

# Analysis of the Development Direction of Music Art Management in The Context of The New Era

Haoran Sui

Graduate University of Mongolia, Ulaanbaatar, Mongolia

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**Abstract:** As an important part of the cultural industry, music art is facing increasingly complex and diversified challenges in the context of the new era. Starting from the aspects of globalization, science and technology, industrialization, this paper discusses the development direction of music art management in the new era, and puts forward suggestions such as strengthening talent training, innovating management models, and expanding cultural markets to promote the healthy development of music art.

**Keywords:** Music art management, New era, Globalization, Science and technology, Industrialization.

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## 1. Forward

With the continuous development of social economy and the rise of cultural industry, music art, as an important cultural form, plays an important role in connecting people's emotions, transmitting culture and promoting exchanges. However, in the context of the new era, music art management is facing new challenges and opportunities. This article will analyze and discuss the development direction of music art management in the new era from the aspects of globalization, science and technology and industrialization.

## 2. Music Art Management in The Context of Globalization

In the context of today's globalization, music art management is facing unprecedented challenges and opportunities. Globalization has made information dissemination, cultural exchanges and market competition closer, and put forward higher requirements for music art management.

Globalization has promoted cooperation and exchange between musicians and music institutions in different countries and different cultural backgrounds. With the increase of cross-border exchanges, music styles and expressions have been learned from and integrated from each other, injecting new vitality into music creation and performance. However, cross-cultural cooperation also brings management challenges, such as differences in language and cultural habits. Therefore, music art managers need to have the ability of cross-cultural communication and cooperation to ensure the smooth progress of cooperation projects.

The competitive pressure in the global market is increasing. With the development of digital technology, music works can be easily spread around the world, which means that the music industry is no longer subject to geographical restrictions, but faces competition from all over the world. Therefore, music art managers need to strengthen their understanding and research on the international market, formulate targeted market strategies, and enhance the competitiveness of music products in the global market. The production, production, distribution and other links of the music industry are increasingly involved in transnational cooperation and exchange. Music art managers need to

strengthen the management and coordination of the industrial chain, ensure the smooth operation of all links, and improve the efficiency and competitiveness of the music industry.

Therefore, in the face of the challenges of globalization, music art management needs to strengthen talent training and cultivate management talents with cross-cultural communication ability and international vision; strengthen market research and strategic planning to enhance the competitiveness of music products in the international market; strengthen the integration and management of industrial chains, and promote the internationalization of the music industry. Development. Only by constantly adapting to the development trend of globalization can we better meet the challenges brought about by globalization and realize the sustainable development of music art management.

## 3. Music Art Management in The Context of Science and Technology

Today, with the continuous development of science and technology, science and technology have profoundly influenced all aspects of music art management. From music creation to performance to communication, technology is bringing new opportunities and challenges to music art management.

Digital technology has completely changed the pattern of the music industry. The rise of digital music platforms has enabled music works to be widely disseminated and shared, and music artists can interact more directly with the audience. Music art managers need to have an in-depth understanding of the application of digital technology, actively use the Internet, social media and other platforms to expand music dissemination channels, and improve the exposure and influence of music works. Through artificial intelligence technology, musicians can use big data analysis and intelligent algorithms to assist in creation, arrangement and performance, and improve the quality and innovation of music works. In addition, artificial intelligence can also simulate the sound of vocals and musical instruments, making music production more flexible and diverse. Therefore, music art managers need to pay close attention to the development trend of artificial intelligence technology, actively explore the application of artificial intelligence in music creation and performance, and support the innovative development of the

music industry. Emerging technologies such as virtual reality (VR) and augmented reality (AR) have also brought new development opportunities for music art management. Through VR and AR technology, musicians can create a new music experience, so that the audience can experience the charm of music immersively. Music art managers can use these new technologies to enrich the form of music performance and expand the development space of the music industry.

In the face of scientific and technological challenges, music art management needs to strengthen innovative management models, actively apply digital, artificial intelligence, VR, AR and other cutting-edge technologies to improve the innovation ability and competitiveness of the music industry. Only by keeping up with the pace of scientific and technological development can we better adapt to the trend of science and technology and realize the sustainable development of music art management.

#### **4. Music Art Management in The Context of Industrialization**

In the context of today's industrialization, music art management is facing increasingly complex challenges and opportunities. With the rapid development of the cultural industry, the music industry is gradually moving towards industrialization, showing a diversified, large-scale and professional development trend.

(One) Perfect music industry chain

The perfect music industry chain is one of the important features of music art management in the context of industrialization. The music industry chain includes music creation, production, distribution, sales and other links, which are interdependent and mutually reinforcing, forming a complex and complete industrial ecosystem. Music creation is the starting point of the music industry chain. Music artists express their emotions and views by creating music works. The music production process includes recording, mixing, mastering and other processes, which determine the quality and effect of music works. Music distribution is the key to bringing music works to the market, which involves music copyright management, digital music platform operation and other content. Music sales is the process of selling music works to consumers, which can be carried out through physical records, digital music downloads, music streaming media, etc. A perfect music industry chain requires cooperation and efficient operation between various links. Only in this way can we ensure the sustainable and healthy development of the music industry.

(Two) Expand the market size and intensify competition

With the continuous development of the music industry and the acceleration of economic globalization, the scale of the music market is gradually expanding, but at the same time, the market competition has become more fierce. This trend is particularly significant in the context of industrialization.

With the improvement of economic development and consumption level, people's demand for music is increasing day by day, and the scale of the music market continues to expand. As a universal cultural product, music has strong attraction and market potential. At the same time, the popularization of digital technology and the popularity of the Internet have also continuously expanded the boundaries of the music market, and music products can be disseminated and promoted more conveniently, thus further promoting the

expansion of the market scale. With the expansion of the market size, the market competition is also intensifying. Not only traditional music companies and record companies, but also more and more independent musicians and small music groups have joined the competition. At the same time, the rise of the Internet has also broken the traditional music sales model, making the market competition more diversified and complicated. In such a competitive environment, music artists and music enterprises need to continuously improve their strength and competitiveness to adapt to the changes and challenges of the market.

In the face of the expansion of the market and the intensification of competition, music art managers need to take a series of measures to meet the challenges. First of all, they need to strengthen brand building and marketing, enhance the popularity and influence of music products, and enhance market competitiveness. Secondly, they need to constantly innovate and launch creative and distinctive musical works to attract more audiences and consumers. In addition, strengthening industrial cooperation and exchanges and expanding market share are also important ways to deal with the expansion of the market and the intensification of competition. To sum up, only by constantly improving our own strength, constantly innovating and adapting to market demand can we be invincible in the fierce market competition and realize the sustainable development of the music industry.

(Three) Diversified forms of industrial organization

Independent musicians and small music groups are gradually emerging. With the development of the Internet, more and more musicians choose to publish music works independently to realize the development of music through independent management and distribution. They promote and sell music through social media platforms and digital music platforms, breaking down the barriers of the traditional music industry and achieving competition with large music companies. The rise of digital music platforms has also promoted the diversification of industrial organizations. Digital music platforms such as Spotify and Apple Music have become important participants in the music market. They meet the needs of consumers by providing music streaming services and digital music download services, changing the traditional music sales model and becoming a new force in the music industry.

New industrial organizations such as music copyright management agencies and music social platforms are also emerging. The music copyright management agency is committed to safeguarding music copyright and protecting the rights and interests of music creators, providing an important guarantee for the healthy development of the music industry. The music social platform provides a platform for music lovers to exchange and share music, which promotes the dissemination and exchange of music culture.

Music art managers need to fully recognize the changes in the form of industrial organization, actively explore new cooperation modes and development paths, so as to adapt to the new trend of industrial development and promote the music industry to move towards more diversified and healthy development.

#### **5. Conclusion**

In the field of music art management, globalization, science and technology and industrialization are important development trends at present. Globalization has promoted cross-cultural cooperation and exchanges, science and

technology has promoted the development of digital music platforms, and industrialization has brought about the improvement of the music industry chain. Therefore, we must strengthen talent training, innovate management models, and expand market channels to adapt to the changes of the times and promote the healthy development of music art management.

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