

## Thoughts on the promotion of modern and contemporary ancient poetry art songs from “Marginalization” to “Mainstream”

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### *Abstract*

*with the development of the times and social changes, the creation of modern and contemporary ancient poetry art songs is increasingly difficult, artistic expression of the rich, difficult to enhance the creation of traditional culture and other factors have a huge impact on its deepening. In this case, the modern and contemporary ancient poetry art songs increasingly prominent phenomenon of marginalization, and the causes of its marginalization is also worth in-depth study. This paper aims to analyze the causes of the marginalization of the art songs of modern and contemporary ancient poetry, and put forward the corresponding countermeasures and suggestions to promote the diversification of their art forms and the improvement of their creative quality.*

*Keywords: Modern and contemporary, ancient poetry art songs, marginal, mainstream, promote.*

### **Introduction**

Since the 1990s, the Chinese music market has been dominated by pop and other commercial music, and Chinese culture has been slowly forgotten. As an important part of Chinese culture, ancient poetry was very limited in circulation during that period. But in the new era, more and more musicians have begun to combine ancient poetry with music, showing the charm of Chinese culture in a unique way. At present, modern and contemporary ancient poetry art songs have become an important form in the Chinese music market. Its main characteristic is the compact structure of the works, the integration of traditional and modern factors, pay attention to artistic conception, meaning and cultural connotation of the expression. Even classical poems are constantly innovated in the process of singing, and different styles of works are gradually developed. For example, Li Yinghai's *Climbing the Crane and Sparrow Building*, adapted from the

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Stork and Sparrow Building by Wang Zhihuan, a poet in the Tang Dynasty, has become an art song with a strong sense of ancient style, combining classical melody with popular rhythm. There are Wang Zhenya's "Yangguan Sandiao" and other works are the classic works of ancient poetry art songs. In addition to these well-known musicians, there are many new musicians trying to combine ancient poetry with music. Their works have also been widely recognized among young people and have played a positive role in cultural exchanges among young people. It can be seen that the development trend of modern and contemporary ancient poetry art songs has not only been supported by the literary and art circles, but also been recognized by people. However, although the development momentum of modern and contemporary ancient poetry art songs is good, there are also some problems. First of all, some works attach too much importance to popular elements and pursue too much commercialization, ignoring the core cultural connotation and individual beauty of ancient poetry. Secondly, some musicians lack a deep understanding of ancient poetry and traditional culture in the creation process, resulting in the level of their works is not high enough. In addition, for some media and audience's cognition of ancient poetry is not deep enough, easy to appear wrong understanding and misinterpretation. In the face of these problems, the measures we should take are to strengthen the understanding and research of the ancient poetry and its cultural connotation, improve the cultural quality and aesthetic level of musicians, and strengthen the education and publicity to guide the audience to correctly understand the value and significance of the ancient poetry. In short, modern and contemporary ancient poetry art songs are a vibrant art form, which represents the unique charm of Chinese culture and the spirit of The Times. While preserving the traditional culture, we should pay attention to innovation and development, so that it will have broader space and deeper connotation in the future development. Moreover, the development of modern and contemporary ancient poetry art songs also promotes the inheritance and promotion of traditional culture, making more young people understand the essence of traditional Chinese culture, ancient poetry. Nowadays, the competition in the music market is fierce, and it is difficult to meet the aesthetic needs of modern people by relying on traditional singing style and music style. The art songs with ancient poetry not only meet modern people's appreciation needs for pop music, but also let them understand the beauty of traditional culture, which is one of the reasons for its wide recognition and support in the market.

#### 1. Definition and characteristics of modern and contemporary ancient poetry art songs

The "modern and contemporary ancient poetry art songs" defined in the article refer to the artistic songs composed and created since the 20th century. The definition of modern and contemporary is taken from the phased reference of the development of Chinese new music, and the starting point of the development of modern and contemporary Chinese ancient poetry art songs is divided by the time point of modern and contemporary Chinese music. Mainly from the aspects of language style and music form shows the uniqueness, at the same time, on this basis, the integration of thousands of years of Chinese culture precipitation and European music creation techniques, the ancient Chinese poetry and western art songs in the aspect of lyrics and music perfect fusion, become the modern and contemporary ancient poetry art songs in the inheritance of the carrier.

#### 1.1 Definition of the concept of "marginalization" in modern and contemporary ancient poetry art songs

Marginalization is a sociological concept that refers to the exclusion or marginalization of certain groups or individuals for various reasons. In modern and contemporary ancient poetry art songs, "marginalization" refers to the social status of this art genre. As a form of literature and art, the status of ancient poetry in modern and contemporary society has indeed encountered certain challenges and repression, and art song as a form of music, is facing challenges. This is mainly because the cultural trend and music aesthetic in modern society are different from the traditional culture and music aesthetic. At the same time, the fast pace of life and entertainment in modern society makes people no longer have the patience to appreciate and taste ancient poetry and art songs. In addition, the music industry in modern society also brings certain pressure on the inheritance and development of ancient poetry art songs. The commercial music industry pays more attention to the popularity and commercial value, while the ancient poetry art songs pay more attention to the cultural connotation and spiritual value, which also makes their status in the music industry is not as significant as that of popular music and commercial songs. However, in some cultural promotion activities and performances, there is still a certain space for the performance of ancient poetry art songs. At the same time, some culture lovers and musicians have been working hard for the inheritance and development of ancient poetry art songs. Therefore, although in the "marginalized" social status, the ancient poetry art songs still have a certain vitality and development potential. The charm of ancient poetry art songs lies in their inheritance of the essence and aesthetic concept of traditional Chinese culture, with unique cultural value and significance. At the same time, the ancient poetry art song is also an important part of the treasure house of human culture, its unique aesthetic expression, artistic characteristics

and the diversity of modern culture and wide acceptance form a sharp contrast. In contemporary society, despite different cultural trends and musical aesthetics, there is a growing call to protect and inherit traditional culture, and cultural diversity and cultural confidence are constantly emphasized. Therefore, as a treasure in the traditional culture, the ancient poetry and art songs have the possibility of being reconcerned and carried forward. Artists and cultural institutions are also actively exploring the expression and innovation of ancient poetry art songs in modern music, trying to use modern musical language and expression ways to connect and integrate with traditional culture, so as to promote the development and inheritance of traditional culture. Therefore, although in modern and contemporary society, ancient poetry and art songs are in a "marginal" social status, but its unique cultural value and artistic charm are still attracting many people. We need the support and efforts of more people to make ancient poetry and art songs revitalize their vitality and charm in contemporary society.

#### 1.2 Definition of the concept of "mainstreaming" of modern and contemporary ancient poetry art songs

Modern and contemporary ancient poetry art songs are gradually moving towards "mainstream", becoming an important part of modern music culture. With the change of times and the change of people's aesthetic concept, ancient poetry and art songs are no longer a minority culture, but gradually widely recognized and appreciated. The reason is that modern and contemporary ancient poetry art songs combine the essence of Chinese and Western culture, as well as the diversity and innovation of modern music, bringing different hearing experience to the vast audience. These songs not only break the boundary between traditional culture and modern music, but also inherit and carry forward Chinese culture by combining high art and popular culture. With the rapid development of modern culture, people have higher and higher requirements for "ear aesthetics". Modern and contemporary ancient poetry art songs pursue higher artistic taste and aesthetic standards in the arrangement of songs, the creation of lyrics, singing ways and other aspects, so that people feel the rational and elegant music. Therefore, modern and contemporary ancient poetry art songs have become unique cultural products and are favored, showing the prosperity of one school culture and the vitality of modern music. With the advent of the Internet era, the promotion and dissemination of modern and contemporary ancient poetry art songs has been greatly promoted. Through various online music platforms and social media, songs of this genre can be contacted and communicated with a wider audience, with more opportunities for expression and dissemination.

It is worth noting that with modern young people's re-examination and cognition of traditional Chinese culture, modern and contemporary ancient poetry art songs have gradually become the new favorite among young and middle-aged listeners. These songs not only show the charm of traditional Chinese culture in a unique form, but also integrate modern expression of emotions, aesthetic thoughts and life values, leading the trend of The Times. As an art form integrating the differences between Chinese and Western cultures, ancient poetry and art songs are gradually entering People's Daily life and cultural consumption, becoming an important part of spiritual and cultural life and a more inclusive and diversified musical culture form.

### 1.3 Characteristics of modern and contemporary ancient poetry art songs

Modern and contemporary ancient poetry art songs have a positive impact on the great exchange of music culture between China and foreign countries, and also play a driving role in promoting the status of Chinese music in the world. Since ancient times, there has been a tradition of "paying attention to nature and degree, and being at ease". Modern poetry and art songs also reflect this concept, which makes Chinese culture integrate contemporary music styles on the basis of moderately retaining tradition, showing the confident and open side of Chinese culture, and greatly enriching the connotation of contemporary Chinese culture. In general, modern and contemporary ancient poetry art songs are an art form integrating ancient poetry and modern songs. It combines traditional poetry and modern popular music to form a musical form with a unique style. Its performance characteristics are as follows:

Unique style: Modern and contemporary ancient poetry art songs break the boundaries of traditional poetry recitation and song singing, using the melody and rhythm of popular music, so that the traditional poetry has a more lively form of expression.

Emotional expression: modern and contemporary ancient poetry art songs combine the emotion expressed in the ancient poetry with the emotion of modern youth, and show the deep and restrained emotion of the poetry more true and appropriate.

Emphasis on meaning: Modern and contemporary ancient poetry art songs focus on the expression of the meaning of poetry in singing, pay attention to grasp the connotation of poetry, so that it not only become a form of language art, but also become the expression of emotion and thought.

Add modern elements: Modern and contemporary ancient poetry art songs integrate modern pop elements, giving people a sense of The Times and modern sense, so that it is more in line with The Times.

Vocals and instruments: Singers in modern and contemporary ancient poetry art songs often use Musical Instruments to accompany them, which makes the music more rich and layered and makes the whole work more appealing.

Diversified themes: Modern and contemporary ancient poetry and art songs have diverse themes, including songs about interpersonal relationships such as love and friendship, songs about homeland and motherland, and even related to social reality and life values.

In a word, the characteristics of modern and contemporary ancient poetry art songs are the combination of traditional poetry and modern pop music, into the contemporary ideas and aesthetic concepts, making it a more diversified form of music art. Although the appearance of ancient poetry art songs in different stages is different, they all show the common points of "neutralization" and "harmony", with charm and connotation, which are also deeply reflected in the singing style. Its development is an activity that constantly promotes the development of traditional culture. It not only continues the cultural inheritance of traditional Chinese culture and art, but also combines ancient charm with modern charm to show the beauty of hardness and tenderness of Chinese culture in the new era. It is believed that in the near future, modern and contemporary ancient poetry art songs will shine brightly in the music market, showing more colorful cultural charm to the audiences at home and abroad.

## 2. The expression of "marginalization" of modern and contemporary ancient poetry art songs

The marginalization of modern and contemporary ancient poetry art songs does exist, which is related to the background of The Times and people's aesthetic concept. With the rapid development of society and the diversification of culture, more and more new types of music have appeared in the music market, such as hip-hop, pop, electronic and other music styles have gradually become the mainstream, while some traditional music forms, including ancient poetry and art songs, have gradually become obsolete and outdated. At the same time, the language and artistic expression forms of ancient poetry are relatively difficult for young people to understand and accept. Therefore, the status of traditional ancient poetry art songs in the music market is gradually declining, and the trend of marginalization is increasingly obvious, which is mainly reflected in the following aspects:

### 2.1 It is difficult to develop due to the change of inheritance environment

As a part of traditional culture, ancient poetry and art songs are an important part of Chinese culture. However, with the development of modern society, this art form is also facing many challenges and problems. First of all, modern people's aesthetic needs and tastes have

changed. Compared with ancient times, modern people prefer more modern art forms such as pop music or modern dance. Therefore, the popularity of ancient poetry art songs among young people is low, and it is difficult to get more extensive dissemination and development. Secondly, the pace of life in modern society is fast, and people's time and energy are occupied by most. In such an environment, it is difficult to have more time and energy to understand and appreciate ancient poetry and art songs. As a result, it also has a relatively small audience. In addition, the development of modern entertainment industry also makes the market competitiveness of ancient poetry art songs become weaker. The market is full of various types of music and entertainment products, the competition is very fierce, the traditional ancient poetry art songs are difficult to occupy a dominant position in the market.

## 2.2 The singleness of artistic form leads to the limitation of expressive force

The form of modern and contemporary ancient poetry art songs is relatively simple, it is difficult to innovate and break through on the whole, which leads to the limitation of artistic expression ability. At the same time, the lack of harmony and unity of the music and lyrics, the lack of affinity of the melody, the performance is not satisfactory. Since modern times, ancient poetry art songs have become a traditional art form, especially in the Chinese cultural heritage, this art form has been limited because of its single expression. On the one hand, the language form of traditional Chinese poetry is relatively fixed, and the techniques such as parallelism and matching often become the reliance of creation. As time goes by, such forms gradually become obsolete and difficult to resonate with people. On the other hand, the combination of modern pop music and ancient poetry art, often simply sets the content of ancient poetry into the rhythm of popular music, sometimes lack of creativity and depth, it is difficult to reach the height of art.

Therefore, in terms of expressive force, the single form of modern and contemporary ancient poetry art songs plays a limiting role. In order to break through this limitation, more innovation and exploration are needed, for example, combining modern poetry, popular music and novel creativity, to discover more colorful expression ways, so as to better show the charm of ancient poetry art.

## 2.3 Lack of artistic works with market value

There are few works of modern and contemporary ancient poetry and art songs, and it is difficult to get due attention in the entertainment market. The lack of market operation mode makes it difficult to effectively meet the creation needs of artistic works, which causes greater pressure on artistic creators. According to the existing market

conditions and cultural atmosphere, the market of modern and contemporary ancient poetry art songs is relatively narrow, lack of art works with high market value. On the one hand, the role of traditional culture in contemporary society has been weakened. The music market is more inclined to the fast rhythm and easy to catchy pop style, and the acceptance of ancient poetry art songs with decadent, plaintive, ethereal and other emotional characteristics is not high. On the other hand, modern and contemporary styles of lyrics pay more attention to straightforward expression and personal experience, while the implicit and profound emotions in ancient poetry are difficult to be directly understood and accepted by contemporary audiences. In such a market situation, new musicians and music production teams are needed to pay attention to market research and audience demand, explore the creation and expression methods with market and artistic value, explore the cultural value and artistic charm of ancient poetry, and inject new vitality and creativity into the development of modern and contemporary ancient poetry art songs. At the same time, cultural education and promotion should be strengthened to let more people know and love the art songs of ancient poetry, expand the audience group of ancient poetry, and provide more opportunities and possibilities for its market development.

### 3. Reasons for the "marginalization" of modern and contemporary ancient poetry art songs

In recent years, the development of modern and contemporary ancient poetry art songs has encountered some difficulties, such as the market response is not as expected, relatively less accepted by the public and so on. This is mainly due to the following factors:

Over-saturation of the market: With the gradual development of the field of modern and contemporary ancient poetry art songs, there are more and more products of the same type in the market, which makes people unable to tell the difference between them. Therefore, it is difficult to stand out in the market, and the response naturally declines.

Fierce competition: With the increase of market saturation, there are more and more competitors in the same genre as modern and contemporary ancient poetry art songs. The competitors also have different themes, such as pop music and rock music. Therefore, even if modern and contemporary ancient poetry art songs are very influential in their own fields, they still can't beat competitors in different fields.

Different levels of cultural cognition: People with different cultural backgrounds have different understandings of the emotions and connotations represented by modern and contemporary ancient



poetry and art songs. In some areas, people may not be able to understand the artistic conception and expression of ancient poetry, and thus cannot truly appreciate this cultural art form.

Limited number of fans: Compared with other genres such as pop music, modern and contemporary ancient poetry art songs have a relatively small number of fans, which to some extent leads to their marginalization in the market.

The above are some reasons for the "marginalization" of modern and contemporary ancient poetry art songs, but they do not prevent the continued development of modern and contemporary ancient poetry art songs. With a thorough understanding of these issues, producers can adjust their strategies to increase the popularity of their products. For example, the scope of publicity can be appropriately expanded and modern social media platforms can be used for marketing. In addition, modern and contemporary ancient poetry art songs can also pay more attention to the innovation of artistic expressiveness and expression to attract more audiences. In the production, modern music elements can be combined to enhance the sense of The Times, so that more people can understand and accept this theme. At the same time, it can also try to combine various forms such as modern and contemporary ancient poetry, art songs and stage plays to attract more audiences and fans.

In a word, changes in the market, different cultural backgrounds, and other factors may lead to the marginalization of modern and contemporary ancient poetry art songs. But there are many ways to break out of this dilemma, such as strategic adjustments, a focus on innovation, and the cultivation of good artists. Modern and contemporary ancient poetry art songs are still a promising music field as long as they adapt to market changes and innovate creative ideas and ways.

#### 4. Strategies to promote modern and contemporary ancient poetry art songs from "marginalization" to "mainstreaming"

With the strengthening of cultural exchange and the trend of cultural diversification, the promotion of modern and contemporary ancient poetry art songs to the mainstream has become a necessary choice. Ancient poetry is an important part of Chinese excellent traditional culture, it represents the beauty of Chinese civilization, has been widely sung and inherited for a long time. The promotion of modern and contemporary ancient poetry art songs not only allows the traditional culture to continue, but also enables more people to contact and understand the charm of ancient poetry. The mainstreaming of modern and contemporary ancient poetry art songs is not only conducive to the inheritance of classical culture, to meet

the aesthetic needs of modern young people, but also to expand the market and promote the integration of Chinese and Western cultures.

#### 4.1 Expand diversified creation forms

On the basis of existing works, bold attempts should be made to increase the diversification of the expression forms of ancient poetry and art songs, broaden the boundaries of art, such as rational use of new media, interactive video and audio forms, combining art and technology to create more novel and interesting art forms. The development and evolution of ancient poetry art songs have tended to the direction of "broad", "precise", "few" and "simple". "Broad" is the skill requirement of modern and contemporary ancient poetry art songs, that is, vocal music and lyrics are the basis of the ability of modern and contemporary ancient poetry art songs. These art categories should be expanded comprehensively, and cannot be isolated in one art category. We need to achieve extensive and all-round development. For example, in the expression of lyrics, the basic skills of language and the types of lyrics of various styles of ancient poetry should be dabbled, and the expression of emotions in different themes should be mastered. As for vocal music, it is necessary to master the singing methods of pop, Bel Canto and ethnic groups in depth, and to cover a wide range of works. All these are the basis for the formation of quality vocal expression. In short, modern and contemporary ancient poetry art songs need a wide range of ideas and broad performance ability of a variety of skills. And "fine" refers to the in-depth study of the connotation of modern and contemporary ancient poetry art songs and the selection of appropriate interpretation methods, because for singers, the integration of vocal music and lyrics is for better singing. If they only pay attention to the wide range, on the one hand, they do not have too much energy to go into the performance of modern and contemporary ancient poetry art songs. Second, the study did not form the corresponding technology to support the modern and contemporary ancient poetry art and song ability. Therefore, "wide" is the foundation, and the extensive learning surface needs the selection of content to organize the training of singing content and lyrics skills with distinctive characteristics. The practical content of modern and contemporary ancient poetry art songs is selected. The significance of "less" lies in the cutting and simplifying of singing skills of vocal music and ancient poetry lyrics on the basis of "fine", and choosing important learning content. Finally, the meaning of "simple" is inclined to transform the complicated into simple techniques of modern and contemporary ancient poetry art songs. The singing of modern and contemporary ancient poetry art songs mainly takes its essence and avoids difficult singing techniques, so that the singers can focus their energy on body expression and voice skills display, and show the perfect sense rhythm with the combination

of the two, so as to correctly express the inner heart of the characters in the song. It perfectly interprets the style and rhythm of modern and contemporary ancient poetry and art songs.

#### 4.2 Improve the artistic charm of music creation

Ancient poetry art songs are a comprehensive art form that combines poetry, music, performance and other artistic elements. It not only requires a composer to have a certain talent for music creation, but also needs a deep understanding of ancient poetry and sensitivity to ancient culture and art. Combining with the overall environment of music society, the improvement of the creation level of ancient poetry art songs should be carried out from the following aspects:

Learn the knowledge of ancient poetry culture. The creation of ancient poetry art songs requires a deep understanding of ancient culture, history, philosophy and other knowledge, which will help the composer understand the connotation of ancient poetry and create a more ancient music atmosphere.

Have the ability to compose music. Composers need to have the basic skills of music, including music theory, music form knowledge, harmony, rhythm and so on. Only with these foundations can the ancient poetry be better transformed into beautiful music works.

In-depth analysis of the connotation of ancient poetry. The analysis of ancient poetry should be comprehensive, which needs to study its meaning, meter, rhythm, rhetorical devices and so on. Only by truly understanding the connotation and flavor of ancient poetry can we create a more ancient style of music.

Be innovative. Although ancient poetry and art songs should have ancient charm, it does not mean that we should blindly copy ancient music forms. In the process of creation, there should be innovative spirit, inject modern music elements, make the works more modern flavor.

Work with great singers. The singer's singing will directly affect the effect of ancient poetry art songs. Therefore, composers should actively cooperate with excellent singers and constantly improve the artistic level of their works with the help of their voice and performance skills.

In a word, the creation of ancient poetry art songs requires composers to have deep atments in music and culture and art. For example, Li Shutong and Huang Yi used some literary rhetorical devices such as metaphor and parallelism in the creation of ancient poetry art songs, combined with music rhythm and emotional changes, to create works rich in ancient charm and flavor. Modern composers can learn from these ways of creation, through technical breakthrough and enhancement of expressive force, make the music charm of modern

and contemporary ancient poetry art songs more prominent, improve the artistic quality and market competitiveness.

#### 4.3 Strengthen marketing to improve social recognition

As ancient poetry and art songs move from "marginalization" to "mainstreaming", in addition to enhancing the charm of artistic works themselves, marketing means should also be adopted to enhance the market value and awareness of artworks, increase the audience group of artistic works and enhance their social recognition through advertising and new media promotion channels. First, explore the cultural connotation of ancient poetry, let more people know its meaning and value, and integrate it into contemporary life. By holding the ancient poetry culture festival and singing the art songs of ancient poetry, more people can feel the charm of ancient poetry and improve the popularity and recognition of the art songs of ancient poetry.

Secondly, innovate the expression form of ancient poetry art songs, so that it is more in line with the aesthetic needs of modern people. We can learn from the elements of modern music and add more modern arrangements and production methods to make it more competitive in the market. Moreover, the propaganda of the ancient poetry art songs can be improved through advertising, network promotion and other ways, so that more people can know the ancient poetry art songs, improve their social recognition and market influence, attract more well-known cultural and art circles and celebrities to join the creation and singing of the ancient poetry art songs, improve their value and appeal. Attract more consumers. Finally, we can try to promote the audio-video products of ancient poetry and art songs and digital music, so that more people can easily obtain, appreciate and buy related music products, and improve their market sales and social recognition.

#### 4.4 Create an art brand with cultural connotation

As one of the quintessence of Chinese culture, ancient poetry is highly praised by the world for its rich meaning, beautiful rhyme and far-reaching historical background. However, in modern society, due to various reasons, many people no longer like or can't appreciate ancient poetry, or even can't remember some classic works by heart. Therefore, it is necessary to build the cultural brand of ancient poetry art songs through various channels, so as to inherit and spread the ancient poetry culture. Only through innovation and differentiation, to establish a brand image in the market, to improve the brand influence and market share. How to build a cultural brand in this field can be started from the following aspects:

Excavating cultural connotation: Ancient poetry art songs should pay attention to cultural inheritance and connotation mining, through in-depth study of ancient culture, excavating philosophical thoughts and

aesthetic taste contained in the poetry, to build a song brand with cultural connotation as the core.

Select fine materials: In the aspect of song material selection, we should select ancient classical works, but also pay attention to the works of modern poets and writers. Through the combination of different themes, styles and emotions, we can show the dialogue and integration of ancient culture and modern culture.

Music innovation: Ancient poetry art songs need to innovate musical language and forms of expression, extract recognizable and distinctive music arrangements, fully reflect cultural connotations, break through the shackles of traditional art, combine new and traditional art forms, and attract more audiences.

Visual marketing: brand publicity and promotion is also very important, in terms of visual marketing should pay attention to the cover design of songs, MV production, stage performance and other aspects, to shape a unified brand image, improve brand awareness and reputation.

Social media marketing: The promotion of ancient poetry and art songs can use social media, such as Douyin, Weibo, wechat public account and other platforms, to attract more audiences through thematic planning, interactive promotion and other ways, so as to build a highly topical cultural brand.

To sum up, building the cultural brand of ancient poetry and art songs is a necessary work with broad market prospects, but it is also necessary to fully consider the market demand, cultural value, market potential and brand construction, so as to realize the harmonious development of brand and culture.

## **Conclusion:**

Through the in-depth analysis of this paper, it is found that there are many reasons for the marginalization of modern and contemporary ancient poetry art songs, including the change of inheritance environment, the unitary art form and the lack of market value of art works. To effectively solve these problems may require innovation and breakthrough, but also need to reasonably use market means to promote culture and art, improve the marketization of culture and art and social influence. In-depth study of the marginalization of modern and contemporary ancient poetry art songs and its causes, and take effective measures, will provide useful reference for the inheritance and innovation of Chinese traditional culture. In addition, modern and contemporary ancient poetry art songs have unique cultural value and artistic charm, and the positive energy of culture is also prominent.

They can easily convey emotions, enlighten thoughts and promote virtues, so their development has a wide range of social significance.

In promoting the creation, innovation, tradition and marketization of modern and contemporary ancient poetry art songs, relevant people in all fields of society should carry forward the spirit of cooperation, increase the opportunities for communication, build Bridges and platforms between artists, experts in other fields and commercial channels, and provide more support for the healthy development of modern and contemporary ancient poetry art songs. It has transformed the art songs of ancient poetry from "marginalization" to "mainstream", and has been widely recognized by the public through mainstream media, social platforms and network channels. The public also has a love for the art songs of ancient poetry, which has a great influence on the exploration and communication of the art songs culture of ancient poetry, making this traditional culture can be inherited in the contemporary era. Due to the widespread recognition of the public, the art songs of ancient poetry have been introduced into the emerging media and found another form of performance in concerts, TV programs and other activities, enabling new and old audiences to feel the charm of ancient poetry in different ways and inspiring more cultural resonance. In addition, the feelings and ideas expressed in some ancient poetry art songs are increasingly close to the current social issues. Some ancient lyrical content can still be recognized by the vast audience in today's time and space, which also encourages more people to join the stage of ancient poetry art songs, thus making the mainstreaming of ancient poetry art songs more obvious. As for how to make more people appreciate classical music, the most fundamental way is to open more markets for classical music, introduce new and interesting ways of performing classical music, and bring classical music to everyone. In addition, the infinite charm of classical music can be publicized and displayed on campus and in enterprises, so that classical music can be disseminated in a more diversified way and be known by more people, so as to achieve the purpose of improving the level of literature and art. In addition, new media technology can also be used to deeply express the ancient poetry art songs, display its cultural connotation from multiple perspectives, better arouse the audience's resonance, let more people like the ancient poetry art songs, and increase the communication power of the ancient poetry art songs.

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