

Variety Vocal Art in the Context of Integration into Society of the Future

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Abstract: The urgency of the research is determined by the intensive development of new technologies as prospects for further development of society. Art accumulates intellectual, spiritual, material, and value heritage of previous epochs and determines the perspective features of the future. Vocal art is thereby one of the manifestations of individual ideological rethinking. Variety as a socio-cultural phenomenon combines different styles of music, genres, types, and aspects of professional music and vocal performance, which is important for the research in the context of social rethinking of future social development. Objective of the article is to determine specifics of pop vocal art, its long-term development as an aspect of integration into society of the future. The article reflects the essential characteristics of the concept of pop vocal art and worldview perception of art as an aspect of the future society.

In the process of research a method of abstraction, descriptive method, methods of analysis and synthesis were used in the theoretical substantiation and characterization of pop music as a vocal art. The method of generalization and systematization was used to determine the results of the research. The results became the basis for asserting the importance of pop vocal art in the further development of society.

Keywords: *Pop vocal art; pop singer; postmodernism; digital transformation; mass communication; innovative technologies.*

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Introduction

The society is facing challenges that demonstrate achievements of previous eras, including results of scientific and technological progress and the intensive use of innovative technologies. Innovative technologies change needs of mankind, as well as improve the potential of the individual, promote self-realization and the development of individual abilities.

The urgency of the study is due to the need to rehabilitate cultural identity, which has slightly lost its integrity in recent decades due to sharp socio-economic and socio-cultural changes in the society (Avery, 2017). In the process of world globalization, the boundaries between nations and cultures of different peoples are blurred, so it is necessary to create new conditions that contribute to the preservation of culture, traditions and customs of each nation.

The article attempts to trace the performing traditions and identify the role of pop vocal art in the context of future integration in the global sense (Dolfsma, 2000). Emphasis is placed on the accessibility of a musical and poetic song language, which led to its widespread dissemination and recognition of masses. Peculiarities of the genre of pop song and regularities of its functioning in the context of musical culture are revealed (Habermas, 1985).

Based on the diachronic method of historical and cultural analysis, it is necessary to study the experience of pop performance, which will be an important basis for future integration in order to preserve the identity of each individual and nation in social globalization processes.

In the conditions of social development, new artistic institutions are being formed, which reflect the art of music to digital technologies and innovative mass media. Musical art is interpreted with the help of audio and video recording, as well as various options of information and communication technologies (Boychuk, 2019). Thus, the art of music as a cultural space is transformed through digital technologies and integrated into society through innovation. This trend defines studying approaches of music as a future perspective for social development. Pop art is especially important for society, because it most fully embraces the mass preferences in the society. Variety is closely connected with social sentiments, as it is a factor in the formation of mass culture.

Variety art is diverse in style, species and genre, as it represents the mass and elite culture, as well as expresses the artistic preferences of society. Analyzing the main approaches of scientists, it is clear that pop represents the idea of public life, political preferences of different segments of the population, as well as identifies promising ideas of artistic worldview, which

is an expression of human values (Vasylenko, 2003). A feature of the variety is the commercial aspect, which forms the essence of art. Pop vocal art is special in the context of awareness of the specifics with a combination of styles and genres that require new approaches to integration into future society.

One of the priority trends in shaping the worldview of society is the presentation of various arts in the media. Therefore, it is necessary to analyze the evolution of the human factor and social means of influencing art in order to identify and predict specifics of further development of the art industry in the society, and its future changes (Nerubasska & Maksymchuk, 2020; Nerubasska, Palshkov, & Maksymchuk, 2020). In the process of social development there is a continuous dialogue of cultures in the context of communication of the national heritage and prospects for the development of art, the formation of future interactions between art and the evolution of society.

Studying the problem of art and mass media interpenetration is important in the context of information and communication technologies development, which become the basis for the introduction of innovative approaches in a further social development. Scholars have studied the problem of integrating art into social process in the context of future development. In particular, researchers identified features of promising opportunities for the integration of national cultures in the context of world cultural development. They also analyzed the criteria for the integration of art into future society, which became the basis for the establishment. The cultural context of creativity is presented in the works of scientists as a factor in the evolutionary progress of mankind. The relevant research interprets the vocal art in the process of spatial reflection of the human worldview, in particular as an aspect of integration into future society. At the same time, scientists have not been able to definitively determine the most important factor in the integration of art into society of the future.

Objective of the article is to explore features of the integration of vocal art in the development of society as a promising factor for future progress.

Features of the pop art formation

Art researchers argue about the ambiguity of characteristic factors that determine worldview trends. However, analyzing scientific publications on this issue, it should be noted that music is an important socially significant part of modern society (Bobul, 2018). In the context of

development in an art field, the importance of studying genres and styles of music, as well as the training of specialists in this field of contemporary art is a relevant topic for research.

In the tradition of a theory and methodology of musical art, attempts are being made to solve the problem of pop music specifics in the process of the serious scientific research. One of the most important and effective in this context is the work of Boychuk (2019) and Vasylenko (2003). And today the works of the researchers have not lost their socio-cultural and scientific significance for national education.

Vocal art expresses special musical abilities of the individual. There is no unambiguous definition of the pop art concept in the scientific literature; however, there are certain categories that are helpful in characterizing vocal art. Concepts such as "mass, popular and music" are characteristic of the definition of pop vocal music. In order to effectively study the features of musical vocal art, it is necessary to study the evolution of pop art as an aspect of vocal performance (Virna, 2017). Pop art was formed in the process of constant changes in social development, various social processes, wars, crises, as well as a result of the influence of various cultural heritages.

Pop art was formed under the influence of various historical events. During the development of civilization, people changed their activities, improved their tools, and then improved their lives accordingly. This trend is primarily due to changes in human cultural development. Thus, the results of cultural evolution improve the quality of human life throughout history and, at the same time, the result of human achievements. According to human needs, vocal art is a means of self-expression. Vocal art combines different styles and individual characteristics of the performer. Variety as a form of musical art combines vocal performance and instrumental accompaniment, as well as the broadcast of the performance to the audience.

During the middle ages, music was divided into classical and folk, which accompanied religious holidays. Such music is the prototype of pop art. Pop art was considered frivolous because it was widespread among the masses. Representatives of the nobility preferred songs that sounded in Latin, inaccessible to the common people. So they listened to classical music. Thus, pop music dates back to the middle ages, when aristocratic society was separated from the usual by the factor of musical preferences.

Based on the researchers, it should be noted that pop music combines the performance of a song at a concert venue, the artist's acting skills, the art of communicating with the audience and other artistic means (Mozgovy, 2007).

Pop art has the following characteristics:

- improvisation - the ability to present a piece of music on stage in accordance with the variability of circumstances;
- conciseness - a feature that is inherent in the actual musical work, acting, features of the demonstration of the work, and rapid response to social phenomena;
- social mobility - a condition that demonstrates social change and needs;
- accessibility - a feature that characterizes the lightness of the musical composition, looseness and rapid spread among masses.

Pop art is a synthesis of different types and genres of art; combines song, dance, and painting. The main component of pop art is a song (Geising, 1994). The song combines vocal performance and instrumental accompaniment in the process of creating a variety show. The variety performance involves a demonstration of vocal performance of the song in front of an audience, which encourages a reaction of the listener; i. e. forms a certain dialogue between the performer and the listener.

The pop singer is a representative of a wide professional specialization, because he must have vocal abilities and skills, own musical instruments and be a talented actor (Kuzemskaya, n.d.). Such features of a pop singer are the key when performing a pop song.

Therefore, the concept of training a pop singer reveals the professional criteria for the formation of professional qualifications, in particular, its original genre and style diversity within the structure of specialized institutions designed to perform specific functions of professional training. Therefore, when considering the content of professional training of a future specialist in music, one should focus on the general theoretical, general professional and special system of knowledge, skills and abilities.

Thus, from the standpoint of generalized analysis of professional qualities of a pop singer it is considered as a holistic system of socio-economic, psychological, pedagogical, general professional and special knowledge, skills and abilities formed by purposeful comprehensive impact of content, forms and methods of music education on the personality of a pop singer (Kovaleva, 2019). The multifunctional nature of the performance of music pop specialists puts forward a set of requirements for the mandatory minimum content and the level of readiness of a professional pop singer.

The society is developing in the process of intensive informatization; information and communication technologies are the key factor in human

progress. Accordingly, the pop vocal art needs to be integrated into information society, which will determine the prospects for cultural perfection of mankind.

In the process of researching the peculiarities of pop development, it was found that conciseness; improvisation, social mobility and accessibility are the hallmarks of contemporary pop. It is established that pop art has evolved in the process of historical development and contains the experience of previous epochs. Based on the analysis of theoretical and methodological approaches, it is determined that today pop performance needs to adapt to information and communication innovations and this is the main practical essence of pop performance at the stage of history development.

Globalization processes as an aspect of pop vocal art

Pop performance is one of the most popular types of musical art, as many people are active listeners of pop music. It is pop music that reaches a large audience and is an interesting phenomenon for the study of modern cultural development. Variety vocal combines folk and academic singing with a certain feature of sound construction, which crystallizes the necessary sound for the formation of vocal culture. Researchers of art claim that modern pop music is a genre that combines features of national and historical heritage (Padalka, 2008).

Innovations in society give rise to paradigmatic synthetic thinking in defining the features of modern art, namely popular music, which is replaced by a slogan that illustrates its essence: instead of "era style" - "era of styles". This trend encourages the formation of a unique musical language, where natural possibilities are the key. Scholars who have studied the cultural trends of society have found that the musical language of the pop genre is closer to folklore or simple melodic sounds (Ryabukha, 2017). The uniqueness of pop vocals is that it does not have a clear definition of a sound, compared to academic or vocal singing. It is characterized by an improvised manner of individual singing. Therefore, pop vocal art can constantly evolve in the process of performance and embody music of the future.

Music combines the cultural achievements of each nation individually, as well as world society as a whole. Informatization of society and the spread of the Internet in various spheres of human activity contribute to the globalization of social development. Pop music is a part of globalization culture, which is a manifestation of various aspects of human

existence, the essence of which is the interpenetration of inter-economic, intercultural, inter-civilizational relations.

Globalization is a manifestation of the interaction of various social processes in the modern information world, a reflection of the cultural and civilizational era, which shows the irreversible process of human achievement in various fields, as evidenced by many scientists (Gygli, Haelg, Potrafke, & Sturm, 2019). The process of globalization totally affects the development of universal values of the mankind and at the same time evenly forms value orientations of the individual. The society is an information polystructural system that contains socio-cultural layers, including the field of musical activity in the perception and exchange of musical information.

Variety vocal art is a multidimensional phenomenon of globalization processes, which has certain essential features:

- "Leadership" in the intercultural environment of popular music.
- Integration into global music culture.

Vocal pop art focuses on the audience, so it loses quality features, as it is often a copy of musical stamps that are popular among listeners. In the last century, pop music was quite low quality. Singers sometimes masked their vocal shortcomings by soundtrack, visual special effects, etc. However, modern pop music in the context of globalization processes has a fairly high vocal performance (Gardner, 1983). The standards of pop singing technique are improving due to the modern information and communication technologies and are competitive in the conditions of globalization.

A striking example of pop performance and demonstration of vocal art is the Eurovision Song Contest. The essence of the competition is to organize and conduct pop performances representing European countries (Giddens, 1991). The winner of the competition is chosen by voting. Thus, in the context of the competition, globalization processes are traced as an aspect of vocal art, where a pop singer accumulates his talents and a certain cultural level of his country and the heritage of his nation; presents it to the audience, while attracting them to his national culture (Imel, 1998). The competition is a broadcast on various TV channels, YouTube, other Internet networks and media, which is the basis for the assertion of the globalization of vocal art and identifies the factor of Information and Communication as one of the most important for promoting pop in the today's information society.

Thus, in the process of research it was determined that globalization processes are the aspects of pop vocal art and manifested in the context of the spread of pop music among masses. Accordingly, pop music is popular with a large audience. Globalization as an aspect of the musical art progress

is caused by the intensive use of information, communication technologies, and the Internet. Pop music has been found to be a popular genre. An example of popularity and globalization is the Eurovision Song Contest, which presents the variety of different peoples among masses, as well as a demonstration of intercultural integration and globalization.

Criteria for the integration of pop vocal art into society of the future

The process of informatization and computerization of society is long and controversial. In fact, informatization is a necessary part of the modern society, which depends on the effectiveness of computer systems, information and communication technologies.

Today, a kind of parallel can be drawn between pop art music and communication technologies in the context of the formation and consolidation of basic principles, concepts and ways to develop these large-scale phenomena in the humanities and technology (Jennings, 2014). Consistent development of pop music is impossible without the introduction of information and communication technologies in the present and in the future.

Pop vocal art is one of the important phenomena of cultural development of the society, as pop performance is interesting for a large number of people. The prospect of cultural development is the spread of popular music using information and communication technologies (Gray, 2008). Innovative technologies are a tool for integrating pop music into the society of the future.

Integration is a concept that characterizes the interpenetration of different spheres of human activity. Variety art is an important factor influencing a social development, because pop music covers a large number of people. Communication between people by means of pop art affects the feelings and emotions of people, forms the spiritual world of the individual (Smith & Schwartz, 1997). Pop art nurtures a person's aesthetic tastes, develops creative abilities and encourages individual self-realization. It is difficult to identify and meet the socio-cultural needs of the individual; however, today this possibility is real due to the intensive development of information and communication tools.

The peculiarity of today's pop art is the revival of national features of musical art and the expansion of international cultural and artistic relations (Schumacker, 2013). In the conditions of modern social and political changes and globalization processes there is a digital transformation of the concert stage into a TV stage and into the Internet space (Wojnar, 1964). This trend is relevant and promising, given the intensity of information

improvement and communication technologies. Therefore, the study aims to determine the integration of pop vocal art into society of the future. In order to predict integration, the most probable criteria for the interpenetration of pop art and social development in the future were identified, taking into account the factor of intensive informatization of society:

- International competitions.
- "Dialogue of Cultures".
- Preservation of national identity.
- Adaptation and establishment of common value orientations.
- Information interaction between cultural institutions.
- Multiculturalism.

In this context, it is appropriate to talk about the relevance of the formation of the following criteria for the integration of pop in the society of the future (Woodruff, 2011):

- translation of interactive (visual, audio) information into artistic;
- selection of the optimal information (electronic) source of information by comparing and comparing information from different resources;
 - use of electronic database for artistic purposes;
 - work with information contained in multimedia manuals, analysis and practical application of interactive illustrative materials
 - basic mastery of computer recording of musical text, as well as methods of working in various specialized computer programs.

Accordingly, the appeal to the pop heritage becomes a catalyst for the gradual self-identification of cultural tradition. It is determined that the criteria for the integration of pop vocal art into society of the future are intercultural interaction, preservation of the identity of an individual people and value orientations as global criteria for human life. In summary, it can be argued that due to the activities of outstanding pop and academic performers, there is a rapid professional growth of domestic song variety.

The repertoire range of the song was expanded and the performing skills of the artists were increased; the indispensable condition of which is the disclosure of creative individuality.

Sincerity and depth of musical and poetic thought expression, the desire to reveal the expressiveness of words, an emotional content and vivid artistry, the mastery of art transformation and attention to detail - these qualities inherent in professional artists, raised the level of pop song and promote its further development and integration into the future at the level of world culture in the context of foreign pop.

Thus, the integration of pop vocal art into society of the future is possible due to the effective use of information and communication technologies that are intensively developing in today's society and is a prospect for the society of the future. Information technology is transforming pop into a virtual space, which greatly simplifies public distribution, reaches a larger audience and becomes a more global process of social development.

Conclusion

In the course of the research scientific publications of scientists of the art field were analyzed, theoretical and methodological bases of the research were determined. The results of the analysis and synthesis of scientific research provide grounds for asserting the determining factor in the integration of pop art into society of the future.

It has been determined that:

- the use of electronic resources for the reproduction of musical information of pop art is an important factor in the integration of contemporary art;
- integration takes place according to the relevant criteria.

Considering artistic aspects of the use of innovative resources in the process of forming pop vocals, we can state the diversity of approaches to music in the context of information and communication technologies.

A large number of computer programs contain algorithms for the development and improvement of performance skills of pop singers, provide various forms of educational content and interaction, significantly complement and expand the capabilities of traditional pop vocals.

The inexhaustibility of resources for the formation of new information environments, in the conditions of which various methods of the variety performance function optimally, is becoming more and more obvious.

The information and communication technology factor is the key in the context of determining values of the future society. Since the art of music is an integral part of human activity, the study identified features of pop vocal art as the most relevant type of modern music.

Peculiarities of music integration into society of the future are determined. Computer technology is the most important factor in such integration. Modern pop music is being transformed into a virtual environment, and in the future this process will be much more intense.

The results of the study do not exhaust the full context; however, clarify the role of integration of pop music art in the society of the future as the most effective factor in the spiritual development of man.

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Author 2 explored the conceptual provisions of the vocal art of pop music, identified the main context of the globalization process and presented his research in the article.

Author 3 on the basis of scientific achievements defined the essence of the basic concepts of the research, presented the definition of concepts and terms from the scientific problem of the research.

Author 4 researched and structured a list of references on this issue.

Author 5 systematized and compiled a list of literature of domestic researchers.

Author 6 systematized and organized the list of literature of world researchers.

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