

A Study on Emotional Expression Topics of Listeners of Red Songs About Mao Zedong in Music Social Media

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ABSTRACT

Music social media have played a good role in interpersonal emotional infection. Its users have carried out content interaction and emotional expression around red songs about Mao Zedong and formed a regular audience. This study has conducted text mining on listeners' comments of red songs about Mao Zedong in music social media. This study has used LDA topic model to explore the distribution of topics and characteristics of emotional expression of 9810 comments related to red songs about Mao Zedong from 2013 to 2023. The results of this study have shown that audience expressions present 14 topics. The three topics of "political unity", "people's thoughts" and "battles of the Red Army" are the most prominent. This study has explored the internal reasons for missing Mao Zedong, mainly in memory of sacrifice, recalling youth and spiritual sustenance.

Keywords: Mao Zedong, Red songs, LDA thematic model, Emotional expression.

1. INTRODUCTION

December 26, 2023 is the 130th anniversary of Mao Zedong's birth. Over the past hundred and thirty years, Mao Zedong had left a deep memory on the Chinese people with his outstanding political ability and people-centered practical orientation. Today, in addition to the great political decisions and literary works left by Mao Zedong, red songs about Mao Zedong are also widely spread. Since the founding of New China, China's literary and art circles have created a number of red songs around Mao Zedong, such as "On the Golden Mountain in Beijing", "The Red Army Soldiers Missing Mao Zedong" and "The East is Red", etc. The main theme of these songs was to praise, thank and miss Mao Zedong. These songs regarded Mao Zedong as a symbol of the new China's leadership and expressed the people's deep gratitude to the country.

With the changes of The Times, the media presentation styles are constantly enriched and diversified. The song library formed by various music social media has provided the public with wonderful auditory perception.[1] The play of red songs about Mao Zedong has also moved from the era of recording machines and radio to the era of

intelligent media. Musics have the important value of connecting emotions and awakening memories.[2] Forty-seven years after Mao Zedong's death, people contacted red songs about Mao Zedong through music social media and left many emotional comments. On music social media, the accumulation of numerous comments has turned the comment section of red songs about Mao Zedong into a space for spiritual communication and emotional expression of netizens.

Due to Mao Zedong's outstanding deeds and numerous achievements, the superposition of multiple identities has created different memory points and memorial points among netizens. This not only makes one wonder, what are listeners missing when they miss Mao Zedong? What kind of emotions do red songs weave together with listeners? What do different audiences express emotions in common, and what thematic distribution does it present? This paper conducts text mining on the comments of red songs in music social media, and carries out LDA topic modeling according to the comments to explore the topic of their emotional expression.

2. RESEARCH DESIGN

2.1 Research Objects and Corpus Sources

This study chooses red songs about Mao Zedong as the research object. Red songs about Mao Zedong refers to a number of red revolutionary songs created around Mao Zedong, mainly to praise the Communist Party, socialism and the proletariat as the main idea. The songs have a bright rhythm and are full of motivation.

In this study, NetEase CloudMusic (<https://music.163.com>) was used as the corpus source platform. NetEase Cloud Music is a music product developed by China's large Internet company "NetEase", which has developed into one of the largest music social platforms in China.

A total of 289 samples of red songs were obtained after searching the vocabulary related to Mao Zedong on NetEase Cloud music website.

2.2 Data Collection and Pre-processing

In this study, Python was used to computer-aided capture 289 music reviews of red songs about Mao Zedong. The crawling time was November 29, 2023, and the sample lasted for 123 months. Subsequently, the researchers manually cleaned the 9,981 sample data, eliminated 161 non-actual text (Arabic numerals, punctuation marks, garbled characters, jumbled characters, etc.), and finally obtained 9,820 sample data for analysis.

3. RESEARCH FINDINGS

3.1 Topic Number Identification

According to the perplexity of topics, the study determined the number of topics of red song comments. The perplexity index quantifies the uncertainty degree of the subject to which the text belongs, and there is an inverse correlation between the perplexity degree and the number of topics. The degree of topic perplexity is related to the clustering of topics, that is, the lower the degree of perplexity, the better the clustering. [3] The interval [2,19] was selected as the alternative area for the optimal number of topics. After calculating the perplexity degree, 14 at the bottom of the range, so this study chooses 14 as the optimal number of topics.

3.2. Topic results

According to the LDA topic model, the topic intensity under a single topic were statistically obtained ("Table 1"). The researchers named 14 topics based on their main words. The 14 topics are "political unity", "people's thoughts", "battle of the Red Army", "teacher of thought", "age of nostalgia", "ideal life", "direction of victory", "status of the individual", "revolution in China", "inspiration of youth", "achievements of history", "message of song", "international relations" and "achievements of theory". The three topics of "political unity", "people's thoughts" and "battle of the Red Army" are the most intense and have proved to be the most prominent.

Table 1. Topics intensity

Number	Name	Intensity
topic1	political unity	0.01862
topic2	people's thoughts	0.01613
topic3	battle of the Red Army	0.01416
topic4	teacher of thought	0.01270
topic5	age of nostalgia	0.01232
topic6	ideal life	0.00896
topic7	direction of victory	0.00895
topic8	status of the individual	0.00823
topic9	achievements of history	0.00806
topic10	inspiration of youth	0.00795
topic11	achievements of history	0.00787
topic12	message of song	0.00787
topic13	international relations	0.00685
topic14	achievements of theory	0.00684

4. INFLUENCING FACTORS OF EMOTIONAL EXPRESSION OF LISTENERS OF RED SONGS ABOUT MAO ZEDONG

The statistical results of LDA topic model has shown that the audience expressed their views around Mao Zedong's political events, as well as Mao Zedong's own historical achievements, theoretical achievements and personal status. The topic intensity of "people's thoughts" ranks second, only to the grand topic of "political unity". People can find a strong emotional connection between listeners and red songs about Mao Zedong. This study further analyzes the emotional motivation.

4.1 "Today Is Chairman Mao's Birthday"

Since ancient times, China has attached great importance to the sacrificial period of the deceased. During the sacrificial period, sacrifices and prayers will be made to express the meaning of remembrance. There are many kinds of sacrificial periods in China, but they are generally divided into life sacrifice and death sacrifice, that is, the birthday and the date of death of the deceased. The study found that the word "happy birthday" appeared 347 times in the sample of comments. Red songs have the advantages of creating atmosphere and mobilizing emotions.[4] Listeners on the day of the death of Mao Zedong release miss and sadness by the red song about Mao Zedong. At the same time, some listeners launched a countdown in the comments section of red songs to construct digital memories.

"There are 9 days is Chairman Mao's birthday, this song is very good."

"Just came back from Shaoshan yesterday, tomorrow is Chairman Mao's birthday!"

Music social media formed a participatory space to mourn Mao Zedong through the transmission of music. Audiences from all over the world came together in the digital space towards a common sense of remembrance, thus forming a demonstration of the ceremony. Digital technology and social media have expanded the traditional mourning space, reconstructing the form and meaning of life and death in a timeless way.[5] Lost co-leaders have brought love and thoughts back together.

4.2 "Hearing the Feeling of Childhood"

Red songs about Mao Zedong originated from the revolution and construction period of New China, carrying the memory of a generation, widely sung in the older generation. LDA topic model statistics have shown that the fifth topic is "age of nostalgia". Related words are "childhood", "tape", "grandfather", "school", "primary school", "loudspeaker", "radio" and so on. This is an important reason for the audience's emotional germination.

Due to historical reasons, Chinese middle-aged people born in the sixth or seventh generation of the last century became the main audience of red songs about Mao Zedong. This generation grew up with little access to music media. Their primary exposure to music was limited to tape radio, big-screen and loudspeaker broadcasts with political function. Red songs about Mao Zedong have become the auditory background of the growth of this generation. The medium of music has the wonderful ability to break through memories constructed in time and space. Listeners were also having a dialogue with their own childhood and youth when they came into contact with red songs about Mao Zedong. The era when red songs about Mao Zedong were widely circulated has a strong historical brand, and was easy to urge the audience to think of historical carriers such as propaganda columns, political night schools, and literary and art team performances, so as to build memory space and recall the youth years.

4.3 "I Don't Know Why, But I Just Miss Him"

Mao Zedong is a glorious banner of the Communist Party of China, leading the party and the people to save the country from danger in stormy times. The image of Mao Zedong had become a symbol of national independence and self-respect in folk life.[6] Mao Zedong himself had also been constructed as a spiritual symbol of resistance against injustice and corruption. This research has found that many listeners expressed their emotions without a clear intention or purpose, not to complete any rituals or tasks, but to click the music button to send a miss message when they felt free. There was no fixed time or place for this online mourning practice. But it continued to release and spread. Music social media listeners regarded the comments section of red songs about Mao Zedong as a "wailing wall on the Internet".

The "Mao Zedong" in the heart of the audience had long been conceptualized beyond the limitations of the body, and regarded it as the spiritual support of the heart. At the same time, the study also found that red songs about Mao Zedong not only affected the emotional revelation of the audience, but also played a spiritual encouragement and strength support effect when the audience produced emotional emptiness and inner emptiness.

5. CONCLUSION

Red songs about Mao Zedong, as the writing of the memory of The Times, gave the people emotional comfort and spiritual sustenance in the era of war suffering. Today, the material carrier of music media is constantly updated. Red songs about Mao Zedong have not been forgotten by The Times, but are sung and sounded again and again by invisible individual listeners through intelligent terminals by music social media, forming a malleable emotional space. Through the LDA topic model, this paper found that memorial memory, youth recall and spiritual support were the primary topics and influencing factors of audience expression, and believed that the privacy and concealment of intelligent terminals can give listeners space for true expression of emotions, thus promoting the formation of extended emotional space at the auditory latitude and boosting the auditory extension of patriotic feelings on the Internet.

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