



A Qualitative Research to Cultural Strategic Management of Fujian opera troupe in the Rural Folkways Context

Applied Qualitative Business Research/ BMDM7002/
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The aim of research

1.1 The aim of research:

- Searching for cultural meanings of Fujian Opera in market;
- Record performance scene in rural areas;
- Investigate relevancy between spirit-soul of music and real lives.
- Exploring cultural value chain of Fujian Opera in a rural theatre impacted by “digital village” policy (CPC Central Committee and State Council, 2019).

Ontologically, the core of market value in folk music tends to grasp the demands of generation transfer under modern cultural context (Banfield, 2015, p. 9). The reality of my research focuses on subjective understanding cultural transformation of society.

Epistemologically, in the ethnomusicology and music business, the researcher with multiple identities to understand rural folkways context where Fujian opera performed, is a process discovering diverse layers of culture and strategies for business administration.

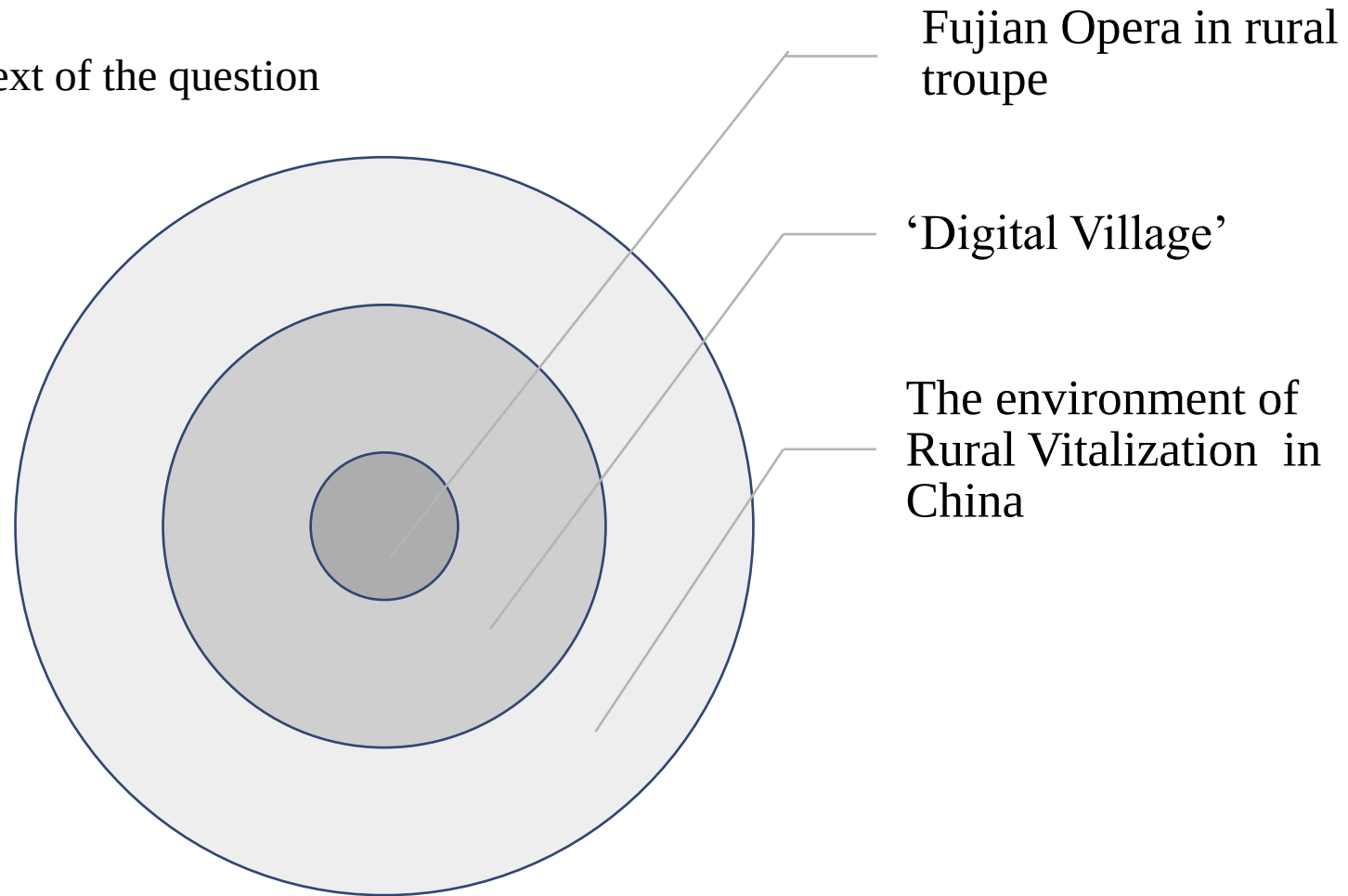
- In the part of production, what is the valuable culture for Fujian Opera theatre in modern market?
- In the perspective of sounds as a brand (Saussure, 1966), comparing with pop festival and intangible cultural heritage, how can rural theatre do to present their outstanding folk music a part of rural vitalization strategy (Xi, 2017)?
- Considering trends of digital industry (Hutchison, 2008), whether does the folk music still exist separating from cultural context?

1. justification for the choice of topic

- Advantage in ethnomusicology
- Basis from previous fieldwork
- Interest in cultural strategic management

2. A Critical review

2.1 Applied context of the question



2.2 academic contextual information

- Music industry:

Ethnomusicology (Banfield, 2015; Rice, 2017; Seeger, 1986)

Culture theory (Greeze, 2008; Harris, 1968; Hsu and Huang, 2016)

Music business (Hutchison, 2008; Allen, 2018)

- Strategic management:

Stakeholder theory (Linden and Freeman, 2017)

Rural development (Lu, 2015; Malone and Laird, 2018)

3. The Methodologies

- My research tends to explore non-statistical meanings and subjective reality in the process of investigation, although numeric data also can assist clear analysis of the cultural industry.
- this research concern the relationship between music and business society, which can be constructed by approaches from *music anthropology* (Merriam, 1964)
- Harrison (2015) suggested ‘*the field methodology*’ is useful for ethnomusicologic research to support culture theory.

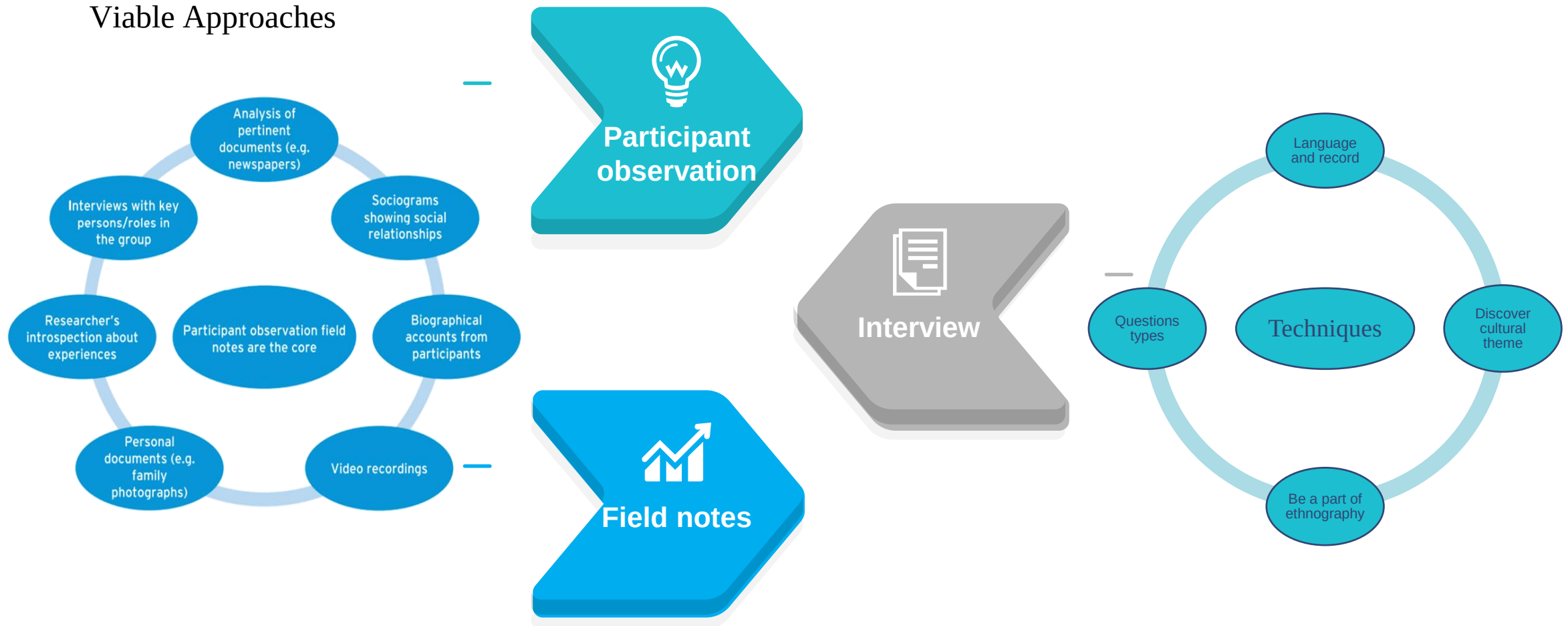
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Characteristics of qualitative approaches which I need					
Characteristic	Narrative approach	Phenomenology	Case study	Grounded theory	Ethnography
Telling a good story.	✓				✓
Finding the essence in complicated phenomenon.		✓			✓
Studying Successful experiences.			✓		
I always reflect my process of research.				✓	✓
I am confused about unknown folk music market.				✓	
A method is used to explore cultural context.					✓
I try to interpret events in my field.					✓
I can understand this circle in my field.					✓

- Ethnography is the main approach to construct future study.
- The fusion of pluralistic methods also helps to deal with complex problems in the field.

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Viabile Approaches



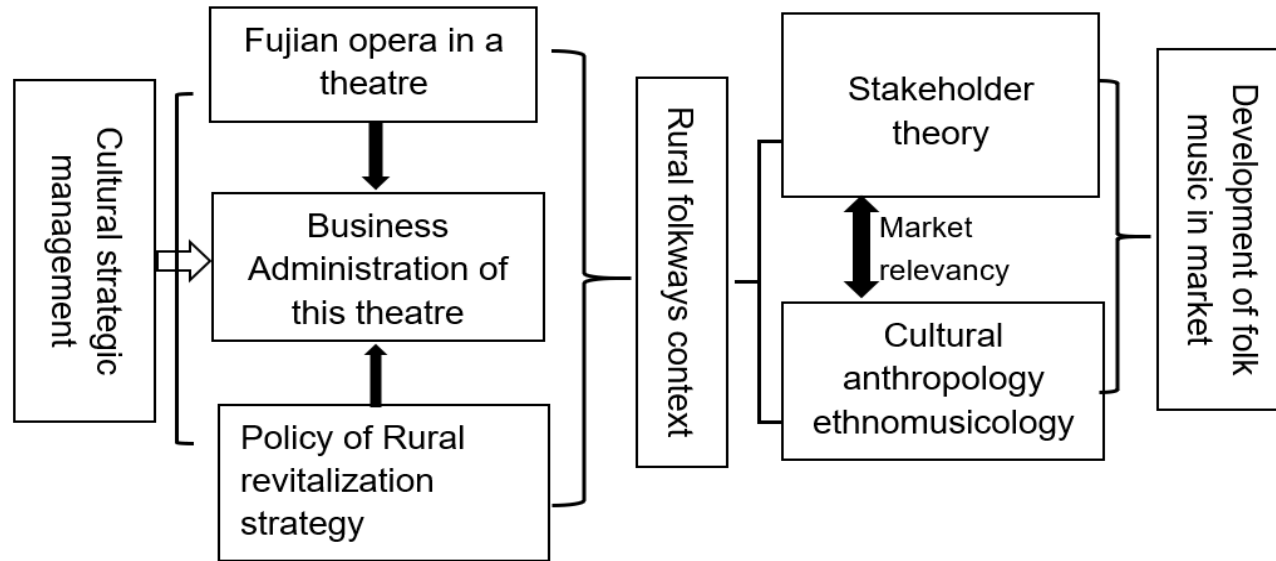
Possible elements of a participant observation (Howitt, 2016, p. 111)

Conclusion of Characteristics :

- I am still a ***familiar strange*** (Atkinson, 2007, p.121) for this field,
- We were ***chasing shadow in the field***
- Capture data by ***multiple tools*** (Pole and Hillyard, 2016)

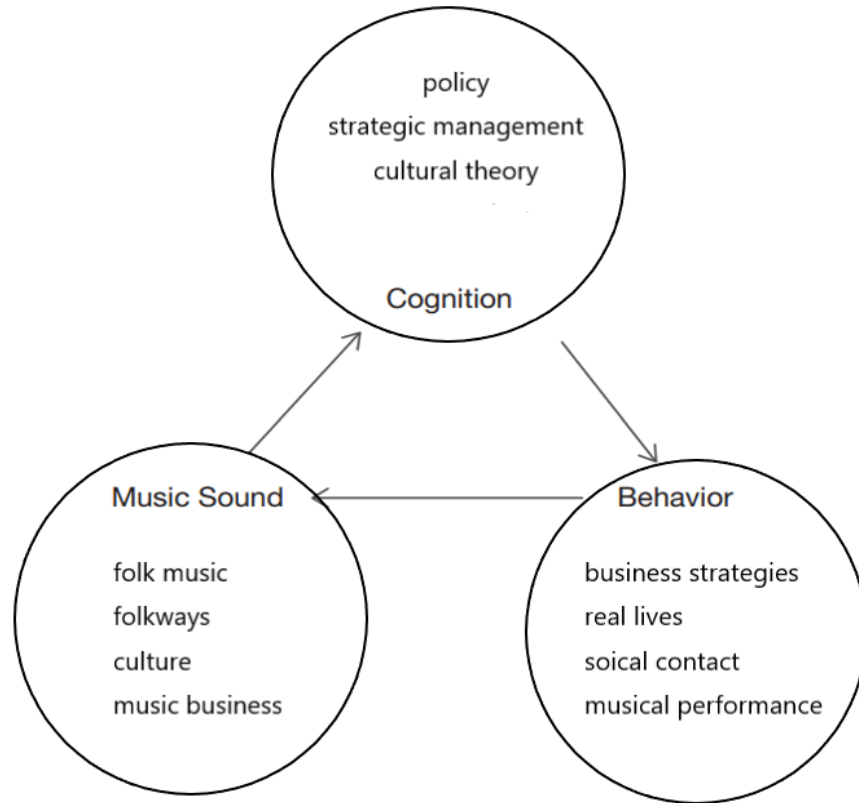
4. Research design

4.1 Research framework



The research framework embraces the theme of cultural strategic management to conduct fieldwork in rural folkways context, and discover evidence to support theories.

4.2 Theoretical Framework



The concept of this research adapts from the three dimensions of the Merriam model (Merriam, 1980), encompassing cognition, music sound, and behaviour.

The multiple views in the three dimensions will be observed and described by participant observation

4.3 data collection



Figure 3: the possible territorial scope of my field (lbs, 2021)

Field: a village near coastal southeast China

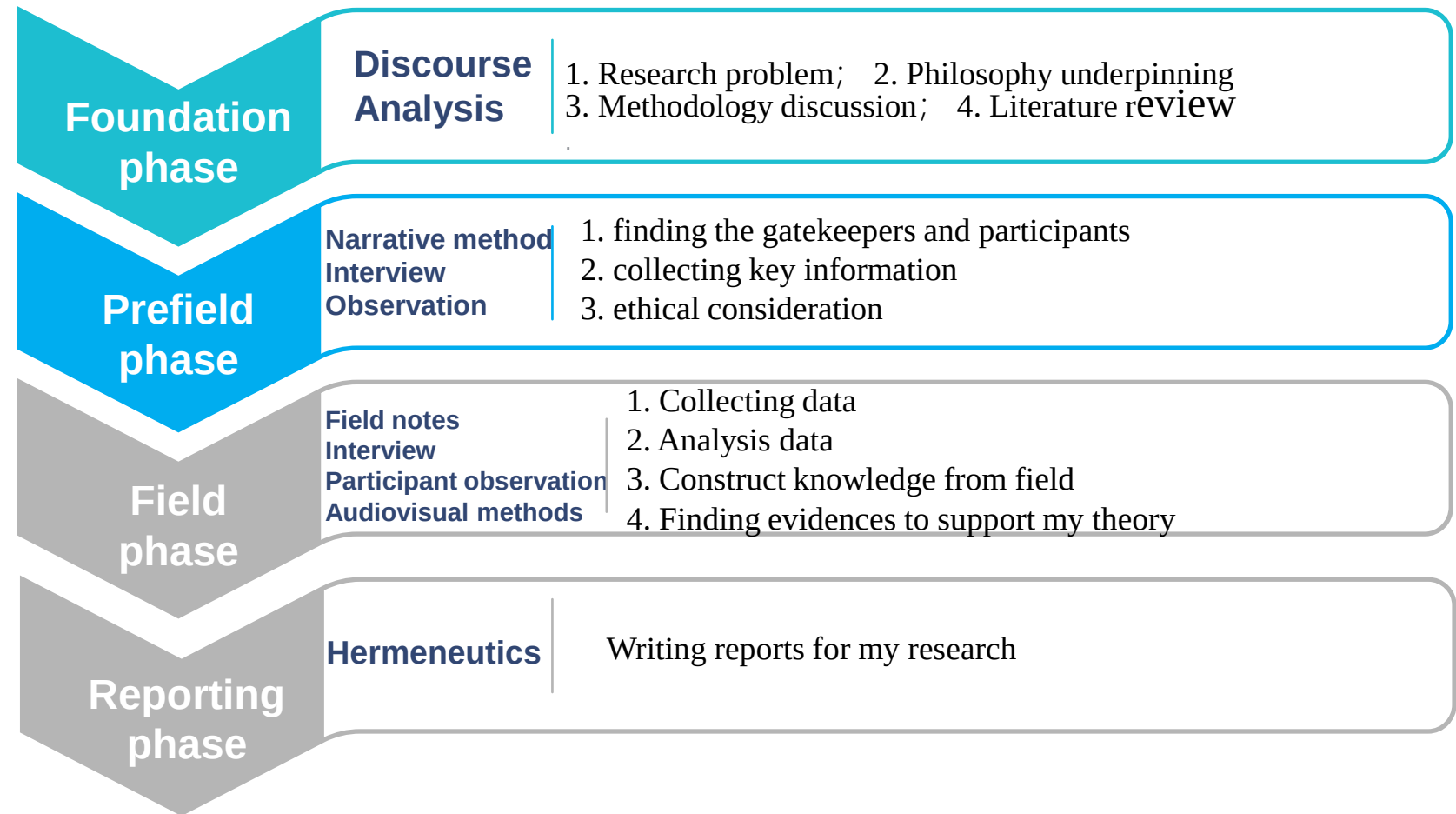
Organization: a Fujian opera troupe

Gatekeeper: a leader in Fujian Opera

Troupe

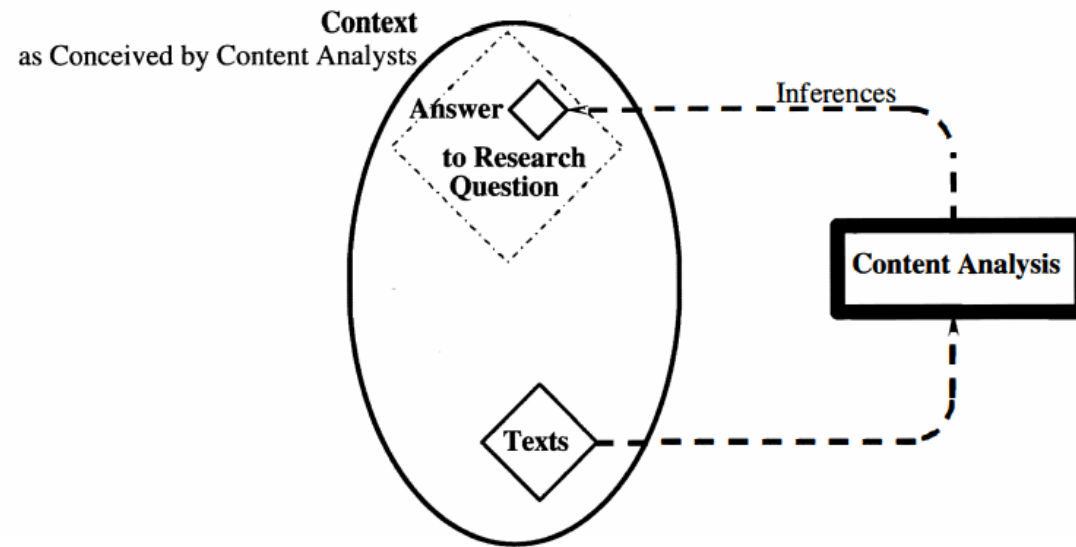
4.4 Research Phases

Research phases



Source: The four phases (Rashid, Rashid et al. 2019)

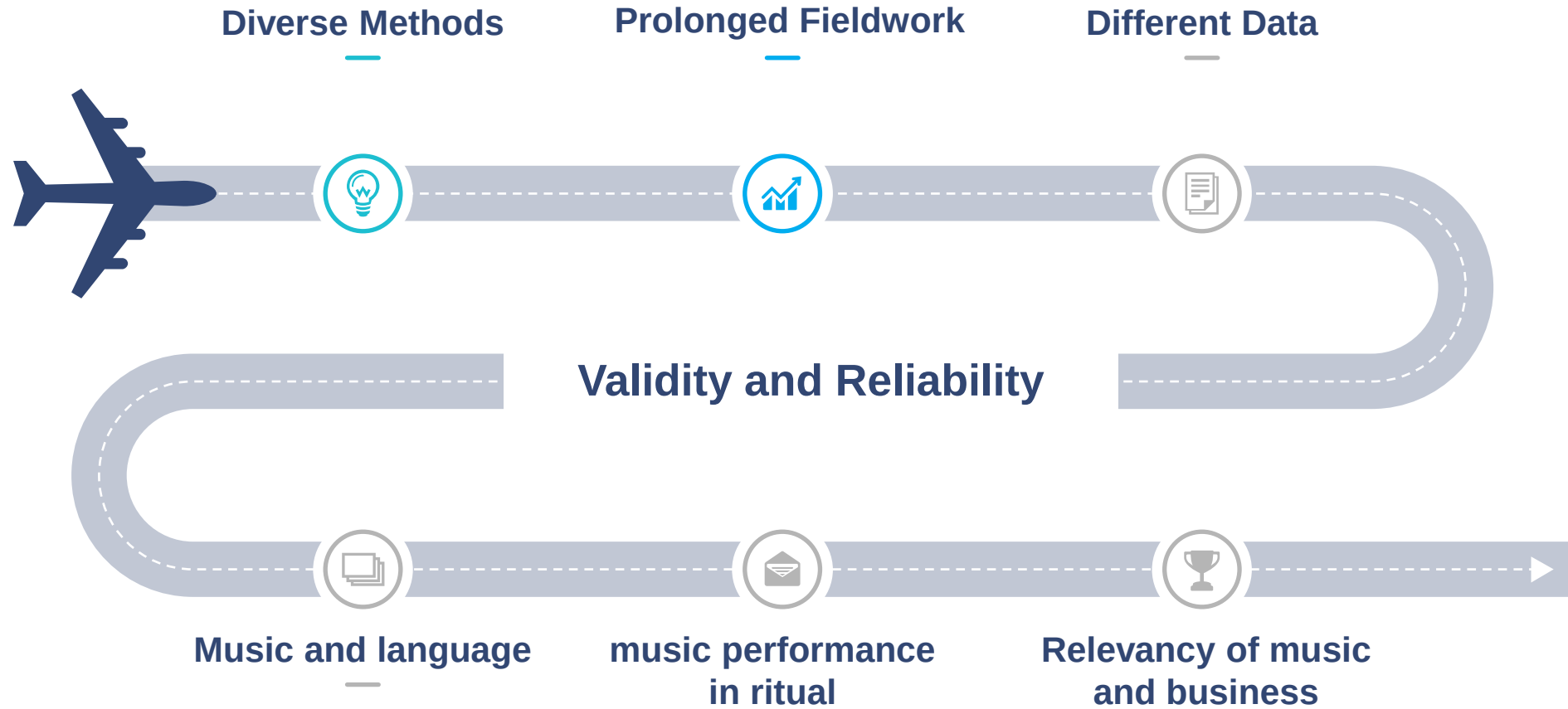
4.5 data analysis



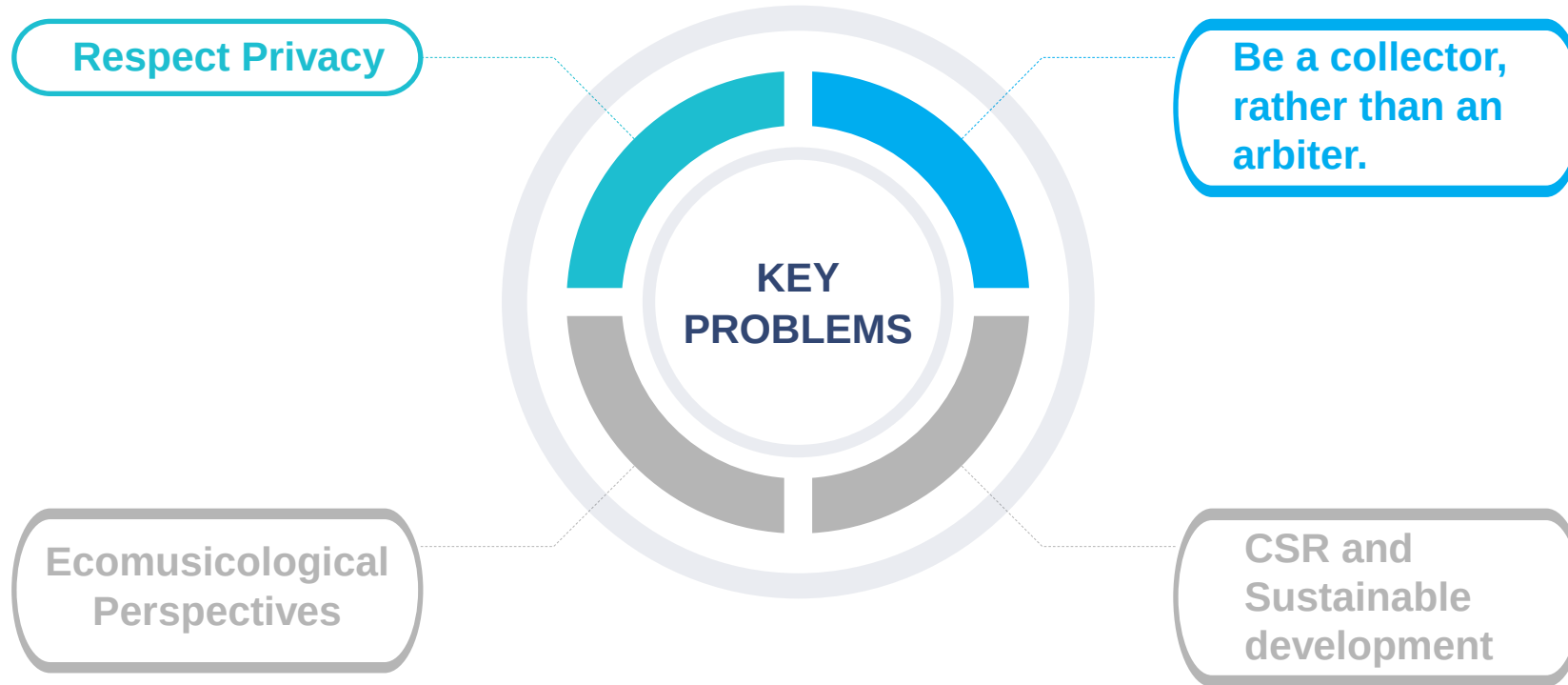
Source: Krippendorff, 2013, p. 82

- Narrative views and hermeneutic phenomenology (Pole and Hillyard, 2016)
- Comparison methods (Glaser and Strauss, 2006, p. 49)
- Narrow core problems and write distinctive layers of culture-group
- Linear analysis partly
- Numeral data analysis in industry reports

5. Validity and reliability



6. Ethical risk



Commentary on the Presentation: Zhenying Yang

The idea for my presentation.

The views of my presentation came from assignment 1 which I had discussed the methodologies to choose appropriate approaches in qualitative research. Basing on my three blogs, I tried to organize the choice of approaches and research design in my folk music topic. It is very pity that these assignments spent more time analysing approaches rather than specify research problems, especially in the folk music business.

Considering my previous fieldwork, I planned to explore cultural strategic management in a Fujian opera troupe. Furthermore, understanding and critical thinking industry development of folk music in the rural revitalization context. There were adequate literature and current policy to support my research topic and methods so I continue to be a cultural explorer by ethnomusicology.

The next 14th Five-Year Plan in China encourages giving priority to develop rural culture. And “digital village” strategy brings opportunities to combine folk music and web business.

My fieldwork will begin with a Fujian opera troupe, which is a familiar field for me to observe as a participant and a researcher. However, there are still differences in region and culture. So, this situation partly constructs the validity and reliability of the data process.

Plan for improvements in my skills and knowledge.

In the next stage, I plan to understand more about the market of folk music and traditional theatre in China. The conflicts between folkways and web business will be an important part of the next stage, combining ritual sounds and strategic management.

Furthermore, I will continue the cultural exploration in the music industry to discover the historic law of the cultural market.

Also, I plan to continue my investigation and literature review in folk music topics and specify the research problems from the music business.

Finally, due to the development of presentation techniques, I will improve my logical thinking of content illustration and pursue more professional methods to analyze theories.

Bibliography: Included in my final slide.

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