

DEFINITION AND CHARACTERISTICS OF CONTEMPORARY POP MUSIC

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Abstract. This paper explores the definition and characteristics of contemporary pop music, delving into its evolution, influences, and the factors that distinguish it within the broader musical landscape. By examining the genre's adaptability to technological advancements, its fusion with other music styles, and its role in reflecting and shaping societal trends, the study provides a comprehensive overview of what constitutes contemporary pop music today. Through analysis of lyrical themes, production techniques, and distribution methods, the paper highlights how pop music remains at the forefront of innovation, constantly redefining itself to maintain its global appeal and relevance in the digital age. This exploration not only sheds light on the defining elements of contemporary pop music but also discusses its impact on popular culture and its potential future directions.

Keywords: pop music, evolution, technological advancements, societal trends, innovation.

ОПРЕДЕЛЕНИЕ И ХАРАКТЕРИСТИКА СОВРЕМЕННОЙ ПОП-МУЗЫКИ

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Аннотация. В статье исследуются определение и характеристики современной поп-музыки, углубляясь в ее эволюцию, влияние и факторы, которые выделяют ее в более широком музыкальном ландшафте. Изучая адаптируемость этого жанра к технологическим достижениям, его слияние с другими музыкальными стилями и его роль в отражении и формировании социальных тенденций, исследование дает всесторонний обзор того, что представляет собой современная поп-музыка сегодня. Путем анализа лирических тем, техник производства и методов распространения в статье подчеркивается, что поп-музыка остается в авангарде инноваций, постоянно переопределяя себя, чтобы сохранить свою глобальную привлекательность и актуальность в эпоху цифровых технологий. Это исследование не только проливает свет на определяющие элементы современной поп-музыки, но также обсуждает ее влияние на популярную культуру и потенциальные направления ее развития.

Ключевые слова: поп-музыка, эволюция, технологические достижения, социальные тенденции, инновации.

When exploring the definition and characteristics of contemporary pop music, we not only reviewed the historical trajectory of a musical form, but also examined the cultural mirror that reflects the comprehensive impact of social change, technological progress, and artistic innovation. Pop music, as the name suggests, refers to music that is widely loved during a certain period of time. This type of music usually has a strong melody, is easy to remember and sing by the public, and is also a product of commercial and popular culture [1]. Compared to the strict norms of classical music and the improvisational nature of jazz, popular music emphasizes more on the accessibility of infectious rhythms and melodies, which are often achieved through repetitive choruses and concise structures.

Over time, the characteristics of popular music have not remained unchanged. If we go back to the rock and Beatles era of the 20th century, popular music was full of the spirit of fighting against tradition and pursuing freedom; Entering the 21st century, with the flourishing development of digital technology, popular music has begun to exhibit more diverse and inclusive characteristics. During this period, the production and dissemination of music underwent revolutionary changes. The emergence of digital music platforms made it easier for people to access music than ever before, and provided a broader platform for musicians to create and share music.

At present, the definition of popular music is no longer limited to specific music styles, but rather a phenomenon that transcends genres and cultures. The fusion of different cultures and musical traditions has led to an unprecedented richness of contemporary pop music. For example, we can simultaneously hear the synthesizer effects of West African drum beats, Latin rhythms, and electronic music in a single song. This cross-cultural integration not only promotes innovation in music styles, but also makes music an important medium for cultural exchange in the context of globalization.

The change in business models is also an important aspect of the characteristics of contemporary pop music. The business model of the music industry has shifted from record sales to digital streaming subscriptions, reshaping the relationship between artists and audiences. Artists now rely more on live performances and brand collaborations to generate revenue, rather than traditional record sales. Under the protection of copyright law, music creation has become more free, but it has also been challenged by digital piracy and copyright infringement.

So, the definition and characteristics of contemporary pop music are multidimensional and dynamically changing. It is not only a musical style, but also a cultural phenomenon closely related to multiple fields such as business, technology, and law, reflecting the complexity and diversity of contemporary society. The appeal of

popular music as an art form lies in its ability to evolve and adapt, combining past heritage with future innovation, and continuing to attract new audiences worldwide [2].

The main difference between popular music and other mass media is that popular music has the following characteristics:

Popularity

This is a fundamental attribute of popular music. Compared to elegant music, the lyrics of popular music are quite simple and easy to understand, without any barriers to understanding, which is a necessary condition for popular music to become popular. On the contrary, if the meaning of the lyrics is obscure and convoluted, then it is difficult for this music to be widely spread among the relatively low cultural level masses. From a professional singing perspective, popular music has a narrow vocal range and is most suitable for ordinary listeners who have not undergone specialized vocal training, which in turn has led to the popularity of "popular music" [3]. The reason why popular music is popular largely lies in its true entry into people's hearts. The music content is easy to understand and close to people's lives, which is another important reason why popular music has become popular.

Many works of popular music express one's true feelings, and what people feel in music is like the atmosphere around them, and what they hear is like their inner voice, thus arousing a wide range of emotional resonance. Pop music represents the real life and survival state. In a sense, pop music has made artistic life more artistic, and at the same time, it has also made life more artistic.

Popularity

It can be said that "popularity" is one of the most crucial characteristics inherent in popular music, and it is also the social foundation of popular music. At present, China's economy is developing rapidly, and the social form is taking great strides from an agricultural society to an industrial society and an information society. The construction of spiritual civilization has also been placed in an important position. People spend more time in singing rooms, dance halls, cafes, bars and other entertainment venues after tea and dinner, and the most frequent interaction is still with popular music. Due to the popularization of some of its music styles, people can participate in this cultural form. The self entertainment of popular music has become a good medicine for people to relax their body and mind, providing a stage for music enthusiasts to showcase themselves. Therefore, it has become an indispensable component of the cultural life of most people.

Fashionability

Since popular music can adapt to the pace of the times and is closely connected to the most fashionable and popular materials, "fashion" can also be said to be a unique aesthetic feature of popular music. As is well known, bands formed during the classical music period, from instruments to organization, have remained largely unchanged for hundreds of years, and the performance forms and environments formed during this period have

remained unchanged. But popular music constantly dresses itself up by chasing fashion and the latest technological audio-visual effects. For example: electroacoustic instruments, effectors, synthesizers, and MIDI production equipment. The infusion of these "new elements" has led to an unprecedented improvement in the concepts of popular music creation, production, and performance [4]. In addition, "fashion" is more reflected in the creative philosophy of popular music. Many musicians are writing about "fashion" with the aim of reflecting the development of the social era and the progress of human thought.

Novelty

Novelty is a prominent characteristic of all popular things, and curiosity is a characteristic of human psychology. As a commercialized entertainment music primarily aimed at satisfying consumption, popular music is inevitably based on a representative social psychology that can be widely accepted by the public. Popular music is built on this foundation, which will inevitably lead to the expansion and spread of this behavior and object of singing, playing, listening to a certain song or using a certain style within a certain social scope, and form varying degrees of social popularity and group fanaticism. Novelty is the foundation of popular music.

Entertainment oriented

Pop music has played an increasingly important role in popular culture, especially with the rise of dance halls, karaoke, and song studios, making it a popular form of entertainment. The content of popular music is easy to understand, and the themes are mostly taken from daily life, with love themes being the main focus. The subjects of acceptance and consumption are mostly ordinary people or subcultures. Therefore, it emphasizes its own entertainment and recreational nature. Its popularity determines that it has a popular foundation. People can actively participate in performances, which increases the space and fun of being active, allowing them to relax and enjoy. Therefore, popular music places more emphasis on and emphasizes its own entertainment and entertainment, and "entertainment" is an important feature and function of popular music.

Commodity oriented

The dissemination medium of popular music is mainly based on various types of audio tapes and records as consumer goods for mass culture. In a market economy, producers face a huge commodity market, and their ultimate goal is to earn profits. Pop music is achieved through modern technology, fashionable packaging, convenient media, and other means to achieve industrial production, establish a complete set of commercial operation mechanisms, and thus achieve its economic benefits.

Rapid turnover

Since popular music has commercial value, it is also one of the main forms of mass cultural consumption goods, just like other commodities. It inevitably has the characteristic of large-scale production, and the rapid introduction of new products is to meet the

constantly evolving cultural consumption needs of consumers. Decades ago, music from the 1960s and 1970s was known as pop music, but with the constantly changing demands of popular culture, the cycle of change in pop music has become shorter and shorter, and it has immediately been replaced by more fashionable and innovative forms of 21st century.

Participatory

Some styles of popular music include popular music, easy to remember and sing melodies, which can satisfy one's emotional release and create a sense of self indulgence, thereby obtaining a creative sense of satisfaction. This greatly enhances the participatory nature of popular music.

Improvisation

Improvisation refers to the process of performing pop music, where creative elements such as language, movements, variations in melody, etc. are often improvised based on the situation on site. Improvisation is a one-time non reproducible moment of time, and it is the most anticipated and creative thing in popular music. Improvisation is often a spark generated by the performer's excellent musical sense and good musical foundation.

Communication technology

Pop music operates through mass media (mechanical and electronic) and follows the laws of the commodity market. It can be said that it is a product of social urbanization, with the urban general public as the main audience or producer. The advancement of technology has brought about significant changes in the means of dissemination of popular music, from tapes, records, CDs, and broadcasts without images to television, karaoke, VCD, DVD, MTV with images, and then to the development of high-tech products such as portable MP3, MP4, smartphones, tablets, etc. The emergence of these technological products has greatly satisfied the widespread popularity of popular music [5]. The emergence of MIDI, multi track recording technology, and electronic audio synthesis technology has greatly improved the effectiveness of popular music production and the richness of audio performance. Therefore, the expansion of the popularity of popular music cannot be separated from these modern technological means of dissemination. Music has evolved from folk self entertainment activities to salon art of nobles and nobles, gradually becoming a mass commodity cultural dissemination industry, and the most crucial factor is the development of communication technology.

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