

# **Research on the Inheritance and Development of Drum and Blowing Music Teams in Southwest Shandong Province - Taking the Wangjia Class in Zoucheng City as an Example**

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**Abstract:** Drum and wind music, as an important component of traditional Chinese music, has a long history and profound cultural heritage. In the southwestern region of Shandong, drum and wind music is particularly popular, and multiple drum and wind music teams with local characteristics have been formed. Among them, the Wangjiaban in Zoucheng City has become a representative of the region with its unique artistic style and profound cultural heritage. This study conducted a comprehensive and in-depth investigation and research on the Wangjiaban drum and wind music through methods such as field investigation and literature analysis. The aim is to explore the historical origins, artistic characteristics, and inheritance and development of Wangjiaban drum and wind music in Zoucheng City, Shandong Province, China. The research results show that the Wangjiaban retains the essence of traditional drum and wind music, and incorporates new elements, allowing it to be inherited and innovated in modern society, reflecting the uniqueness and adaptability of local culture.

**Keywords:** Drum and Percussion Music Team; Inheritance; Develop

## **1. Question Raising**

Due to its unique geographical environment and historical and cultural background, the southwestern region of Shandong has nurtured a unique culture of drum and wind music. As an important component of traditional Chinese music culture, drum and wind music not only carries profound historical heritage, but also showcases the unique charm of local culture. However, with the changes of the times and the acceleration of modernization, the drum and wind music in southwestern Shandong is facing dual challenges of inheritance and development.

As one of the representatives of drum and wind music in southwestern Shandong, the Wangjiaban in Zoucheng City has significant local characteristics in terms of historical inheritance and artistic style. However, in the current social environment, what is the inheritance status of the Wangjiaban drum and wind music? What are the issues? How to develop effective inheritance and development strategies? These are all issues worth our in-depth research and exploration.

### **1.1 The Problem of Difficulty in Inheritance Cannot Be Ignored.**

Due to the fact that traditional drumbeat music is mostly passed down through oral instruction, this method of inheritance has significant limitations. On the one hand, the method of oral transmission requires a high level of skill and teaching experience from the inheritor. Once the inheritor passes away or the skill is lost, the drumming and blowing music will face the danger of being cut off. On the other hand, due to the accelerated pace of modern life, young people's interest in traditional music is gradually weakening, leading to difficulties in selecting and cultivating inheritors[1].

### **1.2 The Problem of Limited Development Also Urgently Needs to Be Solved.**

On the one hand, the repertoire and performance form of Shandong Southwest Drum and Blow Music are relatively fixed, lacking innovation and change, making it difficult to meet the aesthetic needs of modern audiences. On the other hand, due to limitations in funding and resources, Wang Jiaban and other percussion groups are greatly constrained in their performances and promotion, making it difficult to expand their influence and popularity[2].

### **1.3 Changes in social environment and cultural background**

The changes in social environment and cultural background have also had an impact on the inheritance and development of drum and wind music in southwestern Shandong. The diversification of modern entertainment methods has weakened the competitiveness of traditional music in the market, and the survival space of drum music has been squeezed. At the same time, some young people have a low level of understanding and identification with traditional culture, which also increases the difficulty of inheritance and development[3].

Therefore, how to effectively protect and inherit the drum and wind music of southwestern Shandong in the context of the new era, while promoting its innovative development, has become an urgent problem to be solved. This not only requires attention to the inheritance of traditional drum and wind music, but also requires in-depth exploration of its innovative development and creative inheritance possibilities. Innovative development means integrating modern musical elements and performance forms while maintaining the traditional essence of drum and blow music, making it more in line with modern aesthetic needs. Creative inheritance emphasizes injecting new creativity and thinking into the inheritance process, and injecting new vitality into traditional drum and wind music through the combination with modern culture. This study conducts in-depth research and analysis on the current situation and problems of the inheritance and development of Wangjiaban drum and wind music, explores effective inheritance methods and innovative approaches, and provides strong support for the inheritance and development of drum and wind music in southwestern Shandong[4].

## 2. Research Design

### 2.1 Research Methods

#### 2.1.1 Literature research method

This study adopts a literature research method, extensively searching for books, journals, policy documents, and website materials related to drum and wind music in southwestern Shandong. Through in-depth reading and systematic sorting of these materials, we have comprehensively grasped the research achievements in the historical background, artistic characteristics, and inheritance status of drum and wind music in southwestern Shandong. On the basis of

summarizing existing research, combined with my own thoughts and insights, this study conducted an in-depth exploration of the inheritance and development of drum and wind music in southwestern Shandong, and proposed corresponding conclusions and suggestions.

#### 2.1.2 Case study method

This study selects the Wangjiaban drum and wind music in Zoucheng City as the case study object. Through in-depth investigation and analysis of its inheritance, protection, and development status, it reveals the problems and challenges that exist in its inheritance and development process. Through this case study method, this study explores the inheritance and development of drum and wind music in southwestern Shandong more specifically and in depth.

#### 2.1.3 Field survey method

In order to obtain more authentic and vivid first-hand data, this study adopted field survey method. The author personally went to Zoucheng City for on-site investigation, and had face-to-face communication and interviews with local drum and percussion artists. Through on-site investigations and in-depth conversations, we have collected detailed information on the popular regions, performance venues, inheritance methods, and performance forms of drum and wind music in Zoucheng City. These materials provide rich empirical evidence for this study, enabling us to have a deeper and more comprehensive understanding of the inheritance and development of drum and wind music in southwestern Shandong[5].

## 2.2 Research Ideas

This study mainly uses various research methods such as literature review, case study, and field investigation to deeply explore the inheritance and development of drum and wind music in southwestern Shandong. Specifically, the research approach mainly includes the following aspects[6].

#### 2.2.1 Systematic review of literature materials

Through extensive research on books, journals, policy documents, and website materials related to the drum and wind music in southwestern Shandong, the research results on its historical origins, artistic characteristics, and inheritance status are systematically sorted and summarized. This will provide us with a comprehensive and in-depth understanding of the foundation of Shandong Southwest drum and wind music, and

provide solid theoretical support for subsequent research.

### 2.2.2 Select individual cases for in-depth research

Taking the Wangjiaban Drum and Blowing Music in Zoucheng City as a case study object, first-hand information was collected through on-site inspections, interviews with artists, and observation of performances, to conduct in-depth analysis of its inheritance, protection, and development status. The case study will help us to have a more specific understanding of the specific situation of the actual inheritance process of Shandong Southwest Drum and Blow Music, and reveal the problems and challenges it faces[7].

### 2.2.3 Field investigation and collection of empirical data

To obtain more authentic and vivid empirical data, this study will use field survey method. By personally visiting Zoucheng City and other related areas, we can have face-to-face communication with drumming and blowing artists, inheritors, and audiences, observe their performance skills, performance forms, and inheritance methods, in order to obtain first-hand information. These empirical data will provide strong support for our research, making the research conclusions more reliable and specific.

### 2.2.4 Propose targeted development suggestions

Based on in-depth analysis and empirical research on the inheritance and development of drum and wind music in southwestern Shandong, combined with the current social and cultural background and development trends, targeted development suggestions are proposed. These suggestions will comprehensively consider factors such as the artistic characteristics,

inheritance status, and market demand of drum and wind music in southwestern Shandong, aiming to provide useful references and guidance for its inheritance and development in the context of the new era.

## 3. Current Situation Investigation and Problem Analysis

### 3.1 Survey Results

#### 3.1.1 Inheritance status

As an important intangible cultural heritage in Shandong Province, the Southwest Shandong drum and wind music has received widespread attention from the government and society in recent years. Some regions have achieved certain results in the inheritance of drum and wind music teams, such as establishing a system of inheritors, organizing training classes, and cultivating a group of new performers. In addition, some schools have also begun to incorporate drum and wind music into music education, allowing it to be passed down among the younger generation[8].

#### 3.1.2 Performance and Promotion

At present, Shandong Southwest Drum and Blow Music has made frequent appearances in various cultural activities and festival performances, and is loved by audiences. At the same time, some drumming and blowing teams have also expanded their influence by participating in domestic and international music competitions, cultural exchange activities, and other means. In addition, with the popularity of the Internet, some music playing videos have also been widely spread on the Internet, attracting more people's attention. As shown in Table 1.

**Table 1. Survey on the Activities and Frequency of Wangjia Class in Zoucheng City in 2023**

Time	Etiquette activities	Number of times	Whether to Mix or Not
January-June	Marriage	19	2 times mixed with outside shift
	Commercial performance	5	3 Outer Shift Mixes
	Funeral	42	12 Outer Shift Mixes
	Sacrifice	2	No
	Full Moon Wine	1	No
July-December	Marriage	22	2 Outer Shift Mixes
	Commercial performance	11	9 Outer Shift Mixes
	Funeral	46	11 Outer Shift Mixes
	Sacrifice	3	No
	Full Moon Wine	1	No

#### 3.1.3 Market and Industrialization Development

Although Shandong Southwest Drum and Blow Music has achieved certain results in performance and promotion, its degree of

marketization and industrial development are still relatively limited. At present, the majority of drum and percussion bands rely mainly on performance revenue and government subsidies

for their income sources, lacking diversified profit models. In addition, due to the lack of professional marketing and promotion teams, their level of market-oriented operation is relatively low[9].

### 3.2 Problem Analysis

#### 3.2.1 The issue of loss of traditional skills

The Southwest Shandong drum and wind music has long been mainly passed down through oral transmission and teaching, and this traditional inheritance model highly relies on the inheritor's skill level and teaching experience. Once the inheritor passes away or the skill is lost, drum and wind music will face a serious inheritance crisis. In addition, with the acceleration of modern life pace, young people's interest in traditional music is gradually weakening, making it more difficult to select and cultivate inheritors.

#### 3.2.2 Challenges with limited development

In terms of repertoire and performance form, Shandong Southwest Drum and Blow Music is relatively fixed, lacking innovation and variation. This makes it difficult for it to adapt to the aesthetic needs of modern audiences, thereby affecting its dissemination and development. At the same time, due to financial and resource limitations, the drumming and blowing team is greatly constrained in terms of performance and promotion, making it difficult to expand their influence and popularity.

#### 3.2.3 Changes in Social Environment and Cultural Background

The diversification of entertainment methods in modern society has weakened the competitiveness of traditional music in the market. As a type of traditional music, the living space of drum and wind music is being squeezed. In addition, some young people have a low level of understanding and identification with traditional culture, which also increases the difficulty of inheriting and developing drum and wind music in southwestern Shandong.

#### 3.2.4 Insufficient policy support

Although the drum and wind music in southwestern Shandong has been listed as intangible cultural heritage, specific protection measures and support still need to be strengthened. Lack of long-term and systematic development planning results in a lack of clear direction and support for its inheritance and development. Meanwhile, the imperfect protection policies also affect the effectiveness

of its inheritance and development[10].

#### 3.2.5 Insufficient market operation capability

The market operation and commercialization level of drum and wind music in southwestern Shandong is relatively low, making it difficult to achieve self-development and growth through market mechanisms. The lack of effective promotional strategies has limited its dissemination and popularization in modern society. In addition, due to the lack of a professional market operation team, drum and percussion music also faces many difficulties in the commercialization process.

#### 3.2.6 Lack of educational resources

In terms of education, the southwest of Shandong lacks professional educational institutions and curriculum systems, making it difficult to systematically cultivate and train a new generation of drum and percussion performers and inheritors. At the same time, the theoretical research on drum and wind music is relatively lagging behind, lacking academic achievements that deeply explore its artistic value and cultural significance.

#### 3.2.7 Limited International Exchange

The opportunities for international cooperation and exchange in the southwest of Shandong are limited, which limits its display and influence on the international stage. Meanwhile, due to cultural differences and language barriers, there are also certain obstacles in the international cultural exchange of drum and wind music.

## 4. Countermeasures and Suggestions

### 4.1 Strengthening the Construction of Inheritance System

#### 4.1.1 Improve the system of inheritors

Clear identification criteria: Develop specific identification criteria for inheritors to ensure that artists who truly possess skills and experience are recognized.

Systematic training: Establish specialized training institutions or colleges to provide systematic and professional training for inheritors, improving their skill level and inheritance ability.

Incentive mechanism: By setting up awards, providing financial support, and other means, incentivize inheritors to actively inherit and promote Shandong Southwest drum and wind music.

#### 4.1.2 Expanding the scope of inheritance

School education: Incorporate drum and

percussion music courses into music courses in primary and secondary schools and universities, cultivating students' interest and love for traditional music.

Community activities: Organize drum and percussion performances, workshops, and other activities in the community to allow more people to come into contact with and understand this art form.

#### 4.1.3 Strengthening Cross regional Cooperation and Exchange

Organize exchange activities: Regularly hold the Southwest Shandong Drum and Blow Music Art Festival, seminars, and other activities to attract drum and blow music artists from various regions to come and exchange and learn.

Establish a cooperation mechanism: Establish cooperative relationships with other regional drum and wind music organizations, jointly carry out performances, training and other activities, and promote the exchange of skills and experiences.

### 4.2 Innovative Development and Integration

#### 4.2.1 Rich repertoire and performance forms

Digging into traditional repertoire: Digging and organizing the traditional repertoire of drum and wind music in southwestern Shandong, inheriting its classic elements.

Creating Modern Works: Encourage artists to create drum and percussion works that reflect modern life and meet modern aesthetic needs, increasing their sense of the times and attractiveness.

#### 4.2.2 Cross border cooperation and innovation

Music fusion: Attempting to integrate drum and drum music with other forms of music (such as symphony, pop music, etc.) to create new musical styles.

Cultural integration: Combining drum and wind music with other cultural elements (such as dance, drama, etc.) to present a more diverse and colorful form of performance.

#### 4.2.3 Strengthening academic research and innovation

Establish a research institution: Establish a specialized research institution for drum and wind music to conduct in-depth research on the history, artistic characteristics, and other aspects of drum and wind music in southwestern Shandong.

Combining theory and practice: Encourage scholars and artists to apply their research results to practice, and promote the innovative

development of drum and percussion music.

### 4.3 Improving Market Operation Level

#### 4.3.1 Develop market operation strategies

Market research: Conduct market research to understand the needs and preferences of the target audience, and provide a basis for formulating market operation strategies.

Brand building: Establish the brand image of Shandong Southwest Drum and Blow Music and enhance its competitiveness in the market.

#### 4.3.2 Strengthen marketing and promotion

Media cooperation: Cooperate with television stations, radio stations, and other media to increase the popularity of drum and wind music through program reporting, interviews, and other means.

Online promotion: Utilize social media, short video platforms, and other online channels to promote and expand the audience of drum and wind music.

#### 4.3.3 Expanding the Industrial Chain

Derivative development: Design and launch audiovisual products, tourism souvenirs, and other derivative products related to drum music to meet the shopping needs of fans and tourists.

Cultural tourism: Integrating drum and wind music into cultural tourism projects to attract tourists to come and experience.

### 4.4 Strengthen Policy Support and Guarantee

#### 4.4.1 Increase policy support efforts

Financial support: Establish special funds to support the inheritance, innovation, and market operation of drum and wind music in southwestern Shandong.

Project support: Provide support and funding for potential drum and wind music projects to promote their rapid development.

#### 4.4.2 Establish a long-term protection mechanism

Long term planning: Develop a long-term development plan to ensure the continuous and effective protection and inheritance of drum and wind music in southwestern Shandong.

Monitoring and evaluation: Establish a monitoring and evaluation mechanism to regularly evaluate and adjust the protection and development of drum and wind music.

#### 4.2.3 Strengthen legal and regulatory protection

Improve laws and regulations: Improve laws and regulations related to the protection of intangible cultural heritage, clarify the scope, measures, and responsibilities of protection.

Law enforcement supervision: Strengthen law enforcement supervision to ensure the effective implementation of relevant laws and regulations.

### 5. Summary

This study takes the Wangjiaban drum and wind music in Zoucheng City, southwestern Shandong Province as an example to explore its historical origins, artistic characteristics, and inheritance and development in modern society. Through field investigation and literature analysis, we found that as a representative of traditional drum and wind music in the region, Wangjiaban not only inherits the essence of traditional drum and wind music, but also continuously innovates and develops, integrating modern elements, and making it shine with new vitality in modern society. Although the Wang family has made positive efforts in inheritance, they still face some problems and challenges. In the process of inheritance, problems such as the loss of traditional skills, insufficient innovation, and limited market operation level have become key constraints for its further development.

In response to these issues, this study proposes some suggestions. Firstly, efforts should be made to further increase the training and protection of inheritors, establish a sound mechanism for identifying and incentivizing inheritors, and ensure the effective inheritance of traditional skills. Secondly, encourage Wang Jiaban to innovate while maintaining traditional characteristics, and attempt to integrate with other art forms to create more works that meet modern aesthetic needs. In addition, market operation and promotion should be strengthened to enhance the brand awareness and market competitiveness of Wangjiaban Drum and Blow Music.

By implementing these suggestions, it is expected to promote greater breakthroughs and progress in the inheritance and development of Wangjiaban drum and wind music. At the same time, it can also provide useful reference and inspiration for the drum and wind music teams

in other regions, and jointly promote the inheritance and innovation of traditional Chinese music culture.

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