

Research on the Educational Development of Popular Singing Major in Colleges and Universities in the New Situation

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Abstract: Since the end of the 20th century, various colleges and universities have successively opened pop singing majors to meet the needs of social music life. The pop singing major of colleges and universities is a new major, which is established on the basis of the original traditional vocal professional education. Therefore, the professional education of popular singing should construct and perfect the vocal music teaching model as soon as possible to meet the needs of social music culture. According to the teaching characteristics of popular singing major in colleges and universities, this paper proposes that the teaching of popular singing major in colleges and universities should clarify the training objectives of the major, construct a course structure with its own characteristics, and optimize the teaching content. It is expected to play a certain reference role in improving the quality of vocal music teaching in this major.

1. Introduction

At present, many colleges and universities in our country have opened pop singing majors. This brand-new major is established on the basis of the original traditional vocal music education. Among them, the teaching content and teaching system settings of the popular singing major are closely related to the traditional vocal education major. The pop singing major not only has teachers of bel canto and folk singing, but also professional teachers of popular singing. The popular singing major should actively construct and improve the teaching system, improve the teaching model, clarify the professional training objectives, and innovate the teaching content. It serves to cultivate a group of comprehensive performance talents with excellent ideological and moral character, strong professional skills, comprehensive knowledge, and multiple abilities. The most important content of the teaching model is the teaching objectives and teaching tasks. In order to make classroom teaching more direct and effective, and to facilitate teaching and students' learning, the teaching mode is basically stable after a period of operation. With the deepening of the curriculum, the teaching model will continue to improve and develop. The main framework of the teaching model is teaching activities, which construct all teaching content. Teaching methods and teaching techniques are developed around the teaching model.

2. Related Research on Popular Singing

After my country's reform and opening up, the people's living standards have been continuously improved, and popular music has developed rapidly. Every era has different popular music, and its popular singing style is also constantly developing. From the perspective of the nature of music, popular music is a natural singing form developed from the development of folk music and traditional music. It is a kind of urban music and a product of a country's transition from tradition to modernity.

From the perspective of the development of popular music in my country, it was first produced in Shanghai in the early 20th century. The popular song that everyone recognized is Li Jinhui's "Drizzle" written in 1927. The popular music at this stage is mainly influenced by American jazz, musicals, and music. The influence of movie songs is very distinctive. In the 1930s and 1940s, the development of popular music in our country entered a smooth stage, mainly in the form of film

episodes, such as “Song Girl at the End of the World”. The biggest feature of popular singing methods in this period was the use of “air and voice” techniques. . In the 1950s and 1960s, my country's popular singing full-time singers began to appear. The music of this period was mainly influenced by Cantonese opera, and their singing methods mainly inherited traditional vocal singing methods. After the reform and opening up, my country's popular music has received more widespread attention. For example, in the early 1980s, the core style of popular music was “sweet”. The most representative singers are Teresa Teng and Li Gu. The words are clear and clean, and the emotions are rich and delicate. In the mid-to-late 1980s, popular music developed more broadly, gradually changing from Teresa Teng's style of singing to pursuing the natural and authentic sound, such as the familiar “Fill the World with Love”. By the 1990s, my country's pop music had begun to show a blossoming scene. Singers pursued more individualization and were able to gain a large number of fans, such as youth idols, urban folk songs, rock styles and so on. At the beginning of the 21st century, my country's popular music developed rapidly. On the one hand, it was affected by the rapid development of the entire music culture. On the other hand, various music media made the spread of popular music more convenient and rapid. On this basis, China's popular music styles are diverse. The singing methods are different, and the singers have their own merits, and they are welcomed and sung by the people. Under the background of the popularization of higher education, the emotional world of college students is richer and more diverse. Under the influence of popular culture, they have a great interest in popular music. Colleges and universities have opened popular singing majors, which undoubtedly meets the emotional education needs of college students.

3. Prospects for the Development of Popular Singing Major Education in Colleges and Universities under the New Situation

The development of popular music is closely related to the development of mass media. It can be said that popular music is developed by relying on mass media. Under the new situation, the emergence and rapid development of the Internet and mobile media as new media have caused earth-shaking changes in the pop music industry. As the most prosperous member of the new media, the Internet media has been produced based on computer technology. In the form of online music, it has a huge influence on the promotion and dissemination of popular music, and the domestic unlimited music industry chain has initially taken shape. At the same time, popular music talent shows and competition programs developed based on TV and video platforms have shown a rapid trend in the development of popular music, which may lead to different popular music trends every year, such as “Happy Boys” and “I”. Is a Singer” and the most popular “China Rip Hop” in 2017. Based on the development of popular music under the new situation, college pop singing majors are becoming more popular. The charm of popular music and the added value of popular music have made popular music popular. Then, college pop singing professional education should promptly respond to the situation and make certain challenges in order to cultivate more outstanding pop music talents.

Teachers' teaching is individualized. From the perspective of the pop music market, the more successful pop music singers have very obvious personal styles, and their singing has a unique charm. This also reflects that even though popular music is developing rapidly in the new situation, its essential feature is to release emotions. Express yourself. In the past teaching of popular music singing, we will find that teachers themselves have styles. This style can be either a teaching style or a singing style. Therefore, in the long-term teaching, it is easy to affect the students. In fact, in the popular singing professional education in colleges and universities, teachers must step out of their own style and explore personalized teaching. Starting from the image and personality of the students, they will continue to explore the singing personality of the students, and guide the students to have a style and style in the field of singing. Specialty. Take it, if teachers want to achieve personalized teaching in teaching, they must start from the characteristics of each student, divide students into different types and styles, and then train them in a targeted manner.

Teaching content is in line with the market. The development of popular music is inseparable from the background of the times. College pop music singing professional education must maintain

close contact with the art market. As the person in charge and teacher of this major, you must always understand the current cultural needs of the public and keep up with popular music. Development trends, keep up with the current entertainment trends, understand what music the people are listening to, what kind of music they like, and what type of music they need. Therefore, based on the current background content, students are guided to take the initiative to understand the latest music development trends in teaching, point out the direction of great concern for students, and set teaching goals and content in a targeted manner, so that teaching practice and learning can be closely integrated. If the teaching content is to be in line with the market, it is necessary to zoom in from the school to the outside world and even the entire pop music scene, so that fresh blood can be injected into the teaching content, and the vitality of professional teaching will not disappear, so that students can learn. Used to obtain better employment opportunities in the future.

Pay attention to teaching practice links. The teaching practice link is very necessary for students majoring in popular singing. Only by grasping every practical opportunity can the quality of popular singing of students be improved. Schools and teaching should regard practical teaching as an important link, create practical opportunities for students as much as possible, and actively encourage students to participate. For example, the school can organize various concerts, evening parties, performances and competitions, allowing students to participate in event organization, event preparation, event design, etc., so that students can continuously learn and communicate with each other in this process, thereby improving professional education capabilities. At the same time, students should also be encouraged to participate in off-campus practical activities, such as part-time jobs related to singing and various off-campus music competitions, actively guide students to boldly step out of campus and move towards a larger development platform, and encourage students to win some awards.

Targeted and hierarchical teaching. Hierarchical teaching is commonly used in music education and teaching in colleges and universities. Due to the particularity of the music major, the length of professional training for students before admission is different, and the professional abilities of teachers are different, so the degree of professionalism of students will be different at the time of admission. In addition, the students' voice conditions, musical talents, comprehensive literacy and personality preferences, etc., have differences in individual characteristics. Therefore, a single teaching content cannot be designed in teaching. It must be different from person to person and teach students in accordance with their aptitude. After making an in-depth understanding of their own students, teachers should carefully formulate corresponding teaching plans, select different teaching materials and repertoires according to the students' ability level, and adjust the teaching content. It is also necessary to listen to the suggestions of students so that the potential of each student can be explored and brought into full play. The existence of individual differences among students is objective. Therefore, in view of the differences, corresponding teaching methods are adopted for each student in vocal music teaching to achieve the desired teaching effect. Hierarchical teaching can be adopted in teaching, so that each student's ability can be fully demonstrated, so that each student can get a successful experience, fully stimulate students' learning enthusiasm, and improve students' learning initiative. According to the voice conditions of the students, the unified teaching content can be changed to different levels of teaching content. According to the actual situation of the students, it is purposeful, selective, targeted, and staged to implement hierarchical teaching.

Innovate teaching methods and carry out teaching activities in a targeted manner. In the teaching process of popular singing majors, teachers should combine their professional characteristics to carry out targeted teaching. Teachers must have strong business abilities and skills to control classroom teaching, and be able to properly handle different vocal works in the teaching process. For example, the singing style of vocal music works, the characteristics of the work, the content of the work, the singing skills of the work, the musical structure of the work, and other elements of the music itself. In the teaching process, they can demonstrate singing and carry out effective practice. Teachers should also carry out effective design and arrangement for different students, according to the voice conditions and characteristics of the students, combined with the singing styles of

different songs, some songs are natural, some are energetic, some are beautiful and lyrical, and some are crazy. Wild and unrestrained. Gradually guide students to practice activities in teaching, and over time, students will be able to form their own unique singing style in the singing process. Make the students' personality and the style of popular songs effectively connect, and give full play to the students' specialties. Teachers should also pay attention to the expression and expression of music emotions in the teaching process. Emotional performance is the most direct way of singing activities. Pay attention to students' emotional experience when singing, so as to improve students' performance on stage. Popular singing professional teachers must first have a good attitude in teaching. The emotional experience of the teacher when dealing with vocal works will have a direct impact on students' understanding of the work. The teacher's explanation is in place to infect the students. Only when teachers dig deeper into the emotional factors in vocal music works, continuously guide students to improve their cultural accomplishments, and enhance experience and practice activities, can they lead students to deeply understand vocal works, further grasp the connotation of the works, and prepare the emotions for the performance, so as to achieve vocal performance. Emotional. Teachers should also appropriately add performance content to their teaching. Because students majoring in popular singing often have the action of rendering songs in singing, personalized body language often has a good role in setting off the interlude or climax of the song. Appropriately teach students the movements of physical performance, appropriately introduce the stage performance characteristics of different works, inspire students through demonstrations and explanations, discuss and communicate with students, and let students understand the performance elements of songs in the form of observation and join the trend The organic combination between instrumental music and popular singing can better promote teaching and enrich teaching activities.

4. Conclusion

The pop singing major in colleges and universities is a relatively new major, which is established on the basis of the original traditional vocal music major. Construct and improve the professional teaching model of popular singing as soon as possible to better adapt to the needs of society. Based on the existing research results in the talent training and teaching mode of the popular singing profession in colleges and universities, seek out the shortcomings and actively improve, and construct and perfect the professional teaching mode as soon as possible. In the course of teaching, clarify the teaching goals, and cultivate comprehensive talents with good ideological and moral character, comprehensive cultural knowledge, deep artistic literacy, systematic music theory knowledge and solid singing skills, as well as artistic practice and organization of activities.

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