

On Variety Show Rap Programs and Their Social Influence

-- Take The New Rap of China as an Example

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ABSTRACT

The development of rap music in China has gradually moved from a minority culture to the public stage. With the development, there are also many contradictions and problems. This article will think about how rap music and variety rap programs develop locally in China from the perspectives of similarities and differences, reflection and outlook, and truly become a popular culture of the people.

KEYWORDS

Rap Music; Variety Shows; Social Influence and Development.

1. BACKGROUND

The History and development of Chinese and American rap music.

Chinese rap music can be traced back to the ^① of the Warring States Period. The oldest form of singing in China was born through the percussion instruments and the lyrics. In the Qin and Han dynasties, the classical poems of Han Yuefu, such as The Peacock Flying Southeast ^② and Mulan Ci, also contain elements of rap, which shows the existence of rap music in ancient China. And the real formation of rap music in ancient China was only in the Tang Dynasty. Due to the rise of ^③, rap also developed at the same time, which is really traceable in historical books. In subsequent dynasties, rap music has experienced both underestimate and climax. In the Qing Dynasty, with social stability, economic development and the changes of cultural life, rap music was more contacted by civilians and aristocrats, and reached its peak in a real sense. However, with a series of social changes, the ancient Chinese rap music has gradually faded out of people's sight. What we now call rap music is more refers to the western black rap music (Rap Music) ^④.

Western rap music first appeared on the American continent and was created by black people. The creation of rap music cannot be separated from the unique art form of "chanting" in black music culture. This makes rap music easy to understand, suitable for all ages, making it a musical way to express its emotions in black slums. Later, with the continuous development of social and political economy, in the 1960s and 1970s, black people were faced with serious racial discrimination, political rights and other problems, and the content of rap music also changed from daily life to the expression of political demands. In fact, until the 70s rap formally established their own style, one of the main credit to the popular disco DJ, they will black was popular FUNK rhythm into popular disco rhythm, and repeat the content of the same record, do their own LOOPS. With the advent of "disc", widely known and DJ's, Rap began to be popularized by street black culture, And derived rather abundant clades, such as West Coast Rap, Southern Rap, Pop Rap, Old School, Midwest Rap, Latin Rap,

Hardcore Rap, Gangsta Rap, Foreign Rap, East Coast Rap, Crossover Rap, Comedy Rap, Christian Rap, Alternative rap, etc., What we call HIP-HOP is a new vocabulary born out of these genres as a combination of today's popular elements. Although many people at that time also thought that such a vulgar, superficial and simple music form full of bad elements would soon disappear, but with the addition of more white rappers in the 1990s closely associated with rock music, rap music gained new vitality.

Due to the differences in the history and culture between China and the United States, the ideological content of the artistic works created is also different. Since American rap music was first created by oppressed black people, it is more vocal on social issues such as racial discrimination and gang struggle, and the song style usually expresses its feelings directly. Similarly, the lyrics are usually filled with violence, blood, sex and other vulgar information, which are typical of American rap music. On the contrary, Chinese history and culture emphasize ethics and the mean mean, and the expression of emotion is usually reserved and introverted.

As one of the souls of rap music -- rhyme, many rappers often use indecent and vulgar words to creating rap music in order to pursue rhyme. For example, rapper PG one openly took the lyrics "if you want to say hot, I will send you to meet Yao Beina" as a battle competition. This disrespect to the deceased Yao Beina is undoubtedly an impact on Chinese traditional culture and a breakthrough on social civilization. The song "Christmas Eve", which he wrote on January 4, 2018, was reported on Weibo, accused of encouraging teenagers to take drugs and insulting women, causing a very bad social impact, and the song was later banned from ^⑤. Such rappers and his works obviously cannot be spread as mass culture. As the champion of The Rap of China, PG one has a certain influence in the industry and is an epitome of Chinese rap music.

2. THE REASON OF RAP MUSIC IS DEVELOPING IN CHINA

Although rap music in the process of development is also inevitable into many commercial elements, but he walked into the west or the core of the Chinese public view because rap music it in a simple and direct, clear clear language true feelings of the expression of the people's daily life and ideological connotation, words, reflect the real life such a kind of expression, also can cause the public and music, easy to make people accept such culture form. With the teenagers starting in the 1980s, under the impact of the world integration trend and the rebellious thinking under consumerism, teenagers are eager to express their emotional demands in a non-traditional way. At this time, rap music became a popular cultural form of this group., Of course, the development of rap music in China is not plain sailing, because of its comes from the United States, created by black, its cultural connotation and Chinese traditional culture formed a big difference, so when rap music into the public view, most of the people, especially middle-aged and old groups have obvious rejection and resistance. Because rap music is such a publicity, wanton, loyal to the expression of their feelings, and the introverted and moderate Chinese traditional culture. Such a difference has greatly biased the early development of rap music in China. Of course, the change and development of cultural communication mode and the increasing abundance of social life have stimulated people's continuous pursuit of spiritual diversity. rap music has gradually taken root in China, integrating the local Chinese culture, and developing the rap form that is different from European and American rap. In 2017, the broadcast of the variety show The Rap of China has greatly improved the exposure of rap music, and then, rap music really began to move to the Chinese public stage.

3. THE INFLUENCE OF VARIETY SHOWS AND RAP PROGRAMS ON THE MUSIC AND CULTURE INDUSTRY

With the development of science and technology, the new media communication mode has produced a huge impact on the cultural communication. With the development of the Internet also provides a

broad stage for the form of variety shows. With the emergence and development of talent shows such as Super Girl and The Voice of China, it has injected strong impetus into the music culture industry and clarified the direction for its development. As a rap music that has been existing in the ground, it also gradually entered the public eye with the 2017 iQiyi hip-hop music talent show "The Rap of China". In a sense, the success of The Rap of China provides an excellent template for subsequent rap shows, thus to the emergence and development of rap variety shows. The following year, "The Rap of China" was officially renamed as "The New Rap of China", and G. E. M. was a singer and songwriter.

The popularity of variety shows made all the practitioners in the rap industry rush in, thus contrary to the original goal of making good music. At the same time, the focus of the industry began to shift to "the contradiction between business and art". As an art form, the original existence of rap music is a way to speak out for itself. However, in the process of commercialization, there will undoubtedly be works that blindly pursue the market to meet the taste of the public, which is undoubtedly running counter to the original rap art. Similarly, because of the explosive development of rap solfegos, the rapid market demand and rapid growth of programs and competitions, rap musicians cannot really spend a lot of time to polish a delicate work, and at the same time, many "musicians" have poured out for the rap of the rap market.

However, there is no doubt that art and market problems do not only appear in rap music, and this contradiction is not an irreconcilable contradiction of right or 0 or 1. In the view of Mai, the premise is to make the market bigger, there is the opportunity to balance both business and art."The gap with the international level does not mean that the artistry of domestic rap musicians is poor, but that the domestic market is not enough to support the corresponding investment in music production, so the musicians do not have enough funds and resources to give full play to their ability to make good works."He suggested that Chinese rap musicians could make a far lower return on investing in a song than foreign rap musicians, which also frustrated their enthusiasm and confidence. Low returns also means that fewer and fewer people will participate in it, and they cannot create excellent works. Similarly, some rap musicians want to strike a clever balance between music and art. On one side, rap musicians should take good works as the standard of the circle rather than some commercial hype; on the other hand, while the singer successfully creates excellent works, the operators should also use professional marketing methods to make the good works return accordingly. Only in such a mutually reinforcing way can Chinese rap flourish."Singers still have to rely on their work to speak up. If always one-way pursuit of the market, flow, no cultural precipitation, finally can only get false prosperity."

4. REFLECTION ON VARIETY SHOWS AND RAP PROGRAMS

Whether had small underground rap music, or to the public view of variety rap, Chinese rap music or did not get rid of the western rap music, from its lyrics or in a lot of English, the whole arrangement, style, tone or in western rap, it is not hard to see the Chinese rap has been living in the shadow of western rap music. The imitation in the works can be acknowledged that China is not yet mature in rap music attainments, but the bad parts of western hip-hop music are also widely imitated by many Chinese rap musicians, which is completely denied. Bring elements such as dreadlocks, tattoos and tattoos, which are contrary to traditional Chinese culture, to the stage, which will inevitably cause the disgust and prejudice of the mainstream public. Behind the blindly following western rap music, we can see that Chinese rap musicians are not confident in the face of their own culture, and rather blindly pursuing the surface, they never really clearly understand the spiritual connotation of freedom and equality behind rap music.

There are also many excellent rap works in China, but many of them are not original, but borrowed or copy the excellent works of foreign rap musicians, called "reference", but never mention this in the release of songs. Although the phenomenon of cover and adapted songs has become a mainstream

phenomenon in the global music industry, many songs are adapted into people's ears again after processing, but many adapted songs are realistic, just changing the surface lyrics and content, but do not make a breakthrough in the musical things in the songs. Such rap music obviously lacks the original spirit of Chinese people, and it is difficult for rap music to develop to a greater extent in China. For such a situation, unavoidable let a person think about some questions. Why is Chinese rap music lacking in creativity? First, the musical literacy of the audience of Chinese rap music itself is not high. Many rappers copy foreign works and become classic works in the ears of Chinese listeners, which shows that the musical works involved in the audience are as few as a frog in a well. For some of the works that are not outstanding, the singers and listeners cherish themselves, which is amazing, and it is urgent to improve the musical literacy of the Chinese people. Second, rap musicians themselves have a shallow musical foundation, and have no good musical foundation, and naturally can not independently create excellent music works. With a good musical foundation, we should always focus on the music in the process of creating works, so that rap music truly can become the elegant works. Third, we should create a more inclusive creative atmosphere, let more excellent musicians participate in it, and emerge better excellent works. In addition, we should also do a good job in the relevant supervision work, so that rap music in compliance within the scope of legal development.

5. THE PROSPECT OF VARIETY OF RAP PROGRAMS

The primary premise of developing rap music should be the development of Chinese rap music, rather than American and western rap music. Because our nation has a history of five thousand years, in the development of our culture, rap music was once a popular mass culture. We should absorb the essence of Chinese excellent traditional culture as the nutrient for the development of modern rap music. For example, in 2018, The Rap of China, a Xinjiang rapper, expressed his desire to promote Xinjiang culture. Such an expression of national feelings is obviously more nutritious for teenagers than those who blindly emphasize personal heroism, such as "I am the strongest, I am the most excellent" content. Actually, combined with national culture, rap musicians have been on the road, in 2022, is also a rapper from Xinjiang, with a "miles" work, his hometown culture into among them, with national instruments instead of the drums, smooth music rhythm with the kind of Uighur language let the song is full of an indescribable cultural accomplishment. In addition to the combination with traditional Chinese culture, rap music has always been in line with The Times. During the epidemic period, rap musicians constantly created various works, inspiring people to fight the epidemic in a catchy way to overcome the difficulties. Such an expression, is the direction of the real rap music development.

There are often "diss", "battle" and "ef" in rap culture, but for variety shows, the show successfully creates contradictions between contestants, and creates all kinds of topics for ratings. Is this a music field or a commercial field? In addition, such a contradiction between contestants, mentors and contestants will have a strong impact on the teenagers in the formation period of the three views, so that it will cause adverse negative effects. For example, the famous ef of the Chinese rap circle, the contradiction between cdc rap club and csc-block, the contradiction between the two rap groups can be regarded as the "world war in the Chinese rap circle". Not only the members of the two groups diss, but also many other rappers are involved in it. Although there is a famous saying in the rap circle that "bed f is the first productivity of rap", and many classic works are indeed created under bed f, the more hidden in these good works are those ugly bad works. If Chinese rap wants to truly step on the public stage, it cannot completely abandon the competing aspects of rap, but it must not let such a competition become a negative mutual struggle and have a negative impact.

Rap music should assume more social responsibilities, which is an indispensable part of the development. Because literature and art are the fields closest to human nature, life and dignity. Social responsibility is a kind of national responsibility, it needs everyone to take on, no one can find reasons and excuses to avoid silence. It is a saying that " it is a justice to tell the truth you know; a duty to tell

the common sense; to tell the evil you see is a conscience; a moral to tell the truth you know; a lie is a love; the suffering you experience is a warning; the risk and misfortune is a good idea....."As a participant in rap music, ⑥ should not only put the interests before all the issues, and become a delicate egoist. Moreover, we should actively undertake the social responsibilities of cultural workers entrusted by the society, and show the positive and sunny spirit to the public.

6. SUMMARY

Finally, whether it is rap music, pop music in the mainstream vision, or elegant classical music, the core essence why people can and willing to appreciate these arts lies in the beauty of these artistic connotations. Rap music may be different from other art forms in appearance. Compared with traditional music that uses melody to express the beauty of music, the core elements of rap music lie in lyrics, tone, rhyme and other elements to show its unique charm. However, in any case, the real purpose of rap music is not to make public the personality and be unconventional. The purpose of rap music is to convey the purpose of all rap musicians to make rap music. When thinking about how to Sinicization rap music, we should think about whether we can strip away some coats of western rap music, wrap it in the package of Chinese culture, and then give it the Chinese spirit to show to the people, which is a question that all people concerned about rap should think about.

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EXPLANATORY NOTE

- ①From Baidu Encyclopedia
- ②The Peacock flies Southeast is the first long narrative poem in the history of Chinese literature, and also the peak in the history of Yuefu poetry. Later generations call it and the Northern Dynasty "Double Bi of Yuefu".
- ③A kind of singing literature that emerged in the Tang Dynasty. The style of prose is composed of prose and rhyme, mainly in the narration of Buddhist scriptures. The content is to interpret the stories of Buddhist scriptures (such as Mulian, Weimo Sutra and narrated sutras) and historical and folk stories (such as Wu Zixu and Wang Zhaojun). It is an important material for the study of Chinese singing literature
- ④A rap is a black slang word, equivalent to "conversation" (talking), or rap in Chinese, or a special form of singing that speaks rhythmically.

⑤From "PG One_ Baidu Encyclopedia"

⑥From Beijing Daily reporter Li Peiyu