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Discuss the Present Situation of Private Music Institutions in China, as Well as Their Growth

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Abstract---Due to the obvious Chinese government's social, economic, and cultural development initiatives, music education in China has progressed tremendously. Arts and culture are being promoted. Parents urge their children to study music at a young age, including taking music lessons. As a result, the number of private music schools in China has significantly increased. Which private music schools are there in China? There are common sorts of operations that vary based on the environment of Chinese society and have built a private music institute with a distinctive history. As a result, this scholarly paper provides information on the history and growth of private music academies in China. Delivering the current state of a private school or music institution is one of the characteristics of each type of music school. This includes foreign-franchised institutions such as Yamaha and Gymboree, as well as Chinese-owned businesses. A type of music business that grows into a music community that sells musical instruments. Representing a music instructor and other music-related enterprises. This is the current state of the private music academy industry in China.

Keywords---China, music education, music institutions, private music institute, private music school

Introduction

China's private music institutes evolve and change at the same rate as the country's politics, economy, and civilisation. People's expectations of private music schools have far exceeded their standards in today's highly developed economic culture ("The Chinese music education industry's major driver: grades and certificates-Daxue Consulting-Market Research China," 2020). People are beginning to prefer private music colleges with superior services for purchasing musical equipment and learning music. Prior to the arrival of Western civilisation in China, private music institutes were mostly in the "Qinghang" style. They were primarily involved in the production and sale of traditional Chinese musical

instruments as well as the dissemination of traditional Chinese music. However, as western civilization entered China, private music institutes began to sell western musical instruments, spread western music, and even develop more music activities and music education. Since then, Qing Hang has not been the only name or style of operation for China's private music institutes. Because it is a different style of music education, such a complicated and significant music education organisation deserves our study and research. More significantly, it is a way of life that is linked to the social economy and civilization.

The beginning of private music institute

Private music institutes in China are known as "Qing Hang," and they have been expanding in China for 30 or 40 years, although the music education business is still extremely new. Qing Hang was founded to sell musical instruments rather than musical talents, hence this sort of store was known as a musical instrument shop. Originally, musical instrument stores specialised in selling musical instruments, and the majority of them were affiliated with musical instrument manufacturers. The business is a musical instrument factory, which may be seen everywhere behind a musical instrument. There are three periods in the development of musical instrument stores in China: (1) before 1949; (2) from 1949 to 1978; and (3) from 1978 to the present. China's fall in 1949 marked the end of an era. Prior to 1949, musical instrument stores were mostly separated into two types: traditional Chinese ethnic musical instruments and western musical instruments. Shops offering traditional Chinese ethnic musical instruments had fairly formal names in the period, such as "XX Zhai" or "XX Fang."

The traditional musical instrument industry grew to 13 houses with 50 individuals by the end of the Qing Dynasty. Traditional Chinese musical instruments are mostly manufactured in Shanghai, Beijing, and Suzhou. A very wealthy period occurred in Beijing between 1821 and 1850, when more than 20 ethnic musical instrument shops were established. Later, during the early years of the Republic of China, an organisation known as the "Great Music Club" arose, duplicating and reorganising about 160 musical instruments. By 1936, there were more than 400 musical instrument practitioners in Shanghai. This demonstrates that the folk musical instrument business is thriving. The growth of the musical instrument business was highly lucrative in the early years of the Republic of China, and there existed a pretty full set of industry laws.

These musical instrument stores are separate handicraft workshops with a basic sales shop in front of the factory selling musical instruments. The sales shop doesn't have any rules, which is very different from how musical instrument stores work today (Feng, 2006). There were no independent Western musical instrument sales shops; all Western musical instruments were introduced and marketed by specialist foreign commodities sales firms. According to historical sources, Western musical instruments were first sold in Shanghai, China, around 1818. However, because there were few publications on the sale of Western musical instruments at the time, there was no means to learn anything about the sale of Western musical instruments. Significant changes occurred in people's lives with the establishment of the new China in 1949. The Chinese people

brought an end to the lengthy wear life. People require creative activities to express their feelings. As a result, the musical instrument shops that were shuttered during the war have reopened, and the rate of development is rapid. In Beijing, there were 10 musical instrument stores called "Liu Lichang," which were both shops and manufacturers. It was formally created in Beijing in 1960 as the national musical instruments factory.

The musical instrument factory in China is fairly substantial in terms of manufacturing size. The National Musical Instruments Factory can create all types of musical instruments and goods, both in variety and quality, quantity and lead, for the national musical instrument production and selling effect is quite large. In addition to Beijing, the development of the national musical instrument manufacturing and sales industry is accelerating in Shanghai and Suzhou. Nonetheless, the plant is developing production and sales as one of these types. The Chinese government needs to pay attention to the spiritual needs of the people and the demand for culture and art [Feng \(2006\)](#), for the manufacturing and sales of instruments to grow quickly. China's foreign policy became increasingly permissive in 1978. Trade between China and other countries grew, which helped Chinese companies make and sell more musical instruments. As more international brands of musical instruments entered China, China's musical instrument production and sales business entered the reform and opening-up spring.

The rise of "Qing Hang"

The progress of private music education is inextricably linked to the advancement of Qing Hang. Private music teaching has always been associated with Qing Hang musical instrument businesses. Private music education emerged later than "Qing Hang" and was intimately associated with its growth. Private conservatory education in China began earlier in Beijing, Shanghai, Guangzhou, Hong Kong, and other cities. Because of its advanced economic growth, emphasis on education, and large concentration of urban people, Qing Hang was born and developed. After the reform and opening up, China's private music institutions' education should be formalised. The progressive liberalisation of policies promotes the rapid development of numerous sectors in China. As a result, private music school education has swiftly evolved and flourished during the last 43 years [\(Yu & Meng, 2008\)](#).

The influence of foreign musical instrument industry on China

Foreign musical instrument manufacturing and music instruction have also had an effect on China's "QingHang" sector. Famous Japanese businesses such as Yamaha and Kawai, for example, offer musical training programmes while increasing the sales of musical instruments. For example, in 2000, Yamaha Group created the first private music academy in Shanghai, China, and launched private music education facilities around the country. The brand of musical instruments enticed people to join their music school, with the brand named after the music classroom, such as Yamaha music classroom, Kawai music studio, and so on. The "QingHang" has a deep influence on education in our nation and has a specific reference, so that some notable "QingHang" in our country are titled in

this manner later on. This brand impact drives music education; music education drives musical instrument sales; and musical instrument sales drive musical instrument manufacture; all of which favour each other's development and enable the rapid expansion of the "QingHang" basic model.

Current state of private music institutes in China

The transaction value of China's Internet music education industry was roughly RMB 14.5 billion in 2019, with an online penetration rate of more than 15%. The growth potential of the online music education sector is predicted to be unlocked further in 2020, and the online penetration rate will continue to rise (Hong, 2020). According to the tenor of the general assembly data public service platform (referred to as CSME) released on January 3, 2021, of the 2021 Chinese art education industry market and development prospect forecast analysis, "the scale of the Chinese art training market in 2019 was 214.96 billion yuan (unit: RMB), and as the country's future policy supports and promotes the change of employment structure and consumption demand-oriented drive, art education popularisation will become according to official data.

The growth of the art education business is enormous since people's cultural requirements are always expanding. Art inspires individuals to work in the sector. It is an excellent time to boost reading levels. "Forecast and analysis of market size and development prospects of China's art education business in 2021," (2021). In terms of music demand, China's art market is separated into three categories: children's art, art evaluation, and art recognition. The majority of the market is occupied by children's art. On the one hand, it is a driving force behind economic progress. On the other hand, the national policy of quality education for children encourages the growth of children's art training. According to public information given by the Central People's Government network of the People's Republic of China, the author compiled an important paper on boosting quality-oriented education for Chinese youngsters (Policies, 2021).

The government has put up several different types of music education schools in China. The government has made significant investments in the creation of public music schools. Some are wholly funded by the business sector and run by private music institutes. Some public music schools would welcome private educators to complete the public music school framework; therefore, distinguishing between public and private did not function based on the teacher's identity. It is determined by the character of the school. The following three types of private music institutes are the most frequent in China. 1) Foreign franchise music institutions, 2) QING HANG, which sells music courses to the whole community, and 3) professional examination institutions for domestic public music schools. Private music schools of the first and second categories are frequently accompanied by musical instruments or equivalent music study materials, as well as sales behaviour. They comprise the extent of this study's sample. Typically, the latter private music institution is not accompanied by musical instrument sales behaviour. However, there will be associated study materials available for students to choose and purchase on their own.

Music institution for children's music education Gymboree play & music

The following three types of private music institutes are the most frequent in China. 1) Foreign franchise music institutions, 2) QING HANG, which sells music courses to the whole community, and 3) professional examination institutions for domestic public music schools. Private music schools of the first and second categories are frequently accompanied by musical instruments or equivalent music study materials, as well as sales behaviour. They comprise the extent of this study's sample ([Hepsiba et al., 2018](#); [Supartha, 2020](#)). Typically, the latter private music institution is not accompanied by musical instrument sales behaviour. However, there will be associated study materials available for students to choose and purchase on their own. "Gymboree Play & Music," also known as "JIN BAO BEI" in China, is a professional organisation for children's development that began in the United States. It focuses on providing comprehensive care to families globally, including early childhood education, family education, and games. Gymboree Play & Music has locations in 34 Chinese provinces and cities. Some areas have more than 100 branches in one province, which is one of the finest in China, but it is not the only one with such a high number of institutions for children's music instruction. Private music colleges in China are quickly expanding and recruiting students by adopting an operating method that is beneficial to rapid commercial development but may have numerous problems in administration and instruction ([Gymboree China Official Website, 2021](#)).

Yamaha music center

Yamaha is a global leader in the sale of musical instruments. Since its inception in 1887, Yamaha has provided a diverse range of goods and services centred on sound and music, addressing a variety of musical, educational, and cultural demands. Through global sales and operations, Yamaha maintains an important and secure position in the global market. Yamaha's primary business is based on instruments, music, and sound all over the world. The Yamaha Music Centre aims to enhance people's brains via music development and to cultivate emotional minds through studying rich music material in a variety of engaging methods ([Shi et al., 2016](#); [Zhou et al., 2018](#)).

Yamaha established a comprehensive method for music learning based on his research, which spanned more than 60 years and was conducted in more than 40 nations and regions worldwide. Yamaha Music Centre's training concept is to foster people's musical natures; to develop people's abilities to make music, play it, and enjoy it. It may demonstrate and spread the pleasure of music. Yamaha's music studio is naturally professional, with a solid backdrop and a professional brand impression. The studio setting and curriculum also demonstrate that their profession is deserving of the title. Although the Yamaha Music Centre offers adult music classes, its primary concentration is on music instruction for children. Because just a handful of the two courses are approved by adults, the author categorises it as a private music school for youngsters. As a high-end private music institution in the music education industry, YAMAHA Music Centre is well-known for its expertise and serves a large number of music enthusiasts each year. In Guangzhou, there are only four branches of the music centre ([Zhao](#)

et al., 2021; Liu & Petrini, 2015).

In comparison to the previously stated private music institution, a professional children's chain, the number of Yamaha Music Centres is small, and the locations of the stores are carefully chosen. Choose a location with a high volume of people, a diverse population, and easy access to transit. The Yamaha Music Centre's curriculum is based on a central system that categorises curriculum packages by age based on the peculiarities of children's development at various stages. The setup and pricing of the course package are standardised across the nation, and it is uncommon to substantially reduce the price to attract customers, which is strong protection for music consumers and a sign of respect for the music education industry, preventing violent competition in the market (Yamaha music education business-Yamaha China, 2021).

In addition to music classes, YAMAHA hosts several music festivals, tournaments, carnivals, and scholarships. These vibrant musical events provide students with exceptional performances while also providing an opportunity to practise. The Yamaha music scholarship in Asia, for example, is a face to Asian countries and regions, as the music sector has the potential to attract youth and build up a scholarship programme. This scholarship initiative to China in 2000 resulted in more than 200 Chinese students receiving scholarships totalling more than 2 million yuan. Most students who are inspired by the scholarship will pursue professional music studies or even study overseas, and will go on to win additional international accolades. These outstanding music students who have returned to China after completing their studies have also made major contributions to the advancement of music education in China (López-Íñiguez & Pozo, 2016; Molteni & Ordanini, 2003).

The fantastic impact produced by such awesome music companies is a terrific model for the teaching of private music institutions, which other private music institutions could benefit from. Yamaha Music Centre employed professors who were above average. For example, Guangzhou Tianhe, for example, is seeking professors from the renowned South China Normal University and China Xinghai Music College. The professors in the music centre have at least five years of teaching experience. The Yamaha Music Centre does both in-house training and evaluations of each teacher's skills and qualifications. The training involves examining instructors' aptitude for education, teaching abilities, and a thorough examination of Yamaha's teaching approach. Only teachers who have passed the test are eligible to teach (Miranda, 2000).

Qing Hang

Qing Hang is a typical large-scale chain music education facility for the general public. The facility is completely private. It is clear from its official website that it is a private corporation with a commercial service as its business strategy. Music education, piano monopoly, musical instrument sales, and wholesale musical instruments, such as music art training institutes, are all part of the business model. Qing Hang was formed in 2006, and it was one of the first music businesses to provide packages to learn music after purchasing relevant music instruction courses. If customers believe they did not acquire important skills

properly, they may apply for a free second chance to study at the conclusion of the course, which is also one of the innovative decisions that drew a large number of people to the shop to sign up to learn music and art. At the same time, it has been universally praised by parents and accepted by pupils (Hietanen et al., 2016; Topoğlu, 2014). According to Guangzhou residents, Qing Hang is a private chain business concept. Each area created a branch in Guangzhou from the beginning to continually extend their commercial landscape. According to recent research of the real scenario of a student distancing himself from a pure-tone music store, the choice has significantly enhanced the students' learning excitement and provided them with excellent convenience. According to the most recent news from the piano firm, the Guangzhou Pure Music network includes branches in several cities and villages outside of Guangzhou's urban centre. It even has branches in places other than Guangzhou. The 53 branches are the most recent. Qing Hang sells a variety of musical instruments, including the guitar, piano, Guzheng, violin, and flute. Customers can even order any kind of instrument from the management in the shop (Bilhartz et al., 1999; Strait et al., 2015).

The student's course may also include the acquisition of links to musical instruments and guitar instruction. For example, if students purchase a guitar at the store, they will receive a 50% discount on the course fee. Students who purchase a large course bundle of 54 or more classes at once will receive a high-end guitar worth 4,000 yuan directly from the store. Music fans will like this marketing tactic. Because a huge segment of society has high liquidity and a short learning period, they will take advantage of the inexpensive cost of learning a musical instrument. The teaching requirement is not onerous. Do not establish a pricey, difficult, highly professional course since it is usually intended for entry-level, more experienced learners. This is also the shop that may gain the most customers in terms of social identity in the context of Social science (Rashid et al., 2021).

Discussion

In China, there are many different types of private music institutes. The models mentioned here are only a few of the most popular models addressed by the author. There are also many creative music education enterprises, such as art firms, multimedia firms, and online music education professionals. They all give professional or non-professional music instruction in various modalities, but regardless of which method exists, should we take the subject of "education" seriously? After all, it's not just a random act of kindness. When music education becomes more active in the form of a private music institution, it will include the fundamental musical literacy of the entire country's populace. As a result, we must carry out good supervision and evaluation of such loose and free private music institutions in order to avoid drowning the essence of music education in the flood of the market economy.

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