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当代广播传播和音乐发展"论文集

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# “当代广播传播和音乐发展”论文集



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'94 广东国际广播音乐博览会学术交流会  
中国·广州



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会场场景





# 广交流 促发展 求生存

## (代 序)

冯明洋

交流,是一种动力、一种活力。广播节目向来重视交流,交流愈广,节目愈丰富、愈新鲜,其思路其作法也愈有创造性。过去,省市电台、国家电台都经常组织交流;但象“国际博览会”这种形式这样规模的交流,确不多见。有句广播词常说:“太阳,每天都是新的”。同样,随着地球不停转动不断响起的广播,每天每时也应都是新的。当然,新,可以小新、部分新,也可以大新、全新。这就要看广播人的本事了。不过,本事再大,只靠自己、只靠一地一家电台,要天天出新,还真不易。因此,交流慢慢扩大开来,由省市际、大区际,直到国际、洲际间的交流,自然成了气候。本来么,广播就是开放的、超时空的。广交流实乃本份!

这次由广东省做东,邀请全国各地,包括港、澳、台,以及亚、非、欧、美、澳洲各国各地同行,在广州举办'94 广东国际广播音乐博览会,就是一次非常广泛、非常专业化的交流机会。交流活动的内容与形式丰富多彩,主要有音乐节目展播交流与优秀作品评选、国际著名音乐节目主持人现场直播演示、国际广播音乐学术交流会、国际广播音乐音响与唱片大展、中国民族经典雨果CD欣赏会、国际名人名曲音乐会、“莫斯科之夜”音乐会、富兰克林室内乐团音乐会。“东方大回旋”国际音乐狂欢日、大会开幕式大型综合音乐会、大会闭幕式及流行新世纪音乐会等。这些活动的突出特点,是通过实际展演、动态交流,显示了当代广播音乐的多元化特色及其在当代人类文化大交流大融合趋势中的积极作用。这一点,在博览会的学术交流活动中体现得更集中更深刻。

博览会期间专门召开的“当代广播传播与音乐发展”学术交流会吸引了五大洲 40 多个国家和地区的 200 多位专家、学者参加,有 20 多篇论文在会上宣读、交流。这些论文所涉及的问题、立论的依据、理论与实践相结合的多方位述论,大多具有鲜明的文化取向,大多能把本国本地本台的广播音乐发展,联系到全球文化发展大趋势中加以比较分析、综合研究。许多很好的见解或做法,对今后广播音乐的发展,甚至全球文化建设、东西文化交流,将产生相应的影响。现在出版的这本论文集,就是这次交流活动的学术成果,也是整个博览会值得保存的一份重要文字资料。

交流,是为了发展。发展,是人类文明进程的阶梯。这次学术交流活动的主题,就是“当代广播传播和音乐发展”。参加交流的专家、学者们,围绕“发展”问题,结合各自的经验、教训、做法与问题,重点论述了广播与音乐的相互关系、广播音乐的文化建构及主导作用、推动广播音乐发展的条件和手段、广播音乐面临的机遇与挑战等。这些,都是当前广播界音乐界普遍关注的实际问题和理论问题。当代,被称为信息时代。当代广播,面临着多元化、多媒体、高速度、系统化信息传递手段的挑战。当代广播音乐,也被视为文化信息的载体、文化交流的手段和文化建设的重要领地而受到世人重视。因此,“当代广播传播和音乐发展”的命题,不仅具有实践意义、操作意义,而且具有紧迫性和学术价值。

发展,是为了生存。当今世界,各行各业都充满了竞争。大市场、大文化、多媒体、多元化发展的世界潮流,使仅有百年历史的音乐广播已经显露出老者的端倪。如今,音乐电视、激光视盘等新技艺的普及,又增添了强有力的对手。因此,如何发展便成了广播音乐生死犹存的迫切问题。会上会下,有人曾把促发展与求生存相联而论。这个“求”字用得极好!它昭示了一种危机

感、紧迫感,也含有一种责任心、创造欲。求,就意味着主动求索、奋力拼搏、积极进取,也蕴蓄着在竞争中发展,在发展中生存这样一个普遍规律。唯其如此,这次学术讨论的成果,就不仅仅在于这本论文集,更重要的是通过讨论,达到了“广交流、促发展、求生存”这样一种共识。个中且不乏携手共进、共臻善境的期盼与动力。这些,才是本次博览会留下的最可宝贵的纪念。

’94 广东国际广播音乐博览会圆满结束了,再过 6 年就到 21 世纪了。在这新旧世纪之交的时刻来讨论发展问题,怎样估计它的意义和价值都不会过份。回首 20 世纪,整个前半叶都被战火所摧残;只有下半叶,人类达到“和平、发展”的共识以后,和平的环境才出现了发展的可能。有发展,才能生存;求生存,必须发展。广播是人类共享的文化成果,如今的物质文明和精神文明建设都离不开广播,世上每个家庭、每个人几乎都不能没有广播。有广播,必有音乐。这是广播音乐赖以生存与发展的最优越的条件,最广大的基础。只要我们努力,前景一定会更好。

“当代广播传播和音乐发展”学术交流活动留下了这本论文集,它留住了 20 世纪的足迹,掀动了 21 世纪的序幕,展示了广播音乐发展的活力与后劲。本文前面曾说“发展,是人类文明进程的阶梯”。此话源于高尔基名言“书籍是人类进步的阶梯”。这本论文集既然是专门讨论发展的书,那么这本书和这次讨论的成果,就是我们事业进步中的一级阶梯,它记载了我们世纪之交的回顾与前瞻,在今后的岁月中,什么时候看到它,都会使人产生美好的记忆,生发进取的动力。前事不忘,后事之师。谨以此言代为序文。冯明洋谨识于广州。

## EXCHANGE, DEVELOPMENT AND SURVIVAL

Exchange is one kind of motive force and vitality. It has always been important in radio programmes. The more extensive the exchange, is the richer and fresher the programmes will be. The design and production of the programmes will also be more creative. But to exchange by way of "international festival" and on such a large scale is quite rare. In broadcasting scripts, the saying is 'The sun is new everyday'. Also, the radio, which broadcasts as the earth moves around all the time, should innovate every minute of the day. And of course, the innovation can be either partial or complete. They will vary with different broadcasters. Nevertheless, it will not be easy to innovate by only one local radio station or only one person. Therefore, to extend exchange between provinces, areas and different countries gradually becomes a trend. Originally, radio broadcasting is open and goes beyond the limit of time and space. To exchange extensively is its nature!

The 'Guangdong International Radio Music Festival '94' is played host to broadcasters from all over the country, other countries in Asia, Africa, Europe, America, Australia and regions of HongKong, Macau and Taiwan. It provided a great opportunity to exchange extensively and professionally. The exchange activities were rich and varied. The main activities include the Broadcasting Show and Exchange of Music Programs and Awards for Excellent Programmes, World - Famous DJ Live Presentation, Symposium On Broadcasting And Development of Music, Trade Fair of Acoustic Equipment and Records, Huge Chinese Classical CD Concert, World Classical Concert, Chorus Concert - The Night of Moscow, Concert of Frandlin Chamber Orchestra, Interational Music Carmival Named "Dongfang Parade", the Opening Ceremony and the Closing Ceremony - - New Century Pop Concert. The main feature of these activities is to show the various features of modern radio music and its multi - functions in modern cultural exchange through live presentation and exchange. And this was successfully carried out at the Academic Seminar of the Festival.

The Academic Seminar on the 'Modern Development of Radio and Radio

Music' attracted more than 200 experts from 40 countries. And More than 20 papers were read and exchanged on the seminar. The issues which the papers involved, the basis of their arguments and the statement combined with practice and thoery together, mostly have terrific cultural value. And most of them put their local stations' radio music development into the whole cultural development trend to compare, anylyze and research. Many good ideas or good ways will influence the radio music development, even the world cultural constrution and the cultural exchange between East and West. This collection is the result of the academic exchange. It is also an important literary collection worth keeping.

To exchange is to develop. Development is the stepping stone in the course of human civilization. The theme of the symposium is ' Modern Broadcasting and Development of Music'. The experts and scholars who attended the symposium concentrated on ' Development', discussed the relationship between radio broadcasting and music, cultural structures and the leading role of radio music, the conditions and ways for radio music development and the opportunities and challenges that radio music faces with their own experience. These are the pratical and theoretical problems in music broadcasting and are greatly concerned by broadcasting circles and music circles. This is an age of information. And modern broadcasting faces challenges from mass press and fast - speed information transmission. Modern radio music is also greatly concerned as a carrier of cultural information, a mean of cultural exchange and an important field of culture construction. Therefore, the theme of 'Modern Broadcasting and Development of Music' has not only practical meaning, but also the urgency and acadenic value.

To develop is to survive. Nowadays, there are challenges in all trades. The open market, the cultural diversity, the mass press and the ever - changing trend make radio music broadcasting which only has a history of only a hundred years becomes falling behind. The popularization of MTV, Disc, . . . new technology poses strong challenges. Thus, to develop becomes a matter of life and death for radio music. During and after the meeting, some experts had

related the survival of radio music through development promotion. 'Survival'! There is a sense of danger, a sense of urgency. Also a sense of responsibility and a desire for creation. To survive means to explore with initiative, to struggle actively. The unwritten law is to develop in competition and to survive in development. Only in this way can the result of this symposium go beyond this collection of seminar papers to achieve a common understanding of 'exchange, development and survival'. It includes the expectation and motivation of developing together. This is the most valuable memory of this festival.

The Guangdong International Radio Music Festival was a success. It will be the 21st century in six years. Let's look back and discuss the development of it and estimate its value and meaning. The first half of the 20th century had seen destructive wars, the other half saw the possibility of development in a peaceful environment only after mankind achieved the common aim of 'peace and development'. With development, we can survive, and to survive, we must develop. People, the material civilization and spiritual civilization cannot take place without it. Nobody can live without radio. This is the most advantageous condition and the most solid foundation for the survival and development of radio music. We will have a bright future so long as we try hard. The symposium on Modern Broadcasting and Development of Music brings about this collection. It keeps a record of the 20th century. It begins on the 21st century. And it shows the vitality and strength of the development of radio music. At the beginning, we said 'development is the staircase in the course of human civilization' according to Gorky, Masdim's 'books are the staircase of human development'. Since this collection is focused on development, then this book and its influence should be a staircase in our course. It contains our review and expectation of exchange, and it will bring us wonderful memories and the motivation to forge ahead whenever we read it in the future. 'All that is not forgotten is instructive'. Only with this as the preface.

Feng Mingyang.

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