

The Relation between Pop Music and Cultural Construction in Colleges and Universities

Wu Di

Dalian Art College, Dalian, Liaoning, 116600, China

Keywords: Popular Music; College Culture Construction; Impact; Practical Approaches

Abstract: The construction of university culture is the main practice way for the construction and development of campus culture soft power. It is different from the hard power input of University buildings, instruments and equipment. The construction of university culture is presented in a non-dominant way and affects all the people who are in it in a subtle way. Therefore, university culture can be regarded as the soul of University operation. Pop music culture is not only the voice of the times, but also an important part of the construction of campus culture. However, due to the generation of folk life in today's era and the absence of historical discrimination and precipitation, sometimes we cannot immediately and clearly perceive the connotation and purport of specific pop music works. Therefore, this paper attempts to explore the positive and negative influences of popular music culture on the cultural construction of colleges and universities from the relationship between popular music and university culture construction, and to refine the criteria and perspectives of screening, and to try to discuss popular music culture in college culture, and the practical approach in construction, in order to provide theoretical support for the development of popular music in the culture of colleges and universities.

1. Introduction

"College students are not buildings, but masters." From the point of view of students' life development, the soft power of a university is more important. Its influence on students is imperceptible. Like the soul of an army, the tradition of the Iron Army can not be seen or touched, but it really affects everyone's behavior and quality. [1]

The same is true of universities. The cultural atmosphere of universities also silently teaches everyone, whether scholars or students, to grow and develop under the influence of cultural atmosphere. University culture is open and non-exclusive. It is also because it always absorbs the frontier culture and responds to the voice of the times that it has the sustainable gene of educating people and the basis of communicating with current people. Pop music is the aesthetic call and expectation of the times. It is an inescapable cultural fact in the construction of college culture. The solidity of the classic culture of the study is no different from the development of university culture. Therefore, the relationship between pop music culture and university culture construction is well handled. It is also an important topic in the construction of university campus culture.

2. Exploration on the Cultural Relation between College Culture Construction and Pop Music

2.1 College Culture Construction is an Important Way to Improve the Soft Strength of Campus Culture

College culture is commonly referred to as university culture, which has existed since the beginning of the establishment of the school. It affects everyone imperceptibly. College culture is an important part of the school's educational environment and the core element of the soft power of learning culture. Therefore, effective construction of college culture is an important way to enhance the soft power of Campus culture.

University culture has the following characteristics. On the one hand, university culture is open and non-exclusive. University is the national higher education base, the training base of higher

talents, and the cradle of advanced scholars. University culture must change with the changes of the times. It must respond to the voice of the times and keep up with the pace of the times. If the university culture is self-sufficient and old-fashioned, it will become the abandonment of the times. It will lose any development opportunities because of its conservativeness, lose the value of academic research because of stubbornness, and go to the opposite side of the truth because of rigidity. University culture must be based on its broad mind, compatible and unconstrained.

On the other hand, university culture is rethinkable. University culture is compatible, but it is by no means a list of all kinds of knowledge, a simple accumulation of all kinds of knowledge. University culture is dynamic and reflexive. Seeking truth, being good, and being beautiful is the high-level goal pursued by the university. It is a philosophical thinking about existence. Under the guidance of this value, university culture will remove the false, retain the true, extract the essence from the rough, absorb the essence of culture on the basis of delicate identification, reject the cultural dross, and form the unique cultural style of university. From these characteristics, we must start from the characteristics of university culture in order to enhance the soft power of university culture and build campus culture.

2.2 Pop Music Culture is the Mainstream Perspective of Contemporary College Students' Ideological Cognition

Although pop music is widely disseminated and has an unparalleled audience, the connotation and extension of pop music culture are difficult to determine. From this point of view, it can at least be explained that pop music is rooted in the life of modern people, keeps pace with the pulse of the times, and even becomes a broad field of subject matter and genre.

Pop music has several characteristics. First, popular music has a tendency to be non-mainstream. Popular music is different from the elegant classical music of Zhongzheng, and it does not pursue the harmonious feature of commonality and smoothness in the sound. Instead, adopt a narrative tone that is close to life, with a cathartic mood, the pursuit of sensory stimulation, and a highly personalized musical expression. Such an all-encompassing expression of music and art in a wide range of areas of life is very easy to arouse emotional resonance among audiences. This kind of non-mainstream self-publicity art can resonate with students who are in a highly changeable ideological value. This is also the reason why pop music is widely spread and deeply influenced among college students.

Secondly, pop music has novel characteristics. Pop music is rooted in life, reflecting the joy, anger and sorrow of the people, and even the lingering melancholy of men and women. Popular music writes and spreads various social life, does not require the precipitation of classical music, but rapidly introduces new features to cater to the novelty and contemporary characteristics of pop music.

Again, pop music is participatory. The language of popular music is plain, and it is easy to understand, and there is almost no technical threshold for popularizing and exchanging popular music. So pop music absorbs an unprecedented wide range of audiences and participants, enjoying and enjoying it.

Finally, pop music has the characteristics of commercialization. The commercialization of pop music determines the consumerism and profit-seeking of pop music. For example, many actors will turn out music albums to increase popularity and flow, which makes the pop music market mixed with fish and dragon, cultural products and cultural dregs. As a young college student, it is undoubtedly accepted for the popular music culture. However, as the leader of the campus culture, it must be screened with a critical eye, and the popular music as a mainstream perspective of college students will become a cultural product of the educated.

2.3 Pop music culture is an important part of cultural construction in Colleges and Universities

Pop music culture is all-embracing. Although pop music is mixed in good and bad, it is absolutely not to be underestimated that it can absorb the culture with strong attraction of college students' audiences. Popularity does not absolutely represent vulgarity. Popular music culture also

has many things that may become classics in people's eyes in the future. If the cultural construction of colleges and universities can discriminate and screen the pop music delicately, it will integrate the high-quality pop music culture into the school culture as the content of educational and cultural influence. I thought that the mentality I used to build a campus culture platform for excellent pop music works, making high-quality pop music culture an important part of university culture construction. [2]

Popular music culture themes and genres are wide. From the source of the tunes, there are new tune songs, tunes from folk songs, and tunes that absorb classical works. From the perspective of creative subjects, there are deep classic works that sing love, praise the people of the motherland, describe the scenery, praise the hometown, and narrate people's lives, as well as depicting politics, culture, aesthetics, and philosophical thinking. Pop music has a natural tone, close to life, popular narrative of Lower Riba people, and cultural reflection of Yangchun Baixue. All these things can become an important part of cultural construction in Colleges and universities. Pop music culture is all-embracing. Although pop music is mixed in good and bad, it is absolutely not to be underestimated that it can absorb the culture with strong attraction of college students' audiences. Popularity does not absolutely represent vulgarity. Popular music culture also has many things that may become classics in people's eyes in the future. If the cultural construction of colleges and universities can discriminate and screen the pop music delicately, it will integrate the high-quality pop music culture into the school culture as the content of educational and cultural influence. I thought that the mentality I used to build a campus culture platform for excellent pop music works, making high-quality pop music culture an important part of university culture construction. [2]

Popular music culture themes and genres are wide. From the source of the tunes, there are new tune songs, tunes from folk songs, and tunes that absorb classical works. From the perspective of creative subjects, there are deep classic works that sing love, praise the people of the motherland, describe the scenery, praise the hometown, and narrate people's lives, as well as depicting politics, culture, aesthetics, and philosophical thinking. Pop music has a natural tone, close to life, popular narrative of Lower Riba people, and cultural reflection of Yangchun Baixue. All these things can become an important part of cultural construction in Colleges and universities.

3. The Impact of Pop Music Culture on the Cultural Construction of Colleges and Universities

3.1 Popular music with classical cultural connotation is conducive to promoting the construction of university culture

Pop music in China can be traced back to the early Republic of China, with the strong introduction of Western culture into people's vision. Since the founding of the People's Republic of China, the reform and opening up has been at a standstill. Since the reform and opening up, there have been various schools of pop music, changing with each passing day. In the early stage, a "northwest wind" music, represented by "Loess Hillside" and "Xintianyou", which borrowed from northern Shaanxi folk songs, became popular all over the country. It became a strong voice in the development of pop music in the new era of the heart, expressing the hearts and minds of the working people. The characteristics of folk songs caused by events also melted into the blood of pop music. After that, the sweet song era represented by Teresa Teng, the soft and graceful style, the beautiful and fascinating expression means, and the delicate sound characteristics. As people have gone through countless hardships, Teresa Teng's singing works have gone through more than 30 years of history. However, many songs have become a cultural classic that people are familiar with and will always be the object of quality. [3]

After the flood of popular songs, Hong Kong and Taiwan pop music entered the mainland in large quantities and became part of cultural consumption. In the 1990s, the rock culture represented by Cui Jian also merged into the pop music culture family. In the later period, there was a "Book of a Family" that reflected the feelings of life. The campus folk songs "You at the same Table", "Brothers sleeping in my upper shop", "Tao Sheng still" and "Chinese folk songs" in classical

literature. After the 21st century, online songs and TV drama songs appeared in large areas, and the destinations enriched the popular music culture. On the road of popular music development, there are many classic pop music cultural works rooted in cultural traditions. These works refresh people's cognition and deeply think about the aesthetic concepts and value orientations that affect people. These classics are favorable factors for the construction of college culture. [4]

3.2 Popular music with secular slang orientation is not conducive to the improvement of cultural quality in Colleges and Universities

The popular music culture is a business culture, and it is not excluded that products with high quality and high price are full of it. The so-called dross is the cultural waste generated by the author's lack of talent and cognitive limitations, driven by quick success. Such as a large number of network music (excluding classical network songs), eager to cope with various occasions of the music, there is no style characteristics. Only fast-paced and shouting music, uniform music, no new rhythm, lyrics with slang music, no cultural connotation. I have forgotten music, music that encourages violence and pornography, music that mixes Chinese and foreign languages for the sake of being cool, and so on. Of course, the treatment of this issue is a matter of opinion and requires in-depth study and clarity, but in general it can still grasp the direction. This lack of new meaning, no connotation, superficial and less talented music is not conducive to the construction and development of university culture. [5]

4. Practical Approaches of Pop Music Culture in College Culture Construction

4.1 Normalized Institutional Leadership is the Institutional Guarantee of Cultural Construction in Colleges and Universities

The healthy construction and development of pop music culture in Colleges and universities need a leading force to promote, which of course falls on the managers of colleges and universities. Colleges and universities can formulate normal operation mechanism from the perspective of managers, and integrate high-quality pop music culture into the framework of campus culture construction in a conventional and institutionalized way. For example, to construct a healthy campus culture, the historical process of popular music is presented in the form of campus environmental culture. Subtly emphasizing the students' cognition of pop music culture and broadening the popular culture perspective, making students' perception of pop music not only limited to the scope of the mother. It may be the classic works of different periods in China, or it may be the classic pop music of foreign countries. Another example is to set up a normal elective course of pop music, to appreciate and learn classical pop music works in class, to enhance students' appreciation taste, to expand the search horizon, and to take pop music as the seed of culture rooted in students' hearts. For example, regular cultural lectures and performance reporting activities should be carried out to build a platform for exchange and learning.

4.2 The development of high-quality activities is the main position of cultural construction in Colleges and Universities

Campus cultural activities are the main position for students to acquire pop music culture and construct excellent campus pop music culture. Colleges and universities around the world have now set up campus singer contests, singing pop songs, thematic cultural festivals, pop musical and other pop music and cultural activities. These activities have formed a unique style of pop music and cultural activities after years of tempering. The evaluation criteria of these activities are also developing in the direction of quality and elegance, which has played a good guiding role in the formation of students' classic pop culture concept. Colleges and universities should rely on their own conditions, carry out music and cultural exchange activities with plans and purpose, enrich cultural literacy, foster a strong pop music culture atmosphere, and develop a cognitive development path for students' popular music culture under the guidance of teachers. High-quality pop music culture in Colleges and universities is forged through carefully designed activities. It is

the manifestation of campus culture in the field of pop music, the main way for students to improve their cultural literacy, and the way to avoid the influence of bad pop music. An important way to form the value orientation of elegant pop music style. [6]

4.3 Materialized Campus Landscape is the Atmospheric Foundation of Cultural Construction in Colleges and Universities

Pop music is a kind of spiritual culture. It acts on people's heart through the contact of sounds. It becomes an indispensable part of people's cultural life. Its role in human beings is straightforward. However, its form and meaning are different. The selection of means can be made into a part of the cultural life of colleges and universities. The campus of a university is also a place for appreciation and learning. The campus culture embodied in the physical form also changes the students' thinking habits and value orientation in a subtle way. The design and layout of campus culture in Colleges and universities is also an important work of campus culture construction, which can effectively foil the atmosphere and provide a useful basis for the transmission of good quality pop music culture. While we are building campus culture, we should not ignore the design and construction of campus landscape, and use its subtle cultural function to set off a strong campus cultural atmosphere. With other ways of developing and utilizing pop music culture, we can work together to create a perfect pop music culture in Colleges and universities.

5. Conclusion

Pop music culture extensively intervenes in people's lives with a strong attitude. The essential driving force of commercial profit-seeking makes pop music have two distinct social education functions. Pure and energetic college students have become an important audience of pop music. Pop music has become an important component of college students' daily cultural consumption. From this point of view, even if college students do not have perfect screening ability, the inclusiveness and timeliness of university culture cannot completely cut off the relationship between students and pop music culture. Instead, we need to build a popular music culture exchange learning platform on the basis of criticism, and integrate high-quality pop music culture into university culture. Become an organic part of the university culture and realize the cultural value of its application.

References

- [1] Moore, Day C. Andy Fry. *Paris Blues: African American Music and French Popular Culture, 1920-1960*. Chicago, IL: University of Chicago Press, 2014. Pp. 304. 30 (paper); 90 (cloth).[J]. *Journal of Popular Music Studies*, 2015, 27(2):232-235.
- [2] Roberts, Les. Talkin bout my generation: popular music and the culture of heritage [J]. *International Journal of Heritage Studies*, 2014, 20(3):262-280.
- [3] Tsetsentsolmon B. Music in Cultural Construction: Nationalisation, Popularisation and Commercialisation of Mongolian Music [J]. *Inner Asia*, 2015, 17(1):118-140.
- [4] Kim Y. K-Pop: Popular Music, Cultural Amnesia, and Economic Innovation in South Korea by John Lie (review)[J]. *Journal of Korean Studies*, 2015, 20(5):1-3.
- [5] Varriale, Simone. Cultural production and the morality of markets: Popular music critics and the conversion of economic power into symbolic capital[J]. *Poetics*, 2015, 51:1-16.
- [6] Arno V D H , Brandellero A. Places of popular music heritage: The local framing of a global cultural form in Dutch museums and archives[J]. *Poetics*, 2015, 51:37-53.