ingegneria sismica
International Journal of Earthquake Engineering
Anno XLIII - Num. 2 - 2026

Study on the Transmission Path and Reception Mechanism of Classical Choral Works in Modern Society

Liyu Chen[1,*]

[1] College of Music and Dance, Nanning Normal University, Nanning, Guangxi Zhuang Autonomous Region, 530100, China

SUMMARY: *Taking the technology acceptance model as the theoretical basis, this paper evaluates the communication influence of traditional choral works from the angles of brand cognition, brand emotion and audience communication behavior. After that, it builds a theory frame for the communication influence of classical chorus works. After that, a structure equation model is put forward to study the change of the communication influence path of traditional chorus works. According to the results obtained from data analysis, the communication subject, communication content, communication method, and audience differences all have a positive and significant influence on the communication effect of classical choral works ($P < 0.01$). In these factors, the communication material possesses the most considerable positive and meaningful influence upon brand sentiment (0.303).Therefore, the communication effect of classic choral works can be improved by starting from the paths of optimizing the communication content, expanding the communication mode, increasing the communication subject, and paying attention to the audience differences.*

KEYWORDS: *structural equation modeling; technology acceptance model; classical choral works; communication paths*

1 Introduction

The art of chorus has its origin place in the Western world. The chorus is the birth place of Western music, and it acts as the foundation stone of Western classical music. This shows therefore that it occupies an important position in the appearance and development of Western music and art [1]. Initially, the chorus is a product of religion, but with the recovery of rationalism and the development of social productivity, its expression of secular meaning more and more strong, and eventually get rid of the religious fence, after the Renaissance to reflect the humanistic spirit of an important music genre [2-4].

Choral art is a form of collective singing by a number of people or more (including multiple voices) with a unified voice or several unified voices to express a musical work [5]. Choral art is to express the musical work through instrumental accompaniment, and at the same time, it requires everyone to have a certain degree of musical literacy, a certain degree of performance ability and expressive ability, and the spirit of unity and cooperation, which is the characteristic of choral art [6-8]. The art of chorus is characterized by a relatively high degree of artistic quality. This artistic attribute is mainly embodied in three aspects: the writing of choral works, the voice production of choral melodies, and the performance of choral productions [9]. When we think about the aspect of creation, choral works can be made either by a single person or by

*chenliyu2808@163.com
https://doi.org/10.65102/is2026591
Published: 30 April, 2026

means of collective work. In China, after the People's Republic of China has been built, especially after the reform and opening-up policy has been put into practice, the social economy grows, people's living standards are raised, and culture and education move forward; therefore, these have led to a demand which becomes higher and higher for the spiritual fulfillment of the people. Therefore, the choral art has undergone a rapid development[10-12]. Therefore, it can be said that choral art has become a very popular and important form of music.

Classic choral art works can bring the audience a symphonic poem-like extreme aesthetic experience through the weakening of individuality and the promotion of commonality [13]. However, with the arrival of the modern information society, because of its own cultural attributes as well as the conservative mode of communication, a gap has arisen between choral art and the general public [14]. In the 1930s, choral singing not only became the most important musical activity of the Chinese people, but also became the mainstream creative genre of modern Chinese music, and this stage arose because the choral art had a broad mass dissemination base at that time, thus highlighting its own significance [15-18]. Therefore, it has special importance to help the art of chorus overcome the communication difficulties that it meets in the new media environment in the current time.

This article creatively carries out the integration of technology acceptance theory and structural equation modeling, and uses this to carry out quantitative analysis on the communication influence of classical choral works, analysis is conducted from three aspects, which are brand awareness, brand sentiment, and audience communication behavior. It then builds up an influence model of the communication strength of classic chorus works through considering the communication subject, communication content, communication way, and audience difference. Through making use of the statistic results got from the data, and carrying out a deep analysis on the elements which affect the spread paths of classical choral works, our goal is therefore to raise the acceptability that audiences have towards these classical choral works.

2 Theoretical models and research hypotheses

Classical choral works are a colorful art form, containing many unique musical styles, such as traditional folk songs, popular music, instrumental music, literary works and so on. With the development of the times, literati, religion, court and so on constantly draw the essence of choral works, after careful interpretation, forming a unique artistic style, not only enriching the musical connotation, but also enhancing its influence. Under the influence of modern social technology, how to effectively enhance the communication influence of classic choral works is an important research direction to realize the innovation of classic choral works.

2.1 Influence Theory on the Distribution Path of Classical Choral Works

2.1.1 Technology Acceptance Modeling Theory

The Technique Acceptance Model (TAM) mainly comes out from the Theory of Reasoned Action (TRA) in the domain of social cognition. From the angle of psychology, this theory carries out an examination on how attitudes that people know clearly produce influence on the behavior of individual persons. This thing has already produced a very important influence upon the study work of mankind's behavior.Based upon the Theory of Reasoned Action (TRA), the Technology Acceptance Model (TAM) has the inclusion of external variables. It additionally decomposes the factors which decide attitudes into two components: perceived usefulness and perceived easiness of usage. These concepts have already been widely utilized by people to

explain and predict what the acceptance situation of information systems among users is. The TAM framework takes external variables as the primary factors. These factors influence a person's tendency to take action via the perceived easiness of usage and perceived usefulness. After that, this tendency has an influence on the real use behavior of the individual.

The Model of Technology Acceptance (TAM) puts forward that the tendency of an individual to take part in an action has a direct influence on their behavior in actual world. Change another words to say, the degree of an individual's subjective longing to act in a particular way decides their real behavior. This actual conduct is formed through the combination of individual and social factors.Individual personal components relate to behavioral positions, that is, an individual's perception of reaching a specific goal-directed action. This feeling is formed by the individual's comprehension of the results of carrying out a particular action. On the other hand, social factors mainly are talking about subjective criteria. These norm standards show whether the ones that hold big influence over one person wish that person to take up a certain kind of behavior. These standards get the influence from the expectations of people who have influence and the motivation that people have to make themselves accord with these expectations.

2.1.2 Theory of structural equation modeling

The Model of Structural Equation (SEM) is belonged to the domain of advanced statistic methods. It is a many-variable statistics method that is used for carrying out a structure analysis of covariance.It consists of two statistical methods, factor analysis and path analysis, both of which are essentially a statistical process of substituting data into latent variables, and can be used for path analysis while satisfying the prerequisites of factor analysis.

The structural equation modeling, it mainly is constituted by the measurement modeling and the structural modeling. The measurement model construction includes the working step of factor analysis, which contains latent variables and observable variables. Observable variables are related to the reachable data that can be looked over by means of question sheets.Latent variables are that kind of data which can not be gotten directly, and must be drawn out through a questionnaire. In common situations, measurement models are utilized by researchers to make confirmation that the data inside the conceptual framework reach the standards which are for latent variable measurements.

The measurement model is used by us to explain the relation that exists between observable variables (which include outer derivatives and inner derivatives) and latent variables. This connection is expressed through the below mathematical formulas:

(1) The formula that is used for measuring the variable of exogenous derivative can be written in the following way:

$$X = \Lambda_X \xi + \delta \tag{1}$$

(2) The measurement equation for the internal diffeomorphism is expressed as:

$$Y = \Lambda_Y \eta + \varepsilon \tag{2}$$

where X and Y represent the externally and internally derived observed variables, ξ and η represent the externally and internally derived latent variables, σ and ε represent the error terms, Λ_X represents the relationship between X and ξ, and Λ_Y represents the relationship between Y and η. Relationship.

The structural modeling work includes the procedure that is used to test the path hypotheses.

It has carried out a path analysis regarding the hypotheses that are put forward by the basic conceptualization. By means of a multi-indicator matching experiment, it is determined by it whether the path hypothesis can be established. This methodology is normally utilized by researchers for the route P value to determine the hypothesis significance and χ^2/df, RMSEA, beside other measurement indexes, we carry out assessment on the overall suitability that the model has. It is of great necessity that the formulation of hypothesis can only be regarded as having meaning when the model has shown a reasonable level of fit. This equation has structure that is as follows:

$$\eta = \Gamma\xi + \beta\eta + \zeta \tag{3}$$

where β represents the relationship between the endogenous latent variables and ζ represents its residual term.

The carry-out of the development of structural equation modeling is done by utilizing AMOS software. This process normally commences through the setting of the assumptions on which the model shall be constructed, by drawing from the existed theories. Firstly, we need to recognize the latent variables and observable variables which are the components of this model. Next, you need to separately construct the measurement model as well as the structural model inside this software. Before we carry out hypothesis testing, the model we built must undergo fitting through related indexes to reach the suitable standards.

2.2 Theoretical Model of the Communication Impact of Classical Choral Works

2.2.1 Communication impact modeling

For the communication influence of classic choral works, how to create a brand that conforms to the connotation of classic choral works in modern society is an important means to enhance its communication influence. Based on the TAM model, combined with Lasswell's 5W theory, this paper divides the influencing factors of the communication influence of classical choral works into the dimensions of communication subject, communication content, communication mode and audience difference. The goal of enhancing the communication influence of classical choral works is to better enhance the brand recognition ability of the audience and establish the brand emotion of the audience, so as to promote the audience to increase the communication behavior and acceptance of classical choral works.Based on this point, a theoretical model about the communication influence of classic choral works has been constructed, which is shown in Figure 1. This model starts from affecting factors, and carries out a deep investigation on the changing path of the communication effect power of classic chorus works.

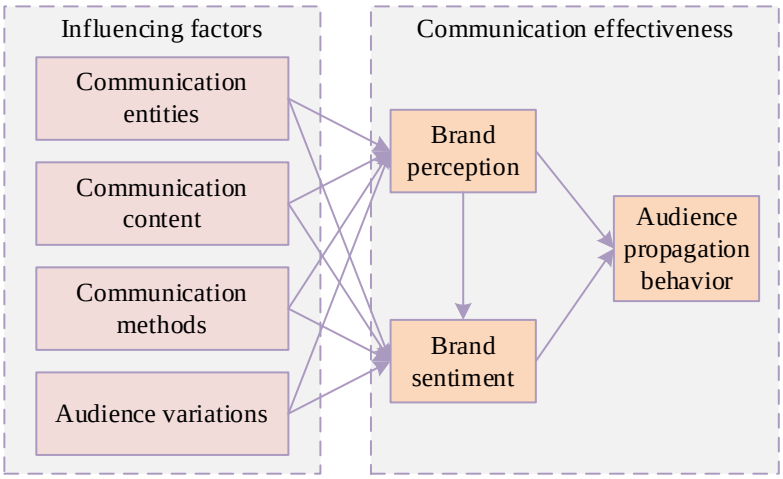

Figure 1: The model of the dissemination and influence of classic choral works

2.2.2 Research hypotheses on communication paths

Considering that it is difficult to quantify the communication influence of classic choral works, this paper will measure the communication influence of classic choral works by three dimensions: brand cognition, brand emotion and audience communication behavior. The brand cognition is embodied in the degree of knowledge and understanding that the receiving group has concerning traditional chorus works. This brand cognition is built up when the audience get brand-connected information transmission from bodies such as the local government, aquatic product industry associations, and business units. It also can be formed after audience obtain experience of products which is connected with classic choral works. Brand emotion is reflected in the communication audience's attitudinal change towards the classic choral works after the initial cognition of its information, image, spiritual culture, etc., including the audience's preference, identification, satisfaction, etc. Finally, based on the TAM model, it is concluded that the influencing factors of classic choral works can only indirectly affect the communication behavior through the change of attitude, and only when the brand communication is effective, it will cause the audience's interest in the brand, and then produce the communication behavior of classic choral works, so the variable of audience communication behavior is also chosen to jointly measure the communication influence. Moreover, there is a gradual and progressive relationship among the three.

Combining with the influencing factor model which was put forward in the previous paper, this research puts forward the following hypotheses:

H1: The communication subject has a significant positive influence on brand cognition.

H2: The content which communication contains exerts a quite big positive influence on how people carry out perception to one brand.

H3: The method that people use to talk with each other gives a quite big active effect on how people think about one name brand.

H4: Differences that exist among audiences can produce a quite obvious beneficial effect on the cognition of brands.

H5: The main body of communication has a very big positive influence on the emotion of the brand.

H6:The contents that people communicate have a very obvious positive influence on the sentiment that people hold toward brands.

H7: The way of communication possesses a remarkable positive effect upon the sentiment of the brand.

H8: The discrepancies that exist among different audiences exert a quite notable positive influence on the sentiment of the brand.

H9: The cognition of brand possesses a remarkable positive influence upon brand emotion.

H10: The brand cognition has a remarkable positive influence on the audience's communication behavior.

H11: There is a significant positive effect of brand emotion on audience communication behavior.

2.3 Questionnaire Design for the Dissemination of Classical Choral Works

2.3.1 Questionnaire design for distribution

The questionnaire designed is to explore the influencing factors of the transmission path of classic choral works and the change of audience acceptance, after the theoretical analysis, the research hypotheses that need to be verified are put forward, and a preliminary model conforming to the theoretical research is constructed for testing. The survey scale involved in the study must have reliable reliability and validity in order to meet the validation standards, based on the research hypotheses given in the previous section, this paper designs a total of seven variables, measures the variables using a Likert scale and applies SPSS to statistically analyze the data of the questionnaire, and for the hypotheses put forward in the study utilizes the AMOS to construct a model for validation.

The specific content of the questionnaire is shown in Table 1, which mainly includes communication subject, communication content, communication mode, audience difference, brand cognition, brand emotion and audience communication behavior. The investigation question paper was measured through a five-point Likert measuring scale. To speak specifically, the choices were as below: A expressed "strongly oppose", B expressed "somewhat oppose", C expressed "neutral", D expressed "somewhat agree", and E expressed "strongly agree". To every option, we have assigned a score that spans from 1 to 5. A higher scoring result means a factor that has more obvious influence.

Table 1: Questionnaire on the Dissemination of Classic Choral Works

Variable	Item	Code
Propagation Subject	Government communication	PS1
	Industry communication	PS2
	Enterprise communication	PS3
	Celebrity endorsement	PS4
	Activity propagation	PS5
Propagation Content	Work information	PC1
	Cultural connotation	PC2
	Public relations	PC3
Propagation Mode	Network propagation	PM1
	Mass communication	PM2
	Word of mouth	PM3
Audience Differences	Consumer professionalism	AD1
	Consumer initiative	AD2
	Degree of involvement	AD3
	Brand sensitivity	AD4
	Preference for origin	AD5
Brand Awareness	Understand classic choral works	BA1
	Know the culture of choral works	BA2
	Clarify the brand of choral works	BA3
Brand Emotion	It has an advantage in communication	BE1
	Have a sense of closeness to the work	BE2
	Prefer choral works	BE3
	Choral works are the best	BE4
Audience Communication Behavior	Join the team promoting choral works	CB1
	Give priority to choral works	CB2
	Willing to share choral works with others	CB3
	Willing to spread choral works	CB4

We primarily spread the investigation question papers through the Questionnaire Star platform. In sum total, one thousand investigation forms were distributed out, and 948 among them were successfully got back. The effective fetching ratio has attained 94.8 percent. These effectively got back question papers were then employed for following statistical analysis.

2.3.2 Statistical methods for questionnaires

The survey combined the use of three statistical tools, SPSS, Excel & AMOS, to process, count and analyze the data returned from the questionnaire. Specifically as follows:

(1) Descriptive statistical analysis. Statistics on the number of occurrences, frequency of occurrence, standard deviation and other data of each variable are used to make an objective description of the audience's situation, motivation and attitude towards the dissemination of classic choral works.

(2) Related analysis and return calculation. Return analysis is a method used by people to determine the degree of mutual connection between two or more variables by making use of data. Through making use of this method, an analysis may be conducted to distinguish whether there is a connection between the above-mentioned supposed conditions and the influence of the spreading of traditional choral works.

(3) Evaluation of reliability. This is one research method that is used for evaluating the

reliability, stability and consistency of the questionnaire.

(4) Research on the validity. This is a method which is used to measure the validity of the measurement results, and it is used to confirm the accuracy and practical usefulness of these results.

(5) Structural equation analysis. A method used to explore the path of change in the communication influence of classic choral works, aiming to further understand the ways of enhancing audience communication behavior, i.e., enhancing the mechanism of audience acceptance of classic choral works.

3 Empirical research and analysis of results

It is feasible and necessary to use all kinds of technology to promote the dissemination of classical choral works in modern society. The instrumental and social values of technological communication give classical choral works a certain advantage in modern social network communication. At the same time, classical choral works in the field of technological communication also face problems and challenges such as the lack of content and fragmentation, and the weakening of the sense of cultural identity. To realize the positive communication of classical choral works with the help of advanced communication tools and to enhance the communication influence of classical choral works, it is necessary to master and apply scientific methods.

3.1 Descriptive statistics and correlation of questionnaire data

3.1.1 Describe the results of the statistical analysis

The information which was collected from the questionnaire was utilized to carry out preliminary statistic calculations and data arrangement by the assistance of SPSS software. According to the survey data, a deep-going exploration of the unique characteristics of every single sample has been conducted. The part of describing data analysis includes a checking of the basic information situation, a judging of the user conditions, and a describing searching of the study variables. The aim of the present analysis is to lay a firm foundation for the research that comes after. The statistic results about the affecting elements of the communication influence of traditional chorus works are shown in Table 2.

According to the results got from descriptive statistical analysis, it is very clear that the mean value of every research variable is higher than 3.5 points. This indicates that, on the whole, the persons who took part in the survey deeply agree with every single item of the measurement questions. In the seven variables which this research paper has examined, the dissemination content variable has the highest mean score (4.000), which indicates that most of the audience pays more attention to the dissemination content of classic choral works. The average score of the communication method variable is relatively low (3.641 points), but it also exceeds the average. It indicates that audiences are relatively satisfied with the communication methods of classic choral works in modern society. In addition, the mean score of the communication subject and audience differences is much higher than the average, indicating that there can be differences in the perception of classic choral works among audiences and also influenced by the surrounding population. Finally, the average scores of brand awareness and brand emotion are also relatively high, indicating that audiences recognize the brand effect of classic choral works, which is conducive to promoting the communication of classic choral works.

Table 2: Describe the results of statistical analysis

Variable	Item	Min	Max	Means	SD	Means
Propagation Subject	PS1	1.000	5.000	3.720	0.723	3.968
	PS2	1.000	5.000	4.046	0.899	
	PS3	1.000	5.000	3.977	0.897	
	PS4	1.000	5.000	3.957	0.722	
	PS5	1.000	5.000	4.139	0.751	
Propagation Content	PC1	1.000	5.000	3.804	0.702	4.000
	PC2	1.000	5.000	4.055	0.873	
	PC3	1.000	5.000	4.142	0.878	
Propagation Mode	PM1	1.000	5.000	3.556	0.742	3.641
	PM2	1.000	5.000	3.641	0.836	
	PM3	1.000	5.000	3.726	0.769	
Audience Differences	AD1	1.000	5.000	3.943	0.737	3.783
	AD2	1.000	5.000	3.791	0.773	
	AD3	1.000	5.000	3.637	0.898	
	AD4	1.000	5.000	4.039	0.864	
	AD5	1.000	5.000	3.505	0.886	
Brand Awareness	BA1	1.000	5.000	4.026	0.831	3.816
	BA2	1.000	5.000	3.713	0.765	
	BA3	1.000	5.000	3.709	0.788	
Brand Emotion	BE1	1.000	5.000	3.953	0.897	3.868
	BE2	1.000	5.000	3.614	0.852	
	BE3	1.000	5.000	4.092	0.841	
	BE4	1.000	5.000	3.813	0.708	
Audience Communication Behavior	CB1	1.000	5.000	3.707	0.864	3.689
	CB2	1.000	5.000	3.644	0.783	
	CB3	1.000	5.000	3.562	0.795	
	CB4	1.000	5.000	3.843	0.869	

3.1.2 Correlation analysis of variables

In this research paper, the seven variables that are being researched are made up of numerical continuous data. For the evaluation of the relation between two continuous variables, the Pearson correlation coefficient is going to be utilized by us for carrying out verification. The coefficient of correlation possesses a scope of value that is [-1,1]. The nearer its absolute value gets to 1, the more strong the correlation hence becomes. Furthermore, the positive and negative sizes of the correlation coefficient may thus be utilized for indicating the property of the correlation. To speak specifically, a value that is higher than 0 means that there exists a positive connection, while a value that is lower than 0 indicates that there is a negative connection.The main goal of the correlation research that this study used is to judge whether there is a relation between the communication subject, the communication content, the communication method, the differences among the receivers, and the communication effect of classical chorus works (brand cognition, brand feeling, and receiver communication action). The result outcomes of the correlation analysis for each every variable are shown presented in Table 3.

In this study, we utilized SPSS for the carrying out of a correlation analysis. The data spreading that is shown in the table tells us that the two-tailed significance of the relation between all two-variate variables is smaller than 0.01. This result proves that among the seven variables, a notable positive correlation exists at any confidence level. In addition, the

correlation coefficient values among the variables are under 0.5. This character feature guarantees that although the variables have a connection relation, it does not cause multicollinearity results that could affect the conclusions of the analysis.

Table 3: Correlation analysis of each variable

		PS	PC	PM	AD	BA	BE	CB
PS	Value	1.000	-	-	-	-	-	-
	Sig.	-	-	-	-	-	-	-
PC	Value	0.318*	1.000	-	-	-	-	-
	Sig.	0.000	-	-	-	-	-	-
PM	Value	0.393*	0.279*	1.000	-	-	-	-
	Sig.	0.002	0.002	-	-	-	-	-
AD	Value	0.236*	0.363*	0.279*	1.000	-	-	-
	Sig.	0.001	0.000	0.003	-	-	-	-
BA	Value	0.334*	0.384*	0.185*	0.279*	1.000	-	-
	Sig.	0.000	0.000	0.000	0.004	-	-	-
BE	Value	0.282*	0.294*	0.214*	0.315*	0.315*	1.000	-
	Sig.	0.006	0.002	0.001	0.003	0.000	-	-
CB	Value	0.178*	0.305*	0.179*	0.238*	0.276*	0.314*	1.000
	Sig.	0.001	0.000	0.002	0.001	0.000	0.000	-

Note: * indicates significant correlation at the 0.01 level (two-tailed).

3.2 Reliability test and validity test of questionnaire data

3.2.1 Survey data reliability test

Reliability analysis, which is a legal analytical method for judging whether an overall evaluation system has a certain degree of stability and reliability, therefore shows the authenticity degree of the characteristics being tested. According to the content and time arrangement of the experiment done by the investigated person, reliability is generally divided into internal reliability and external reliability.Inherent dependability deals with two core questions. First of all, it carries out assessment on whether the group of questions that are prepared for verification measure the identical variable. Secondly, it carries out examination on whether the questions that relate to all variables carry out measurement on the identical research question. Inner reliability checks study the consistent connection between all the parts that are included inside a variable. The Cronbach's alpha coefficient is the measure of internal consistency that is employed with the highest frequency. In common situations, this tool is employed by people to evaluate the reliability of test questions in attitude and viewpoint investigation questionnaires. On the opposite side, external reliability relates to the consistence of results when the same research subjects receive repeated tests at different time points. On the whole, the method of retest reliability is utilized by people to inspect this kind of reliability.

The reliability coefficient, it acts as a metric which is used for measuring the result of a reliability assessment. In general, it is thought by people that for a overall questionnaire, the perfect reliability indicator should be kept at a level higher than 0.75. Nevertheless, a numerical value which lies between 0.65 and 0.75 is also considered by people to be allowable. With respect to the coefficient values of each single sub-scale, these values ought to be maintained above 0.70, and a coefficient which lies between 0.60 and 0.70 is able to be accepted. If the reliability coefficients of the sub-scales are lower than 0.60, and those of the overall scale are lower than 0.75, the questionnaire that has been developed must be carried out testing, and the

question arrangements must be conducted re-evaluation. Through carrying out the SPSS reliability examination, the results of the reliability evaluation for each variable scale and the whole scale in this study are shown in Table 4. Inside this table, CITC stands for the corrected item-total connection, and Delete represents the Cronbach's α coefficient after the items are gotten rid of.

After we inspect the data which is shown in the table, it is very clear that the whole reliability coefficient for every variable reaches 0.953. This numerical result exceeds the Cronbach's coefficient standard threshold of 0.75. This result therefore gives the indication that, looking at all parts, the questionnaire displays a high degree of reliability. Furthermore, among these variables there exists an extremely strong consistency. As for the subscales of each variable, the reliability coefficients of communication subject, communication content, communication mode, audience difference, brand cognition, brand emotion, and audience communication behavior are all above 0.9, so they have very good reliability. From the above analysis, the reliability of this subquestionnaire is very good, and there is a very strong internal consistency between the questions of each variable and between the questions of the overall questionnaire.

Table 4: The reliability test results of the questionnaire

Variable	Item	CITC	Delete	Cronbach's α
Propagation Subject	PS1	0.732	0.821	0.914
	PS2	0.706	0.837	
	PS3	0.741	0.826	
	PS4	0.748	0.824	
	PS5	0.665	0.811	
Propagation Content	PC1	0.706	0.832	0.938
	PC2	0.684	0.806	
	PC3	0.673	0.831	
Propagation Mode	PM1	0.652	0.825	0.926
	PM2	0.656	0.843	
	PM3	0.673	0.804	
Audience Differences	AD1	0.657	0.835	0.904
	AD2	0.748	0.846	
	AD3	0.695	0.813	
	AD4	0.683	0.807	
	AD5	0.696	0.816	
Brand Awareness	BA1	0.735	0.824	0.915
	BA2	0.741	0.811	
	BA3	0.722	0.825	
Brand Emotion	BE1	0.658	0.817	0.937
	BE2	0.739	0.845	
	BE3	0.664	0.828	
	BE4	0.655	0.811	
Audience Communication Behavior	CB1	0.731	0.842	0.928
	CB2	0.654	0.837	
	CB3	0.673	0.843	
	CB4	0.712	0.848	
Total scale	-	-	-	0.953

3.2.2 Tests of validity of survey data

In the validity evaluations of investigation data, there exist examinations for convergent validity and discriminant validity. Convergent validity refers to the degree to which observable variables that are inside one latent variable have correlation with each other. The largeness of its numerical size therefore shows the convergent validity which belongs to the latent variable. To speak specifically, a bigger numerical value indicates a more excellent convergence effect, thus a smaller numerical value indicates a worse convergence effect. In the verified factor analysis model, the assessment of convergence validity mainly concentrates on standardized factor loadings, composite reliability (CR), and average variance extracted (AVE). Frequently utilized evaluation rules make stipulation that standardized factor loadings ought to surpass 0.7, the CR ought to be over 0.60, and the AVE ought to be larger than 0.55. The result outcomes of the convergent validity check for the questionnaire data of this research are showed in Table 5.

According to the data distribution which is shown in the table, we can clearly see that the factor loading coefficients of all items in the measurement model are larger than 0.70. Furthermore, the average variance extraction value is higher than 0.55, therefore all the component reliability coefficients are larger than 0.60.It is obvious that all the measuring indexes of this model's convergent validity meet the standard, hence this indicates that this model's convergent validity is okay.

Table 5: The results of the convergence validity test

Variable	Item	Factor load	CR	AVE
Propagation Subject	PS1	0.837	0.914	0.838
	PS2	0.816		
	PS3	0.821		
	PS4	0.837		
	PS5	0.826		
Propagation Content	PC1	0.807	0.843	0.826
	PC2	0.831		
	PC3	0.829		
Propagation Mode	PM1	0.844	0.879	0.805
	PM2	0.832		
	PM3	0.817		
Audience Differences	AD1	0.831	0.935	0.793
	AD2	0.823		
	AD3	0.845		
	AD4	0.813		
	AD5	0.827		
Brand Awareness	BA1	0.809	0.921	0.756
	BA2	0.814		
	BA3	0.823		
Brand Emotion	BE1	0.841	0.903	0.812
	BE2	0.835		
	BE3	0.807		
	BE4	0.819		
Audience Communication Behavior	CB1	0.821	0.916	0.863
	CB2	0.835		
	CB3	0.824		
	CB4	0.808		

Discriminant validity concerns the degree to which the measurable difference between the characteristics that are represented by one latent variable and the characteristics that are represented by other latent variables. For the assessment of discriminant validity, people compare the value of the square root of the average variance extracted (AVE) which belongs to each latent variable with the size of the correlation coefficients between one construct and other constructs. If the square-root number of the AVE for every latent variable is bigger than the correlation between the constructs and other constructs, hence it indicates that the measurement model displays a high degree of discriminant validity.On the opposite side, this indicates that the discriminant validity of this measurement model has relatively poor quality. Table 6 gives the result of the distinguishing validity examination for the measurement model inside the current study. In this table, the thick slanted lines stand for the square-root numerical values of the Average Variance Extracted (AVE).

The data which are shown in the table make known that inside each column of variables, the values which go along the diagonal line are bigger than those in the other cells of the same column and row. Change to speak, the square-root numbers of the Average Variance Extracted (AVE) for every variable are bigger than the correlation coefficients between different constructs. This result therefore shows that the measurement model possesses strong discriminant validity.

Table 6: Type discriminant validity test

	AVE	PS	PC	PM	AD	BA	BE	CB
PS	0.838	**0.915**	-	-	-	-	-	-
PC	0.826	0.318	**0.907**	-	-	-	-	-
PM	0.805	0.393	0.279	**0.897**	-	-	-	-
AD	0.793	0.236	0.363	0.279	**0.891**	-	-	-
BA	0.756	0.334	0.384	0.185	0.279	**0.869**	-	-
BE	0.812	0.282	0.294	0.214	0.315	0.315	**0.901**	-
CB	0.863	0.178	0.305	0.179	0.238	0.276	0.314	**0.929**

To sum up, the measurement models that are in this research show high degrees of reliability and validity. Therefore, it is thus suitable that a path analysis among the latent variables is carried out on the basis of these well-performing models.

3.3 Influencing Factors on the Distribution Path of Classical Choral Works

3.3.1 Model fitness test

After the structural equation model has already been finished constructing, it is necessary that we import the sample data and carry out a fitting process for assessing the model's goodness-of-fit. After that, according to the fitting results and the change proposals, the path connections must be carefully adjusted to correct the model.Multiple aspects are existed in the fit assessment indicators. In this research paper, we employ the evaluation indicators that academic circle widely recognizes to carry on the fit analysis. Table 7 shows each evaluation indicator's name, the standard value scope, and the actual index measurement results of the model after the data is imported.

According to the data which is shown in the above table, among the fitting indices of the first model, every index meets the required standards. Excluding the GFI value, which is located at 0.872, the CFI, NFI, and IFI values all are over 0.91. From the overall situation, the fitting

outcome has satisfactory properties.

Table 7: Model fitting result

Index	Standard Scope	Result	Suitability
CMIN/DF	<3.000	2.173	Accept
RMESA	<0.080	0.048	Accept
PGFI	>0.500	0.759	Accept
GFI	The greater the value of 0.7~1.0, the better the effect	0.872	Accept
Model suitability	The greater the value of 0.7~1.0, the better the effect	0.913	Accept
NFI	The greater the value of 0.7~1.0, the better the effect	0.941	Accept
IFI	The greater the value of 0.7~1.0, the better the effect	0.935	Accept

3.3.2 Factors influencing communication paths

According to the research hypothesis model which was put forward in the previous section, and after we combine it with the structural equation model, the results of the structural equation model test can be obtained by us. In the test outcomes, the path coefficients among indicators are measured via the results of variance and covariance calculations of the variables. When we carry out model selection work, a recursive type of form is generally utilized by people. Furthermore, because the scalars which we observe in the regression equations are normally linear, every one of the path coefficients can all be estimated through the utilization of the maximum likelihood estimation method. The outcomes of the structural equation model examination are depicted in Figure 2, and the table which shows the coefficient outcomes produced by AMOS software is displayed in Table 8.

Combining the test results and the path coefficients, each path relationship of the spreading influence of classical choral works passes the significance test and is statistically significant (P<0.01). Specifically as follows:

(1) The standardized coefficient of the communication main body for the brand cognition of classic choral works is 0.236, and its P-value is smaller than 0.01. This shows that the communication main body brings an obvious positive influence to the brand cognition of classic chorus works. Therefore, hypothesis H1 can be verified as tenable.

(2) The standardized coefficient which shows the connection between communication content and the brand awareness of classic choral works is 0.173, and its P-value is smaller than 0.01. This therefore indicates that the content of communication has a quite big positive influence on the cognition of brand for classic chorus works. Therefore, the hypothesis H2 is tenable.

(3) The standardized coefficient that the communication mode has regarding the brand recognition of classic choral works is 0.298, and its P-value is smaller than 0.01. This indicates that the communication pattern brings a quite big positive influence to the brand awareness of traditional chorus works. Therefore, hypothesis H3 is through verification held to be tenable.

(4) (4) The standardized route coefficient of the differences among audiences concerning the brand cognition of classic chorus works is 0.125, and its P-value is smaller than 0.01. This point thus indicates that there exists a relatively big positive connection between audience differences and the cognition of classic choral works by the public. Therefore, the hypothesis H4 has obtained verification.

(5) The path coefficient of the communication subject's brand emotion towards classic choral works is 0.264, P<0.01, indicating that the communication subject's brand emotion towards classic choral works is not significant, so hypothesis H5 holds.

(6) The coefficient path value of the communication content that concerns the brand

emotion of classic choral works is 0.303, and its P-value is smaller than 0.01. This result indicates that between the communication content and the brand emotion of classic choral works, there exists an obvious positive connection. Therefore, hypothesis H6 is held to be tenable.

(7) The path coefficient that the communication method has for the brand emotion of classical chorus works is 0.179, and P < 0.01. This manifests that a noticeable positive connection exists between the communication method and the brand emotion of classical chorus works. Therefore, the hypothesis H7 has obtained the confirmation.

(8) The path coefficient between audience differences on brand emotion of classic choral works is 0.185, *P*<0.01, indicating that audience differences are positively related to brand emotion of classic choral works, so hypothesis H8 is established.

(9) The standardized coefficient that brand awareness has in relation to brand sentiment is at 0.163, with P-value smaller than 0.01. This indicates that a noteworthy positive connection exists between brand cognition and brand emotion, hence. Therefore, hypothesis H9 obtains the support.

(10) The standardized coefficient of brand cognition on audience communication behavior is 0.192, *P*<0.01, indicating that brand cognition is significantly positively related to audience communication behavior, so hypothesis H10 is valid.

(11) The standardized coefficient of brand emotion on audience communication behavior is 0.207, *P*<0.01, indicating that brand emotion is significantly positively related to audience communication behavior, so hypothesis H11 is valid.

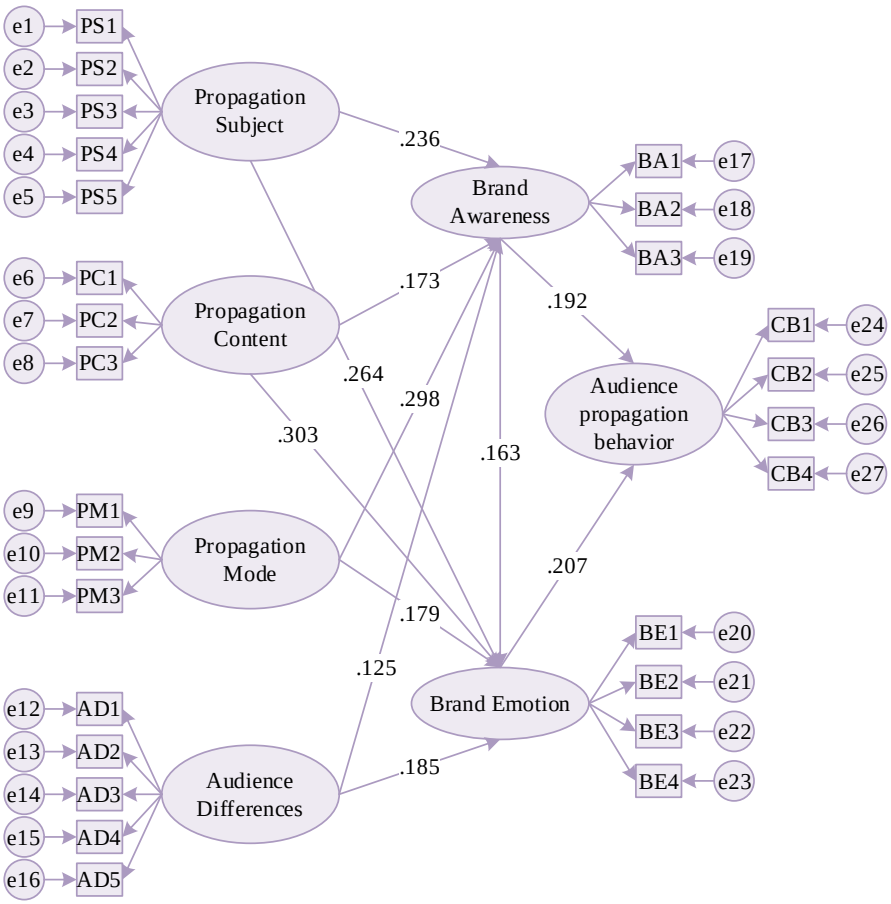

Figure 2: The test results of the structural equation model

Table 8: Standardized latent variable path coefficients

	Estimate	S.E.	C.R.	*P*
H1	0.236	0.075	3.884	0.004
H2	0.173	0.063	4.372	0.001
H3	0.298	0.042	4.536	0.002
H4	0.125	0.051	5.289	0.000
H5	0.264	0.064	4.778	0.003
H6	0.303	0.048	5.712	0.005
H7	0.179	0.036	4.265	0.000
H8	0.185	0.051	4.952	0.001
H9	0.163	0.042	4.396	0.002
H10	0.192	0.069	4.734	0.005
H11	0.207	0.074	4.045	0.003

4 Conclusion

In order to explore the dissemination path and acceptance mechanism of classical choral works in modern society, the article combines the TAM model and SEM model to establish a model for analyzing the dissemination influence of classical choral works. We have discovered that communication subject, communication content, communication mode, and differences among audiences all exert positive and notable influence upon communication influence of classical choral works ($P < 0.01$). In all these factors, the content of communication has the most big positive and meaningful influence on the brand emotion of traditional chorus works, and its path coefficient is 0.303. Therefore, in modern society, we need to pay full attention to the dissemination content of classical choral works, update the dissemination method and optimize the dissemination of the main body and other paths, and then enhance the acceptance of the audience to the classic choral works, to achieve the classic choral works of the new.

About the Author

Liyu Chen was born in Guiping, Guangxi Zhuang Autonomous Region, P.R. China, in 1989. I received my bachelor's degree from Guangxi Arts University in 2012, my master's degree from Guangxi Arts University in 2015, and my doctorate in musicology from Sangmyung University in South Korea in 2024. My main research direction is chorus and choral conducting.

References

[1] Batovska, O., Grebenyuk, N., & Savelieva, H. (2020). Italian Vocal and Choral Music of the Twentieth Century as a Phenomenon of Artistic Traditions. Journal of History Culture and Art Research, 9(4), 205-216.

[2] Zaverukha, O., & Cherneta, T. (2020). Historical Genesis of Choral Writing in Western European Music. Anastasis: Research in Medieval Culture & Art, 7(2).

[3] Athanassaki, L., & Bowie, E. L. (Eds.). (2011). Archaic and classical choral song: performance, politics and dissemination (Vol. 10). Walter de Gruyter.

[4] Steiner, D. T. (2021). Choral Constructions in Greek Culture: The Idea of the Chorus in the Poetry, Art, and Social Practices of the Archaic and Early Classical Period. Cambridge University Press.

[5] Yoo, H. (2017). Multicultural choral music pedagogy based on the facets model. Music Educators Journal, 104(1), 34-39.

[6] Batovska, O., Grebenuk, N., Byelik-Zolotaryova, N., Ivanova, Y., Sukhomlinova, T., & Kaushnian, I. (2022). TRADITIONS AND INNOVATIONS IN CONTEMPORARY VOCAL AND CHORAL ART. Studia Universitatis Babes-Bolyai, Musica.

[7] Minor, R. (2013). Choral Music and Choral Singing in Germany and Austria: An Overview. Nineteenth-Century Choral Music, 115-125.

[8] Jiang, H., & Inkhong, N. (2025). Development and Characteristics of Northeast Style Choral Works. The Journal of Pacific Institute of Management Science (Humanities and Social Science), 11(1), 292-306.

[9] Halvasi, B. (2018). Basic Properties of Chorus and Fundamental Approaches to Improve. Educational Policy Analysis and Strategic Research, 13(1), 113-126.

[10] Cao, W., & Ismail, A. I. (2024). Study on the Composition and Singing Characteristics of Chinese Ancient Poetry Choral Works. Journal of Creative Industry and Sustainable Culture, 3, 20-36.

[11] Zhao, L. (2024). The Deeper Impact of the Combination of Vocal Hierarchy and Cultural Context in Choral Singing on Artistic Presentation. Cultura: International Journal of Philosophy of Culture and Axiology, 21(5).

[12] Meng, Y., & Liu, M. (2023). Exploring the inheritance and historical evolution of cultural values from the perspective of folk songs and chorus. Herança, 6(2), 1-13.

[13] Xuan, Z. (2019, August). Creation Features and Development of Chorus Art in the" New Period". In 5th International Conference on Arts, Design and Contemporary Education (ICADCE 2019) (pp. 193-196). Atlantis Press.

[14] Ruyi, L., & Tao, Z. (2022). An Analysis of the Influence of Internet Plus on Chorus Art. Advances in Data Science and Adaptive Analysis, 14(01n02), 2241001.

[15] Li, R. (2022). Chinese folk music: Study and dissemination through online learning courses. Education and information technologies, 27(7), 8997-9013.

[16] Wu, L. (2025, April). Research on Dissemination Paths and Characteristics of Vocal Music Art in the New Media Era. In 2024 3rd International Conference on Educational Science and Social Culture (ESSC 2024) (pp. 892-900). Atlantis Press.

[17] Zhang, C., & Li, X. (2023). Construction of Digital Art Education Platform under the “Internet+” Environment. Mobile Information Systems, 2023(1), 8453791.

[18] Xiao, L. (2025). Historical analysis of the evolution of local music culture in college Music appreciation courses in China. Cultura: International Journal of Philosophy of

Culture and Axiology, 22(1).