

# Faculty Project Information

<b>Kunqu for Global Audiences: High-Quality Recordings and Digital Outreach</b>	
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Research Field:	Cultural innovation and digital media production (global audience development for Chinese arts)
<b>Brief Description</b>	
<p>This project aims to produce studio-quality recordings of Kunqu singing and to develop a research-informed approach to reaching listeners outside China. Undergraduate students will be involved throughout the process in three connected strands:</p> <ol style="list-style-type: none"><li>(1) recording and post-production of selected Kunqu arias with senior singers and minimal accompaniment;</li><li>(2) international audience and platform mapping that examines how Chinese classical music and related genres are packaged and discovered abroad, including genre labeling (for example world music, Chinese music or classical), production style, instrumentation choices, release formats and platform ecosystems; and</li><li>(3) translating that research into a distribution and outreach plan that is piloted in practice, including bilingual contextual materials (track notes, listening guides, short explainers), platform-ready assets and targeted outreach to the communities most likely to listen.</li></ol> <p>The innovation lies in treating heritage recording not only as preservation, but as a global-facing communication problem: how to record, package and contextualize a stage-based form so it can live as audio in international contexts (streaming platforms, digital archives, educational use, curated channels), rather than being channelled primarily through China-specific cultural heritage or tourism framings.</p>	
<b>Expected Outcome(s)</b>	
<ul style="list-style-type: none"><li>• A small set of studio-quality Kunqu vocal recordings, edited and packaged as a series of digital "albums" and publicly released on appropriate streaming and archive platforms.</li><li>• Bilingual release materials for each track, including liner notes, a short listening guide, and brief</li></ul>	

explanatory texts or clips.

- An audience and platform mapping report, together with a short post-launch reflection on listener engagement and lessons learned.
- A documented workflow that can be reused as a model for continuing releases in future projects.

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**Requirements for Student Applicants**

- Interest in at least one of the following: music, theatre, Chinese culture, media production, or marketing.
- Useful (but not essential) skills include basic audio or video editing, graphic design, website or social media content creation.