

## Research on the Status Quo and Development Strategy of Fuzhou Dialect Songs

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**Keywords:** Fuzhou dialect; Songs; Status quo; Strategy.

**Abstract.** Fuzhou dialect songs have unique charms, diverse styles and rich themes, reflecting the traditional style and folk characteristics of Fuzhou people. The promotion and development of Fuzhou dialect songs, which are of great significance to the protection and inheritance of Fujian local music and Fuzhou dialect. The article started with the current characteristics and existing problems of Fuzhou dialect songs, and proposed the development strategy of Fuzhou dialect songs.

### 1. Introduction

Fuzhou dialect belongs to a branch of Min Chinese and had been formed as early as in the Five Dynasties and the Late Tang Dynasty. It has become a popular dialect language in east Fujian and plays an important role in Fujian dialect. Fuzhou dialect songs are produced on the basis of accumulated dialects and serve as a major part of the Mindu culture. The author has also appreciated the new Fuzhou dialect songs created contemporarily and is amazed that how Fuzhou dialect can be cleverly combined with popular music. But why can't this kind of dialect songs with unique charm, dynamic humor, and of both elegant and popular taste be sung all over China and the world like the songs in Hokkien which also belongs to the Fujian language family? What is the status quo and future development of Fuzhou dialect songs? The author will elaborate as follows one by one.

### 2. The status quo of Fuzhou dialect songs

#### 2.1 Development status

In the 1980s, the Fuzhou dialect song Fuzhou Famous Songs created by a Fujianese man named Kong Qingjin had a wide influence. Since then, Fuzhou dialect songs had begun to enter into people's vision. In 2006, with the support of a Fujian businessman named Huang Rulun, the first Fuzhou-dialect songwriting competition was held, and hundreds of Fuzhou dialect songs were collected. Ever since the broadcast of the Fuzhou dialect column Qi Lai Pan Jiang in FZTV3 in 2009, the theme song in the local dialect has remained unchanged. This lively, witty and rap-style short song has also become a piece of symbolic music that is familiar to all people in Fuzhou. In 2012, the establishment of the Fuzhou Dialect Song Association became an important turning point of the development of Fuzhou dialect songs. The creators moved from decentralization to unity and established a good communication platform for the other creators. President Lai Dongfang has created more than 100 popular Fuzhou-dialect songs, with a great impact. "In 2015, a Fuzhou dialect song Ka Liu Fuzhou became popular in the network, with a click rate of more than 300,000 after being uploaded"[1]. After listening to the song, many netizens soon became "possessed" and regarded this song as "Little Apple" of Fuzhou version. It is worth mentioning that in the third Fuzhou-dialect song contest held in 2018, the professional opera actors "Aunt Bao's Three Sisters" from Taipei performed a beautiful trio, with precise harmony and a fresh style, which have infused fresh blood into Fuzhou dialect songs and brought new inspiration to their creation. At present, "the Fuzhou Dialect Songs Creation and

Collection Committee has created and collected more than 300 original Fuzhou-dialect songs, of which 25 songs have been published on CD albums, and 17 have been made into MTV and published on DVD albums”[2]. Famous Chinese composers Fu Lin, Meng Qingyun, Qi Jianbo, Zhang Zhuoya, the famous singer Jiang Dawei and the famous singer Zhang Di, etc. are all involved. Since then, the overall quality and level of Fuzhou dialect songs have reached an unprecedented position, which is very gratifying.

## **2.2 The Characteristics of Fuzhou dialect songs**

In contemporary times, Fuzhou dialect songs have the following characteristics: (1) rich subject matters. The subject matters of Fuzhou dialect songs contain a large amount of folk culture of Fuzhou. The lyrics are close to people's lives and have strong affinity. For example, Dragon Boat Race describes the custom of Dragon Boat Festival in Fuzhou; Golden Residences in the Silver Village describes the customs of Fuzhou people who value the relationship between the neighbors and unity. Family Members Always Want to Meet tells about the missing feelings of Taiwan compatriots and overseas Chinese. Fuzhou dialect songs always convey a unique humanistic spirit in Fuzhou, showing Fuzhou people's fighting spirit of aggressiveness and continuous progress. (2) Various styles. The melodies of Fuzhou dialect songs are simple and lively, with strong local characteristics and diverse styles. For example, Yi Mo has a traditional folk style, Bitter Is Sweet has a modern pop style blending into the RAP elements, and Ka Liu Hu Jiu is of dance style; The accompaniment styles are also diverse, such as new folk music, orchestral accompaniments, vocal accompaniments, etc. No matter what style, they all express the cultural connotation of Fuzhou and the spiritual outlook of Fuzhou people.

## **3. Existing problems**

Although Fuzhou dialect songs have achieved remarkable results in the development process, there are still many problems.

### **3.1 Dialects have low influence**

Throughout the country, Cantonese songs and Hokkien songs, both which belong to dialect songs, have been widely recognized in the society. In contrast, the influence of Fuzhou dialect is considerably low. Coupled with the strong promotion of mandarin and the massive impact of various types of exotic culture and network information, Fuzhou dialect has diminished gradually, not to mention Fuzhou dialect songs. Therefore, there are fewer and fewer audiences of Fuzhou dialect songs, which has become one of the biggest obstacles to the development of Fuzhou dialect songs.

### **3.2 Over-interfered by market economy**

The contemporary development of Fuzhou dialect songs is inevitably subject to the economic market, and some creators have more or less commercial purposes in the process of song creation. For example, they write theme songs for local businesses to get payment. Although it can bring certain living allowances to the creators and motivate their creative enthusiasm, but premature commercialization not only fails to reflect the realistic value of Fuzhou dialect songs, but also is not conducive to the future development of Fuzhou dialect songs.

### **3.3 Government support needs to be improved**

Since Fuzhou dialect songs belong to non-mainstream music, it is difficult to bring stable income to creators if they specialize in Fuzhou dialect songwriting. Most of the creators are amateurs and use their spare time to create, which to some extent makes the quality of Fuzhou music works difficult to be guaranteed. Therefore, the encouragement and support from the government departments are needed. At present, the government's support for Fuzhou dialect songs only stays at the level of propaganda and guidance. They have not provided comprehensive and effective policy support, nor have they issued corresponding supportive policies, which need to be improved.

### **3.4 The way of creation is not professional enough to make songs become classic**

In the process of creating Fuzhou dialect songs, most creators write lyrics and melody according to the rhyme of mandarin, and then change them into Fuzhou dialect to sing, which does not conform to the narrative law of Fuzhou dialect and make Fuzhou dialect songs lack of “Fuzhou style”. In addition, some creators hope that their works could be in a favor in the short term to gain more popularity, so they often create some so-called “divine tunes”. In the design of music style and melody, most of these songs took an exaggerated approach, which may arouse people's attention in a short time, but they will be forgotten by people soon and difficult to become classics.

## **4. Development strategy**

In order to further promote and develop Fuzhou dialect songs, the author proposed the following countermeasures for the above problems.

### **4.1 From the government's point of view**

From the government's point of view, management mechanism should be introduced. In order to prevent Fuzhou dialect songs from being too market-oriented and commercialized, the most powerful solution is to introduce management mechanism. The establishment of the Fuzhou Dialect Creation Committee has regulated the development of Fuzhou dialect to a certain extent, but it is difficult to fundamentally solve the problems faced by Fuzhou dialect songs only relying on its power. At this time, the government should play an active role in promotion, such as holding an official publicity conference for excellent Fuzhou dialect songs; reinforcing support for Fuzhou dialect songwriters; regularly organizing activities related to Fuzhou dialect songs; encouraging schools to carry out activities like introducing Fuzhou dialect songs into the classrooms. These measures can play a correct guiding role for the development of Fuzhou dialect songs and effectively guarantee the quality of Fuzhou dialect songs.

### **4.2 From the perspective of creation and acceptance**

From the perspective of creation and acceptance, two “diversifications” should be achieved. One is that the creative style should be more “diversified”. In the past few decades, Fuzhou dialect songs have achieved certain development, but the style is more inclined to be accepted by the middle-aged and elderly groups. Therefore, the development of contemporary Fuzhou dialect songs should be more fashionable, convenient and full of vitality in terms of the elements of music, appreciation of objects and performances, to arouse young people's attention to Fuzhou dialect songs. Another one is that the promotion approaches should be “diversified” to create a more diversified platform. First of all, it can strengthen the connection and cooperation with TV stations, radio stations and other media to expand the social influence of songs. Second, it is necessary to strengthen the construction of the network platform and set up a special platform to promote songs. In addition, large-scale creation and singing competitions can be held to arouse people's attention to Fuzhou dialect songs, which is conducive to the further development of promotion activities.

### **4.3 From the perspective of society**

From the perspective of society, it should cultivate the audience group. The “fans” group of Fuzhou dialect songs will be cultivated in various ways to improve the social acceptance and recognition of Fuzhou dialect songs. In the process of creating Fuzhou dialect songs, it should emphasize the diversity of style and form. At the same time, it should not only focus on the adult group, but also emphasize the development and creation of nursery rhymes in the Fuzhou dialect, so that teenagers and children can make Fuzhou dialect songs as a habit in life imperceptibly. In addition, the people in Fuzhou are encouraged to learn and sing Fuzhou dialect songs, to improve their pride in owning dialect songs and to make Fuzhou dialect songs become an important part of everyone's life in Fuzhou.

## 5. Conclusions

In this era of economic and cultural integration, Fuzhou dialect songs are constantly changing, which presents a positive trend and promotes the continuous progress of Fuzhou dialect music. The promotion and development of Fuzhou dialect songs are of great significance to the protection and inheritance of Fujian local music and Fuzhou dialect.

## Acknowledgement

This research was financially supported by the 2018 Fujian undergraduate education and teaching reform research project (Grant NO. FBJG20180182).

Project name: Research on the training mode of master of art management.

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