

Strategies for Education and Literacy in the Preservation and Transmission of Jiujiang Folk Songs in Jiangxi Province

Hui Huang, Awirut Thotham*

College of Music, Mahasarakham University, Thailand.

Corresponding author: Awirut Thotham, E-mail: awirut.t@msu.ac.th

ARTICLE INFO

Article history

Received: October 14, 2023

Accepted: December 24, 2023

Published: January 31, 2024

Volume: 12 Issue: 1

Conflicts of interest: None

Funding: None

ABSTRACT

Jiujiang Folk Songs, from Jiujiang County in Jiangxi Province, is a traditional Chinese folk genre with unique musical styles and themes focusing on daily life, labor, love, and historical narratives. Beginning with an introduction that highlights the cultural significance of these songs, the study's objective is to propose strategies for education and literacy in the preservation and transmission of Jiujiang folk songs in Jiangxi Province. Focusing on Jiujiang County, known for its rich cultural heritage, the research involves key informants with deep roots in the region and extensive experience in performing and teaching Jiujiang folk songs. Through qualitative data analysis, including live performance observations and structured interviews, the study identifies key challenges such as an aging population of practitioners, language barriers, and a lack of modern promotion. Drawing from these findings, the research suggests strategies at multiple levels, including legislative protection, cultural promotion, and school involvement, to bridge these gaps and ensure the continued preservation and transmission of Jiujiang folk songs. This study contributes to the broader discourse on the preservation of traditional cultural heritage in the face of modernization and serves as a model for safeguarding similar treasures worldwide.

Key words: Jiujiang Folk Songs, Cultural Preservation, Education And Literacy, Folk Music, Jiangxi Province

INTRODUCTION

Jiujiang folk songs, classified as China's third batch of intangible cultural heritage, constitute a highly distinctive and treasured art form. However, in the face of economic development and the influx of foreign cultures, the younger generation's awareness of local culture and art has dwindled (Maags, 2022; Guocheng, 2022; Mei, 2023). Meanwhile, the aging of Jiujiang folk song practitioners has cast a shadow over preserving and transmitting this rich cultural heritage. To address these challenges, this study explores Jiujiang folk songs, seeking to uncover their historical significance, devise comprehensive preservation strategies, and ensure their continued vitality in the modern era (Pan, 2019; Wu & Bhengsri, 2023).

Jiujiang folk songs cover a broad spectrum of themes, ranging from evoking labor enthusiasm and portraying everyday life to depicting themes of love. These songs, crafted with poetic language, serve to celebrate abundance, sustenance, attire, and aspirations, effectively fostering a harmonious labor atmosphere and accelerating the work pace during agricultural activities. Furthermore, during leisure moments, Jiujiang folk songs often serve as vessels for narrating lengthy stories that recount both past and contemporary experiences (Zhou & Xue, 2008; Yao et al., 2023).

These folk songs have been handed down through generations in Jiujiang County, known historically as "Wu Head and Chu Wei." Jiujiang folk songs are renowned for their three-tone cavities and their simplicity in musical structure, which nonetheless encapsulates profound lyrical content (Mei, 2015; Fang, 2021). Categorically, Jiujiang folk songs encompass high-cavity, flat-cavity, and low-cavity forms, each characterized by unique tonalities and expressive qualities. For instance, high-cavity songs are characterized by high tones and expansive sentence structure, earning them nicknames like "narrow tone" and "red-faced." These songs brim with bold and unrestrained sentiments (Zhou, 2021; Li & Zhou, 2022).

Jiujiang folk songs, as evidenced by the literature, are deeply rooted in local culture and have played an invaluable role within the community. Their enduring history has been closely intertwined with the lives of local working people, evolving over time. Researchers have offered insight into various facets of Jiujiang folk songs, including their historical context, development, musical culture, song compositions, performance techniques, and stylistic transformations (Campbell, 2002; Ho, 2003; Harris, 2005). These songs represent a testament to the local culture of Jiujiang, epitomizing the intangible cultural heritage shaped by the toil and traditions of its people. Moreover,

Jiujiang folk songs are known for their distinctive musical styles, a product of local labor and leisure practices interwoven with the region's dialects. Whether sung during labor, leisure, or expressions of love, they serve as an emotional outlet for the joys and sorrows of working people's lives (Lau, 2007; Yao, 2012).

However, a preliminary analysis of the available data reveals several challenges facing Jiujiang folk songs in the modern era. Firstly, the vigorous promotion of Western music systems in China has left the local music system unprotected and inadequately preserved. Secondly, the evolution of the market economy has estranged a significant portion of the young labor force from traditional labor practices, eroding the fertile ground that once nurtured Jiujiang folk songs. Thirdly, the influence of cultural environments, educational systems, social media, and other factors has exerted a detrimental impact on the development and safeguarding of Jiujiang folk songs, indirectly influencing their societal function, artistic essence, and performance style (Thrasher, 1981; Jones, 2001; Zheng, 2021).

Considering these challenges, this study adopts ethnomusicology as its primary research approach, undertaking field investigations and comprehensive research into the evolution, musical characteristics, protective measures, and dissemination processes of Jiujiang folk songs from the past to the present. By doing so, this study aims to propose strategies for education and literacy in the preservation and transmission of Jiujiang folk songs in Jiangxi Province, offering valuable resources for those with an interest in further research.

Research Question

- How can we formulate effective strategies to ensure the education and literacy of Jiujiang Folk Songs in Jiangxi Province while preserving and transmitting this cultural heritage?

LITERATURE REVIEW

Historical Evolution of Jiujiang Folk Songs

Jiujiang folk songs, a cultural treasure in Jiangxi Province, have a rich history dating back to the Sui and Tang Dynasties (581-907 A.D.), gaining prominence during the Song Dynasty (960-1368 A.D.), and reaching their pinnacle during the Ming and Qing Dynasties (1368-1911 A.D.). The local government has been dedicated to safeguarding and propagating these songs since 1949, with writers and artists mobilizing to collect and protect this cultural heritage (Maags, 2019).

Jiujiang County, located within the Lushan Scenic Area, is home to a resilient cultural landscape with legends of luminaries such as Zhuge Liang, Zhou Yu, Tao Kan, Tao Qian, Yue Fei, and Zhu Yuanzhang. The county's unique geographical setting and accumulation of cultural legacies have earned it the epithets of "Yuanming hometown" and the "Eastern countryside." Jiujiang folk songs shine as a distinct and irreplaceable gem among these cultural riches.

The county's strategic location near the iconic Lushan Mountain and the Yangtze River has led to a comprehensive three-dimensional transportation network, combining water, land, and air routes. The Yangtze River's golden waterway accounts for 33.6% of the province's waterway length, facilitating regional transportation and connections to Hanyu, Nanjing, and international destinations like Hong Kong, Macao, Japan, and Southeast Asia (Hu et al., 2019).

Jiujiang County is also home to a vibrant tapestry of folk operas, including tea picking opera, folk opera, Wenqu opera, Huangmei opera, Han Opera, Jiangxi Opera, and sporadic appearances of Peking Opera. Local Jiujiang operas, particularly the tea-picking opera and literary folk opera, command the spotlight, complemented by the prominence of Jiujiang folk songs, also known as "three voices." The lyrics of Jiujiang folk songs predominantly employ parallel seven-character sentences to convey their content, with love stories forming central themes. These songs feature a unique subgenre known as "white mouth" lyrics, serving as educational tools among farmers, connecting individuals with the wisdom of their ancestors, learning about history and culture, acquainting themselves with local geography, and celebrating festivals while gaining insights into practical labor (Zhang & Zhang, 2015; Shilai, 2018).

In conclusion, the historical depth, cultural resonance, geographic advantages, and lyrical diversity underscore the significance of preserving and transmitting Jiujiang folk songs in Jiangxi Province for future generations.

Research Theory

The research theory aims to provide sustainable strategies to protect the rich legacy of Jiujiang folk songs, ensure their continued educational role, and enrich the cultural landscape of Jiangxi Province by integrating ethnomusicology, preservation, and transmission.

1. Ethnomusicology is a field that studies the cultural and musical aspects of Jiujiang folk songs, focusing on their historical, social, and cultural contexts. Through ethnographic research, analysis of musical structures, and documentation of oral traditions, it provides insights into their significance as cultural artifacts and educational tools (Merriam, 2013).
2. Preservation is an aspect of the research theory that focuses on the urgent need to safeguard Jiujiang folk songs for future generations. This involves documenting and archiving these songs, not only in their musical form but also in their broader cultural context. Preservation strategies may include audio and video recordings, transcription of lyrics, and the creation of repositories to ensure the long-term survival of this cultural heritage (Bakels, 2023).
3. Transmission is a key component of the research theory as it addresses how Jiujiang folk songs can be effectively passed down to new generations. This involves studying the methods of teaching and learning these songs in local communities and schools. Additionally, it explores how modern educational tools and technologies

can be harnessed to facilitate the transmission process (Bohlman, 1988).

METHOD

Research Site

This study is focusing on Jiujiang County in Jiangxi Province, China, where Jiujiang folk songs have been cherished for generations. The region, known as the “Yuanming hometown” and “Oriental countryside,” has a profound cultural heritage and is ideal for research. The unique geographic advantage of Jiujiang County, near Lushan Mountain and the Yangtze River, highlights the historical interconnectedness of the area with the development and transmission of Jiujiang folk songs. The research site will cover various locales, including rural villages and educational institutions, to gain comprehensive insights into the challenges and opportunities associated with sustaining the educational legacy of Jiujiang folk songs in this dynamic and culturally significant region, as shown in Figure 1.

Selection Criteria for Key Informants

The criteria for choosing three key informants were as follows:

- 1) **Local Origins:** The informants must have been born in Jiujiang County and raised there as natives, ensuring a deep connection to the region and its culture.
- 2) **Cultural Proficiency:** They should possess a profound understanding of the culture and historical development of Jiujiang folk songs, reflecting their knowledge of the art form’s evolution.
- 3) **Artistic Excellence:** Key informants are expected to be skilled singers and accomplished actors, having received top honors and recognition in various production competitions.

- 4) **Decades of Experience:** A minimum of 30 years of active participation in Jiujiang folk song performances, coupled with rich and diverse experiences, is required.
- 5) **Inheritance Role:** The informants should serve as inheritors and transmitters of Jiujiang folk songs, actively preserving and passing down this cultural heritage.
- 6) **Promotion and Education:** They are actively engaged in disseminating and educating others about Jiujiang folk songs, playing a pivotal role in promoting this cultural tradition.

These selection criteria ensure that the chosen key informants possess a comprehensive understanding of Jiujiang folk songs, both as performers and cultural ambassadors, making them valuable sources of information for this research, as shown in Table 1.

Research Tools

The research utilized two primary tools: an Observation Form and an Interview Form, which played essential roles in gathering data and insights for the study, as shown in Table 2.

Data Analysis

This study used qualitative methods to analyze Jiujiang folk songs in Jiangxi Province. Through live performances and structured interviews, themes, patterns, and trends were identified. Content analysis was used to identify recurring motifs and expert opinions on the state of Jiujiang folk songs, such as audience reactions and performance characteristics, was analyzed for significant correlations or trends. This comprehensive analysis provided a holistic understanding of the cultural, artistic, and educational dimensions of Jiujiang folk songs, aiding in the formulation of sustainable preservation and transmission strategies.



Figure 1. Map of research site in Jiujiang, Jiangxi Province
Source: Chinafolio (n.d.), Kan et al. (2022)

Table 1. Key informants and their qualification

Key Informants	Qualifications
1 st Informant	<ul style="list-style-type: none"> - National inheritor of Jiujiang folk songs and inherited Jiujiang folk songs - Renowned for singing various Jiujiang folk songs - Selected as a representative inheritor of national intangible cultural heritage (2017) - Winner of the first prize in a folk song concert adaptation (1985) - Deep understanding of Jiujiang folk song performance
2 nd Informant	<ul style="list-style-type: none"> - Over 40 years of experience in performing Jiujiang folk songs - Actively involved in teaching Jiujiang folk songs in local schools - Contributed to the spread and development of Jiujiang folk songs - Participated in the "Cool Guiyang, 2014 Original Ecological Music Summer" (2014) - Unique performance skills and style in Jiujiang folk songs
3 rd Informant	<ul style="list-style-type: none"> - More than 30 years of experience in performing Jiujiang folk songs - Dedicated educator teaching Jiujiang folk songs - Utilizes online media to promote Jiujiang folk songs - Inheritor of intangible heritage of Jiujiang folk songs - Offers a dual perspective as a musician and educator

Table 2. Research tools

Research Tools	Purpose	Components	Usage
Observation Form	Recording real-time observations during live performances	<ul style="list-style-type: none"> - Date/Location/Type of event - Performers - Audience reactions - Song selection - Noteworthy aspects of the performance 	Researchers attended Jiujiang folk song events and documented observations to provide contextual insights
Interview Form	Conducting structured interviews with key informants	<ul style="list-style-type: none"> - Demographic information - Background and experience - Open-ended section for comments - Views on preservation strategies - Views on transmission strategies 	Interviewed key informants, to gather expert insights and perspectives

RESULTS

The research outcomes highlight the complex challenges faced by the preservation and transmission of Jiujiang folk songs in Jiangxi Province. Jiujiang folk songs, deeply rooted in cultural history and marked by unique linguistic features, have encountered significant shifts in their cultural landscape due to the influences of economic globalization and social modernization since the late 20th century. These transformations have led to notable changes in the demographics of Jiujiang folk song performers, with older generations predominantly carrying forward this tradition. Factors like outdoor work and exposure to other cultures have influenced the singing habits of both young and old people. The designation of “Jiujiang folk song” as the third batch of national intangible cultural heritage on May 18, 2010, brought both opportunities and challenges to the development of Jiujiang mountain song music.

Preservation and Transmission of Jiujiang Folk Songs

1) **Current Preservation Methods** The preservation of Jiujiang folk songs currently relies on various modes of communication, encompassing family, mentoring, college, and social interactions. Family communication is deeply ingrained in the culture, with songs being

passed down from generation to generation. Mentoring relationships involve experienced singers passing down their knowledge and skills to younger generations. Colleges and universities have contributed by offering courses and engaging expert instructors, while social communication involves various events, competitions, and teaching classes organized by municipal authorities.

2) **Transmission Challenges** Despite these preservation efforts, Jiujiang folk songs face several challenges. The aging of Jiujiang folk music is a significant concern, with some songs being forgotten and lyrics lost. Additionally, the simplicity of Jiujiang folk songs and the use of the local dialect pose difficulties in engaging younger generations. The lack of written information has hindered the preservation of this oral tradition. Shifts in lifestyle and working environments have also disrupted the traditional context in which Jiujiang folk songs thrive. Furthermore, the lack of modern promotion and limited integration with contemporary aesthetics have led to a decline in interest among young people. The waning use of the local dialect and the reduced role of Jiujiang folk songs in social events have further impeded transmission. Lastly, schools have not actively participated in preserving Jiujiang folk songs, with a focus on Western

music education and insufficient inclusion in teaching content and materials.

These findings underscore the urgency of developing education and literacy strategies to safeguard the future preservation and transmission of Jiujiang folk songs in Jiangxi Province, as shown in Table 3.

In conclusion, the preservation and transmission of Jiujiang folk songs in Jiangxi Province present both opportunities and challenges. While traditional communication modes like family, mentoring, and social gatherings persist, the songs face the threat of fading into obscurity due to aging, language barriers, and cultural shifts. To ensure the education and literacy of Jiujiang folk songs, strategies must be developed to bridge these gaps. This may involve integrating Jiujiang folk songs with other art forms, using modern technology for promotion, and incorporating them into educational curricula. Emphasizing the preservation of the local dialect and its importance in understanding these songs is also crucial to their continued vitality.

Strategies for Development

- 1) **Legislation and Protection:** Initiate legislative measures to safeguard the vocal music traditions of the Zhuang people, including Jiujiang folk songs. Leverage existing national and regional legislation frameworks, such as the Convention on the Protection of Intangible Cultural Heritage, to legally protect these cultural assets. Ensure that heirs of non-traditional culture actively participate in the preservation, and provide timely subsidies to support singers, enhancing their comfort and encouraging them to continue their work.
- 2) **Promotion of Cultural Activities:** Promote and support cultural activities related to Zhuang Dixu, creating a platform for the preservation and transmission of Jiujiang folk songs. Government funding and sponsorship can play a pivotal role in facilitating these cultural events and ensuring their sustainability.

- 3) **Utilize National Intangible Heritage List:** Exploit the recognition of Jiujiang folk songs as part of the third batch of national intangible cultural heritage. Harness government resources and platforms to collect, categorize, and digitize Jiujiang folk songs. Utilize various media channels such as television, the internet, and social media to overcome communication barriers and disseminate these songs to a broader audience.
- 4) **Research and Archiving:** Collaborate with various government departments to initiate research initiatives. Conduct comprehensive surveys to gain insights into the development history, distribution, dissemination, and living context of Jiujiang folk song music. Establish dedicated Jiujiang folk song archives using advanced information technologies to preserve audio and video recordings of accomplished Jiujiang folk song singers and performers, thereby creating an expansive platform for the dissemination of Jiujiang folk song culture.
- 5) **Theoretical Research:** Encourage scholarly research on Jiujiang folk songs through academic activities. Support scholars in conducting theoretical research to enhance the understanding and appreciation of these songs. Facilitate the publication and sharing of research findings to disseminate knowledge about Jiujiang folk songs.

By implementing these strategies across different levels of society, we can pave the way for the preservation and transmission of Jiujiang folk songs in Jiangxi Province. These efforts will ensure that this rich cultural heritage continues to thrive and be appreciated by future generations, as shown in Figure 2.

At the grassroots, or folk level, initiatives led by local organizations and communities can significantly contribute to the preservation and transmission of Jiujiang folk songs. Here are some key strategies:

1. **Jiujiang Musicians Association Initiatives:** The Jiujiang Musicians Association can play a pivotal role

Table 3. Preservation and transmission challenges identified

Aspect	Challenges Identified
Preservation and Transmission	<ul style="list-style-type: none"> - Family, mentoring, college, and social communication channels exist - Jiujiang folk songs have been passed down through generations - Social events and competitions support the transmission of Jiujiang folk songs - Colleges and universities offer courses and invite expert instructors to teach Jiujiang folk songs
Dilemma of Transmission	<ul style="list-style-type: none"> - Loss of early lyrics and melodies in some folk songs - Aging of Jiujiang folk songs and difficulty in attracting young enthusiasts - Need for integration with other artistic forms for artistic and professional development - Language barrier due to the local dialect, as younger generations predominantly speak Mandarin
Lack of Written Information	<ul style="list-style-type: none"> - Historical lack of theoretical knowledge and recording methods for Jiujiang folk songs - Precious songs lost with the passing of older generations
Change of Lifestyle	<ul style="list-style-type: none"> - Transition from traditional labor-intensive modes to modern production methods - Cultural shift due to economic development and changing lifestyles
Lack of Modern Promotion	<ul style="list-style-type: none"> - Inadequate use of modern technology for promotion and outreach - Evolving contemporary aesthetics pose challenges to traditional song forms
Decline in Local Dialect Use	<ul style="list-style-type: none"> - Decrease in the use of the Jiujiang dialect among younger generations
Primary School Involvement	<ul style="list-style-type: none"> - Emphasis on Western music education in schools, overshadowing folk music teaching - Insufficient Jiujiang folk song content, courses, and teaching materials in education

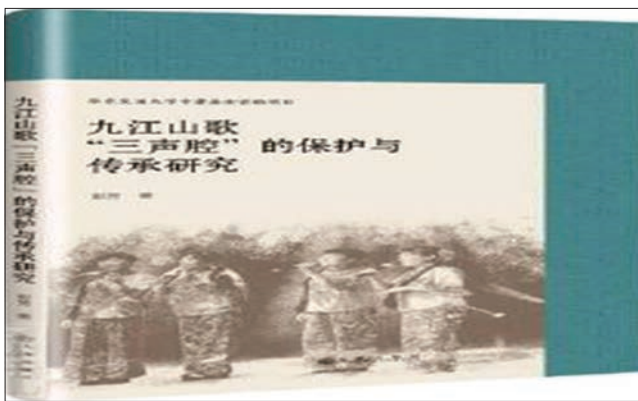


Figure 2. The book for study on the protection and inheritance of Jiujiang folk songs

in promoting Jiujiang folk songs. They can organize Jiujiang folk song singing competitions, creating a platform for local talent to showcase their singing abilities. These competitions can attract a wide audience, including the younger generation, helping to keep the tradition alive.

2. **Leveraging Cultural Festivals:** Cultural festivals and celebrations provide an excellent opportunity to showcase Jiujiang folk songs. These events can incorporate folk song performances as a central element, helping to introduce the songs to a broader audience. For instance, during food festivals or cultural tourism attractions, Jiujiang folk songs can be integrated into the program, allowing both locals and tourists to experience the rich cultural heritage.
3. **Utilizing Cultural Squares:** Cultural squares, being central hubs for community gatherings, can serve as ideal locations for Jiujiang folk song activities. Regular performances and workshops can be organized in these squares, making folk songs easily accessible to the public. By establishing a routine presence in cultural squares, Jiujiang folk songs become an integral part of the community's cultural fabric.
4. **Stability in Activity Timing and Methods:** To ensure sustainability, it's crucial to maintain a consistent schedule for folk song activities. Establishing regular events or performances at predictable times can help create anticipation and interest among the community. Furthermore, diversifying the methods of engagement, such as workshops, storytelling sessions, and interactive performances, can cater to various preferences and age groups.

By implementing these strategies at the folk level, Jiujiang folk songs can become an integral part of local culture, engaging both the older generation, who are carriers of this tradition, and the younger generation, who will carry it forward. This grassroots involvement ensures that education and literacy is achieved in the preservation and transmission of Jiujiang folk songs in Jiangxi Province.

The preservation and transmission of Jiujiang folk songs in Jiangxi Province are essential for maintaining the rich cultural heritage of the region. To achieve education and

Table 4. The level strategies for preservation and transmission

Level	Strategy
Government Level	- Legislative protection
	- Promotion of cultural activities
	- Utilize national intangible heritage recognition
	- Research and archiving
Folk Level	- Theoretical research
	- Organize folk song competitions
	- Leverage cultural festivals
	- Utilize cultural squares
School Level	- Maintain stability in activity timing and methods
	- Integrate Jiujiang folk songs into the curriculum
	- Develop teaching materials and resources
	- Organize cultural exchange programs and workshops
Artistic Level	- Collaborate with artists and performers
	- Create contemporary adaptations of Jiujiang folk songs
	- Promote folk song performances through modern media platforms

literacy, strategies must be implemented at various levels of society. Table 4 summarizes these strategies.

DISCUSSION AND CONCLUSION

The research on Jiujiang folk songs in Jiangxi Province revealed that these songs face both opportunities and challenges in terms of preservation and transmission. Consistent with existing literature (Maags, 2019; Mei, 2015), the study found that Jiujiang folk songs have been traditionally preserved through various means, including family transmission, mentorship, and participation in social events. These preservation methods are deeply rooted in the local culture, reflecting the historical significance and cultural value of these songs.

However, the research also identified several challenges that are consistent with the existing literature (Jones, 2001; Zheng, 2021). One of the significant challenges is the aging of Jiujiang folk song practitioners. This aligns with broader trends observed in preserving traditional cultural heritage, where older generations are often the primary carriers of these traditions (Maags, 2023). The potential loss of early lyrics and melodies in some folk songs due to the aging population is a matter of concern and aligns with previous research highlighting the risk of losing cultural elements (Harris, 2005).

The scarcity of written documentation, a significant impediment for Jiujiang folk songs, mirrors the perpetual challenge faced by many cultural traditions that rely predominantly on oral transmission (Lau, 2007). Inadequate documentation hinders accurate preservation and perpetuation. Furthermore, the disruptive effects of modernization and the struggle to engage younger generations, who are more attuned to contemporary aesthetics, are challenges not unique to Jiujiang folk songs but shared by folk music and traditional practices worldwide (Ho, 2003; Fang, 2021). Language preservation, exemplified by the waning use of the Jiujiang

dialect, is a universal challenge in the face of modernization, impacting numerous cultural traditions globally (Pan, 2019). The limited involvement of schools in preserving Jiujiang folk songs, with a preference for Western music education, reflects the broader tendency in formal education systems to neglect traditional forms of music, endangering the richness of cultural heritage (Wu & Bhengsri, 2023).

In this context, the challenges faced by Jiujiang folk songs serve as a microcosm of the broader challenges confronting folk music and cultural traditions globally. The strategies proposed in this research not only address the specific issues faced by Jiujiang folk songs but also offer insights and approaches that can be applied to the preservation and transmission of cultural heritage across the world.

In conclusion, the research on the preservation and transmission of Jiujiang folk songs in Jiangxi Province paints a complex picture. While traditional methods of preservation have been effective to some extent, the challenges posed by an aging population, the lack of written records, changing lifestyles, and the need for modern promotion and school involvement necessitate proactive strategies to ensure the education and literacy of Jiujiang folk songs. The proposed strategies, including legislative protection, cultural activity promotion, utilization of national intangible heritage recognition, research and archiving, and theoretical research, align with established principles of cultural heritage preservation (Bakels, 2023). These strategies aim to bridge the gap between traditional preservation methods and the needs of contemporary society, thereby safeguarding the future of Jiujiang folk songs.

At the grassroots level, community-based initiatives and cultural events can help ensure the continuation of these traditions among both older and younger generations. By integrating Jiujiang folk songs into cultural festivals, utilizing cultural squares, and maintaining stability in activity timing and methods, these songs can remain a vibrant part of local culture.

In summary, while the challenges are substantial, the research offers a comprehensive set of strategies that, if implemented effectively, can ensure the education and literacy of Jiujiang folk songs in Jiangxi Province. These strategies leverage both traditional and contemporary approaches to preserve and transmit this rich cultural heritage to future generations.

REFERENCES

- Bakels, F. (2023). *Applied Ethnomusicology in Nepal. Preserving Traditional Music in South Asia (Vol. 3)*. Logos Verlag Berlin GmbH.
- Bohlman, P. V. (1988). *The study of folk music in the modern world*. Indiana University Press.
- Campbell, P. S. (2002). Music education in a time of cultural transformation. *Music Educators Journal*, 89(1), 27-32. <https://doi.org/10.2307/3399881>
- Fang, P. E. N. G. (2021). Optimization of music teaching in colleges and universities based on multimedia technology. *Advances in Educational Technology and Psychology*, 5(5), 47-57.
- Guocheng, Z. (2022). *The Development of Xinyang Folk Songs in Henan Province, China* [Doctoral dissertation]. Mahasarakham University.
- Harris, R. (2005). Wang Luobin: Folk song king of the north-west or song thief? Copyright, representation, and Chinese folk songs. *Modern China*, 31(3), 381-408. <https://doi.org/10.1177/0097700405276354>
- Ho, W. C. (2003). Westernization and social transformations in Chinese music education, 1895-1949. *History of Education*, 32(3), 289-301. <https://doi.org/10.1080/00467600304145>
- Hu, M., Wang, C., Liu, Y., Zhang, X., & Jian, S. (2019). Fish species composition, distribution and community structure in the lower reaches of Ganjiang River, Jiangxi, China. *Scientific Reports*, 9(1), 10100. <https://doi.org/10.1038/s41598-019-46600-2>
- Jiangxi Province. (n.d.). *Chinafolio*. <https://chinafolio.com/provinces/jiangxi-province>
- Jones, A. F. (2001). *Yellow music: Media culture and colonial modernity in the Chinese jazz age*. Duke University Press. <https://doi.org/10.1093/gmo/9781561592630.article.20622>
- Kan, D., Ye, X., Lyu, L., & Huang, W. (2022). Study on the coupling coordination between new-type urbanization and water ecological environment and its driving factors: Evidence from Jiangxi Province, China. *International Journal of Environmental Research and Public Health*, 19(16), 9998. <https://doi.org/10.3390/ijerph19169998>
- Lau, W. T. (2007). Teaching Chinese folk songs with an authentic approach. *Music Educators Journal*, 94(2), 22-27. <https://doi.org/10.1177/002743210709400206>
- Li, Z., & Zhou, D. (2022). Folk Cultures and Artistic Characteristics of "Yisheng Goddess" Festival Lantern Drama. In *2021 Conference on Art and Design: Inheritance and Innovation (ADII 2021)* (pp. 173-178). Atlantis Press. <https://doi.org/10.2991/assehr.k.220205.029>
- Maags, C. (2019). Struggles of recognition: adverse effects of China's living human treasures program. *International Journal of Heritage Studies*, 25(8), 780-795. <https://doi.org/10.1080/13527258.2018.1542330>
- Maags, C. (2023). State Institutions as Building Blocks of China's Infrastructures of Memory - The Case of Intangible Heritage. *Journal of Current Chinese Affairs*, 0(0), 1-12. <https://doi.org/10.1177/18681026221145950>
- Mei, J. (2015). Major Genres of Country Music and Its Development. In *2015 2nd International Conference on Education, Language, Art and Intercultural Communication (ICELAIC-15)* (pp. 472-474). Atlantis Press. <https://doi.org/10.2991/icelaic-15.2016.120>
- Mei, J. (2023). *The Transmission of Hukou Qingyang Opera, Jiangxi Province, China* [Doctoral dissertation]. Mahasarakham University.
- Merriam, A. P. (2013). *Ethnomusicology discussion and definition of the field*. In *Ethnomusicology* (pp. 63-70). Routledge.
- Pan, G. (2019). *A Theoretical Analysis on the Collective Memory and the China Complex of Jewish Refugees. In: A Study of Jewish Refugees in China (1933-1945)*. Springer. https://doi.org/10.1007/978-981-13-9483-6_11

- Shilai, O. (2018, December). Investigation and Research on Opera of Poyang Lake Area in Northern Jiangxi. In *5th International Conference on Education, Language, Art and Inter-cultural Communication (ICELAIC 2018)* (pp. 724-728). Atlantis Press. <https://doi.org/10.2991/icelaic-18.2018.154>
- Thrasher, A. R. (1981). The sociology of Chinese music: An introduction. *Asian Music*, 12(2), 17-53. <https://doi.org/10.2307/834055>
- Wu, M., & Bhengsri, T. (2023). Educational and Literacy Dimensions of Putian Coastal Folk Songs in Fujian Province, China. *International Journal of Education and Literacy Studies*, 11(3), 244-250. <https://doi.org/10.7575/aiac.ijels.v11n.3p.244>
- Yao, D. (2012). *Chinese literature*. Cambridge University Press.
- Yao, L., Sensai, P., & Junkate, K. (2023). Nurturing Cultural Engagement and Learning among Youth through Jingyun Dagu Traditional Chinese Folk Songs in Tianjin Municipality: Cultural Engagement and Learning Among Youth. *International Journal of Curriculum and Instruction*, 15(3), 1845-1859.
- Zhang, Q., & Zhang, Q. (2015). The Treasure House of Ancient Chinese Literature and Art. (Zhang, Q. Ed) *An Introduction to Chinese History and Culture*, 319-351. https://doi.org/10.1007/978-3-662-46482-3_11
- Zheng, Z. (2021). *Sanqu, a Type of Verse in the Yuan Dynasty*. In: *History of Chinese Folk Literature. Understanding China*. Springer. https://doi.org/10.1007/978-981-16-5445-9_9
- Zhou, D. (2021). Blueprint for Constructing Courses of Regional Music Culture in Local Colleges and Universities. In *The 6th International Conference on Arts, Design and Contemporary Education (ICADCE 2020)* (pp. 376-380). Atlantis Press. <https://doi.org/10.2991/assehr.k.210106.073>