On Talent Training and Cultural Development of Saxophone under Network Technology

Ning Xu¹,*

¹Academy of Music, Heihe University, Heihe, Heilongjiang, China, 164300

*Corresponding author e-mail: xuning@hhxy.cn

Abstract. Saxophone as a kind of musical instrument is unique in shape, playing method, playing skill, timbre and keeping way. The continuous development of network technology provides more possibilities for talent training, and popularizes Saxophone teaching, which can increase the choice of musical instruments for music lovers. Saxophone can further strengthen the performance of ensemble in group performance. This paper studies the relationship between talent training and cultural development of saxophone under the background of network technology, and deeply studies its important value in cultural shaping. After that, it explores how to popularize Saxophone more effectively and how to promote cultural production.

Keywords: Saxophone, Mass Culture, Strategy Exploration

1. Introduction
Living standards are constantly improving with the development of social economy. People's pursuit of spiritual culture is also higher and higher at the same time. Music is a real reflection of people's personal feelings in real life. It is an abstract art. It is one of the eight Arts in the world. It can relax people's mood and release their feelings. Music can be divided into two types: vocal music and instrumental music, and Saxophone performance happens to be one of the instrumental music. In the relevant music education, most of them only pay attention to the training of performance skills and the improvement of performance level, but ignore the relationship between talents and language culture industry, and ignore other functions of saxophone. In this process, the development of music art is extremely rapid, among which the study of music instrument art is pursued by people. Saxophone, as one of the main representatives of instrumental music, is widely used in many music performances.

2. Overview of saxophone
Saxophone has a variety of timbres, which are beautiful and deep, gentle and sad, and full of appeal as a typical representative of Western musical instruments. Although the emergence time of saxophone is short and its application scope is limited, it is still one of the popular music[1]. With the development of jazz, saxophone has become more and more popular, and Saxophone teaching to a large extent is not only to teach students a skill of using saxophone, but also to make students feel the unique artistic charm of saxophone through the teaching of playing skills, and improve students' musical cultural literacy, so that students can learn music skills and deeply feel the music power.
3. The promotion effect of saxophone popularization on mass culture

3.1. Strengthen the organization frequency of cultural activities
The popularization and application of saxophone can enhance the material of cultural activities. After the masses are tired of conventional cultural activities, they will have a strong interest in the new Saxophone culture. If the charm of saxophone can be fully displayed, it is easy to drive the upsurge of saxophone performance, enrich the forms of cultural activities, and enhance the organization frequency of cultural activities.

3.2. Promoting the long-term development of cultural undertakings
The long-term development of cultural undertakings, which is purely dependent on government planning guidance and social independent development, is not enough. It needs the advanced nature of the mass culture. Only in this way can culture survive in the baptism of time. Sax's popularity can enhance the advanced nature of the mass culture. At the same time, the development of cultural undertakings needs to be maintained. Progressive, which means that culture needs to absorb all kinds of cultures and popularize them. Only in this way can Saxophone culture have a longer-term development ability. If saxophone is successfully publicized, other musical instruments similar to saxophone can copy the successful mode along the popularization path of saxophone, and can also be well integrated into the development of mass culture Step by step to ensure the vitality of mass cultural undertakings.

3.3. Expanding the cultural team
Saxophone has been introduced into China for decades. It has absorbed a large number of people who love to play. However, most of them are professionals. Even amateurs, most of them have no place to perform at the grass-roots level or have no chance to play. Therefore, when promoting the popularization of saxophone among the masses, a large number of professionals can be introduced into Saxophone promotion activities At the same time, the staff also become the construction personnel of mass culture. The participation of professionals can also show the charm of saxophone to the masses, so as to attract more people who love saxophone and fill in the participants of mass culture.

3.4. Enriching the cultural heritage of culture
Culture is a social culture with the masses as the main body, which also means that the aesthetic system of social culture is influenced by social ideology and cultural characteristics of regional residents. With the popularization and application of saxophone, we can improve the aesthetic sentiment of social residents from the form of social consciousness, and enhance the social culture from the regional cultural characteristics Identity, avoid social culture is too complex, increase cultural propaganda and guide planning workload, with this, we should perfect and improve the mass culture aesthetic system, better guide the development of advanced culture of the masses.

4. The training objectives of cultural industry management personnel
The training objectives of cultural industry management in Colleges and universities include compound talents, application-oriented talents, practical professionals, radio and television media professionals, research-oriented professionals and so on. As a new discipline, the inherent nature of cultural industry management has not been exposed and recognized by people. Therefore, it is difficult to say that these talent training objectives are consistent with the inherent law of cultural management professional development. From the current situation, no matter which training goal, in Colleges and universities are still in the process of exploration. The performance is that all colleges and universities can only combine their own existing advantageous disciplines and make use of the existing advantageous professional resources to construct the cultural industry management specialty, so the talent training objectives of the major are mostly messy and fuzzy. Therefore, the following
aspects need to be discussed and agreed on to establish the subjectivity of the major of cultural management and promote the development of music major.

4.1. Music major cultivates talents of cultural industry management
What kind of talents should music major cultivate? Are they cultural talents? Economic talents? Cultural industry talents? General management talents? People have a lot of discussions. Through discussion, the question again focused on the cultivation of "generalists" or "professionals". At present, more people agree with "professionals", because as a four-year university education, it is impossible to cultivate all-round talents that need more than ten years to cultivate. Even so, those who hold this view also emphasize that the professional basic courses with the characteristics of cultivating "all-round talents" should not be weakened, but should be strengthened. Without the establishment of discipline theory, the scientific system of talent model is difficult to build, and the corresponding curriculum is miscellaneous, so the debate is inevitable. According to the requirements of the industry, the goal of music major training is to cultivate specialized talents in cultural industry, not to cultivate cultural talents, not to cultivate talents in cultural industry, not to cultivate general management talents, not to cultivate creative talents. Because, although these talents are closely related to the talent training of cultural industry management, they have their own professional training. Moreover, the knowledge of various disciplines involved in the training of music professionals, as well as the interdisciplinary and comprehensive characteristics of music specialty, should not be denied the attribute of music specialty, even if this attribute has not been revealed. The essence has not been exposed and revealed, but in terms of phenomenon, the categories of talent training objectives can be preliminarily distinguished. From the perspective of industry classification, it has film and television industry management talents, publishing industry management talents, performing arts industry management talents, advertising industry management talents, exhibition industry management talents, cultural e-commerce management talents, etc. From the management object level of cultural industry, it has macro management talents and micro management talents. Here, the macro talents mainly refer to the management talents needed by the overall activities of the industry, such as the cultural administrative management talents based on public management and public welfare management; the micro talents mainly refer to the talents in various specific fields of the industry, such as management talents of cultural enterprises, marketing talents of cultural market, and organizational talents of cultural creativity. From the perspective of personnel training specifications, it has senior talents, intermediate talents and junior talents. Here, senior talents are characterized by mastering the theoretical basis of disciplines and specialties and their creative ability; intermediate talents are characterized by mastering and transforming the management technical knowledge of cultural industry.

4.2. Training of technical application-oriented talents
The nature of cultivating management talents is determined. The following question is whether music major cultivates "professional talents" in management or "compound talents" in management? The discussion of "compound talents" is actually an extension of "generalist" discussion. However, it is impossible to say that compound talents can not only master the skills of cultural creation, but also operate, and master various specific management skills and management methods. This is impossible and difficult to become the training goal of music major. If it is carried out in this way, even if the professional core courses and direction courses account for a large proportion in the curriculum system, it will only lead to the empty, large and empty talent training program, because the professional core courses and directional courses alone can not bear such training objectives. At present, many colleges and universities personnel training programs present a chaotic situation, one of the reasons for this. In a word, the professional foundation of cultural industry management can be extensive, but its talent training goal can only be the management talents needed by cultural industry. This has created a good environment for the training of music professionals. In a word, the orientation of music major is to cultivate technical talents, which can be determined by the inherent law of the
development of cultural industry management discipline and the function of educational institutions characterized by solving specific organizational problems in practice and skillfully applying management skills of cultural industry. No matter what level and aspect of management talents are cultivated, we should correctly understand and handle the relationship among "industry specialty curriculum".

4.3. Focus on training management talents

Industry is a collection of economic activities of enterprises with some same attributes, while cultural industry is a collection of economic activities of cultural enterprises with some same attributes. In contemporary economic society, enterprises are the most basic and leading economic activity organization of industry. At present, the scale of cultural enterprises and the demand of corresponding human resources show that the management talents of cultural enterprises can be taken as the main training objects. At present, the talent training objectives of cultural industry management in Colleges and universities include compound talents, applied talents, practical professionals, radio and television media professionals, research-oriented professionals and so on. As a new discipline, the inherent nature of cultural industry management has not been exposed and recognized by people[5]. Therefore, it is difficult to say that these talent training objectives are consistent with the inherent law of cultural management professional development. From the current situation, no matter which training goal, in Colleges and universities are still in the process of exploration. In a word, it is decided by the nature of the cultural industry and the scale of its current development. Of course, this has its own particularity. Therefore, whether to choose the cultural enterprise management talents as the key training object, each educational institution can decide according to its own advantages.

5. The strategy of applying saxophone and promoting the development of mass culture

In view of the role of the popularization of saxophone on the organization of mass cultural activities, career development, participants and cultural heritage, we can start from the four paths to organically link the popularization of saxophone with social and cultural construction, and in this process, promote the development of mass culture.

5.1. Social organization of saxophone performance

The popularization and application of saxophone can carry out Saxophone performance activities for the society. It can not only play the role of saxophone culture propaganda and local mass culture development, but also enhance the influence of saxophone, which makes Saxophone get good support from the masses. First of all, fixed-point performance and tour performance are used to carry out Saxophone performance activities. In fixed-point performance, we can open Saxophone performance activities to the society by means of invitation system, random selection system and independent ticket purchase system. With the help of invitation system, leaders of mass cultural organizations and propaganda can be gathered to fully show the performance charm of saxophone. People can help them organize the masses to carry out Saxophone learning activities. Random selection can place limited seats in the overall background of the society in a random way, so as to enhance the influence of saxophone in the target areas. The purpose of buying tickets independently is to open the channels of watching Saxophone performance for some people who want to watch Saxophone performance but are not invited and selected. On tour performance, according to the concentration density of urban crowd flow, select places with more people to carry out performance activities. In order to fully enhance the balance of urban and rural mass cultural development, saxophone performance activities can also be brought to the surrounding areas, so as to enhance the audience of saxophone as much as possible. Secondly, it should pay attention to the combination of official and private holding, and the official holding has strong public welfare and purpose. In order to enhance the social influence of saxophone culture, it can not be ignored that due to funding constraints, the government can not maintain more public welfare performances. In order to realize the long-term development of saxophone culture, it can also encourage the folk to carry out Saxophone cultural activities.
independently. With the commercial characteristics of folk cultural activities, saxophone economic market can support the development of saxophone cultural activities. To popularize Saxophone culture in the face of the society, at the same time, to drive the mass culture to innovate simultaneously. For example, the mass cultural activities in a community are mainly organized by the staff of the sub district office. When they popularize the saxophone culture to the society and take fixed-point performance as the specific propaganda means, they can invite the staff of the sub district office to come to the performance site to feel the charm of saxophone performance, and urge them to attach great importance to saxophone culture when organizing community cultural activities. In order to achieve the long-term sustainable development of saxophone activities, we should be good at connecting Saxophone cultural activities with the economic market, and stimulate folk Saxophone cultural performances. At the same time, the promotion effect of saxophone culture was enhanced.

5.2. Spread Saxophone performance culture to the society
As a musical instrument, saxophone has formed its own unique cultural system through years of tempering in the long-term development. Its irreplaceable artistic charm can become the core of the popularization of saxophone culture. While promoting, publicizing and educating Saxophone culture to the social residents, the artistic charm of saxophone can attract more interested people to participate in and enhance the society of saxophone culture. First of all, invite Saxophone professionals to take part in cultural exchange and cooperation with grass-roots mass cultural team, let Saxophone professionals join and train the grass-roots cultural team, and enhance the penetration of saxophone in the grass-roots cultural team. Secondly, to infiltrate the saxophone culture into the campus and publicize the saxophone culture to students can not only effectively promote the propaganda work of saxophone culture, but also bury the seeds of the great development of saxophone culture in the context of students' strong interest in saxophone, so as to promote the long-term development of saxophone culture in the future. For example, we can negotiate with the local art college to recruit students who are willing to participate in social practice and have the ability to play saxophone, so that they can carry out art exchanges with local grass-roots cultural teams on holidays. In terms of professionalism, they can generally combine the charm of saxophone performance with the programs of grass-roots cultural teams. In addition, if local schools are encouraged to set up special classes for saxophone. At the same time, it can lay a foundation for the long-term development of saxophone culture in the future.

5.3. Absorb Saxophone lovers from the society
The effective attraction of saxophone lovers can drive the development of mass culture and attract more cultural lovers to participate in the development of mass culture. For the popularization of saxophone society, in addition to showing the artistic charm of saxophone, the most important thing is to promote the market-oriented development of saxophone. First of all, cohesion Secondly, we should encourage professional saxophone players to participate in the teaching activities of saxophone playing skills. Through art training classes, we can publicize the learning value of saxophone to parents and attract more students to participate in saxophone learning activities. Finally, we will hold a saxophone performance competition, except in the competition. When it is held, more people will be aware of saxophone, and more people can be encouraged to participate in saxophone learning activities with the honor of champion after the champion is determined. For example, through official performances, folk Saxophone cultural activities, saxophone training classes, saxophone competitions, saxophone Championships, etc., the social influence of saxophone culture will be greatly expanded, and many parents will have the idea that saxophone is worth learning. When they apply for training courses for students, they will promote the development of saxophone industry, and Saxophone culture will be under the effect of marketization, Gradually penetrated into every corner of society.

5.4. Collect Saxophone performance works for the society
In order to further precipitate the cultural heritage of saxophone, it can also be sponsored by the government to collect Saxophone performance works with prizes for the society. It can encourage the professional and amateur staff of saxophone to actively carry out the creation activities of saxophone solo. Generally, it can stimulate the creative enthusiasm of such personnel, which has positive significance for enriching Saxophone repertoire and promoting Saxophone cultural innovation. For example, material awards and opportunities for further study can be used as prizes. In the form of invitation system and extensive publicity from the society, the collection of works can be carried out in the form of invitation system and extensive publicity. For Saks business personnel and professionals, further study opportunities can further strengthen the theoretical knowledge system and playing skills, which is more attractive. Material rewards can also provide life support and SA for the winners The collection of works can also further enhance the vitality of saxophone cultural innovation while driving the creative enthusiasm of such personnel.

6. conclusion
The development of network promotes the progress of culture. The social popularization of saxophone culture can promote the development of mass culture from four aspects: activity organization, career development, participants, and cultural heritage. In order to strengthen the social popularization effect of saxophone culture and promote the development of mass culture, the social popularization of saxophone culture can be extended from the above four aspects.

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