



# Chinese national music platformisation: A systematic review

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## ABSTRACT

Chinese national music is unique to China, and in the past, the single means of distribution and the audience led to the fact that knowledge of Chinese culture and history was limited to national musicians and a subset of fans. With the rapid development of the internet, the dissemination of Chinese national music is no longer limited to live performances, but is beginning to shift to media platforms. Social media has had a tremendous impact on Chinese music culture; people can search for any information they need about Chinese music. With the advancement of social media, groups of internet celebrities such as wanghong (网红) have formed on the internet. This study systematically reviews platformisation and the social media in Chinese national music. Past literature and current notions on Chinese national music development under platformisation are examined given the essentiality of smart devices in developing music through digital technology. The study posed three research questions: 1. What is the current state of development of Chinese national music? What opportunities does platformisation bring to Chinese national music? 2. What areas are the focus for research on platformisation and social media? What is the impact on the music field? 3. What is the history of the development of the Chinese wanghong phenomenon? What impact has it made on Chinese national music? A general systematic review of scholarly articles was conducted for this study using multiple publications from reputable databases: Scopus, Web of Science and CNKI (China National Knowledge Infrastructure). The articles were categorised based on scholarly works involving platforms, platformisation, Chinese national music, social media, and wanghong to determine past study profiles in this domain and relevant knowledge gaps.

## 1. Introduction

The definition of 'Chinese national music' not only represents a long history but also shows the diversity of music genres. It is a collection of traditional national instrumental music, folk songs, and folk dances, as well as diversified forms of theatre and opera, which, in the process of continuous innovation, thinking and practice, have formed a form of music and art that is in line with the development of society and culture over time. Notably, the broad scope of Chinese national music includes: Han Chinese, ethnic minority, traditional, modern, national and professional music. Chinese national music inherits the foundations of traditional Chinese music, but at the same time absorbs the techniques and methods of Western professional music [1]. In the contemporary development of Chinese national music, a combination of East and West is more often used, and Chinese national music serves as an excellent vehicle to build bridges between Chinese and foreign cultures. In the age of the internet, the dissemination of Chinese national music can provide a new way for the world to understand Chinese culture. Compared with other genres of Chinese music such as traditional,

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