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Analysis of Music Products Under the Market Economy

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Abstract

In the institution of market economy, music products exist not only in the form of resting spirit, but also have the attributes of goods, which are integrations of emotions and money. This paper analyses the commodity attribute of music, and elaborates how to open the music market from several aspects like music creation, industrialized operation, how to develop and how to product marketing and so on.

Key words: Music; Product; Market economy

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INTRODUCTION

Music is a kind of art expressing people's thoughts and feelings with organized musical and reflecting the real life, which is a expression form of spiritual wealth, in today's market economy environment, music which is a spiritual product increasingly reflects its commercial value, that is to say, music product realizes the prevalence and transmission by exchange of money, music has exchanging value and becomes the musical commodity. In the cultural industry environment with great economic interests, music product is the unity of emotion and money, which

is not only a product of spiritual consciousness, but more important, is with the commodity attribute.

1. COMMODITY ATTRIBUTE OF MUSIC

1.1 Root of Commodity Attribute of Music

Root of commodity attribute of music is the close relationship between music and social economy. Music comes from society, and the society invests in music to obtain certain economic benefits. Nowadays, the relationship between music and economy is more and more close, such as the arts set the stage and economy performs developed by some places; when we walk in the shopping malls and supermarkets, the beautiful light music greatly increases our desire of shopping; in a movie or advertisement, background music created for the expression of image can greatly increase the rendering and influence of works. In industry and agriculture, music gradually plays an important role: researches show that broadcasting beautiful light music for lactating cows regularly, will increase the milk yield of two percent; and light music played in vegetable greenhouse regularly will increase vegetable yield in different degrees; economy development cannot be achieved without music, while the development of music can also promote the development of economy.

1.2 Manifestations of Commodity Attribute of Music

Music commodities exist in two forms of mass media's commercialization and music products. The former, such as Karaoke halls and other places using music for commercial activities, regularly pay certain royalties for music copyright; so businessmen, cultural management department and the music creators can obtain certain profits from the products. Music products refer to music creators like making CD copies on the market, thus composers and record companies can both get high profits.

1.3 Contribution of Music's Commodity Attribute to the Economic Society

The creation and development of music root and depend on the economic society, social and economic development cannot leave music. Both of them influence and interact with each other. Its contribution to human society is mainly embodied in the aspects like promoting music creation, developing and popularizing new technology, saving cultural heritage of music, popularizing music education, and satisfying people's material and spiritual needs.

1.3.1 Promotion on the Development of Music Creation

The creators of music create background music and theme song for film and television, greatly enrich the connotation and performance of film and television works, such as Nie Er created theme song "March of the Volunteers" for the film "Love in Trouble Time", whose vigorous melody and the strong motivation encouraging Chinese sons and daughters, making the song went beyond the movie itself, and becoming the symbol of Chinese people.

1.3.2 Development and Popularization of New Technology

Since Edison invented the cylinder recordings in 1878, and set up the first recording company in the world, and then appearance of the recording machine, radio, TV, computer and other electronic media promoted the music recording and commercialization of music art. Commercial recording has become a guarantee for maintaining the music commodity. With the help of various electronic media platforms and relying on advanced scientific technology, the combination of cultural industry and music commodity emerges in a new era.

1.3.3 Preservation of Cultural Heritage of Music

Music is transient: in the early, the spread and inheritance of the music depend on by people's hands and mouths. If there is no successor, many masters' works will go to an end. Cultural industry promotes the music commodity communication and the technology of music recording music greatly in quality, which has changed the traditional music communicating and recording mode, effectively records and preserves some endangered cultural heritage of music. Take the famous folk artist A Bing as an example, he created and played more than 700 music compositions in his life. But now only 6 Erhu and Pipa songs like "The Moon over the Fountain", "Mighty Wave Crashing on a Sandy Shore" etc. spread relying on an old-fashioned wire recorder.

1.3.4 Education Function of Music

Music makes people resonate emotionally, audience experience, does not passively accept the emotion and inspiration in music, so as to cultivate sentiments and get moral education. Excellent music works are permeated with the composers' noble spirit, which can cause the

audience's emotional transformation, give a person infection and education, stimulate people to love life and love the motherland, and benefit from the infinite.

2. HOW DO MUSIC PRODUCTS OPEN THE MARKET

2.1 The Music Itself Should Close to the Masses

If there is a wish to open the market, it firstly needs to create music products fevered by masses. Specifically, first of all, music needs to close to people's life, being entertained and lively, and needs to go back to the entertainment in today's era of peace and not too much concerned about education, because people are more willing to accept real life and simple emotion; second, music must have temporal spirit, it needs to relate to reality and keep pace with the times in order to be loved to see and hear. Third, don't be too professional, letting the masses easy to accept and throw themselves into it. For example, a few years ago there is a song "The Front Wall Tea" with distinctive Beijing opera flavor and not so difficult, is very popular. The Fourth, music needs to combine modern music elements and skills. For example, Siqingerile sang the song "Folk Songs like the Spring River Water", the melodic music spread in the whole country performed passionate singing, which is a successful try that folk music being popularized.

2.2 Music Product Marketing Needs Industrialized Operation

Music works must rely on the power of marketing to improve its brand influence to achieve good economic benefits. Therefore, in the premise of creating national, international, and high-quality works, we should also set up a perfect and strong marketing team and use market operation to expand the influence, so as to create a famous brand of music. The industrialization operation of music must make good use of all the resources and channels, to fully exploit the wealth of music work.

2.3 Make Full Use of Digital Technology and Network Marketing

In present days of popularity of Internet, online sales of music products can get more profit. Its main characteristic is the production, communication and consumption of digital music products, mainly consisting of the following two parts: one, is downloading or streaming music online; two, is providing wireless music downloaded and played in mobile phone by mobile network operators. Thus music producers, Internet companies and Mobile Corporation work as a corporately would gain profit. For example, online music products of America offer a la carte download service, customized service and other forms, whose market size is very large and is the first in the world. Singer Jane Zhang, built a network music

product sales model by issuing her own single song when she debuted. The song "Rays of Light" set two different form of pricing, one is download version which charges 2 yuan per head, and can be listened at any time in a month in the same computer; another is the prominent collection version, the price is 10 yuan and can be listened in 5 computers for permanent. This song was downloaded for more than 20 million times in only two weeks by the above two methods.

2.4 Advertise in Full Ranges

Using several channels like radio, television, newspapers, concerts, holding fans meeting and improving the singer's (musicians, team) visibility to promote music products. In view of the development of internet technology, music products also need to use the Internet to enhance their own influence, which can improve the music product visibility and reputation through text messaging, video uploads, micro-blog publishing, online audition and other methods. For example, Sina as one of the largest Internet portal networks in China, it establishes the "Sina songs library", which covers almost all music products with legitimate music copyright. Users can not only listen to new songs launched by record companies for free online, but also can be convenient to use mobile phone ringtones, customized ringing tone and other services provided by wireless music.

2.5 Develop and Sell Extensive Products

The sale of music products is not only on stage and in the box office, in addition to the music itself, it also need to develop and sell its extensive products, such as film and television works, publications, and even music service, music training, music consulting and follow-up music activities. For example, the pianist Lang Lang's business income is not only reflected in the commercial performances and the publication recordings, but also in his commercial endorsements.

3. NEGATIVE IMPACTS OF MUSIC COMMODITY ATTRIBUTE

The existence and development of everything has two sides. Music as a kind of spiritual products with commercial property, if there is excessive pursuit of economic benefits of producers in the market exchange process, it will have an adverse effect on society. For example, there are excessive pursuit of music commodity advertisement and exquisite packaging design product, but ignoring the spirit and essence of the music itself to convey, musical products will lose its own meaning; some record companies cater the social audience's vulgar interest and speculation packaging in order to get high profits. This type of music products can not infect and educate audience from the angle of art and aesthetics, and even affect the audience's outlook of life and the world. In a word, only the arts that contain human spirit, fill with humanistic spirit, and reflect people's life can be art commodity of beneficial to the community.

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