



Exploration and Integration Concept of Music Industry Resources in Municipal Districts - Taking Dafeng District, Jiangsu Province as an Example

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ABSTRACT

Dafeng, a district under the jurisdiction of Yancheng City, Jiangsu Province, has a total population of 720,000 people. This paper investigates and analyzes the current situation of the music industry in Dafeng District from the aspects of employees, institutions and output benefits of the music industry, aiming to provide real data, theoretical statements and targeted policy suggestions for the further development of the music industry and scientific management of the music industry in the district.

Keywords: music industry, music management, industry resources, Dafeng

1. INTRODUCTION

The music industry refers to the industry that sells music-related products and obtains economic returns. In the development of the music industry, the core subject is the industrial resources composed of people, things and objects, and the music industry resources have the characteristics of richness and diversity.

Located in the Yellow Sea, Dafeng has been a municipal district of Yancheng since it was dismissed as a city in 2015 and currently has a total population of 720,000 people. As an emerging industry, the music industry market in Dafeng is still a relatively chaotic industry without regulation and supervision.

2. Classification of the music industry and regional characteristics of Dafeng

The concept of the music industry can involve almost all music-related divisions and musical phenomena caused by the music industry. As long as these music phenomena are made to provide services for people, then they have the commodity properties of the industry, and thus become the composing elements of the music industry resources.

From the familiar record companies, audio-visual publishers and other musical creation and production, including institutions that operate and sell related music industries, as well as performance institutions facing consumer groups, music education and training schools and other related industries etc, all of which can be included in the scope of the music industry.

As a municipal district, Dafeng has a small population, with trains and high-speed trains since 2020. The resources of traditional music are less, coupled with the popular development of global digital network music, record production and audio-visual publishers are in the blank state. While the production and distributions of music content rely on fewer music professionals to create recordings in their own studios and disseminate them through the network. The production of the music is mostly used for the awarding of some students' works or the group performance of units. At present, very few of them are produced in Dafeng and have won awards above the level of Yancheng City. Relatively speaking, the development of the music industry of creation, production and distribution is relatively slow and there are few music industries that create, produce and distribute music.

Due to the promotion and popularity of digital music, as well as the online sales of business models, as an operator and seller of related music industries, the author, through market research and the collation of data from Tianyancha, found that there are 37 professional sales organizations in the music industry in the Dafeng area, 19 KTVs, 366 music training institutions, and nearly zero stores selling audiovisual products and music books, except for the Xinhua Bookstore. (Except for the Xinhua Bookstore which sells the musical products, the rest are only sold by piano shops and training institutions on commission).

3. Composition of industry resources and Dafeng's unique structure

The resources of music itself can be turned into products through industrialization, so that they can have the characteristics of commodities and commercial value, and obtain economic value in the market circulation. The resources of the industry can be divided into human resources, intellectual resources, creative resources, play resources, brand resources, international production line resources, academic transformation resources, industry design resources and scientific and technological achievement transformation resources, etc. Based on the regional characteristics of Dafeng, the author will elaborate on the important components of the music industry resources in the Dafeng area.

HUMAN RESOURCES

Human resources are the people who work in the music industry, which includes the creation, performance, intermediary agent, sales, and buying groups. They are the ones who profit from the music industry and also take some business risks.

1) Graduates of music majors

Every year, a very small number of graduates of music majors will return to Dafeng and directly engage in music industry related work without taking the civil service examinations, including music training, musical instrument sales and music production, etc. Although the number of people is very small, this group is in relatively important in the music industry in Dafeng.

2) Music teachers in schools

The vast majority of music teachers are engaged in teaching music in the classroom at school, while combining teaching and practice after work to produce product-based music interactions with commercial attributes. Many teachers operate independently and work in the music industry for the dissemination of performance skills, while an extremely small number of business-minded teachers integrate beneficial resources to produce greater benefits through industry operations. This group has a high level of trust in the community and is at the top of the music industry. However, due to the risk of teachers having a second job, many of the properties are in the names of their family members or friends, with the actual controllers being the teachers themselves.

3) Music lovers

Due to regional characteristics, sophisticated talents rarely come to Dafeng. There is a part of music lovers, due to interest, coupled with considerable benefits, who turn to work related to the music industry, such as teachers of playing musical instruments, performers of musical instruments in wedding ceremonies and other occupations.

INTELLECTUAL RESOURCES

The intellectual resources of the music industry refer to the institutions that need to engage in research and creation related to music themes, such as music academic institutions, music education institutions, music research institutions, and music performing institutions, etc. They can provide technical support and subsequent development momentum for the development of the music industry, and also provide the support of talents in planning, performing, execution and management, etc.

1) Research institutes, music centers and laboratories

At present, there is no professional music industry research institute, music center and laboratory in Dafeng, because the trend of the research of the music industry has not been formed in the country, and the radiation is small. The research institutes, music centers and laboratories are the institutions of music output, which can convert the creative achievements of music and develop music products through relevant scientific experiments. Only some researchers engaged in music teaching and related work will do some music-related research work.

2) Inquiry agencies and popularization bases

Music consulting includes consulting on music knowledge itself, consulting on music-related industries, consulting on music-related education and training institutions, and consulting on all aspects of music-derived information. Many consulting organizations also play the role of "popularization base" for commercial considerations. This base refers to the place to show their hobbies for the public participants of disseminating music knowledge and also refers to the educational practice base for the development of further training of talents in education and popularization of music. Dafeng has some registered cultural communication companies, cultural media companies, cultural consulting companies and many training institutions registered to take on such functions.

3) Creative resources

The most important thing for the music industry is to make the products and commercialize them, so that they can become the products with music nature in the market. These results must be of a high standard, suitable for the public's musical aesthetics and in line with the popular trend, in order to have room for operation and finally make the industry profitable.

Creative resources include creation, theory, product, project, production, choreography and other resources. As far as Dafeng's current resource statistics are concerned, I will analyze them from the aspects of creation, product and production.

1) Creation

Creation is innovation. If musicians stand still and do not create, they are not professional, and the most front-end music production is the creation of music. At present, there are many fans of music composition in Dafeng, and they have their own online and offline communication platforms. But the quality of their works is not high. A more official organization is needed to manage them and give them more platforms to learn and improve, so as to promote the healthy and high-quality development of Dafeng's music industry.

2) Products

Products include physical objects: musical instruments, toys that make the sound of music; music products: CDs, records, Internet music, online services; and various types of music performances: operas, concerts, and stage plays, etc. At present, these music products have room for market operation and consumer demand in the region, and the survival rate in the market is high.

3) Production

After the creation of music, the recreation is needed. Modern creators are different from those in the early 20th century. As many musicians at that time had good musical literacy but didn't receive any theoretical study, they usually hummed the music and had it written down by others for second creation. After the creation of music, a recreation is needed. Modern creators are different from those in the early 20th century. Nowadays, the creators present their creative works by means of the stave and numbered musical notation, and post-production is carried out by producers. And those music compositions that are eventually performed in the form of stage plays, etc., can also be called productions. Dafeng now has no more than 10 well-known music producers who just engage in music post-production, while their recording studio equipment is of varying quality, so the quality of production also varies. As music composers with appreciation, they will have fixed production partners, or will go outside the province to seek cooperation with nationally renowned producers.

4) Other Resources

Music industry resources actually include play resources, brand resources, international production line resources, industry design resources, and scientific and technological achievements transformation resources, etc. These resources are seldom presented in Dafeng, so they will not be discussed.

4. Research on the integration and development of music industry and education in Dafeng

Whether it is human resources, intellectual resources or creative resources, the author learned that 80% of the music industry in Dafeng area is related to teachers or to education through interviews and investigations, and questionnaires, etc.

Music education and training are inseparable from the music industry, and are an extremely important part of the music industry chain in Dafeng. As of the end of 2020, the number of school students in Dafeng is 65,258. 80% of the audiences of the music industry are students from school, including 214546 students in secondary schools, 27814 students in elementary school and 13546 students in kindergartens, and 80% of them are involved in the operation of the music industry. The increase in the number of people receiving music education. The interest of the public in music has not diminished in their lifetimes. Coupled with better living conditions, people are willing to pay for spiritual life, which indirectly promotes the development of the musical instrument industry, music education industry and performance industry.

The integration of education and music industry resources can also improve the quality of the output of the music industry. The teachers will be taught by professional teachers so that they will be more professional, and the trained teachers will have basic teaching skills of pedagogy and psychology to ensure the quality of training and the healthy development of the body and mind of the students, which will be a long-term, virtuous cycle of integration.

The music industry base increases and also drives the development of the whole industry chain. In terms of the registration of training institutions in Dafeng District in the past five years, it can be seen that the regulators of music training are undefined and there is vicious competition in the market. It is a call here for the introduction and establishment of a more standardized management system and mechanism by government departments.

5. Conclusion

To establish a virtuous cycle, sustainable development and industry model suitable for the characteristics of Dafeng, it is necessary to have a comprehensive understanding of the current situation and shortcomings of the music industry in Dafeng, take advantage of the existing advantages (i.e. music teachers are involved in the development of the music industry), integrate the resources, which is also in line with the characteristics of integration and unity of music resources, and coordinate and support each other in the implementation to provide mutually promotion.

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