, Cantonese is widely used in China, and the Cantonese songs produced in the development of this region also have strong artistry and are very popular in society. However, with the development of the times, more and more song cultures have been gradually discovered, but the competitiveness of Cantonese songs is constantly decreasing, and the proportion of Cantonese songs in mainstream songs is getting lower and lower. This paper starts with Cantonese songs, discusses the development trend of canto pop, and studies the reasons for the decline of Cantonese songs in combination with the development of Chinese song culture, so as to provide professional data for the development of Cantonese songs at this stage and lay the foundation for the development of Cantonese.

1. Introduction

With the development of society and the impact of various cultures, the once dominant Cantonese pop songs have gradually taken their place, which to some extent affects the dissemination and development of regional culture. In this context, it is necessary for relevant personnel to strengthen the research on Cantonese pop songs, analyze the characteristics and connotations of Cantonese songs, a Macau, China the reasons for their popularity, and then combine the trend of social development to explain the factors that led to the decline of Cantonese songs. Targeted mitigation strategies should be proposed to provide suggestions for the development of Cantonese songs.

2. Overview of canto pop

Canto pop refers to pop music sung in Cantonese. Cantonese is one of the main dialects in Guangdong, Hong Kong, China and Macau, China, so it is very popular in these areas. Canto pop usually has a passionate melody and dynamic rhythm, and the lyrics cover various topics such as life, love and friendship. Therefore, Cantonese pop music is deeply loved by audiences in Cantonese, and it also has a certain influence in the global Chinese community.

3. The characteristics of canto pop

Cantonese is one of the important regional languages, and the songs formed on this basis have diversified characteristics, which are mainly reflected in the following aspects. First of all, Cantonese songs are rich in phonology, and Cantonese has nine tones (some documents think it is six), so we can make use of more phonological changes when composing lyrics, making the lyrics more musical and rhythmic; Secondly, Cantonese songs are lyrical, and many canto pop are mainly lyrical, especially good at expressing delicate emotions. Whether it is love, friendship or family relationship, canto pop can impress the audience through affectionate singing; After that, Cantonese songs also have the characteristics of beautiful melody. canto pop usually has a beautiful melody, and many works are created by excellent composers, with smooth melody lines and easy to sing. In addition, because canto pop is mainly developed in Hongkong and Guangdong, these songs often incorporate strong local cultural elements, including Cantonese opera and traditional folk songs, which make them have a unique regional flavor. The existence of these characteristics shows that

Cantonese songs have strong appeal and spread very quickly around the world.

4. The manifestation of canto pop's decline

With the development of the times, canto pop is gradually showing a declining trend, which greatly restricts the development of canto pop. Actually, the decline of canto pop is mainly reflected in the following aspects. Firstly, the market share is declining. At present, the proportion of canto pop in the mainstream music market is declining, and the interest of young people in Cantonese songs is also decreasing, which restricts the development of Cantonese songs. Secondly, compared with Cantonese songs in the traditional period, the output of Cantonese at this stage is also decreasing, which affects the market activity; Later, due to the decline in the appeal of Cantonese songs to young people, the audience of Cantonese songs is older at this stage, which also affects the future development of Cantonese. Then, at present, Cantonese songs pay insufficient attention to popular elements, which leads to the lack of appeal of popular songs; In addition, with the social and cultural changes, young people's cultural identity is no longer limited to the traditional Cantonese culture, and their acceptance of canto pop has decreased. These manifestations reflect the challenges and dilemmas faced by canto pop in today's music market, and relevant practitioners need to strengthen the analysis of these present situations and formulate targeted solutions.

5. The reasons for canto pop's decline

Canto pop will change from its initial vigorous development to its decline, which is caused by many factors. The possible factors mainly include the following. One is the impact of language, with the popularity of Mandarin in Chinese mainland and the global Chinese community. The use of Cantonese has been somewhat impacted, resulting in a decrease in the market audience for Cantonese pop songs; Moreover, the writing style and theme of cantopop songs may not keep up with the trend of The Times, leading to the decline of their competitiveness in the market. Some young music creators may be more inclined to write Mandarin songs, leading to a decline in Cantonese song creators and new work. The second is the transformation of culture. Social culture is constantly evolving. With the development of market economy, young people's own ideas are constantly changing, and their interest in Cantonese is gradually attracted by other types of music, which also affects the development of canto pop. Moreover, the rise of digital music and online streaming media platforms has changed the music consumption habits, and the traditional record sales have decreased, which has affected the promotion and market of Cantonese songs. Then there is the influence of market competition. The competition in the music market is fierce. It has to face not only the pop music from the mainland, but also the impact of international music, which also challenges canto pop's market position. In addition, some of canto pop's creations lack new ideas and cannot attract young audiences, resulting in a decline in market share; In addition, with the development of entertainment industry, music needs to compete with other forms of entertainment content, which also has a certain impact on traditional Cantonese pop music ^[1]. Five, The impact of internationalization and globalization. The global music market is increasingly integrated, and the international trend gives English and Mandarin songs a larger market share. Moreover, with the enhancement of cross-cultural communication, the international influence of Cantonese songs is relatively limited, and it is difficult to gain wide attention on a global scale. To sum up, there are many reasons for the decline of canto pop, but the music market is very complicated, and the actual situation may be more complicated. To solve the problem of canto pop's decline, we need to start from many aspects.

6. The solution strategy of canto pop's decline

6.1 We should attach importance to the innovation of song content

The people's demand for culture is constantly changing. If traditional Cantonese songs want to attract more audiences, they need to constantly innovate their own content and actively seek the

support of social hotspots in terms of form, content, cultural connotation and external performance. In practical work, canto pop needs to innovate constantly and explore new music styles and forms to attract the attention of young listeners. You can try to integrate other musical elements, such as electronic music, hip hop, folk songs, etc., and inject new vitality and creativity.

6.2 We should attach importance to the exploration of talents

Professionals are developing rapidly for the industry. At this stage, under the declining situation of Cantonese songs, the music industry needs to continuously obtain fresh blood. Various forms of audition activities should be actively established to provide practical opportunities and development opportunities for the creators of Cantonese-pop songs. By cultivating and discovering outstanding Cantonese pop singers and music producers, we can inject new blood and vitality into Cantonese pop music. At the same time, we should also provide more opportunities and platforms for newcomers to show their talents. You can also improve the level of practitioners through education and expand the influence of Cantonese songs by using the works of professionals.

6.3 Strengthen market promotion

With the development of market economy, marketing has gradually become a channel to expand the influence of songs, which requires Cantonese song practitioners to pay more attention to marketing. In practical work, we should increase the publicity and promotion of canto pop, and push the songs to a wider audience with the help of the Internet and social media. At the same time, cooperate with film and television dramas and variety shows to enhance exposure and popularity. First, Cantonese pop song creators can promote Cantonese songs on international streaming platforms, using the recommendation algorithm and playlist functions of these platforms to increase the exposure of Cantonese songs. Marketing activities can also be carried out on social media platforms such as Weibo, B or music software to attract global audiences through short videos, live broadcasts, challenges, etc. Second, Cantonese pop song creators need to produce multilingual versions of music videos, album profiles and promotional materials to facilitate listeners in different languages to understand and appreciate Cantonese songs. The cultural story and background behind the Cantonese songs are also needed to enhance their cultural value and appeal to interest international audiences; then conduct in-depth market research to understand the music preferences, consumption habits and cultural background of the target market, and adjust the promotion strategies based on this information. It also need to investigate and analyze listener feedback to understand their acceptance and expectations of Cantonese songs, and optimize music and promotion strategies. Establish a local promotion team in the target market, responsible for marketing, media relations and event organization, to ensure that Cantonese songs are recognized in the local culture. Through the comprehensive application of the above strategies, it can effectively enhance the popularity and influence of Cantonese pop songs in the international market, and help them to regain attention and recognition in the global scope.

6.4 Actively seek cross-border cooperation

It is difficult to develop behind closed doors, and any form of songs need to communicate with the outside world and absorb advanced culture to enhance their competitiveness. With the decline of Cantonese songs today, relevant personnel need to actively cooperate with other regional or international pop musicians to carry out cross-border cooperation, integrate different musical and cultural elements and create more attractive works. They can work with international brands to integrate Cantonese songs into their advertising, promotions or product launches, and increase the exposure of their songs through commercial collaboration. And through commercial financial support for music creators of Cantonese-pop songs, this can expand the audience of Cantonese pop music and enhance its international influence^[2].

6.5 The need to protect and inherit culture

As the connotation of works, culture can significantly enhance the connotation and influence of Cantonese songs. Therefore, the development of canto pop needs to pay more attention to

traditional culture and introduce it into song creation. Express respect and love for traditional culture through songs, and at the same time combine modern elements to increase the resonance and identity of young listeners. Moreover, for canto pop, the actual creative link is not only a combination of traditional and the times, but also a very good mass base. As long as more regional characteristics are integrated into the songs, and the factors that are popular in pop music are well integrated to ensure the quality of the songs, then he will certainly be loved by people, and he will certainly occupy a place in the future development process. Compared with other music, he can only develop if he obtains stronger competition.

6.6 We should actively explore overseas markets

Canto pop should actively explore overseas markets to attract more attention from non-Chinese listeners. You can hold concerts overseas and participate in international music festivals to expand the influence of Cantonese pop music. Firstly, Cantonese songs can be promoted through social media, streaming media platforms and international music festivals to improve their global exposure; secondly, they can cooperate with international musicians to produce cross-language and cross-cultural music works and expand the audience of Cantonese songs; after that, it is necessary to participate in international cultural exchange activities to enhance the understanding and interest of Cantonese songs and culture; then, we should understand the music preferences in overseas markets and develop promotion strategies that meet the tastes of different regional audiences; in addition, establish local music promotion teams in target markets to conduct targeted marketing and activity planning. Only through the above means can the overseas competitiveness of Cantonese be strengthened in the fierce music market competition, and the Cantonese pop songs can be saved from the decline.

6.7 Pay attention to the Cantonese rhythm design of music

For Cantonese songs, the most important feature is language. Cantonese is different from Mandarin in that it has more different tones and distinctive vocabulary. If it is combined with melody, it will give people a different feeling. Therefore, if we want to give Cantonese songs a certain space in today's pop music market, we must give full play to the unique charm of Cantonese, integrate our unique regional culture with the new pop elements at this stage, and create music with our own characteristics that can meet people's needs and gain more competitive advantages ^[3].

7. Conclusion

As a major component of the music industry, Cantonese pop music has had a significant impact on the development of music. In recent years, with the development of the times and the impact of culture, Cantonese pop music has gradually shown a decline. In the more than fifty years since the rise, prosperity, and decline of Cantonese pop music, it has left us with a vast array of Cantonese songs and created shining Cantonese singers, creating a glorious history for the pop music industry. The current decline has forced fans who love it not to explore the reasons behind it, hoping to find the driving force for its continued development from the reasons. In reality, there are many reasons for the decline of Cantonese songs, mainly reflected in changes in personnel interests, the stagnation of the Cantonese music industry, and the transformation of popular culture. This requires relevant personnel to strengthen their attention to Cantonese pop songs, conduct in-depth analysis of the reasons for the decline of Cantonese songs, and research solutions based on this to ensure the development of Cantonese pop songs. And for Cantonese pop songs, it's not just about combining national and contemporary characteristics. They have a very good mass base, as long as they incorporate more regional characteristics into the songs and blend well with the popular factors in current pop music to ensure the quality of the songs, they will definitely be loved by people and occupy a place in the future development process. Compared with other music, only by gaining stronger competition can they develop better.

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