



Research on the value of music performance space under the music communication chain in music communication

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Abstract. In the course of the development of music culture, the development of music performance space directly promotes the development of music performance communication. In the music culture industry, the creativity of music performance space has experienced a historic process. The creative inspiration of the music performance space has evolved from the construction, improvement and development of the stage and theater to the brand development and brand building of the theater. Under this condition, the music performance space is more casual and extensive. In this combination, there is a dynamic promotion of music creation and performance, thus making a breakthrough improvement in the value creation of the music culture industry.

Keywords: Music communication chain; Music performance space; music culture; Value.

1 Introduction

With the development of society, more and more people gradually pay attention to the dissemination of music culture. Printed media, symbol media and electronic media are the media of music, and music communication is related to radio and television, music score and recording products^[1]. Music communication has enabled people to further understand music, and the music content is constantly updated. As far as the music performance space is concerned, it can be said to be the media of music, which plays an important role in music performance. Therefore, for the music communication chain, the music performance space has the same status as music recording^[2]. Therefore, the music performance space has an important value in resource development.

2 Music Performance Space Type of

2.1 Music Performance Space for Interpersonal Interaction

Interpersonal interaction is the interaction between people. People are in society, and their interactions generally involve the exchange of psychological factors such as

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information and emotions, as well as the exchange of behavioral actions. In social psychology, this type of communication refers to interpersonal interaction within social interactions^[3]. Music can be used for communication between people to reflect emotional needs, self-worth realization needs, faith needs, and survival needs. The performance space for interpersonal interaction refers to the space where performers engage in musical communication with one, two, or a few individuals. The performance space of interpersonal interaction is abstract, immediate, and fluid. Due to the fact that interpersonal performance interaction is based on interpersonal relationships, as long as such relationships exist, this performance space may also exist.

2.2 Music Performance Space with Folk Customs

In the performance space of festival customs, there is no clear relationship between subject and object, but the mutual participation and integration of more people. Therefore, it is not a performance space for interpersonal interaction, but a performance space for group interaction.^[4] In the festival performance space, the phenomenon of music dissemination is more active and prosperous as a fish in water. The so-called festival should refer to the sacrificial activities or religious activities of the ancient ancestors, folk festivals in ancient China, etc. For different types of vulgar customs, we can fundamentally bring the music performance space closer to our vision.

2.3 Music Performance Space to the Public

The public performance space corresponds to a clear differentiation between the performance subject and the audience object, and the audience is not a minority of individuals, but a majority group. The content of the subject's music performance should be made public to the public, to the group. The publicly available music performance space is the performance space of the music stage. Compared with the abstraction, immediacy, and fluidity of the music performance space of interpersonal interaction, it has the characteristics of concreteness, non immediacy, and fixity. Therefore, for any individual or group performing music, if you want to make your music performance public, you must move to that point and utilize all the facilities there to unfold this music performance space^[5].

3 Music Performance Space at Music Communication Chain Serve as a Media

The music communication chain shows the whole process of music information dissemination, and it is in this process that the level of music can be reflected. Music communication chain In the process, mainly There are five. Chain, The details are shown in the figure. As shown in figure 1. These five music communication chains are sorted out from 1 to 5 in the order of the development of music technology. Of course, in the current digital era when music communication has developed, these five communication chains are not mutually exclusive and coexist in the phenomenon of music

communication. Communication Chain 1: There is only a performance space A between music creation and music audience. This mode of communication is the oldest face-to-face communication of music. The medium between the receiver and the recipient is the space medium: that is, the music performance space A in the picture. Communication Chain 2: After the birth of the music score media, the traditional face-to-face communication added the link of music score communication, from music creation to music score recording to music space B, and finally to the audience. Communication Chain 3: The media of audio and video recording is added on the basis of Communication Chain 2, and finally reaches the audience. In fact, starting from the music communication chain 3, digital technology began to appear in the process of music communication, where audio-visual recording mainly refers to the record media. The change from music score media to record media is the change of the carrier of music text from silence to sound. Communication chains 4 and 5 are transmitted to the audience through digital TV, the Internet, etc. on the basis of audio-visual recording. To sum up, among the five music communication chains, the communication chains of 3, 4 and 5 are related to the media.

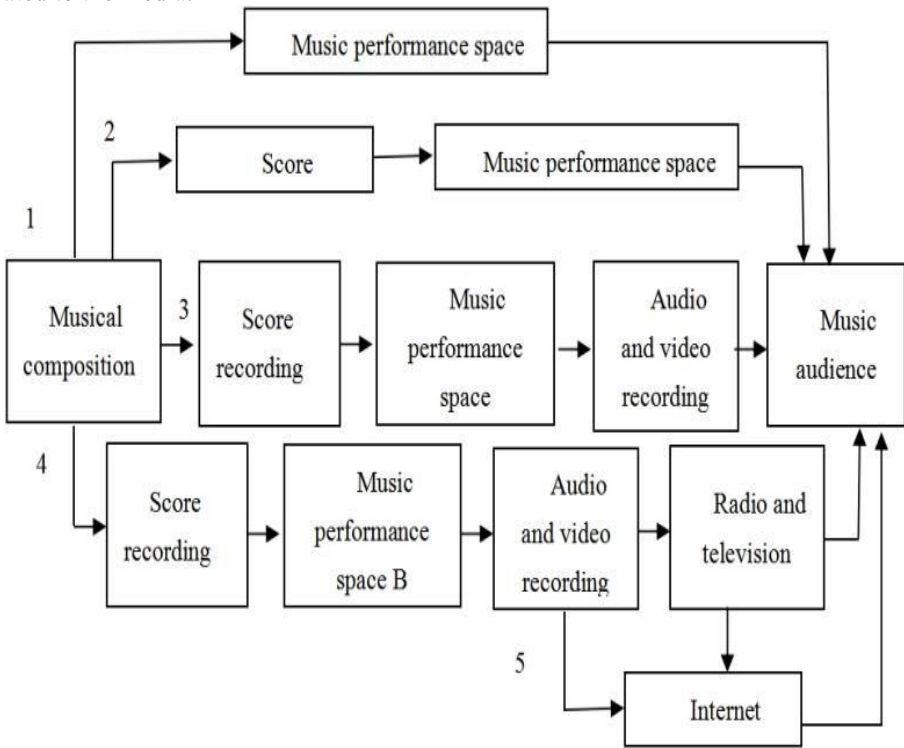


Fig. 1. The Music Communication Chain Proposed by Professor Zeng Suijin

Through the above the analysis of the music communication chain, this study will be here Music the transmission chain is divided into there are two forms: natural communication chain and music technology communication chain.

First, the natural communication chain of music is an ancient way of music transmission. In the natural communication chain, the original music form does not include music score, nor does it have a good music performance space, let alone audio and video recording equipment, but only a communication chain with a relatively short distance between time and space. Second, the technology communication chain is mainly driven by the development of productivity and technology. In ancient society, when private ownership and social division of labor appeared, and class phenomena appeared in society, all of which created conditions for the emergence of music groups and the creation of music in China. Therefore, the early music score was born, and then the early music performance space gradually formed. For example, in medieval churches in Europe, musicians opened independent singing areas. And China's music technology communication chain first appeared in the Zhou Dynasty, which at that time, people began to make etiquette and music, and at the same time, the ritual music system emerged, creating five categories of music activities: "auspicious gift", "bad gift", "guest gift", "military ceremony" and "jiali", and these music activities have fixed playing areas. In addition, the rehearsals of bands, musical instruments and musicians in the Zhou Dynasty also had a strict hierarchy. The arrangement of the music performance space shows the class concept of the ancient people, and also shows the importance people attach to the dissemination of music culture. Music performance has gradually evolved into an eye-catching and outstanding form of performance.

4 Music Performance Space Provide a Basic Basis for the Development of Resources in the Music Culture Industry

Nowadays, music performance spaces, from early fixed outdoor venues, ancient stages in China, ancient theaters in Europe, to theaters, opera houses, concert halls around the world today, and even to outdoor spaces, are the most critical link between music performance behavior and music audiences in the music dissemination chain. Under the conditions of a music culture market economy, every link in the music dissemination chain can be treated as an object of resource development and value creation, forming one music culture industry chain after another. Under the conditions of commercialization, the professional and social responsibility of music performers, as well as their strong desire to perform and the music needs of the audience, require music performance behavior to be made public^[6]. Under their constraints, owners of music performance venues need to create their value based on cost accounting. Therefore, at the media point of this music performance space, a music culture industry chain has already emerged, as well as a music dissemination chain. Therefore, when we lock the creative thinking of music culture into the music performance space segment of the music dissemination chain, the music performance space will become an important object for resource development and value creation.

Generally speaking, When people regard the music performance space as the object of the development of music culture industry resources, in the atmosphere of cultural market economy and cultural market competition, people will regard the music performance space - the stage, theater and concert hall as a special commodity to create, polish

and package it from the external morphological characteristics. To the connotation of humanistic heritage, each of them is tapping their own potential, opportunities and creativity. The purpose is to attract more excellent music performance groups and performers to come to the stage here, which can also attract more music audiences to consume here, so as to achieve a win-win social and economic benefits. From the past to the future, the music performance space will always be a creative and creative music communication media.

5 The Music Performance Space Under the Music Communication Chain is in the Music Communication. Innovative Measures - Take Pavarotti as an Example

As a famous music master, Pavarotti is excellent in the field of tenor and performs freely in the range above two octaves. Since 1990, he has held three world-famous tenor singing parties with Domingo and Carrera, singing all over the world. In addition, he also founded the brand of Pavarotti and His Friends, sang with stars, and raised money for people in war-stricken and poor areas. From the perspective of music communication, he is very representative in the music performance space, which is mainly reflected in the following points: First, his singing style is different from the traditional bel canto. He does not follow the constraints of the classical music hall, but enters people's attention in the form of his unique and relaxed singing. It was warmly welcomed by people and received a great response. Pavarotti not only led the music trend, but also injected new blood into classical music, driving the sustainable development of classical music to a certain extent. Second, at his concert, the guests performed twice. First, he sang his representative works to the audience through the guests, then he sang the representative works with the guests, and then sang with all the guests. His guests are all world-class stars and have different styles, including rock, pop, folk, classical, etc. These guests have a great influence in the world. Since 1992, there have been a total of 7 charity concerts held with Pavarotti and His Friends, which transcend racial, language and skin color differences. Through concerts, they help people who are hungry, war and suffering from illness. This form of music embodies the humanitarian spirit.

6 Conclusion

Nowadays, with the continuous development of the music culture industry, the music market is gradually full of popularity. Therefore, people regard music performance space as the goal of resource development, and optimize and polish it to fully show the music style, through more innovative elements. The combination of the outdoor music performance stage can promote the creation of music, enhance the attraction of performance, promote the economic and social benefits of the music industry, enhance the development value of music performance space and cultural creativity in the modern music communication chain, and ultimately promote the better development of the music industry and create a greater The value.

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