

# The Influence of Music Education Management on the Quality of University's Public Education in Hunan, China.

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วันรับ 16 / มีนาคม / 2566

ตรวจสอบ 27 / มีนาคม / 2566

ตอบรับ 31 / มีนาคม / 2566

## Abstract

The research objective was 1) to study the relationship between the Music Education Management factors and the quality of public music education in Universities, 2) to study the Music Education Management factors effected to the quality of public music education in Universities, and to design the management model of public music education in Universities. Online questionnaires were the tool to collecting data from 400 samples. Research Statistical included frequency, mean, percentage, standard deviation, t- test, ANOVA, and multiple regression analysis. IOC was conducted by 5 experts, value equal 1.0. Cronbach's Alpha average value was 0.888, the KMO value of the samples were 0.929. The approximate chi-square value of Bartlett's sphericity test was 15182.498, and the significance level sig value was 0.00, less than 0.05, indicating this questionnaire had good validity.

Result of this research found: the multiple regression analysis was Customer Satisfaction of Huagu Opera Troupe (Y1) be able from Constant value (0.122)+ Resource Allocation of the Troupe (X2), Customer Demand (X5), Internal Staff Management (X1), The Troupe's Ability to Integrate Resources (X3), The Impact of National Policy (X6), and Marketing Promotion of the Troupe (X4), respectively, Satisfaction Forecasting at 39.60% at statistical significant level =0.01, other factors could be forecast at 60.10%.

**Keywords:** Music Education Management; the Quality of University; Public Education.

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## Research Questions

The research questions of this were as follows: 1) What is the relationship between Music Education Management and the quality of public music education in Universities?, 2) What is the effect of factors to the quality of public music education in Universities?, and 3) What kind of Educational Management Model should the public music education in Universities adopt?

## Research Objective

The research objective was 1) to study the relationship between the Music Education Management factors and the quality of public music education in Universities, 2) to study the Music Education Management factors effected to the quality of public music education in Universities, and to design the management model of public music education in Universities.

## Scope of Research

This quantitative research analyzed all independent variables related and effected to the quality of public music education in Universities. Scope of research included: Scope of Content: This research studied factors related and effected to the quality of public music education in Universities, Hunan Province, China. There are 13 public universities and colleges.

**Table 1: University's Name, Authorities in Charge, and Location.**

Name	Authorities in Charge	Location
Central South University (CSU)	Ministry of National Education	Changsha
Hunan University (HU)	Ministry of National Education	Changsha
Hunan Normal University (HNU)	Hunan Educational Department	Changsha
Changsha University of Science and Technology (CRUST)	Hunan Educational Department	Changsha
Central South University of Forestry and Technology (CSUFT)	Hunan Educational Department	Changsha
Hunan Agricultural University	Hunan Educational Department	Changsha
Hunan University of Technology and Business (HUTB)	Hunan Educational Department	Changsha
Hunan University of Chinese Medicine (HUCM)	Hunan Educational Department	Changsha
Hunan University of Technology (HUT)	Hunan Educational Department	Zhuzhou
Xiangtan University (XTU)	Hunan Educational Department	Xianghan
Hunan University of Science and Technology (HUST)	Hunan Educational Department	Xianghan
Nahua University (NHU)	Hunan Educational Department	Hengyang
Jishou University (JSU)	Hunan Educational Department	Jishou

Source: Hunan Educational Department, 2019.

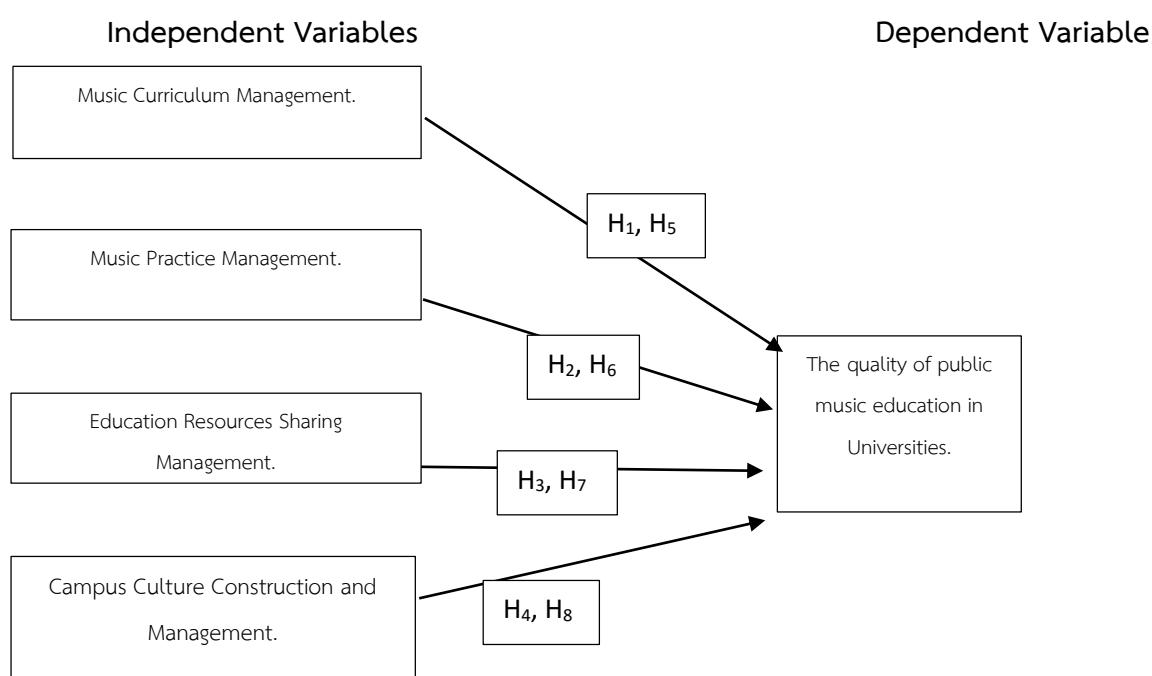
**Population and Sampling Size:** Hunan Senior Students in 13 public universities and colleges was among 86,918 students in 2019, Authors applied W.G. Cochran's Sampling Size Calculation Formula to compute, there were 400 samples, and increasing for error, equal 500 samples, used the non-probabilities sampling for collecting data by questionnaires and divided in only senior students all 13 Universities. Returned and completely all for calculated in this research 461 questionnaires.

**Scope of Variables:** The Independent variables were the Music Curriculum Management, Music Practice Management, Education Resources Sharing Management, Campus Culture Construction and Management. The Dependent variable was the quality of public music education in Universities.

**Scope of Time:** The Current research started the first process on 2019, and completely finished on August, 2021.

**Research Limitation:** Because of the COVID-19 Pandemic context, authors designed the data collecting by online questionnaires for safety all in live and property and followed by the healthy hygienic regulation of Hunan Provincial Announcements.

## Conceptual Framework



**Source:** Authors, 2019.

### **Research Hypothesis:**

$H_1$  : The Music Curriculum Management had positive relation with the quality of public music education in Universities, in average level.

$H_2$  : The Music Practice Management had positive relation with the quality of public music education in Universities, in average level.

$H_3$  : The Education Resources Sharing Management had positive relation with the quality of public music education in Universities, in average level.

$H_4$  : The Campus Culture Construction and Management had positive relation with the quality of public music education in Universities, in average level.

$H_5$  : The Music Curriculum Management had positive effected to the quality of public music education in Universities, in average level.

$H_6$  : The Music Practice Management had positive effected to the quality of public music education in Universities, in average level.

$H_7$  : The Education Resources Sharing Management had positive effected to the quality of public music education in Universities, in average level.

$H_8$  : The Campus Culture Construction and Management had positive effected to the quality of public music education in Universities, in average level.

### **Research Result**

In this part, demographic analysis, in term of gender, 277 samples were female, accounting for 60.09%, and 184 samples were male, accounting for 39.91%, respectively.

#### **Descriptive Analysis:**

Though, in term of Music Curriculum Management, 117 samples selected Public Music Curriculums, accounting for 25.38%, 344 samples did not selected. Their reason, included 1<sup>st</sup> “Do not notice the curriculum” was 159 samples, accounting for 46.22%, 2<sup>nd</sup> “Limited Enrollment and Failed the Curriculum” was 109 samples, accounting for 31.69%, 3<sup>rd</sup> “Dislike Music Learning”, 33 samples, accounting for 9.59%, and finally “Do not Select for Fear of Failing the Curriculum!” was 20 samples, accounting for 5.81%, respectively.

Term of Music Practice Management, 163 samples answered the Music Department and University occasionally encourage students to participate in music practice activities, accounting for 35.35%, 117 samples answered the Music Department and University often encourage students to practice in music practice, 82 samples answered the Music Department and University always encourage students in music practice activities, 77 samples answered they did not know, accounting for 16.70%, and 26 samples answered the Music Department and University have never encourage in music practice activities, respectively.

Term of Education Resources Sharing Management, 144 samples answered the Education Resources Sharing Management should be improve, accounting for 31.24%, 105 samples answer the Education Resources Sharing Management should link with universities' activities and events, 88 samples answer the Education Resources Sharing Management should respond the change of Globalization and World context, 80 sample answered the Education Resources Sharing Management should apply local music instructions in their curriculums, and 44 samples answered the Education Resources Sharing Management should have the alternative music instructions, as well as, the Millennium Age, respectively.

Term of The Campus Culture Construction and Management, 224 sample answer "Do not know whether the University often organizes music groups to perform on campus", accounting for 48.59%, 161 samples answered "Do not know whether the University often invites music groups from outside to perform on campus", accounting for 34.92%, 36 samples answered Universities rarely of never invite music groups from outside the school to perform on campus, accounting for 7.81%, 21 samples answered the Universities rarely invite or organize music groups from outside the school to perform on campus, accounting for 4.56%, and 19 samples answered the Universities should publish the special events and music festivals in campus, accounting for 4.12%, respectively.

Term of analysis of the influence of Music Curriculum Management on the quality of public music education, first from the perspective of the gains of electives, the survey result show the among 117 samples who had taken the public music curriculum, accounting for 25.37%, 61 samples answered they gained a lot from the electives public music curriculum, accounting for 13.23%,

Table 1: Analysis of Demographic Factors

Demographic Factors	Total (n=400)	Percentage
1.Gender		
-Female	231	42.25
-Male	169	57.75
2.Age		
-Under 20 years old	20	5.00
-21-30 years old	67	16.75
-31-40 years old	95	23.75
-41-50 years old	150	37.50
-51 years old and above	68	17.00
3.Educational Level		
-High School or Below	207	51.75
-Bachelor Degree	164	41.00
-Master Degree	20	5.00
-PhD	7	1.75
-PhD or Above	2	0.50
4.Career Professional		
-Head of State Agencies, Party Organization, Enterprises, and Institutions	67	16.75
-Professional Skill Worker	72	18.00
-Office Staff and related personnel	20	5.00
-Commercial and Service personnel	57	14.25
-Agriculture, Forestry, animal husbandry, and fishery production personnel	9	2.25
-Production and transportation equipment operator and related personnel		
-Solider	12	3.00
-Housewife/Work at home	5	1.25
	158	39.50
5.Monthly Income (Yuan)		
-3,000 or less	96	24.00
-3,001-6,000	162	40.50
-6,001-9,000	75	18.75
-9,001-12,000	39	9.75
-Over 12,001	28	7.00
6.Living Area		
-Xiangdong Zone (Changsha, Zhuzhou, Xiangtan)	96	24.00
-Xiangzhong Zone (Shaoyang, Loudi, Yiyang)	95	23.75
-Xiangnan Zone (Chenzhou, Yongzhou, Hengyang)	85	21.25
-Xiangbei Zone (Changde, Yueyang)	63	15.75
-Xiangxi Zone (Xiangxi Autonomous Prefecture, Huaihua Zhangjiajie),	61	15.25

In term of Watching Reasons the Huagu Opera frequency analysis (Free Opinion), 230 Ideas of 651 were Hometown Customs/Traditional, accounting for 35.30%, 155 Ideas wanted

to support the inheritance and development of National Intangible Culture of their Hometown, 134 Ideas were love and appreciated Huagu Opera Art, accounting for 20.60%, and 132 Ideas were preferred experience Hunan National Culture, accounting for 20.30%, respectively.

In term of Watching Frequency, found 241 samples from 400 had ever watched from time to time, accounting for 60.30%, 1-8 times per month watching had 108 samples, accounting for 27.00%, between 6 times or more had 27 samples, accounting for 6.80%, and 3-4 times per month had 24 samples, accounting for 6.00%, respectively.

In term of Awareness Level about Huagu Opera in Hunan Province, found almost of samples answered average level, at 205 samples, accounting for 51.30%, 84 samples answered know it well, accounting for 21.00%, 57 samples answered just heard of it, accounting for 14.30%, 38 samples answered know it very well, accounting for 9.50%, and 16 samples answered never heard of it, accounting for 4.00%, respectively.

In term of knowledge of Huagu Opera Troupe in Hunan Province, Found almost of sample were average level, at 179 samples, accounting for 44.80%, 98 samples answered just heard of it, accounting for 24.50%, 69 samples answered know it well, accounting for 17.30%, 31 samples answer well known of it, accounting for 7.80%, and 23 samples answered never heard of it, accounting for 5.80%, respectively.

### Inferential Analysis of Huagu Opera and Troupe in Hunan Province

Table 2: Mean, S. D., Level of factors, and position ranking of factors to Customer Satisfaction to Huagu Opera Troupe, Hunan Province.

Customer Satisfaction to Huagu Opera Troupe	Mean	S.D.	Level	Ranking
1. Internal Staff Management	2.91	0.94	average	2
2. Resource Allocation of the Troupe	2.38	0.97	poor	5
3. Troupe's Ability to Integrate Resources	2.87	0.93	average	3
4. Marketing Promotion of the Troupe	2.98	0.96	average	1
5. Customer Demand	2.77	0.88	average	4

In term of Internal Staff Management, overall result found: almost answered on average level, mean = 2.91, S.D.=0.94, at No.2 position ranking.

In term of Resource Allocation of the Troupe, overall result found: almost answer on poor level, mean=2.38, S.D.=0.97 at No.5 position ranking.

In term of Troupe's Ability to Integrate Resources, overall result found: almost answered on average level, mean=2.87, S.D.=0.93 at No.3 position ranking.

In term of Marketing Promotion of the Troupe, overall result found: almost answered on average level, mean=2.98, S.D.=0.96 at No.1 position ranking.

In term of Customer Demand, overall result found: almost answered on average level, mean=2.74, S.D.=0.88 at No.4 position ranking.

## **Hypothesis Testing and Result**

Through the independent variable calculated by t-Test on Gender Factors, there was no significant difference in this factor, the sig value did not reach the significant level. (P>0.05)

Through the independent variable calculated by ANOVA on Age Factors, there was no significant difference in this factor, the sig value did not reach the significant level. (P>0.05)

Through the independent variable calculated by ANOVA on Educational level Factors, there was no significant difference in this factor, the sig value did not reach the significant level. (P>0.05)

Through the independent variable calculated by ANOVA on Occupation Factors, there was no significant difference in this factor, the sig value did not reach the significant level. (P>0.05)

Through the independent variable calculated by ANOVA on Monthly Income Factors, there was no significant difference in this factor, the sig value did not reach the significant level. (P>0.05)

Through the independent variable calculated by ANOVA on Resident Area Factors, there was no significant difference in this factor, the sig value did not reach the significant level. (P>0.05)

## Multiple Regression Analysis

The multiple regression analysis was Customer Satisfaction of Huagu Opera Troupe ( $Y_1$ ) be able from Constant value (0.122)+ Resource Allocation of the Troupe ( $X_2$ ), Customer Demand ( $X_5$ ), Internal Staff Management ( $X_1$ ), The Troupe's Ability to Integrate Resources ( $X_3$ ), The Impact of National Policy ( $X_6$ ), and Marketing Promotion of the Troupe ( $X_4$ ), respectively, Satisfaction Forecasting at 39.60% at statistical significant level = 0.01, other factors could be forecast at 60.10%, and conditional standard error of measurement = 0.046

$$Y_1 = 1.796 + 0.466X_2 + 0.420X_5 + 0.392X_1 + 0.377X_3 + 0.348X_6 + 0.326X_4$$

Factors effected to Customer Satisfaction of Huagu Opera Troupe in Hunan Province	Customer Satisfaction				
	B	SE <sub>b</sub>	Beta	t	Sig.
Constant	1.796	0.142		11.319	.000
Internal Staff Management ( $X_1$ )	0.396	0.046	0.392	8.510	.000
Resource Allocation of the Troupe ( $X_2$ )	0.435	0.044	0.446	9.934	.000
The Troupe's Ability to Integrate Resources ( $X_3$ )	0.384	0.047	0.377	8.113	.000
Marketing Promotion of the Troupe ( $X_4$ )	0.321	0.047	0.326	6.884	.000
Customer Demand ( $X_5$ )	0.454	0.049	0.420	9.241	.000
The Impact of National Policy ( $X_6$ )	0.356	0.048	0.048	7.417	.000
R=0.677, R <sup>2</sup> =0.396, Adjusted R <sup>2</sup> =0.046, SE=0.479, F=55.405*, Sig=0.00					

\* Statistical significant level = 0.01

## Discussion

For the Customer Satisfaction of Hunan Huagu opera and its troupes, how can the Huagu opera troupes exert their efforts through effective and scientific management? Rooted in a practical review of the development of the Hunan Huagu opera troupe and observations on the peculiarities of the theater performance group management, the author brought forth suggestions and specific measures to promote the scientific effectiveness of the management of the Huagu opera troupe. The background of the scientific and effective management of Huagu opera troupe which is discussed by this article is set in an organized performance group. Therefore, the results of the effectiveness of management are presented in this organization and all discussions, analysis, research and sorting are carried out in such a system environment. Recommendations and specific measures will be given below, which can be divided into three levels.

## Enhancement of the Training and Classification Management of Troupe Employees

Employee training is a key link in cultivating and forming common values and enhancing cohesion. There are generally two ways to build a team of talents: one is by introduction and the other is by self-cultivation. The artists of the Huagu opera need be professional actors who enter a troupe through various selections. They are no longer in the role of students and have to complete various tasks according to the needs of troupes. In this sense, they are no longer just independent individuals, but also an indispensable backbone for the development of troupes. Therefore, troupes need to organize training regularly. On the one hand, it can convey the values of a troupe to employees and develop a good code of conduct so that employees can consciously work in accordance with the regulations, thereby forming a good and harmonious working atmosphere. On the other hand, by hiring famous Huagu Opera artists or inviting outstanding Huagu Opera seniors for professional training, troupes can deepen actors' understanding of Huagu Opera. In addition, Huagu Opera actors also need to make continuous progress and improvement after taking up their posts, so that their professional knowledge and technical capabilities can reach a higher level of a troupe's norms to meet future needs.

Nowadays, the actors of folk Huagu opera troupes generally come from various regions. They have become a culturally integrated team, within which different genres and different voices are all on the same stage and in the same script. As a result, it is difficult for actors and audiences to distinguish which region's Huagu opera is being performed. Therefore, in order to maintain the special charm of the local Huagu opera, the classified management of a troupe's actors is also very important.

Hunan Huagu Opera Troupes is mainly composed of actors and administrative staff. Actually, actors include Huagu opera actors, dancers, band players and stage artists. They are vital parts of a troupe who are direct participants in artistic production and the main body and management object of a troupe. According to the market value- oriented classification standards, the actors can be divided into: core actors, unique actors, general actors and auxiliary actors. Among them, core actors refer to high-value and top actors who have special and hard-to-replace professional skills, while these skills can make outstanding contributions to the development of a troupe. Unique actors mean low-value and scarce actors who master high-level and professional skills which are difficult to master, but have little influence on the

development of a troupe. General actors are valuable and low-scarce actors who have professional skills that can make a certain contribution to a troupe, but they are easily available in the labor market. Auxiliary actors are low-value and low-scarce actors who only master ordinary professional skills and are easily available in the labor market. The management of these four types of actors needs to be different. It has to maximize the contribution of the core actors. To this end, troupes can appropriately authorize them to encourage them to participate in troupes decision-making and achieve work autonomy. In addition, troupes can set up a high salary system for outstanding core actors by means of assessment to retain talents. For unique actors, troupes need to establish long-term cooperative relations with them, strengthen communication and maintain good cooperative relations. Therefore, troupes need to pay reasonable compensation for the professional skills of the actors based on their performance. Regarding the management of general actors, it is necessary to examine the professional skills of the actors around the role needs of troupes, clarify their responsibilities, strictly implement troupes management system and adopt a unified standard salary system within a troupe. For auxiliary actors, a troupe can use short-term contracts, temporary employment, etc. for management. And the salary standard needs to be determined according to the market.

### **Optimization of the Resource Allocation of Troupes**

Currently, the resource allocation of many Huagu Opera troupes in Hunan Province is still operating in the old mode, which lags far behind the changes in the market and is at a relatively backward level. Frankly speaking, one of the most important reasons is that the current resource allocation of troupes is not flexible. Thus, the optimization of the existing resources of troupes to adapt to market changes has become an important issue that a troupe must deal with and solve for its survival and development.

To solve this problem, troupes should base themselves on current resources and analyze the problems existing in the current resource allocation. In the allocation of human resources, the main task is to optimize the allocation of human resources and improve the quality of personnel, as well as to establish a restraint mechanism and an operating mechanism adapted to the reward mechanism. In the end, human resources can be fully utilized to achieve the goal of optimization. In order to achieve the optimization of a troupe's repertoire resources, it is necessary to start based on the extent to which the existing repertoire resources can satisfy the market. It needs to analyze whether the existing repertoire resources

can meet the needs of current and future consumers. For repertoires that do not meet consumer demand, a troupe needs to negotiate and choose a solution. For repertoires that do not meet consumer demand, troupes need to discuss and select solutions. This step can make full use of human resources and also help troupes to find a precise development position in the consumer market. Troupes need to develop and utilize musical score resources and pay attention to the creation, preservation and editing of musical scores. Carrying forward the national spirit should be the cornerstone of the musical notation innovation of Huagu Opera. The survival and development of national music in modern society needs to rely on innovative forms to adapt to modern people's aesthetic standards and meet modern people's cultural needs. Of course, related innovations have to respect objective laws, grasp the limits of artistic innovation and stick to the origin of national culture. In this way, troupes have inherited the spirit of folk music, which can transform the contradiction between artistic innovation and cultural persistence into the vitality of the development of national music. Generally speaking, there are traditional methods and Internet methods for preservation and editing. On the one hand, the traditional way of editing musical notation requires hand-drawn cursive notation and manual typesetting, which takes a long time and consumes a lot of fund. On the other hand, online score editing has realized the digitization of scores, which fundamentally eases the complexity of score editing and allows young people to better participate in it. In addition, it can improve efficiency to a certain extent, which makes notation and revision work easier.

Through the optimization and reasonable allocation of resources, the Huagu troupes can be more flexible in order to react quickly in the ever-changing environment and win market recognition in the fierce competition.

#### **Enrichment of Promotion Channels of Troupes**

Marketing is the most direct and effective way to improve the popularity of a troupe, and it is also the fastest way to open up the market. If the publicity work can be done in a way acceptable to the public, Hunan Huagu Opera will be well known by more people.

Marketing promotion must do the following:

**1. Targeted Market Research:** Market research should try to find out the situation of competitors, clarify the core competitiveness of a troupe, and know the preferences and needs of consumers in time, so as to make a relatively accurate analysis of the consumer market.

**2. Elaborate Activity Planning:** The staff engaged in the cultural propaganda of a troupe can regularly organize various competitions or performances to attract the masses in the form of prizes and honors, so as to enhance the people's enthusiasm for participation. Innovation reward mechanism can also be set up to encourage people to actively participate in innovation. Open the public voting channel, and the flower drum opera works with high votes will be performed and rewarded.

**3. Full Use of Digital Network:** In today's digital and intelligent era, we should make use of the advantages of network information technology to enable Hunan Huagu Opera culture to find a new breakthrough in the Internet wave.

For example, a special website on Hunan Huagu Opera was set up on the Internet to let more people learn about Hunan Huagu Opera conveniently and quickly. Combining the singing style of Hunan Huagu Opera with the elements of pop music, adding the way of pop arrangement to create works, which are distributed on music apps such as NetEase CloudMusic, QQ Music and Kugou Music, attracting more young consumers. Combine the plot of the story in Hunan Huagu Opera with digital virtual technology and deduce it into a form that can be accepted by the public quickly, such as 3D cartoon. Hunan Huagu Opera will be closely integrated into a new hot spot, and will be adapted to create music, which will be spread on popular platforms such as Tik Tok, Zanjiao, WeChat and Weibo.

**4. Potential Consumer Cultivation:** Troupes need to cherish the excavation and utilization of potential Huagu Opera students and consumers. School education has a profound impact on the growth path of young people. Therefore, a troupe can rely on the education industry and regularly carry out activities such as "drama on campus" within campus, in which troupes can invite famous actors of troupes or inheritors of Hunan Huagu Opera to the campus to spread the its culture. In addition, schools can design teaching plans, methods and models according to the learning needs of students and develop special Hunan Huagu Opera teaching materials. Such as:

Music appreciation class: to teach the Huagu Opera culture and let students experience the unique charm of Huagu Opera.

Vocal music class: to hire outstanding Huagu Opera actors from this troupe to teach Huagu Opera face to face on campus.

Instrumental music class: to let students experience the rhythm of Huagu Opera performance.

Dance class: to learn the body rhyme of Huagu Opera

Art class: to experience the roles of Huagu Opera with different makeup

**5. Broadening of the Tourism Consumer Market:** Relevant departments can try to plan the protective tourism route of Hunan Huagu Opera, in order to attract more opera lovers to pay attention to Hunan Huagu Opera and expand the Hunan Huagu Opera tourism market. What's more, relevant departments can invite local Huagu Opera troupes or Huagu Opera performing arts companies to jointly create Huagu Opera theme modes, such as theme parks, festivals, museums, digital virtual, and Huagu Opera character experience games.

## Research Significance

Compared with foreign countries, Chinese scholars started late in the study of artistic troupe, and relatively few studies on opera troupe. The author summarizes the existing research literature and finds that the domestic scholars' research on the flower drum opera focuses on the creative features, singing style, representative repertoire, historical culture, stage deduction, and the dressing of the Huagu Opera. The research on the Huagu Opera Troupe is relatively rare, also mainly study the problems and countermeasures in the development of a particular troupe, only a small number of scholars use a combination of statistics, management, and musicology to systematically analyze the influencing factors of development and management of Hunan Huagu Opera Troupe. In addition, taking the Hunan Huagu Opera Troupe as the research object to constructs the influencing factor model of the development of Hunan Huagu Opera Troupe through the empirical research on the factors affecting the development of Hunan Huagu Opera Troupe. At the same time, the thesis discusses the development path of Hunan Huagu Opera Troupe with the actual case analysis. This provides a theoretical model framework for future scholars to study the factors and paths of the development of other literary and artistic troupes, enriching the relevant theories of literary and artistic troupes.

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