

Research On The Development Of Vocal Music Associations In Colleges From The Perspective Of New Media

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Keywords: New Media; Universities; Vocal Clubs

Abstract: New media is playing an increasingly important role in the construction of vocal clubs in colleges and universities, and it has become an important force in the construction of vocal clubs. This article analyzes the impact of new media on the construction of college vocal clubs, and studies the strategies for the construction of college vocal clubs under the perspective of new media.

Introduction

Vocal clubs are an important part of university campus culture. It can be regarded as an important source for improving students' music literacy; there is also an important platform for training high-quality innovative music talents. The effect of vocal community work is much higher than expected, and it is an effective extension of the second-class degree in education. College vocal clubs are an important carrier of campus culture and an important way to strengthen and improve ideographic education. The development of new media has brought a series of new opportunities and challenges to the work of college vocal clubs. The work of vocal clubs in colleges and universities should make full use of new means to build vocal clubs. The opening of new media and the development of diversification have made the management of vocal associations more and more complicated and diverse. In this context, vocal community management must provide more services and more growth platforms. To subdivide the vocal social market and promote dislocation competition in the vocal industry; the effective and continuous allocation of resources is already an organizational process in the vocal science community. Therefore, many unique universities and college students must learn vocal music to participate in the vocal association on campus to improve their musical literacy, expand their horizons, and actively integrate into the group to develop hobbies.

1. Statement Of Problem

University vocal clubs are one of the most important propaganda positions in campus culture. As an important platform for improving students' comprehensive qualities, they can improve their musical literacy and strengthen their ideological and political education by singing patriotic songs. Vocal music clubs in universities are an effective extension of vocal music teaching in colleges and universities. Vocal music clubs have a single structure, diversified activities, flexible forms, spontaneous and extensive participation to attract most students to participate. More and more university educators realize that the Vocal Association Health Development Association or Chorus Association is a group that encourages innovation and benefits students. In the past few years, the European Union has adopted a number of university vocal community theory and practice measures. However, the emergence of new media has brought new challenges to the teaching of vocal clubs. The outbreak of new media has made the world a global village. New media has become an important channel for vocal learning. Under the opportunities and challenges brought by the new media environment, how to make the vocal music industry flourish and develop in a balanced manner. How to cultivate the core competitiveness of the vocal society. How to achieve sustainable development. How to position scientifically. How can the Vocal Music and Development Society or the new Vocal Music Association ensure the management autonomy of the Vocal Music Association and control the quality of the Vocal Music Association activities to effectively solve the

practical problems of establishing these Vocal Music Associations in order to inject vitality into the social work of the Vocal Music Association and promote the sustainable development of the Vocal Music Association. It can be coordinated with the development of individual functions and the true prosperity of campus culture.

2. Construction Of College Vocal Clubs Under The New Media

The internal motivation of students' own growth and the needs of the school's connotation construction constantly promote the improvement of students' enthusiasm. In recent years, colleges and universities have greatly promoted the establishment of vocal clubs. And in the context of the opening of new media, diversified development has made the management of college vocal associations more and more complex and increasingly diverse. Under such circumstances, colleges and universities must provide more services and build more growth platforms for the management of vocal clubs. To vigorously promote the healthy development of vocal clubs and to allocate resources effectively and continuously, so that vocal clubs in colleges and universities can develop continuously.

2.1. The Openness And Interactivity Of The New Media Requires Diversified Management Of Vocal Clubs

The motivations for students to join vocal clubs are diverse, mainly to improve the quality of after-school, utilitarian purposes, follow psychological openness, expand interpersonal relationships, volunteer services, students usually participate in the vocal community after school. The vocal clubs of each club have a wide range of members and numerous vocal organizations. However, only 17.33% of the students participated in the activities of the Music Association. The vocal community has received management replies to meet various needs. The management of vocal associations should more fully consider the opinions and requirements of new and old members in order to provide more services. These factors have a direct impact on the effectiveness of management. New media has had a profound impact on research methods. Various forms of new media combine to display diversity and interactivity online in internal and external environments and in different organizations. Online and offline meetings are becoming more and more important for college students in the vocal community to help regulate community activities. Vocal community managers should establish more activities and provide members with a variety of vocal activities in various community member groups. The construction of the vocal music community took the lead in adopting a new media position to fully utilize the new media, effectively improve the activities of the vocal music association and vocal music communication association, and members of various vocal music associations to maximize interaction and resonance. The activities of the vocal club are wider, the service is more vivid, and the brand activities are more in-depth than the community. Whether we are conservative or not depends only on the traditional mode of activity to constrain members. In the long run, we will lose the loyal vocal community of members of the vocal community, because we will lose control of vocal community activities, and even ignore the influencing power, guiding of vocal community, and finally I worry that there will be a life-saving crisis.

2.2. The Real-Time Nature And Richness Of New Media Requires That The Construction Of Vocal Music Clubs Must Build A Dislocation Competition Model

The number of vocal clubs in universities has been expanding in recent years, and the scale of vocal clubs has also been expanding. To cite an example, of the 121 associations in a school, 63% of the associations are not 100. 100 to 200 people and more than 200 people account for 22%, and more than half of the vocal associations are small vocal associations. Perhaps different types of vocal associations, we let members feel the vitality and modernity of the vocal community in real time, and have a lot of new media. The detailed dissemination of new media has deepened the vocal associations and members. Members can learn more about personality characteristics and similar people and groups. New media personalization also means that the construction of the vocal

community must be subdivided in the vocal market in the vocal market. According to different groups of vocal community members, look for different vocal communities and build a dislocation competition model. The dislocation ability model includes the dislocation of vocal association, the dislocation unit of culture orientation, the dislocation of activity content and the dislocation of vocal club image. In this way, the vocal music society provides personalized and carefully selected information community members with the feelings and gathers the audience together in this way to integrate the content and communication objects so that each member can experience the structure and Personalized voice community services and more effective voice construction.

2.3. The Virtuality and Generalization Of New Media Requires The Vocal Community To Effectively Allocate Resources

At present, college vocal club organizations include: linear organizational structure model, functional organizational structure model, structural linear organization and departmental organizational structure model. However, the vocal music association lacks autonomy, and the organization structure of the association is not perfect. Vocal music and non-scientific organizational processes are still the main problems of the development of the vocal music association. A clear signal in the new media era is that the information authority between educators and managers gradually decreases. The socialization process of college students has been widely recognized by virtual reality. The virtuality and versatility of the new media requires the vocal music community to scientifically allocate resources, establish procedures or organize effectively. In order to organize them from point to face, from rhythm to indoctrination unidirectional to multidimensional activities, the development of limited space is limited. Such as membership of music associations and vocal activities. This will be the reason for the insufficient development of vocal clubs and the violation of the interests of club members from time to time. The purpose of continuous improvement through systems and mechanisms is to ensure that these problems do not recur. This successful exploration is worth learning.

3. The Path Planning Of Vocal Community Brand Promotion In Colleges And Universities

The vocal clubs of all college students prospered and exposed various deficiencies. They have encountered development bottlenecks, mainly manifested in improving the quality of vocal community activities, unique ways of vocal community activities, and lack of pertinence. The Vocal Association, the Vocal Operations Association is not the incentive mechanism of the Vocal Association. Whether the community construction is sound, college students cannot achieve a fundamental breakthrough in the process of promoting community construction. Vocal community cannot truly become a pioneer in cultural education, campus construction, and ideological and political construction.

3.1. Emphasize the role of new media and develop vocal club work in new ways

Strengthen the new media "post-95 college students" Many colleges and universities use WeChat and other vocal clubs to promote their work. Quality assurance education is imminent. On the one hand, the effect of cultivating the correct worldview of "post-95 college students" is very obvious and interactive. On the other hand, it is necessary to strengthen the training of their online screening ability. Through various activities, on the first day of school, 91.2% of students consciously resisted bad information and made full use of new media with resource advantages. Students who are interested in taking the first day of the course have been interested in the community by contacting the University Vocal Association "post-95 college students" and the new media element education. Then conduct "face-to-face" communication in the new media. Media quality education has become an important part of foreign university education. Before the members did not know each other, the members formed a systematic teaching through new media such as WeChat. At home, not only in Beijing, this form has greatly improved the quality, but also in some universities in Shanghai, the use of vocal level testing methods has achieved significant results. But for other colleges and universities in these areas is still a lack of ability. The university vocal community undertakes

campus cultural activities on the one hand. Many Communist Youth League colleges are also trying to educate new "post-95 college students" to introduce media literacy. Mobilizing students' vocal learning must be carried out simultaneously with the new media. Use polls and WeChat comments to present the situation in a more realistic and flexible way to select new media's high-quality educational content forms so that students can share and build campus culture. Become the stimulant of campus culture construction. Vocal society improves the curriculum system. The new media lays a solid quality foundation education traditional communication method is to post a series of advertising posters in a prominent position on campus. On the other hand, the vocal society must consciously play a pioneering role. Actively carry out activities, encourage students to participate in related activities, and at the same time complete the task of ticket sales. Fully integrate various resources with new media advantages, taking the "Top Ten Singers" university competition as an example. After the school uses the "WeChat ticket". Through Weibo, forums, posts and other forms of interaction, student participation rates are higher. In a short period of time, WeChat tickets were quickly sold out by a "snatch". You only need to rely on the QR code to get the ticket, which saves the economic cost of printing the ticket on paper.

3.2. Combining The Type Structure Of The Vocal Community, Formulate A Brand Strategy For The Development Of Vocal Communities

Student vocal societies should combine the types and structures of vocal societies to study local conditions according to students' needs for music societies. According to the characteristics of its vocal society, the brand development strategy of the vocal society is proposed. The vocal community can introduce the concept of strategic management, use visualization and through unified identification design, and personalized and systematic external presentations to promote the development of the vocal association, making it a realistic vocal community brand image, teachers and students must have a continuous of identity. Improve partnerships to enhance the quality of vocal brand activities. The quality of vocal club activities is the only magic weapon to protect the central values of vocal clubs. The community culture not only represents the values of the vocal music club, but also represents the activities and behavior rules of the vocal music club. In terms of cohesion and wide student participation, the vocal music club should strive to establish a brand in the vocal music club so as to become the basic values of the members of the unity club.

3.3. Combine Student Career Planning

Student vocal clubs can encourage students to discover and recognize their interests, hobbies, and strengths in self-management and continuous activities. Therefore, students should formulate professional plans to explore students' potential, enhance their personal strength, and increase student competition force. Students have many college career planning units. At the same time, student vocal clubs can combine personal development and social needs in the process of student vocal club activities in the process of extensive contact with society and students in the process of social personnel docking, which leads to a perceptual understanding of the profession. Good vocal community brand operation system, perfect vocal community standards, restrictions and the necessity of service to develop a strong system and environmental system; perfect vocal community reward and punishment system is a support system for vocal community growth and a vocal community recognition system to promote the vocal community in the system Development, standardization and benign brand building. The operation of the committee should be based on the principles of moderation, multi-dimension and balance. Moderation mainly refers to the necessity of understanding in the management of college students' vocal clubs and the boundaries between the rights of the managers. The multi-weight program means increasing the continuum investment in existing vocal associations, while effectively supporting and guiding the development of other music associations and promoting the orderly development of vocal music by various associations. Balance refers to the long-term strategy for the development of vocal societies, the reasonable distribution of professionals, hobbies, and the maintenance of vocal public welfare societies in the management process to protect the rights, obligations, and powers of members of the vocal association, and responsibilities can be achieved within the prescribed scope.

3.4. Enhance The Synergy Of New Media Carriers

In an era of ubiquitous information, how to effectively disseminate information is a problem that the vocal music industry must face. Differentiated propaganda and competition in a highly differentiated era is an effective way of survival. In the process of brand communication in the vocal community, we should not only focus on one method, but must integrate and evolve various methods. University vocal clubs are one of the most important propaganda positions in campus culture. As an important platform for improving students' comprehensive qualities, they can improve their musical literacy and strengthen their ideological and political education by singing patriotic songs. The college vocal club is an effective extension of college vocal teaching. The vocal club has a single structure, diversified activities, flexible forms, spontaneous and extensive systems, which can attract most students to participate. More and more university educators realize that the Music Association or Chorus Association is a group that encourages innovation and benefits students. Therefore, the vocal community should continuously upgrade its brand, and make full use of communication resources to carry out brand integration and communication, so as to build a better vocal community. Many vocal clubs focus on external communication and ignore internal communication. In fact, the purpose of internal communication is to let everyone in the organization understand the meaning of the brand and translate it to meet the needs of the members. Let them have real action. In the process of internal communication, we must pay attention to winning publicity content and make enough efforts in terms of our own characteristics and service construction to ensure the maximization of the communication effect of the vocal community brand building. Mobile phone WeChat, Renren.com and other theme websites and other media are easy to use, convenient to use, strong in interactivity, and easy to spread in time. College students can care about the topics of popular vocal community discussions. The vocal community designs vocal community activities for members through timely attention to trend discussions Points of interest, actively amplifying the voice of the vocal community, is a strong guarantee for brand building. How does the Vocal and Development Society or the new vocal association ensure the management autonomy of the vocal association and control the quality of the vocal association activities to effectively solve the practical problems of establishing these vocal association, so as to inject vitality into the social work of the Vocal Music Association and promote the sustainable development of the association.

Acknowledgements

Project: 2019 Jiangsu University "Blue project" funded project

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