



Innovative Practices in the Cultural Industry

—A Case Study of Qingdao Symphony Orchestra's Public Welfare Concert Activities

Chong Xue*

SEGI UNIVERSITY, Selangor, Malaysia

*E-mail: 15269108315@163.com

Abstract. This study employs case study methodology to explore the role and impact of Qingdao Symphony Orchestra's public welfare concert activities within the realm of cultural industry innovation practices. Through in-depth interviews and observational methods, this research reveals how the orchestra integrates elements of Chinese and Western music, implements cross-disciplinary collaboration, and innovates in education and popularization strategies to effectively enhance the public's artistic taste and cultural literacy, while also promoting the sustainable development of the cultural industry.

Keywords: Cultural industry, Innovation practices, Public welfare concerts, Qingdao Symphony Orchestra

1 Introduction

In today's globalized and information-driven era, the cultural industry has emerged as a significant force in driving economic development and enhancing national soft power. As an integral part of the cultural industry, artistic performances, especially symphony concerts, carry the dual mission of inheriting classics and innovating cultural expression [5]. However, with the increasingly saturated traditional art performance market and the diversification of public cultural demands, how to satisfy the public's spiritual and cultural needs through innovative practices, while expanding the social impact of culture and art, has become a critical issue in cultural industry research.

The Qingdao Symphony Orchestra, as one of the well-known artistic groups, has in recent years showcased vivid examples of innovative practices within the cultural industry through its public welfare concert activities. By bringing high art into public life, the Qingdao Symphony Orchestra has not only successfully popularized symphonic music but also deepened the social service function of music culture, providing valuable experience for exploring innovation practices in the cultural industry [4]. Public welfare concerts, as a novel method of cultural dissemination, have played a significant role in broadening the audience for art, promoting cultural popularization, and enhancing public cultural literacy, while also carving out new paths for the orchestra's brand building and cultural inheritance.

© The Author(s) 2024

D. Rad et al. (eds.), *Proceedings of the 2024 5th International Conference on Mental Health, Education and Human Development (MHEHD 2024)*, Advances in Social Science, Education and Humanities Research 857, https://doi.org/10.2991/978-2-38476-271-2_84

This study aims to delve into the Qingdao Symphony Orchestra's public welfare concert activities as a case of innovation practice in the cultural industry. It analyzes the innovative strategies and social benefits in the field of artistic performance, hoping to provide new ideas and strategies for the development of the cultural industry. Through case analysis, this research focuses not only on how the Qingdao Symphony Orchestra achieves interaction between art and society through public welfare concert activities but also explores the underlying cultural values and social significance, as well as the implications of this innovative practice for promoting sustainable development in the cultural industry.

2 Research Methods

2.1 Research Design

This study adopts a case study approach to deeply explore the application and effects of the Qingdao Symphony Orchestra's public welfare concert activities within the context of innovative practices in the cultural industry. The case study method allows us to gain detailed insights into how the Qingdao Symphony Orchestra implements innovation through its public welfare concerts and investigates its impact on the development of the cultural industry and societal culture.

2.2 Data Collection

Data collection utilized a variety of methods to ensure the comprehensiveness and depth of the study, incorporating both qualitative and quantitative approaches. These methods included:

Interviews were conducted with various stakeholders involved in the public welfare concert activities. This included the management team of the Qingdao Symphony Orchestra, artists who participated in the concerts, and audiences who attended the events. These interviews aimed to collect firsthand data and provide a multi-faceted understanding of the orchestra's innovative practices. The interviews focused on several key areas:

Innovative Practices: Exploring the creative strategies employed by the orchestra in planning and executing the public welfare concerts.

Planning and Execution: Understanding the logistics, challenges, and solutions encountered during the organization of these events.

Public Response: Gathering insights on how audiences perceive and evaluate these concerts, including their cultural impact and educational value.

These interviews were conducted using a semi-structured format to allow for in-depth exploration of topics while maintaining a consistent framework for comparison.

Participation in and observation of the Qingdao Symphony Orchestra's public welfare concerts were conducted to acquire direct observational data. The observation focused on several aspects:

Organization: Documenting the planning, coordination, and management processes of the concerts.

Execution: Observing the actual performance, including the quality of music, the interaction between performers and audience, and the overall atmosphere.

Audience Interaction: Noting the reactions, engagement levels, and feedback from the audience during and after the performances.

These observations were recorded in detailed field notes, capturing both the explicit actions and the more subtle nuances of the events.

2.3 Data Analysis

The collected data were analyzed through the following steps:

Case Analysis: Based on the theoretical framework and research objectives, the Qingdao Symphony Orchestra's public welfare concert activities were analyzed in-depth as a case to discuss its role, strategies, and effectiveness in the context of innovative practices in the cultural industry.

Comprehensive Evaluation: A comparative analysis of different types of collected data was conducted to assess the social and cultural impact, innovation value of the Qingdao Symphony Orchestra's public welfare concerts, and their contribution to the development of the cultural industry.

3 Analysis of Qingdao Symphony Orchestra's Public Welfare Concert Activities

3.1 Background and Objectives of the Activities

The series of public welfare concerts organized by the Qingdao Symphony Orchestra embody the orchestra's development philosophy of "promoting the city externally, benefiting the citizens internally." This philosophy underscores the dual mission of enhancing the cultural landscape of Qingdao while contributing to the cultural enrichment of its citizens. Through meticulously planned performance activities, the orchestra aims to achieve several key objectives:

The primary objective is to make classical music more accessible to a broader audience. By organizing concerts in various public spaces and institutions, such as community centers, schools, and workplaces, the orchestra brings high-quality musical experiences directly to the people. This approach not only democratizes access to the arts but also fosters a deeper appreciation of classical music among diverse demographics groups.

Another crucial objective is to promote cultural exchange and integration. The orchestra's repertoire often includes a blend of Chinese traditional music and Western classical pieces, showcasing the rich musical heritage of both cultures[3]. This integration serves to enhance cultural understanding and appreciation, encouraging audiences to embrace a more global perspective on music and culture.

The public welfare concerts also aim to support artistic and cultural education. By performing in educational institutions and providing interactive experiences, the orchestra contributes to the cultural literacy and artistic development of students. These

educational initiatives are particularly valuable for young audiences, who may otherwise have limited exposure to classical music and the arts. The orchestra's educational outreach programs are designed to inspire and cultivate the next generation of musicians and music lovers.

The concerts are strategically designed to enhance social cohesion and community engagement. By bringing music to various social groups, including marginalized and underserved communities, the orchestra fosters a sense of unity and shared cultural identity. These activities help bridge social divides and create a more inclusive cultural environment. The concerts often feature collaborative performances with local artists and community groups, further strengthening community bonds.

The orchestra's public welfare concerts play a vital role in supporting the sustainable development of the cultural industry. By innovating in performance formats and outreach methods, the orchestra not only expands its audience base but also sets a model for other cultural institutions. These activities demonstrate the potential for cultural initiatives to drive economic and social development, thereby contributing to the broader goals of the cultural industry [1,2].

Finally, the public welfare concerts serve as a platform for showcasing Qingdao's cultural soft power. By integrating high art into public life and promoting the city's rich cultural heritage, the orchestra enhances Qingdao's cultural image both domestically and internationally. This cultural diplomacy helps elevate the city's status as a hub of artistic excellence and innovation.

3.2 Content and Format of the Activities

The Qingdao Symphony Orchestra's activities span various social groups, showcasing rich diversity and social responsibility:

City Transport Group: Concerts in transportation hubs enriched commuters' routines.

Qingdao Vocational College of Engineering: Interactive concerts connected music with technical education, broadening student horizons.

Qingdao Senior University: Special concerts for seniors promoted emotional well-being and community.

Qingdao Workers' Cultural Palace: Educational concerts made classical music accessible to working-class audiences.

Grassroots Public Welfare Concerts: Reached underserved communities with a mix of classical and popular music.

"Open the Door to Music" Series: Workshops and performances cultivated musical appreciation among young people.

Special Concerts for the Elderly: Tailored concerts in nursing homes provided emotional comfort.

These initiatives demonstrate the orchestra's commitment to cultural democratization and serve as a model for other institutions.

3.3 Innovative Practices and Social Benefits

Integration of Chinese and Western Musical Elements: The orchestra carefully selected repertoire that combines elements of Chinese and Western music, such as "Jasmine Flower," "The Same Song," and "Thunder and Lightning Polka," showcasing the unique charm of Chinese music as well as the classic elegance of Western compositions. This approach not only enriched the artistic content of the concerts but also provided audiences with a cross-cultural aesthetic experience.

Cross-disciplinary Collaboration: By inviting non-professional musicians such as worker artists and vocal teachers from the Senior University to perform, the orchestra significantly enhanced public participation and the interactive experience of the art. This type of collaboration narrowed the gap between art and the general public, making the enjoyment of music art no longer limited to professional audiences.

Education and Popularization: The orchestra's public welfare performances in institutions such as Qingdao Art School and the Ocean University not only offered high-quality music appreciation opportunities to teachers and students but also encompassed important aspects of music education. Notably, the music popularization activities aimed at non-art major students hold significant educational value, contributing to the enhancement of young students' cultural literacy and appreciation of the arts.

Resonance with Society: By performing classic Chinese musical works like "My Chinese Heart" and "Yellow River Piano Concerto," the orchestra evoked the audience's patriotic feelings and deepened the public's identification and pride in Chinese traditional culture. This choice of repertoire not only demonstrated the orchestra's deep understanding of national culture but also highlighted the unique role of music in inheriting and promoting cultural values.

4 Discussion and Conclusion

The Qingdao Symphony Orchestra's public welfare concert activities have exhibited significant uniqueness and advantages within the realm of cultural industry innovation practices. Compared to other cultural institutions' innovative endeavors, the Qingdao Symphony Orchestra's activities have placed a stronger emphasis on the integration of Chinese and Western musical elements, extensive cross-disciplinary collaboration, and deep engagement in education and popularization. These initiatives have not only expanded the audience base for symphonic music but have also enhanced the interactive and educational value of the concerts, demonstrating considerable advantages in promoting cultural exchange and elevating the public's artistic literacy.

The public welfare concerts conducted by the Qingdao Symphony Orchestra have played a positive role in advancing the development of the cultural industry and enhancing the city's cultural image. By integrating high art into the daily life of the public, the orchestra has not only elevated Qingdao's cultural soft power but has also opened new avenues for the diversified development of the cultural industry. This mode of public welfare activity showcases the cultural confidence and openness of Qingdao as a modern international city.

Despite the notable achievements, the Qingdao Symphony Orchestra's public welfare concerts still face challenges in resource allocation and meeting the diverse needs of the audience. Future directions for improvement may include strengthening cooperation with enterprises and educational institutions to widen funding and resource channels, further innovating performance forms and content to meet the needs of different audience groups and increasing appeal to younger audiences through the use of digital media platforms to broaden impact.

The public welfare concert activities of the Qingdao Symphony Orchestra have not only enriched the cultural and spiritual lives of the citizens, promoted the popularization and elevation of culture and art, but have also provided valuable experiences for innovation practices in the cultural industry. Through these series of activities, the orchestra has facilitated a profound integration between music and society, contributing positively to the sustainable development of the cultural industry [6].

For other cultural institutions, it is recommended to actively explore innovative paths that integrate local cultural characteristics with international artistic elements, strengthen public participation and educational outreach, expand resource and audience bases through diverse cooperation models, and continuously enhance the social influence and cultural value of cultural activities.

Future research may further investigate how to effectively evaluate the social impact of public welfare concerts, leverage new technological means to enhance the efficiency of art dissemination, and build a more enduring and extensive network of cross-disciplinary collaboration, providing deeper theoretical support and practical examples for the innovation and development of the cultural industry.

References

1. Lin Feng. On the Promoting Role of Music Variety Shows on Music Culture Industry[J]. Media Forum, 2021, 4(07): 93-94.
2. Li Chao. Problems and Development Suggestions of Music Industry Operation and Management in the New Era[J]. Finance and Economy, 2020, (11): 98. 3.
3. Research on the Problems of Practising "Changing in Creation and Developing in Innovation" of Traditional Music Culture in Cultural Industry--Taking Taigu Yangge as an Example[D]. Jinzhong: Jinzhong Normal College, 2020.
4. Gibson, C. (2003). Cultures at work: Why culture matters in research on the cultural industries. *Social & Cultural Geography*, 4(2), 201-215.
5. Garnham, N. (1987). Concepts of culture: public policy and the cultural industries. *Cultural studies*, 1(1), 23-37.
6. O'Connor, J. (2000). The definition of the 'cultural industries'. *The European Journal of Arts Education*, 2(3), 15-27.

Open Access This chapter is licensed under the terms of the Creative Commons Attribution-NonCommercial 4.0 International License (<http://creativecommons.org/licenses/by-nc/4.0/>), which permits any noncommercial use, sharing, adaptation, distribution and reproduction in any medium or format, as long as you give appropriate credit to the original author(s) and the source, provide a link to the Creative Commons license and indicate if changes were made.

The images or other third party material in this chapter are included in the chapter's Creative Commons license, unless indicated otherwise in a credit line to the material. If material is not included in the chapter's Creative Commons license and your intended use is not permitted by statutory regulation or exceeds the permitted use, you will need to obtain permission directly from the copyright holder.

