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The Difference between Music Management and Art

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ABSTRACT

In the field of art management research, management is a very delicate art, is also a crucial science, contemporary society developed art organization, performing art and visual art, facing the problem in the development is management, management and economy, management and aesthetics should combine each other, this is the development characteristics of the field of art, is also the main difficulty, management art play the greatest value, produce cultural and economic connection, cultural benefits and economic benefits, art management to play their own value, realize its significance.

With the rapid development of information technology, multimedia technology has gradually begun to be applied in management in various disciplines, which has attracted high attention from researchers. Especially for the future development process of art management discipline, it occupies a very important position. It is clearly stipulated in the Art and Music Management Standard that information technology, as a representative technology in modern education management technology, can effectively expand music resources and enrich the information capacity of music management. In the process of actual management, it is necessary to intentionally increase the application proportion of modern multimedia technology, and give full play to the perspective of modern multimedia technology in its vivid image and rich information, so as to provide a good music management atmosphere for students and improve the quality of music management.

Keywords: *music management; art management; status quo analysis*

I. CURRENT SITUATION OF DOMESTIC ART MANAGEMENT MARKET AND EDUCATION

Art management is the product of time, in China's booming social economy, culture and art industry also ushered in a blowout development, with the rapid development of related problems, management chaos, management is not professional, do not understand art in art, the destruction of traditional art, random introduction of foreign art and so on if unreasonable

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solution, the Chinese culture and art market will have immeasurable influence, so we must cultivate our own culture and art management talents.

However, at present, the current situation of art management is not optimistic. Li Min's "Current Situation of Chinese Art Management Ecology" points out five problems in Chinese art management: institutional problem is a very important problem in art management. If we regard art management as both internal and external sides of a thing, the institutional problem is like its external hardware surface, and the object of this hardware pointer is the object of art management, that is, the art market itself. The art market is also composed of profit and non-profit institutions, enterprises, organizations, etc. More and more people of insight see that the art market is not only a process of trading, but also a complex process running through academic research, creation and market operation and art criticism, where art management plays an extremely important role and coordinates the contradiction between artistic creation and pursuit of commercial interests, that is, the balance at both ends of the balance. Therefore, the imperfect management of the legal system and imperfect management system are bound to lead to the disorderly development of the art market, random pricing, lack of standards, allowing speculators to stir the wind and waves.

Mechanism problem is the internal software problem of art management. We might as well see the mechanism as the internal program of art management. How to manage, steps, methods and methods are the first problem for art managers to overcome. Some researchers believe that at present, the art market is deformed and closed development, investment capital, excellent works, artists and business institutions cannot be able to go deep into the core of the market restricted by various factors, speculative capital, fake, fake and irregular operating institutions in the market, leading to increased investment risk in the art market. It can be seen that it is imperative to establish a sound art management mechanism is to standardize the art market and guide the development of the Chinese art market to the ecological direction.

Talent problem is the most urgent and urgent problem in art management. Looking back at our Chinese art market management, due to the lack of management art market expert and excellent managers, China's art market has been in the low-end extensive development model, coupled with market interests drive, emotional makes China's art market such as stock market, real estate rapid rise or fall, collectors are not because of love art, the pursuit of art, most collection for speculation. In fact, China is not now cultivating a real art collection group. Therefore, the training of art management talents is the key to solve the healthy development of the art market.

Concept problem is an ideological problem in art management. Classical economic view

believes that managers 'greatest responsibility is to maximize profits, but now the social economic view believes that managers' social responsibility is not only creating profits, but also includes protecting and enhancing social welfare. Researchers gained a clear understanding of the analysis and data that social responsibility is positively proportional to economic performance. This shows that any enterprise, institution, national institutions, social organizations, art profit organizations, etc., in the management process, managers should first establish the concept of social responsibility, to send really good art works to hundreds of millions of audiences; the second is to obtain profits. If they can do this, profit organizations will not lose money but get the trust and support of the public and obtain sustainable development, which is the obligation and professional ethics of managers.

Execution problem is the performance problem of art management. No matter how good the plan, organization, regulation and arrangement is, if not implemented in every link of the art market, the management is equal to zero. For any organization, effective execution is not just a leader, not just an employee, but the core task of the whole organization. The world-class management master told us, "If your business hasn't built an effective execution organization, it's probably be a little too late." To this end, the author believes that the most fundamental management of the Chinese art market is not that we have no good art, no good system or no good policy, but no good management and implementation management strategy.

II. FUTURE DEVELOPMENT TREND OF ART MANAGEMENT

Art Management (A&B) New Thinking: = Art + Mind " We think the abbreviation 'A&B' no longer means 'Arts & Business', but deeper to 'Arts & Brain'. We believe that the art managers trained in the future should be 'soldiers' with thinking ability and fighting power. They are not only 'armed to the teeth' (methodology), but also really 'armed to the brain' (art management thinkers). Professor Yu Ding, vice president of the School of Humanities of the Central Academy of Fine Arts and founding director of the Department of Art Management, talked about the significance of the seminar. "Because of the development of modern art and contemporary art presents fuzzy standards, diverse ideas, diverse style of such a booming trend, caused the development of art management, in turn, it is this diversified, diverse and unpredictable prospects, make us art management should pay more attention to the study of art ontology. There is not only a close connection between art management and art ontology, but almost a causal connection."

Zhang Lansheng's article "Seeing the Construction and Development of this Major in China from Australian Art Management Education" pointed out that the construction of art

management education needs a process, which is formed and developed by the characteristics of art management, namely the needs of the development of cultural and art industry. The institutions of the cultural and art industry in each country and region have their own common attributes and their own characteristics, and the content of art management education should also adapt to its changes. The development of art management education in China is closely linked to the reform of the education system. In such a big topic of the reform of the education system, reasonable reform should be carried out in some obvious problems such as enrollment system, early study and experience, which should also be put on the agenda as soon as possible. The training of art management talents is a long-term problem for the Chinese art management education community, again,

We also make a simple discussion on the problems and development direction of the art management market in the current Chinese society.

"China Art Daily: Art management should emphasize the market, more culture" article the author put forward: with time

Generation development and the improvement of material living conditions, the cultural industry is booming. At the same time, there are also many problems in how to develop and manage the cultural industry. At the 8th Annual Meeting of Chinese Art Management Education Society held recently, participants had different views on cultural orientation, management methods, industrial boundaries, commercial operation rules. What troubled us is how to get out of the Chinese mystery of the development and management of these cultural industry?

So now about the development trend of Chinese art management, What do we think about it again, China Art News: Art management should emphasize the market, Moreover, Wang Congcong from the Art School of the Central Academy of Cultural Management: " In the process of reform and development of the cultural industry, We need to reflect on what our understanding and positioning of culture is, Comparing the positioning and operation of cultural management in some international countries, It can be seen that American culture occurs in consumption; in Britain, they play the role of cultural innovation; France and Italy value cultural heritage; and Germany attach more attention to cultural knowledge and historical value." In contemporary China, the so-called culture and art is often full of a certain degree of utilitarian enthusiasm. "The basic function of art is appreciation, but now it has gradually given way to investment. Artistic creation is the creative labor of artists, but due to the influence of the market, artists used to look at the face of the government and the mainstream ideology, but

now they look more at the face of the market, and even create and produce according to market orders.”

Zhang Deqiang (School of Humanities, Nanjing University of the Arts) " The Development Trend of Art Management from the perspective of Creative Industry

In China, art management is an emerging discipline, which is closely related to the creative industry. In the UK with the developed creative industry, many universities' art management and creative industry majors are simply located in the same department. Creative industry is originally derived from the cultural industry, is a culture-oriented, creativity-oriented industry form; art management is the management of culture and art undertakings. The two industrial content is similar, the relationship is inseparable. Especially in today's increasingly advanced upgrading of the industry, art management needs to rely on the renewal of creativity to obtain its own development power, which makes it have more and more creative industry characteristics. It should be said that the creative industry and art management are overlapping and interdependent relations.

The biggest inspiration from TV talent shows is that as the intersection of creative industry and art management

Industry, the development of performing arts career should be more focused on its intangible characteristics. To push it out widely, the development of art management should also pay attention to people's emotional logic, and strive to meet people's dream spiritual pursuit. To sum up, the creative industry and art management are overlapping and interdependent relations. Creative industry has inherent intangible, creative products are more to meet people's spiritual pursuit, "cultural creativity is the dream of symbolic", art management covers performance industry, film and television, audio and video, cultural entertainment, cultural tourism, art training and art industry and other seven industries, they have varying degrees of intangible, art management should also be aimed at the present and future people's dream. TV talent shows, mainly with song and dance competitions, provide us with good inspiration both in the star-making mechanism and striving for the audience, that is, the development trend of art management should be driven by creativity and "dream".

III. ANALYSIS OF THE STATUS QUO OF DOMESTIC MUSIC AND ART MANAGEMENT

Steps and methods of the survey research

In the survey and statistics of multimedia information technology in art management, the author mainly surveys and statistics on students in the first, second and third grade. In the process of

investigation and analysis, the questionnaire was mainly compiled according to the content and National Art Education Development Plan and the content and ideology of music classroom management.

Investigation Purpose

Analyze and study the application situation of multimedia information technology in music art management, understand the application significance of multimedia technology in music classroom, and then understand the application strategy of multimedia information technology art education music classroom, hoping to effectively improve the quality of music art management.

Investigation Content

In the student questionnaire, there are divided into four categories, namely radio, multiple selection, blanks and Q & A; in the teacher questionnaire, also divided into four categories, namely radio, multiple selection, blanks and Q & A. The student questionnaire content not only includes students' interest in music courses, but also learning methods, music types, music elements, etc. The teacher questionnaire content includes not only professional satisfaction, but also professional knowledge and training conditions.

Students are highly fond of music, and only a few students say they do not like it. At the same time, most students will listen to music works, will also take the initiative to obtain music works from multiple ways to increase the number of their own music works, only a few students said that they will not provide the music class in addition to the initiative to find music works.

IV. DEVELOPMENT OF MULTIMEDIA TECHNOLOGY IN MUSIC AND ART MANAGEMENT DISCIPLINE

Significance of multimedia information technology in music art management discipline

After the application of multimedia technology, the music art management discipline can provide students with a good music learning atmosphere, feel the beauty of music, and associate with music. At the same time, students can also learn music knowledge independently, learn at the psychological level, and improve the degree of attention to music knowledge learning. Only after students have a strong interest in learning music can they effectively activate students' thinking, ensure their music academic performance and have emotional resonance.

It is not only necessary to understand music knowledge, but also to understand modern

information technology, effectively increase the number of music art management information, enrich music management resources, more intuitive music knowledge, and then improve the quality of music management. In the process of management, we should fully mobilize all the resources that we can use, combine the actual physical and mental development of students, integrate the music management content, and make music management software. Under the guidance of music teachers, students can feel the changes in music, and then cultivate students' imagination and artistic thinking.

Application countermeasures of multimedia information technology in music art management

1. Mobilizes students' interest in learning and improves their importance to music practice and innovation

The application of multimedia information technology in the discipline of music art management can provide students with more intuitive and vivid management resources. Students can feel music from multiple senses and form a special music management atmosphere. Music teachers to guide students to participate in music management, give full play to the students' subjective initiative, students' interest in music courses can be effectively mobilized, independently participate in the art education music classroom activities, gradually realize the aesthetics contained in music, increase the understanding of music aesthetics, feel music aesthetics, improve their aesthetic ability.

2. Takes personalized development as the core and improves the diversified evaluation mechanism of music aesthetics

There are certain differences between students, with a flying personality side. According to the situation of students, music teachers should carry out targeted management in the management process to the greatest extent, teach students in accordance with their aptitude, and provide students with online learning content for students. Students can choose the learning content according to their own actual situation to meet students' personalized needs for music management content. Music management should regularly carry out music activities, actively encourage students to participate in music activities, understand the charm of music activities, and improve the degree of students' understanding of music.

Music teachers should encourage students to communicate with each other, timely find out the loopholes existing in the process of music learning, understand their own learning situation, and objectively evaluate their own music standards. With students in the process of learning the

opera, music teacher before management, can first play the honghu red guard, let students to the honghu red guard works art form and emotional changes and feelings, and then the teacher put forward targeted problems, let students to the heard opera analysis.

V. CONCLUSION

In general, art management includes two aspects of art and management, which is the business activities with art as the management object. In my experience, art managers actually play the role of a seller: such sales are not a traditional sales relationship, but more as the promotion and disseminator of art; the corresponding consumers are not buying behavior, but accepting art ideas and education. Therefore, as the manager of the art industry in a broad sense, we actually help art, artists and his related parties to build a bridge, so as to realize the public and even the demand for art appreciation and investment by some professionals.

Music management is based on music knowledge, based on music management, music art appreciation, economics, marketing, psychology, statistics, accounting, music planning, music communication, music industry marketing as the main teaching research content, with case research, professional internship and media technology as special teaching means, is an interdisciplinary and modern talent market urgent new major. Music manager is a high-quality comprehensive professional management talent who knows both music professional knowledge and market economy. They need to provide good creative projects for musicians; to find a good sales channel for music works to provide timely or greater returns for their spiritual and material costs, to need planning, organization, coordination of people, money and things in the music industry, and to maximize their profits through marketing knowledge, public relations and legal knowledge, etc. that musicians do not have.

Speaking of music management, the biggest career may be a broker. This major is not a simple agent so simple, its employment is very wide, such as: music agent (pop, classical musicians, even American professor or piano masters need brokers to arrange to undertake what kind of students, what kind of music activities), music creative planner, producer, media institutions, manager, project publicity planner, organization communication, performance agent. Simply put, it is to help musicians get the greatest market value and help musicians advance their careers. The overall planning of human, material and financial resources for the music industry. Maximize the profits of music works. To plan the whole process of music production, packaging, and promotion. It is a very close combination of theory and application. Future employment industries of music management include: performance industry, recording industry, music publishing industry, music product sales industry, music economy industry,

international cultural exchange industry, entertainment industry, cultural department, radio station, television station, etc.

Music management is generally music industry/business management. First of all, music is a form of expression of art. Second, art management and music management majors in different schools have different progr.
