

# 胡琴×抖音：觀察大陸胡琴演奏與教育的線上實踐

文 / 游琇雯

圖 / 陳軍 太極琴俠抖音帳號、金玥二胡抖音帳號、嚴潔敏抖音帳號

隨著科技的發展，音樂的收藏與交流亦隨著錄音技術的進步，以及網際網路的發展有更多的可能性。在科技爆發的時代，藉科技之力推廣傳統音樂，讓傳統音樂的面貌更為多元。1950年楊蔭瀏與曹安和帶著第一部進口的鋼絲錄音機來到無錫，為阿炳的《二泉映月》、《聽松》、《寒春風曲》3首作品進行錄音，在演奏或學術研究上是令人振奮的消息。

當科技尚在萌芽時期，我們聆聽音樂的模式不外乎兩種，一是從廣播中收聽，再則是音樂會的現場演出，但這些都有時間與空間的限制，無法隨心所欲的無限播放。直至錄音技術和電腦軟體慢慢成熟，陸續有輕便的卡帶、VCD、DVD 技術產生，這些技術除了改善音樂收錄品質外，亦帶來更多胡琴的聽眾，讓胡琴作品有更好的推廣。爾後，隨著時代的腳步，網際網路的串聯，胡琴音樂的推廣模式也邁出了新紀元。

90年代，網際網路開始普遍被使用，直至西元2000年之後，各類影音社群平臺開始竄出，各式各樣的音樂類型在平臺流通，當然，也包含了傳統音樂。「優酷網」2006年在中國大陸上線，以影音分享為主的「優酷網」成為當時獲得民樂資訊的重要網站，隨著資料庫內容的持續增加，大眾可以從「優酷網」裡汲取更多不同的音樂養分。然而，這些分享影音資料多為愛樂者所註冊的帳號，因而網站用戶們在討論區的留言並不容易受到名家的直接關注，是屬於「單向性」缺少與名家直接互動的平臺。



2018年推出「國樂show計劃」（資料來源：抖音文化站）



陳軍的抖音帳號擁有大量粉絲的關注（資料來源：陳軍太極琴俠抖音帳號）

## 科技改變習慣，手機平臺「雙向性」的音樂互動

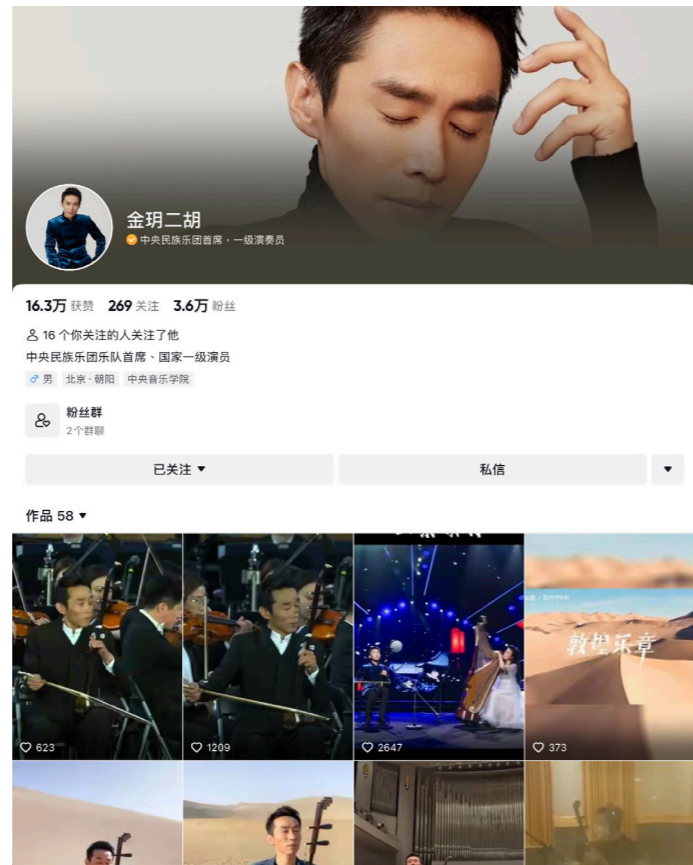
隨著智能手機越趨便利，各式為手機設計的平臺開始湧現，如「抖音」、「快手」、「小紅書」等，這些社群軟體興起，逐漸讓群眾接受資訊的習慣改變，手機也成為最方便的媒介物。其中抖音在2016年正式上線，它搶攻「人手一機」的年輕人市場，強調以音樂紀錄美好生活來貼近群眾，讓用戶能夠以最簡單的方式呈現自己與觀賞他人的作品。在傳統音樂方面，抖音則於2018年發起「國樂show計劃」將抖音用戶延伸至傳統音樂市場。「國樂show計劃」除了與各地的藝術單位一起合作推行計劃<sup>1</sup>，也吸引許多二胡名家共襄盛舉，如二胡演奏家陳軍陸續發布「短視頻」，吸引了大量的粉絲追蹤帳號，陳軍也趁勢向大眾推廣「陳氏二胡流派」<sup>2</sup>。「短視頻」剛好符合現在步調快速的社會，大眾可以透過手機快速瀏覽、提高觀看率，可以讓更多人認識二胡。在幅員廣大的中國，名家加入抖音行列開啓各地愛樂者與名家線上的互動，透過留言也有機會得到名家的回應，這種方式拉近了彼此的距離。相對地，愛樂者對於演奏家發佈內容的反饋，與對演奏方法的提問，也讓演奏家思索大眾的需求，進而考量下一部視頻內容該如何安排，達到一種「雙向性」的溝通與交流。

<sup>1</sup> 2018年9月20日，《今日頭條》刊登抖音與北京民族樂團、上海民族樂器一廠、中國上海國際藝術節中心、四川青年藝術劇院、七弦古琴網、廈門九霄琴舍等文化單位合作。

<sup>2</sup> 陳氏二胡流派為陳耀星獨創的二胡製型及陳氏家族獨有的演奏手法，陳軍、陳依妙為其傳人。



透過直播與觀眾形成即時的互動  
(資料來源：金玥二胡抖音帳號)



金玥已發佈 58 部二胡作品 (資料來源：金玥二胡抖音帳號)



嚴潔敏發佈多部教學片段於抖音帳號上 (資料來源：嚴潔敏抖音帳號)



嚴潔敏演奏電視劇《紅高粱》主題曲《九兒》，共有 2113 條評論  
(資料來源：嚴潔敏抖音帳號)

## 化千里為咫尺，貼近大眾內心

二胡名家於網路平臺推廣音樂，除了發布視頻，也會以「直播」來進行即時互動。從「抖音」平臺推行「國樂 show 計劃」之後，陸續有許多二胡名家有如嚴潔敏、金玥、宋飛、鄧建棟等人，申請「抖音」帳號，部份則開設「直播」與群眾互動<sup>3</sup>。藉由「抖音」的高用戶量，這些名家加入抖音後，其粉絲數皆在短時間內達到萬人，其中宋飛、金玥與鄧建棟分別在 2020 年創建帳號迄今已達 3 萬多的粉絲數；中央音樂學院教授嚴潔敏，於 2022 年創建的帳號迄今更快速達到 12.2 萬的粉絲數。二胡名家的「直播」打破地域限制，拉近與愛樂者之間的距離。

除了個別名家的直播，北京中央民族樂團也於 2020 年開設抖音帳戶，陸續於平臺發布排練花絮、線上直播演出，團員發起一系列的公益直播，其中，樂隊首席金玥亦在樂團的公益計劃中，展開首場的直播互動<sup>4</sup>。從金玥之後的幾場直播當中，可以得見樂曲安排多以大眾耳熟能詳且多元的曲目為要，包括了二胡經典《二泉映月》、《賽馬》，改編自彈撥樂器的《半山聽雨》、《憶江南》，民歌《淚蛋蛋掉在酒杯杯裡》，電影配樂《梅蘭芳》、《畫心》，由樂團創作劇目《印象國樂》片段等曲。演奏家認為推廣二胡更應該貼近大眾，選擇通俗的樂曲，突顯出名家也能融入一般大眾的生活，透過優美的樂音，讓更多人喜歡二胡，進而學習之。

## 團隊合作，系統教學

在抖音平臺裡，除了演奏短片、演出資訊分享外，亦有許多二胡教學的短視頻。值得一提的是，中央音樂學院教授嚴潔敏於 2022 年加入抖音，帶領中央音樂學院畢業生組建助教團隊，在短短一年已獲 12.2 萬的粉絲關注、70.8 萬的按讚數。中央音樂學院為國際首屈一指的教學單位，於演奏或教學上皆備受肯定，嚴潔敏將數十年的教學經驗化為一套有系統的教學法，帶著團隊在抖音推廣，將大陸著名的考級內容新編、重整，進而為不同程度胡琴學習者提供完整的教程。例如，右手長弓教學中，清楚講解弦與弓的角度、琴弦的振動與持弓指頭支點的相互關係，除了基礎觀念的建立外更能從視頻課中學習理性的自我訓練，提升練琴效率。嚴潔敏的線上課程，提供胡琴學習者有機會受到正規音樂學院的薰陶，亦能提升各地的胡琴教學品質。網際網絡縮短人們之間的距離，在抖音上，你可以在家就得到名家指導，更重要的是觀念上的建立，對於基礎學習者來說，在學習之初便能具備良好的演奏法概念，有機會達到事半功倍的效果；對於中高程度或者年輕教師來說，亦能建立有系統、有目標的教學。

## 善用「社群」借力使力，創造更多可能性

透過抖音系統的演算法，能自行計算並推播用戶相關喜好的視頻，名人被推播和觸及率亦相對高，抖音擁有龐大年輕用戶群，利用這樣的優勢，大陸二胡演奏家與教育家於近幾年開始善用社群資源，深深明白需將二胡同時往下紮根，而不僅是為滿足在音樂廳、大劇院裡的觀眾，演奏曲高和寡的樂曲，更是理解一般社會大眾、年輕人的喜好，從而演繹民歌、流行曲、電視電影配樂，透過社群平臺吸引更多年輕族群來喜歡、了解胡琴，達到將胡琴音樂推廣至人群之中的目的。

科技日益發達，今日之發明都將成為明日的過去，傳統音樂應具備與時俱進的能力，在這樣快速的社會裡，傳統音樂如何利用科技的發展助自己一臂之力，在推廣上可以順帶得到效益；現今人工智慧 (artificial intelligence) 的崛起，未來如何使人工智慧成為胡琴演奏與教學的輔助工具，相信也是一個有趣且值得深思的議題。

<sup>3</sup> 「抖音」平臺設有「直播」門檻，一是需年滿 18 歲，二則是粉絲量需達 1,000 人以上。

<sup>4</sup> 2022 年 8 月 15 日，「山河國樂 公益星期二」，為孩子們的教育助力，金玥直播首場。

# Huqin × TikTok in China: A Glimpse into Mainland China's Online Practice of Huqin Performance and Education

Text / Yu Hsiu-Wen

Images / TikTok accounts of CHEN Jun Taichi Warrior of Huqin, JIN Yue Huqin, and YAN Jiemin.

As technology strides forward, the way we collect and share music is being reshaped. The evolution of recording methods and, more recently, the Internet's ubiquity have opened doors to new possibilities. Traditional music finds a renewed platform at the heart of this technological renaissance, appearing in even richer and more diverse forms. Take, for instance, the groundbreaking moment in 1950 when YANG Yinliu and CAO Anhe ventured to Wuxi with the first-ever imported wire recorder. They captured the essence of A Bing's masterpieces, like *The Moon's Reflection Over the Second Spring*, *Listening to the Pines*, and *Chilly Spring*—a monumental achievement for performers and researchers alike.

Once upon a time, the musical world was simple. Tunes either flowed from radios or resonated in live concert halls. These avenues, however enchanting, were bound by time and place, hardly offering listeners the liberty to indulge at will. Yet, as recording innovations matured and, in time, sophisticated computer software became commonplace, we welcomed the era of cassette tapes, VCDs, and DVDs. Beyond refining the quality of musical recordings, these mediums expanded reach of the huqin, amplifying its resonant strings to a broader audience. The onset of the digital age and its sprawling web networks subsequently revolutionized the dissemination of huqin music.



Chen Jun joined the "National Music Show Project" in 2018.  
(Source: CHEN Jun Taichi Warrior of Huqin TikTok account)

The 1990s saw the Internet begin to weave its way into the fabric of everyday life. And as the new millennium unfolded, an array of audio-visual social platforms blossomed. These digital stages showcased a medley of musical genres, traditional tunes included. In 2006, Youku emerged in Mainland China. This video-centric platform quickly became a haven for folk music aficionados. Its ever-expanding repertoire allowed users to immerse themselves in a myriad of sonic flavors. Yet, a notable gap persisted: while music enthusiasts flooded Youku with content, there was a palpable disconnect. Comments and discussions on the platform rarely garnered attention from music luminaries, underscoring a unilateral digital experience yearning for genuine interaction with maestros.



Upcoming live stream announcement from CHEN Jun.  
(Source: CHEN Jun Taichi Warrior of Huqin TikTok account)



Upcoming TikTok live stream announcement from JIN Yue.  
(Source: JIN Yue's Huqin TikTok account)

## Reshaping Habits: Bidirectional Musical Engagement on Mobile Platforms

The rise of smartphones has seen the emergence of dedicated platforms like TikTok, Kuaishou, and Xiaohongshu in China. These platforms have reshaped how audiences engage with content, positioning smartphones as the primary consumption channel. TikTok, which debuted in 2016, particularly caught the younger generation's attention. Its emphasis on capturing life's beauty through music offered users a seamless way to express themselves and admire the creativity of others. Seeking to embrace the world of traditional music, TikTok rolled out the "National Music Show Project" in 2018. In association with various cultural institutions<sup>1</sup>, this innovative venture attracted huqin maestros, such as CHEN Jun. Through TikTok's bite-sized videos, CHEN not only amassed a significant following but also popularized the "Chen-style Huqin."<sup>2</sup> These short videos perfectly align with today's rapid consumption patterns, allowing audiences to swiftly engage with content. Such increased engagement boosts visibility and appreciation for instruments like the huqin. In China's vast expanse, TikTok's platform has fostered a unique digital arena where celebrated musicians and ardent followers interact, paving the way for more personal, bidirectional communications.

<sup>1</sup> On September 20, 2018, TouTiao.com reported that TikTok collaborated with cultural institutions such as the Beijing Chinese Orchestra, Shanghai No. 1 National Musical Instrument Factory, China Shanghai International Arts Festival, Sichuan Youth Arts Theater, 7guqin.com, and Xiamen Jiuxiao Qin House.

<sup>2</sup> The Chen-style Huqin represents a distinctive design and playing technique pioneered by CHEN Yaoxing. CHEN Jun and CHEN Yimiao are the successors of this tradition from the Chen family lineage.



YAN Jiemin's TikTok account has amassed a following of 122,000. (Source: YAN Jiemin's TikTok account)

### Bridging Distances and Touching Hearts Through Music

Apart from uploading videos, prominent huqin musicians have embraced the live-streaming trend on TikTok. Since the inception of TikTok's "National Music Show Project," celebrated artists like YAN Jiemin, JIN Yue, SONG Fei, and DENG Jiandong made their presence felt on the platform, with many conducting live sessions to engage their audience.<sup>3</sup> Given TikTok's expansive user base, these artists quickly secured followers numbering in the tens of thousands. As an illustration, the accounts of SONG Fei, JIN Yue, and DENG Jiandong, created in 2020, now boast over 30,000 followers, while Professor YAN Jiemin from China's Central Conservatory of Music, having joined in 2022, has already attracted a staggering 122,000 followers. Live streams of Huqin masters break through geographical constraints, bringing them closer to music enthusiasts.

In addition to individual artist performances, the China National Traditional Orchestra debuted on TikTok in 2020. They shared a rich tapestry of content—from glimpse of behind-the-scenes rehearsals, to live-streamed performances, and even a series of charity live streams. The orchestra's principal, JIN Yue, was at the forefront of these charity interactions.<sup>4</sup> During his live sessions, audiences were treated to a diverse repertoire of well-known tunes, including huqin classics like *Moon Reflected on the Second Spring* and *Racing Horse*. There were also adaptations from plucked instruments, such as *Listen to the Rain at the Mountain Side* and *Memories of Jiangnan*. Folk songs like *Tears Drop into a Wine Cup were not left out*, and film scores like *Mei Lanfang* and *Painted Heart* added cinematic flair.

Moreover, snippets from the orchestra's original *The Impression of Chinese Music* provided a taste of their innovative creativity. Musicians were promoting the huqin in a way that deeply resonated with the wider public. Embracing relatable and popular tunes emphasized that even renowned artists can integrate into the daily rhythm of public life. The ultimate goal being to, through the allure of beautiful music, ignite a passion in more people to appreciate the huqin and venture into learning to play the instrument.

<sup>3</sup> On the TikTok platform, to access the live streaming feature, users need to meet two criteria: they must be at least 18 years old and have a following of more than 1,000 people.

<sup>4</sup> On August 15, 2022, as part of the "Mountain and River Chinese Music: Charitable Tuesday" event, JIN Yue held his first live stream to aid children's education.



YAN Jiemin and her assistant teaching team. (Source: YAN Jiemin's TikTok account)

### Team Collaboration and Systematic Instruction

There are many huqin instructional videos on the TikTok platform, in addition to short performance videos and the sharing of concert information. Notably, YAN Jiemin, a professor at the Central Conservatory of Music, joined TikTok in 2022 and led a team of graduates from the conservatory to form an assistant teaching team. Within just a year, they gained the attention of 122,000 followers and received over 708,000 likes. The Central Conservatory of Music is internationally renowned for its excellence in both performance and instruction. YAN Jiemin has harnessed her vast teaching experience, developing a systematic teaching method she and her team actively promote on TikTok. They have adeptly revised and restructured the famous mainland graded content to curate comprehensive courses tailored for huqin enthusiasts at different learning stages. For example, when teaching the extended bow technique for the right hand, YAN delves into intricate details such as the angle between the strings and the bow and the synergy between string resonance and finger pressure points on the bow grip. Not only do these lessons build foundational knowledge, but they also offer students insights into self-disciplined training, thus maximizing their practice sessions. Yan Jiemin's online courses present a golden opportunity for huqin learners, where they can get a taste of elite musical instruction, raising the standard of huqin teaching globally. With the power of the Internet and platforms like TikTok, expert guidance is just a click away. This ensures beginners start on the right foot, ingraining proper techniques from the outset. Meanwhile, advanced learners and budding teachers benefit from a structured and goal-driven teaching methodology.

### Tapping into the Community for Greater Reach and Possibilities

Thanks to TikTok's sophisticated algorithm recommending videos tailored to user preferences, renowned figures enjoy enhanced visibility and reach. With its vast young user base, TikTok is a goldmine for influencers. In light of this, Mainland China's huqin performers and educators have smartly begun to harness social media's potential over the past few years. Their mission is not just to satisfy the niche audience of grand concert halls, but to resonate with the broader public. By aligning their musical repertoire with the tastes of the general populace and younger folks, they have ventured into diverse genres—folk tunes, pop hits, and even TV and movie soundtracks. Their objective being to pull in a younger crowd, foster a broader appreciation and understanding of the huqin, and embed it deeper into the cultural fabric.

Traditional music must stay nimble and adapt in our tech-driven era, where today's breakthroughs might soon become yesterday's news. So, in this age of rapid technological advancement, how can classical music harness modern tools for promotional benefit? And as artificial intelligence (AI) takes center stage, the potential of integrating AI into huqin performance and teaching is not just a novel idea—it is a compelling conversation for the future.