

lege student. The significance of university is to cultivate different types of talents for the society, which is to cultivate students through culture.

The education mode of university transfers culture. Universities educate different students through culture, so that they have their own independent thoughts and become a person with sound personality. For a teacher, the study of university culture helps to comprehensively promote quality education and cultivate high-quality talents with all-round development of morality, intelligence, physical beauty. In universities, we should create a positive youth culture for students, strengthen the constraints and teaching of young people's ideological behavior, and improve the current imperfect mode of education. In addition, grasp the key of youth culture, strengthen their guidance, understand their environment, pay attention to youth life, and take active measures to lead youth culture when finding problems.

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ABOUT SOME DEVELOPMENT TRENDS OF POPULAR MUSIC IN CHINA

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Pop music is one of the most important cultural trends in modern society. As a cultural phenomenon with great vitality, popular music should be appreciated and studied not only at a practical but also at a theoretical level. However, there is not enough high-level research on popular music. It should be noted that the understanding of the concept of popular music, its image and uniqueness is still relatively vague. This is noted by many researchers, including Liu Kexin (刘可欣) [1].

The popular music market in China is becoming more mature. The media play an important role in the development of popular music. Chinese popular music originated in the 90s of the twentieth century. From the outset, amid a favorable atmosphere of reform and opening up, mainland China has been influenced by a continuous influx of Western pop culture and popular elements from Hong Kong and Taiwan. The musical characteristics of contemporary pop music are becoming more and more distinctive. Pop music has become an integral part of modern social life, and the media play an important role in it [2].

The purpose of this article is to analyze the trends of popular music in China at the beginning of the 21st century.

Material and methods. The material of the article are the works of researchers Liu Kexin (刘可欣), Sun Wei (孙伟), Tao Xin (陶鑫), Wang Li (王丽), Yang Xiumin (杨秀敏). Methods of analysis and systematization were used.

Findings and their discussion. Pop music is an important symbol of the spiritual life of the masses. It can reflect the ethnos of a society, its social and cultural background. Pop music can cause internal depression and dissatisfaction in people, and can express positive feelings of people, an optimistic attitude towards life. Yang Xiumin (杨秀敏) analyzes various definitions of popular music and offers characteristics of popular music development as well as new trends in popular music in China [3].

Wang Li (王丽) defines pop music as a group in modern society, driven by commodity consciousness, popular culture and aesthetic needs over a period of time. This music represents appropriate musical behavior. This is a culture of mass consumption, developed through commercial communication channels, so it inevitably becomes part of the culture of a market economy. Popular music is the product of a combination of modern technology and contemporary culture. As a new cultural form created within the modern industry and commodity production system, popular music has an interactive connection with the public. [4].

Of note is Tao Xin's "Pop Music Handbook" (陶昕的《流行音乐手册》). It provides a relatively systematic and comprehensive introduction to popular music and related areas of knowledge, principles and practices. This publication examines the development of popular music in various countries and regions of the world, analyzes the creation, performance and distribution of popular music on the example of more than 200 representative European and American singers [5].

Conclusion. Popular Chinese music is abbreviated as "C-pop". This concept is widespread not only in the territories adjacent to China, but also in countries in which the Chinese language is used by the majority of the population, for example, in Singapore. Sometimes the term "C-pop" is used to refer to other styles (Chinese rock, hip-hop, etc.). The study of popular Chinese music can be carried out in the context of a comparative analysis of domestic and foreign popular music. These prospects are quite relevant for the further development of pop music in the People's Republic of China.

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