



SURVEYING ON TEACHING METHOD OF K-POP SINGING IN THE KOREAN ART TEACHING AT BEIJING

Song Mengjun,¹ Chutasiri Yodwised²

Faculty of Music, Bangkokthonburi University,¹⁻²
China¹, Thailand²

Email: 423280525@qq.com¹

Received: February 28, 2025; **Revised:** March 1, 2025; **Accepted:** April 4, 2025

Abstract

Beijing's K-Pop singing education is evolving within the context of Chinese culture, where traditional values, religious influences, and deep-rooted Chinese traditions shape artistic expression and pedagogy. This study explores how these cultural elements interact with the modern, technology-driven approach to K-Pop vocal training, creating a unique blend of discipline, creativity, and industry-driven education. This research objective was to surveying on teaching method of K-pop singing in the art of teaching Korean in Beijing. This research is qualitative. The research tools consist of interview forms conducted by five popular singing teachers. Conduct interviews with five key information who passed the verification process. Data collected between December 2024; three popular singing schools conducted interviews using a main point guideline. Analyze the curriculum and instructional methods suited to Chinese students.

The research findings were Beijing's K-Pop singing education integrates industry partnerships and advanced technology, such as AI and multimedia tools, to enhance training and career opportunities. Teaching methods balance Western discipline with K-Pop's emphasis on creativity and emotional expression,



adapting to cultural influences and student needs. The expansion of specialized programs, online lessons, and performance opportunities reflects the growing demand for structured K-Pop vocal training.

Keywords: Surveying; Teaching Method; K-Pop Singing; Korean Art Teaching Beijing

Introduction

Korean popular singing is increasingly influencing Chinese teenagers, as evidenced by the resurgence of the Korean Wave in China. They actively consume Korean cultural products, such as K-pop songs, TV dramas, and movies, leading to a positive response and high preference (Ahn, 2014). This interest in Korean entertainers also influences their evaluation and purchase intention for Korean fashion products, such as K-fashion. Despite some anti-Korean sentiment in online fan communities, the strong interest in Korean pop culture significantly impacts their consumption behaviors and preferences, emphasizing the popularity of Korean singing among Chinese teenagers (Sun, 2020). Chinese teenagers are increasingly embracing Korean popular singing, known as K-Pop, which has significantly influenced their youth culture. Chinese K-Pop fans display strong nationalism, often critiquing Korea to justify their fandom. Chinese teens and twenty-year-olds have resurrected the Korean Wave, favoring Korean dramas, TV programs, and idol groups (Sun, & Liew, 2019). This cultural exchange has facilitated cross-cultural connections between China and South Korea, transcending political boundaries and fostering a shared appreciation for Korean pop culture among Chinese youth (Park, 2021). In addition, Chinese teenagers face challenges in engaging with Korean popular singing due to the complex interplay of nationalism, cultural consumption, and language barriers. Online consumption of K-Pop, particularly K-dramas, significantly shapes their positive perceptions of Korea. Despite the popularity of Korean Wave content, Chinese students face difficulties in mastering Korean consonant pronunciation, impacting their ability to fully appreciate and engage with Korean music.

In China, various artists have partnered with K-pop idols, blending C-pop and K-pop talent. Notable collaborations include Jackson Wang, Wang Lee Hom and Suzy, Vanness Wu and Kangta, Jang Nara, and Victoria Song. These collaborations reflect the increasing synergy between K-pop and C-pop, as artists from both genres collaborate to produce music that resonates with fans throughout Asia. K-pop artists from China have gained substantial popularity through their origins in the country or their performances there. Notable K-pop artists include Kris Wu, Lu Han, Huang Zitao, Zhang Yixing, and Han Geng. Kris Wu, a Chinese Canadian artist, gained renown as a member of EXO-M and has since become a prominent figure in music and film in China. Lu Han, a former member of EXO-M, has since established a solo career and is known for his brand endorsements and music. Zhang Yixing, a member of EXO, has also achieved success as a solo artist and actor. Han Geng, the first Chinese artist to debut in a prominent K-pop group, returned to China to concentrate on his solo career (Zhou, 2023).

Research Objective

1. To surveying on teaching method of K-pop singing in the art of teaching Korean in Beijing.

Literature Reviews

Chinese popular music, also known as "C-pop" is a blend of traditional and contemporary elements from both East and West. It is more accessible and commercially oriented, influenced by sociopolitical changes and global cultural influences. The pre-modern era of Chinese music, before 1911, was characterized by a deep interconnection between literary and musical arts, archaeological insights, and a synthesis of indigenous and foreign influences. During the Republican Era (1911-1949), Shanghai became a significant cultural and musical center, fostering the fusion of diverse musical styles and the emergence of new genres like jazz. The Reform and Opening Up (1978-Present) period in China, initiated under Deng Xiaoping, significantly influenced the evolution of Chinese popular music, resulting in the emergence of new genres like Cantopop and



Mandopop. The music industry is a dynamic field influenced by government policies, technology, and globalization, reflecting broader sociopolitical changes and cultural exchanges.

Factors Contributing to K-pop's Success in China

Key factors contributing to K-pop's global popularity include S.M. Entertainment's sophisticated marketing strategies, which encompass a strong business model centered around idols, effective social media marketing, cultural branding, and the creation of fandom communities. The use of platforms like Twitter for real-time engagement and the development of immersive experiences through technologies like VR and AR further enhance fan interaction. Additionally, K-pop's unique content, including merchandise and creative storytelling, fosters emotional connections between idols and fans, driving loyalty and widespread appeal (Li, 2023). K-pop's global popularity and widespread appeal can be attributed to a combination of innovative marketing strategies, cultural engagement, and a unique production system. These factors have collectively transformed K-pop from a local phenomenon into a global cultural force. The following sections detail the key contributors to K-pop's success.

Innovative Marketing and Business Models: South Korean entertainment companies, such as S.M. Entertainment, have implemented sophisticated marketing models that include social media marketing, cultural branding, and the cultivation of strong fandom communities. These strategies have been crucial in building a global fan base and driving the fan economy. The use of social media platforms like YouTube has been instrumental in reaching international audiences, as seen with the viral success of PSY's "Gangnam Style" (Zou, 2020). K-pop is cultural creation has transcended mere consumption to become a platform for cultural creation. Fans worldwide engage in creative activities such as dance covers, which foster a sense of community and cultural exchange. This participatory culture has helped establish a "postmodern tribe" of fans who share emotions and experiences through K-pop. The adaptation of Korean dramas and films internationally has further expanded the reach of Korean culture, contributing to the global appeal of K-pop (Choi, 2023).

The Role of Digital Media and Social Platforms

The innovative production system of Korea's music industry, characterized by cooperative and competitive interactions among firms, has been pivotal in K-pop's global success. This system allows for the efficient creation and distribution of music, enhancing its international competitiveness (Kim et al., 2022). The strategic management of cultural industries and the emphasis on innovation have enabled K-pop to thrive in the global music market, despite originating from a postcolonial context (Lopes & Pyun, 2023). While these factors have significantly contributed to K-pop's global appeal, it is also important to consider the role of the music itself. The vibrant and catchy nature of K-pop songs, combined with the charismatic performances of idols, has captivated audiences worldwide, further solidifying its place in the global music scene.

Research Methodology

This research will utilize qualitative methods, with in-depth interviews and classroom observations as primary tools to gather data on K-pop singing instruction methods in Beijing.

Time: August 2024 to February 2025

Place: singing schools in Chaoyang city in Beijing.

Scope of the contents: This study focuses on the teaching of Korean popular singing in Beijing, specifically exploring the characteristics, teaching methods, and cultural adaptation within the context of the city's music scene.

Key informants

- 1) Liu Haohang: Chinese male singer from mainland China.
- 2) Zhuang Xinyan: female pop singer from mainland China.
- 3) Chen Yasen: male singer, pop singer-songwriter, and actor in mainland China.
- 4) Jane Zhang: female singer from mainland China.

Results

Beijing's K-Pop singing education aims to create well-rounded performers capable of thriving in the competitive K-Pop industry. The curriculum should focus on vocal style, technique, and industry needs, including microphones and audio technology. Beijing is attracting more students through specialized classes, training programs, professional coaching, and personalized tutoring.

Beijing's K-pop singing education has grown significantly, offering specialized programs, music schools, online lessons, and combined K-Pop dance and vocal classes. Cultural differences in music perception and expression influence the teaching of K-Pop singing, with Western approaches emphasizing discipline and achievement, while K-Pop encourages creative expression and emotional engagement. Technology integration is transforming traditional teaching methods, offering innovative and interactive learning experiences. Virtual reality, multimedia systems, and artificial intelligence are being utilized to enhance the effectiveness and engagement of vocal music education in K-Pop singing education. Industry connections are crucial for students' career development in K-Pop singing in Beijing, providing practical experience, networking opportunities, and understanding of industry expectations. Industry partnerships enhance curricular relevance, vocational paths, and mentorship help students navigate the complexities of the music industry. Exposure to industry projects and professional associations aids student progression. The educational landscape is shaped by the availability of teaching materials, equipment, facilities, and influence of K-Pop culture.

Beijing's K-Pop singing education aims to create well-rounded performers capable of thriving in the competitive K-Pop industry. The curriculum should focus on vocal style, technique, and industry needs, including microphones and audio technology. Beijing is attracting more students through specialized classes, training programs, professional coaching, and personalized tutoring. Beijing's K-pop singing education has grown significantly, offering specialized programs, music schools, online lessons, and combined K-Pop dance and vocal classes. Cultural differences in music perception and expression influence the teaching of K-Pop singing, with Western approaches emphasizing discipline and

achievement, while K-Pop encourages creative expression and emotional engagement. Technology integration is transforming traditional teaching methods, offering innovative and interactive learning experiences. Virtual reality, multimedia systems, and artificial intelligence are being utilized to enhance the effectiveness and engagement of vocal music education in K-Pop singing education. Industry connections are crucial for students' career development in K-Pop singing in Beijing, providing practical experience, networking opportunities, and understanding of industry expectations. Industry partnerships enhance curricular relevance, vocational paths, and mentorship help students navigate the complexities of the music industry. Exposure to industry projects and professional associations aids student progression. The educational landscape is shaped by the availability of teaching materials, equipment, facilities, and influence of K-Pop culture.

Interviews with school management and former administrators highlight the benefits of incorporating K-pop vocals into curricula, emphasizing the need for a balanced approach that respects local culture while embracing global trends. This can foster creativity and differentiation in the music industry, while enhancing student participation and satisfaction. The researcher will create an observation checklist on K-pop song selection, teaching methods, and technology integration. Educational institutions collaborated, introduced venues, and met with instructors and students. Observations show similar teaching approaches and venues, but some notable differences. Schools A and C have a standard calendar for performances, while School C incorporates singing and dancing. Schools A and C invite external speakers for guidance. Teachers and students primarily use English and Chinese, with English being more prevalent in Korean melodies. Both schools have suitable locations and environments for both inside and outside the classroom. Technology is used to facilitate teaching, with instructors using tablets to access songs, music notes, and vocal performances. Students are provided with excerpts or links to educational media.

Discussions

The research results found that Beijing's K-Pop singing education aims to produce versatile performers, focusing on vocal style, technique, and industry needs. It attracts students through specialized classes, training programs, coaching, and tutoring. Which results are consistent with the report by Seung-gyun Chae (2023) on the study examines the integration of K-POP as a formal subject in higher education, highlighting inconsistencies between the curriculum and industry needs, it emphasizes the need for curriculum revisions to align with career opportunities and entrepreneurship, and how K-POP education can be distinct while coexisting with traditional music and dance program.

It was also found to be consistent with the report of Kislyakova, & Liu. (2023) The formation of a vocal pedagogical culture in China's higher education system involves a shift from traditional to interactive teaching methods, emphasizing quality over results. This process involves a structured approach that includes axiological, theoretical, technological, and creative components, aiming to develop competent music educators who can preserve and enhance professional musical art while adapting to modern educational demands.

In addition, the research results also emphasize that Beijing's K-pop singing education has expanded with specialized programs, music schools, online lessons, and dance and vocal classes. Cultural differences influence teaching, with Western approaches emphasizing discipline and K-Pop encouraging creative expression. Technology integration, including virtual reality, multimedia systems, and artificial intelligence, enhances the effectiveness and engagement of K-Pop singing education.

The research results found that industry connections in Beijing's K-Pop singing industry are crucial for students' career development, offering practical experience, networking opportunities, and understanding industry expectations. Exposure to projects and professional associations aids progression. Which results are consistent with the report by Jeong (2023) The Chinese pop music industry, influenced by K-Pop's success, employs strategies like a "star-type" training system and new media marketing, comparative analysis of China's C-Pop industry

reveals that developing unique vocal styles and audience connection is crucial for differentiation and success in the competitive music market.

New Knowledges

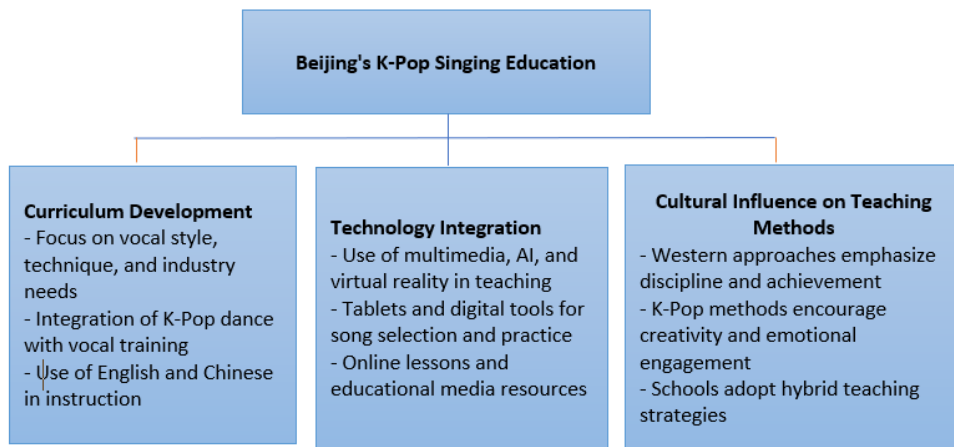


Figure 1: New Knowledges Diagram of Teaching Method of K-Pop Singing in The Korean Art Teaching at Beijing.

Conclusions

Beijing's K-Pop singing education has rapidly evolved, integrating specialized training programs, technology, and industry connections to develop well-rounded performers for the competitive K-Pop industry. The findings highlight the growing demand for structured vocal training that aligns with industry standards, emphasizing vocal style, technique, and the use of modern audio technology. While schools employ similar teaching approaches, variations in curriculum, performance schedules, and integration of dance illustrate the diversity in pedagogical strategies. The balance between cultural influences—blending Western discipline with K-Pop's creative expression—further shapes the educational landscape. Moreover, the integration of technology, including

multimedia tools, artificial intelligence, and virtual reality, enhances the learning experience, making instruction more interactive and effective. Industry partnerships play a crucial role in bridging the gap between education and professional opportunities, providing students with exposure to real-world expectations. Interviews with school administrators and observations of teaching methods reinforce the importance of aligning K-Pop education with both local and global trends. Ultimately, Beijing's K-Pop singing education continues to expand and adapt, driven by student demand, technological advancements, and industry needs. Future research could explore long-term career outcomes of students trained in these programs, further refining educational strategies to ensure sustained success in the evolving K-Pop landscape.

References

- Ahn, J. (2014). **The New Korean Wave in China: Chinese Users' Use of Korean Popular Culture via the Internet.** International Journal of Contents, 10(3), pp. 47-54.
- Chae, S. (2023). **A study on K-POP and curriculum in technical colleges.** Culture and Convergence, 45(9), pp. 827-838.
- Choi, H. (2023). **The Korean Wave: From global consumption to global creation.** Societes, 161(3), pp. 137-145.
- Jeong, W. (2023). **Research on the Development Plan of China's Pop Music(C-Pop) Industry through a Comparative Analysis with K-Pop.** doi: 10.29279/jitr., Pp.28.1.91
- Kim, J. H., Kim, K. J., Park, B. T., & Choi, H. J. (2022). **The phenomenon and development of K-Pop: the relationship between success factors of K-Pop and the national image, social network service citizenship behavior, and tourist behavioral intention.** Sustainability, 14 (6), 3200.
- Kislyakova, Y. N., & Liu, B. (2023). **Peculiarities of vocal pedagogical culture formation in future music teachers in China's higher education system.** Samara Journal of Science, 12(2), pp. 262-265.
- Li, W. (2023). **The K-POP Phenomenon: Analyzing Success Secrets of SM Entertainment in Global Fandom.** Advances in Economics, Management and Political Sciences, (9), pp. 350-355.
- Lopes, P., Oh, I., & Pyun, L. (2023). **The globalization of postcolonial pop music: putting the success of the K-pop industries into theoretical perspectives.** Asia Pacific Business Review, 29 (5), 1243-1250.
- Park, S. (2021). **In the Shadow of the Korean Wave: The Political Factors of the Korean Wave in China.** In Proceedings of Topical Issues in International Political Geography (pp. 355-371). Springer International Publishing.
- Sun, M. (2020). **K-pop fan labor and an alternative creative industry: A case study of GOT7 Chinese fans.** doi: 10.1177/2059436420954588
- Sun, M., & Liew, K. K. (2019). **Analog Hallyu: historicizing K-pop formations in China.** Global media and China, 4(4), pp. 419-436.

Zhou, B. (2023). **The sense of place: Chinese K-pop fans' nationalist sentiment performance on social media.** In National Identity and Millennials in Northeast Asia (pp. 71-87). Routledge.