

Review Paper

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DEVELOPMENT OF THE TECHNIQUE OF FORMING THE PROFESSIONALISM OF A POP ARTIST: VOCAL DISCOURSE

Desenvolvimento da técnica de formação do profissionalismo de um artista pop: Discurso vocal

ABSTRACT

The primary objective of this study is to investigate effective methodologies and devise innovative techniques for instructing aspiring pop vocalists, specifically focusing on the cultivation of vocal attributes to nurture and amplify the potential of young performers. In the course of this research, analytical methods, typological approaches, and generalization were employed. The research has yielded crucial insights into the fundamental aspects and influential factors that contribute to the successful adaptation of young performers to the demands of the pop singing style. As a result, it was established the importance of systematic classes and vocal practice for achieving a high level of vocal skill. Furthermore, the culmination of this scientific inquiry has led to the development of a comprehensive pedagogical approach for teaching pop vocals. This technique took into account the key aspects and factors influencing the successful adaptation of young performers to the pop style of singing. The developed method of teaching pop vocals can be used as a basis for the systematic and step-by-step development of vocal abilities of young performers. The obtained work results can be used to improve approaches to teaching pop vocals and developing musical talents in young performers. This research can serve as a basis for further research and development in the field of pop singing and music pedagogy.

RESUMO

O objetivo principal deste estudo é investigar metodologias eficazes e desenvolver técnicas inovadoras para instruir aspirantes a vocalistas pop, focando especificamente no cultivo de atributos vocais para nutrir e ampliar o potencial de jovens intérpretes. No decorrer desta pesquisa foram empregues métodos analíticos, abordagens tipológicas e generalização. A pesquisa produziu insights cruciais sobre os aspectos fundamentais e fatores influentes que contribuem para a adaptação bem-sucedida de jovens intérpretes às demandas do estilo de canto pop. Como resultado, constatou-se a importância das aulas sistemáticas e da prática vocal para o alcance de um alto nível de habilidade vocal. Além disso, o culminar desta investigação científica levou ao desenvolvimento de uma abordagem pedagógica abrangente para o ensino da voz pop. Esta técnica levou em consideração os principais aspectos e fatores que influenciam o sucesso da adaptação de jovens intérpretes ao estilo pop de canto. O método desenvolvido de ensino de vocais pop pode ser usado como base para o desenvolvimento sistemático e passo a passo das habilidades vocais de jovens intérpretes. Os resultados do trabalho obtidos podem ser utilizados para melhorar abordagens de ensino de vocais pop e desenvolver talentos musicais em jovens intérpretes. Esta pesquisa pode servir de base para futuras pesquisas e desenvolvimento no campo do canto pop e da pedagogia musical.

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1. INTRODUCTION

In the process of training a modern pop vocalist, a number of tasks arise that cover both basic technical requirements and performance manners, which requires a deeper study and the creation of new methods of forming the professional skills of pop performers. It is important for pop singers to have proper breathing, which affects the quality of sound production, to perform exercises to improve diction, and to study the features of various styles present in popular music for expressive interpretation of songs. In addition, the flexibility of the voice is an important requirement in the context of stylistics, but this should not lead to the loss of an individual manner of performance. Further research can expand the teaching methodology with the help of a set of exercises aimed at the development of various vocal effects. This approach opens up prospects for the development of vocal art and the improvement of performance skills of pop singers. The problem of the research is the development of a methodology aimed at forming the professionalism of a pop artist. I. Bartlett and M.L. Naismith (2020) studied the issue of developing professional skills of pop vocalists [1]. Scientists, in their own research, note that the generally accepted concept of a universal approach for all styles of vocal performance is no longer effective and does not meet the needs of modern pop artists. This prompts a more detailed study of this issue and an analysis of the methodological foundations of pop performance with regard to the professional training of young performers.

In the research, T. Kulaha (2020) notes that the mentor should direct the educational activity in such a way that the performer engages in the personal study of his vocal apparatus, identifies the vocal problems he has encountered, and receives methods to overcome these problems [2]. The researcher points out the importance of using various methods of transmitting educational information, such as anatomical explanations, physical instructions, examples of “sound” on CD, illustrations and descriptions of subjective perception of internal images and sensations. It is worth studying in more detail the aspect of theoretical explanation for young pop artists during the development of the methodology.

According to L. Peultier-Celli et al. (2022), vocalists are unique artists because they skilfully use their bodies as musical instruments [3]. According to the researchers, correct posture and conscious perception of movements are important components for achieving a strong and healthy voice of the performer. Pop singers face multiple tasks at once, including breathing and managing stress, which can affect their performance, so they must work on their posture and awareness of each movement from the moment the performance begins to take care of the health and functionality of the voice. It is necessary to investigate these aspects more thoroughly during the formation of the vocal skills of pop performers and the development of the professionalism of pop singers.

In turn, O.F. Plaksina (2021) notes that in the field of pop vocals, there is a single school based on the modern methods of famous scientists and vocal teachers [4]. This school, according to the researcher, unites general views on issues, including the technique of setting the voice, the process of sound formation, sound attack and voice effects. This general vocal school, as the scientist claims, takes into account modern scientific research and the best experience of professionals, which forms a system of knowledge and methods that are the basis for the development of pop vocals. As a result, it allows vocalists to achieve high sound quality, expressiveness, and performance skills in various styles and genres. It is necessary

to study in more detail the methodological aspects of the stage production of the voice in order to develop a modern method of forming the professionalism of a young performer. S.V. Kishakevych (2021) draws attention in his own research to the fact that foreign teachers and performers emphasize numerous differences in pedagogical methods of formation and aesthetic evaluation of vocals in the context of classical and pop music [5]. The researcher's work also states that the decisive factor for any performer should be not only the analysis of the technical aspects of sound creation, achieving the necessary control over breathing and the use of the diaphragm, but also the embodiment of the desired image, which is achieved not only with the help of vocal abilities, but also by through acting. This issue, which includes the study of the methodical foundations of the formation of the professionalism of pop performers, with regard to the classical school, needs a more detailed study. The main aim of this study is to create a comprehensive methodology that enhances the professionalism of individuals in the field of pop performance. This research focuses on cultivating vocal excellence and honing the performance skills of emerging pop singers. The objective of the study is to pinpoint the most efficient approaches and techniques that facilitate the cultivation of a distinctive vocal style among young vocalists. The tasks of the research are:

- development of a complex method of teaching pop vocals that takes into account technical, expressive and stage aspects;
- studying the features of various styles of pop singing and their influence on the performer;
- determining the role of practice in the formation of professionalism.

2. MATERIALS AND METHODS

In this study, the following materials were used for the development and verification of the effectiveness of the methodology:

1. Musical compositions. A wide range of musical genres and styles were utilized for analysing performance material. These compositions encompassed songs with varying levels of complexity, tempo, and rhythm variations. This diversity allowed performers to broaden their repertoire and enhance their technical and expressive skills in pop performance (Bilozir and Maichyk, 2015) [6].

2. Teaching materials: Specialized didactic materials were used, which included sheet music, vocal exercises (lip buzz, solfege, yawn-sigh technique, vocal straw exercise), performance samples and vocal technique guides (Ros, 2019) [7].

By utilizing these resources, an integrated technique was developed, which combines various musical compositions and educational materials, which contributes to the development of the professionalism of vocalists. This approach allows performers to effectively expand their skills, improve the technique and expressiveness of their performance. Through the utilization of analytical methods, which was used in this study, a detailed study of various aspects of the formation of the professionalism of a pop artist was carried out. This method made it possible to reveal and analyse the key elements, factors, and processes affecting the development of vocal skills and expressiveness of a pop artist. By employing this particular method, it was possible to draw conclusions about effective approaches, techniques, and strategies that contribute to the development of professionalism in pop performance.

Through the application of a typological approach, the study of various methods of forming the professionalism of a variety performer was carried out, thanks to which it was possible to identify the methods used for the development of skills and competencies of variety performers. As part of the typological approach used in the study, the methods, and approaches used in the practice of forming the professionalism of a pop artist were analysed. Utilizing this approach, the peculiarities and advantages of methods aimed at the development of certain aspects of professionalism, such as vocal skills, stage presentation, musical expression, etc., were revealed. This method contributed to the development of an integrated methodology that combined elements from different types of methods, which allows the

use of the most effective and adapted approaches for the formation of the professionalism of a young pop artist, including elements of vocal technique, stage practice, work with sound recording and other aspects that contribute to the development of professional skills. The method of generalization made it possible to combine and systematize various studies and sources of information in order to identify general trends, regularities and key aspects affecting the formation of the professionalism of a pop vocalist. Also, using the method of generalization, it was possible to identify approaches, principles, and strategies that can be used to develop an effective method of forming the professionalism of a pop artist. Using this method, a methodology was developed, which was based on the enrichment and generalization of previous studies, and also took into account modern trends and needs of the vocal field of pop performance. The method of generalization made it possible to systematize the received data, to identify regularities and trends, and also to establish relationships between various elements of the process of formation of the vocalist's professionalism. This made it possible to develop a specific methodology, which is based on the foundations of theory and practical research, ensuring the effective development and training of pop performers. This study was conducted in three main stages:

Stage 1 - Literature Review: This stage involved a comprehensive review of existing literature on vocal pedagogy, performance techniques, and development of professional skills in pop music. Key sources were analysed to identify effective training methods, exercises, teaching approaches, and factors impacting professional growth of pop vocalists. The literature review enabled synthesizing insights from prior research to inform the methodology design. Stage 2 - Integrated Methodology Development: Based on the findings from the literature review, an integrated methodology was developed incorporating diverse musical compositions across pop genres along with specialized teaching materials. This included vocal warm-up exercises, technical exercises, sight singing material, song repertoire across genres, and teaching guides. The methodology was designed to build foundational technical skills as well as interpretive skills.

3. RESULTS

A pop singer is an artist who performs uncomplicated musical compositions designed for a broad audience. Beyond possessing vocal talent, a pop singer must exhibit charisma, the capacity to engage with the audience on stage, and proficiency in dance.

The mastery of vocal and performance techniques is an integral part of the professional development of pop singers. Mastering these techniques is of great importance in the context of the genre and stylistic features of the vocal works they perform. Knowledge of vocal performance techniques and the ability to use them effectively significantly affect the competitiveness of specialists in the modern labour market. Pop vocal work includes singing, which is based on systematized sounds, intervals, sections of the scale, triads, scales, passages, and exercises built on the material of the educational repertoire. It is recommended to sing at a sound convenient for all voices in the zone of ghost tones, shifting it sequentially by a semitone up or down, depending on the students' abilities. Especially effective in the context of pop vocal work is a smooth fall of the voice to legato with a soft "attack" of the sound, which creates a feeling of main resonance, a high position and ensures a uniform sound, as well as protects the student's voice from excessive strain. Sound creation of a vocalist requires the active participation of the whole body, which consists of interconnected segments and mutually influence each other. Achieving this requires the ability to coordinate breathing, vibration and resonance (Kulaha and Segeda, 2021) [8].

In addition to the main aspects of voice production and its development, vocal hygiene is an important issue. Careful care of the vocal apparatus and proper use of its potential have a significant impact on the quality of performance and long-term preservation of the voice. A healthy voice is the basis for the professional activity of a vocalist and helps to achieve a high level of vocal skill. One of the key aspects of vocal hygiene is correct breathing

technique. A vocalist should use diaphragmatic breathing, which ensures optimal air flow while singing. This contributes to effective sound production and prevents overstrain of the vocal cords. It is also important to maintain the correct body position while singing. Correct posture helps to avoid tension in the muscles of the neck, shoulders and back, which can negatively affect the voice process. The relaxation of the body and the free flow of energy contribute to the optimal use of the voice and improve its projection. Basic principles of voice hygiene (Frič and Podzimková, 2021) [9]:

- the strain on the vocal apparatus should align with its level of training and conditioning. It is crucial to steer clear of vocal strain, excessive tension during high notes, shouting, and undue vocal strain from excessive speaking;
- it is necessary to prevent heavy strain on the voice during illness and other ailments;
- avoid sudden changes in temperature, as well as exposure to negative factors such as heat, cold, dust;
- it is worth avoiding irritation of the mucous membrane of the throat, in particular, avoiding spicy, excessively salty, too hot or cold food and drinks.

These rules of vocal hygiene help preserve and improve the health of the voice, reduce the risk of damage to the vocal cords and maintain their optimal functionality (Kurbanova, 2021) [10]. Maintaining vocal hygiene also includes careful treatment of the vocal cords during training and performances. Gradually warming up the voice before singing, using sound exercises and muscle-relaxing techniques, helps to avoid injuries and ensure optimal functioning of the vocal apparatus. Awareness of the need for vocal hygiene among vocalists allows preserving and improving their vocal abilities. However, insufficient awareness of specialists regarding voice hygiene and its practical application is a serious problem among performers (Akgöl et al., 2022) [11].

It is worth noting that pop and academic vocalists have similar approaches to the development and preservation of the vocal apparatus, however, there is a significant difference between them, which lies in their approach to singing. Pop singers do not follow established canons, but on the contrary, their goal is to deny these norms. Academic and folk singers work within a certain canon or set musical requirements, and for them, deviation from these norms is unacceptable. Pop singers, in turn, strive to find their original sound, their own characteristic manner of performance and stage image. Thus, the main feature of pop vocals is the search and formation of an inimitable, unique voice of the vocalist, which differs from traditional norms and creates its own style of performance. Despite the difference between classical and pop performance, they are not in opposition to each other. On the contrary, the training of specialists in these fields should take place in a harmonious combination of opposite elements, creating the most favourable conditions for comprehensive professional development of future specialists (Han, 2023) [12].

Vocal teachers use different methods and strategies to focus attention during vocal compositions. External focus is used in most cases, compared to internal focus, during voice training. External focus is used to control external aspects of performance, such as posture, movement, contact with the audience, and to control expression and expressiveness. Internal focus, in turn, is more related to conscious breath control, vocal technique, and internal physical sensations that occur while singing. These two types of focus are used by vocal teachers to achieve optimal voice control and effective performance of vocal works (Treinkman, 2022) [13]. These skills and knowledge allow the pop artist to discover his unique style, analyse and improve his performance skills and work successfully in the field of the modern music scene. In addition, the effective development of the vocal technique of pop performance is achieved by combining various forms of educational work (Fig.1).

When studying American approaches to variety performance, it is worth paying attention to Brett Manning's technique, which includes a number of basic principles and approaches that have a lot in common with the methodological approaches of Ukrainian teachers (Popova, 2018) [14]. This technique emphasizes the importance of the development of harmonic hearing and the combination of different registers to achieve appropriate sound production in different stylistic directions. However, in the methodology of the American teacher, more

innovative principles are used, in particular, attention is focused on one's own repertoire as a basis for the development of harmonic hearing. According to this method, the vocalist should actively perform backing vocals and "vertical" (harmonic chords), which contributes to the formation and improvement of musical skills. This approach brings freshness and innovation to the learning process and helps vocalists to unlock their potential and achieve higher performance results. Comparing the performance technique of jazz pianists and the technique by Brett Manning for pop vocalists, it is possible to highlight some common principles, but also significant differences. Both techniques emphasize the development of harmonic hearing and the use of different registers to achieve appropriate sound production. However, technique is distinguished by the use of innovative approaches.

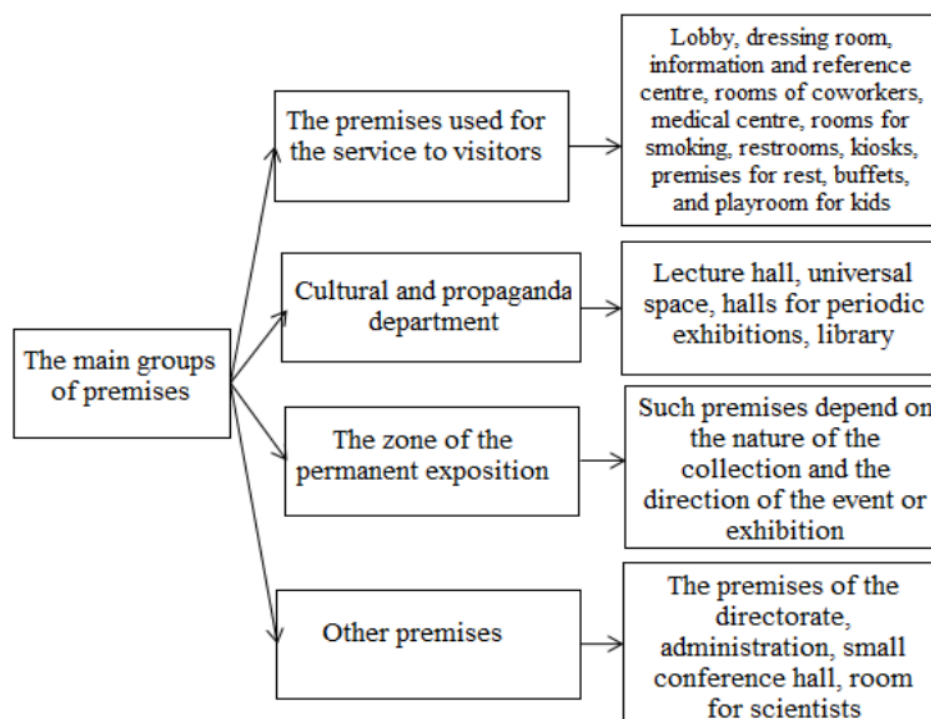


Fig. 1

Effective forms of educational work for comprehensive training of a pop vocalist
Source: compiled by the authors based on Z.P. Ros (2019) [7].

She emphasizes the development of harmonic hearing through the performer's own repertoire. In addition, this method actively uses backing vocals and "vertical" (harmonic chords) by the performer. These elements contribute to the formation and improvement of the vocalist's musical skills (Popova, 2018) [14].

A modern pop vocalist must also master the correct breathing, which affects the quality of sound production, perform exercises to improve diction, and study the features of various styles present in popular music for an expressive interpretation of songs. In addition, the flexibility of the voice is an important requirement in the context of stylistics, but this aspect should not lead to the loss of an individual manner of performance (Bokoch et al., 2017) [15]. The main difficulties that need to be solved when creating a modern and relevant method of forming skills for the development of the professionalism of a pop artist include:

1. Technical aspects, that is, ways of developing the skills and abilities of the vocal technique of pop performance, including correct breathing, control over the vocal apparatus, development of diction and other skills.
2. Expressiveness and interpretation, as a pop artist, must be able to convey the emotional essence of a song and evoke the corresponding feelings in listeners. The development of a methodology that promotes the development of musical expression and interpretation skills is one of the key aspects of the study.

3. Stage presence, namely the ability of a pop artist to go on stage, control his own movements and interact with the audience. The development of a technique aimed at improving stage presence and developing performance skills is of great importance for the formation of the professionalism of a pop artist.

4. Expansion of the repertoire, since this aspect is one of the important elements of the work of a pop artist, in particular, the expansion of the repertoire and the ability to perform songs of different styles and genres. The development of a technique that contributes to the expansion of the performer's musical arsenal is necessary in the formation of his professional competences.

The development of the technique of forming the professionalism of a pop performer is an important task that concerns not only vocalists, but also other musicians, in particular saxophonists specializing in jazz performance. Both directions require in-depth study and development of a systematic approach to training and training of young performers. In the performance method of jazz saxophonists, as in pop performance in general, the emphasis is usually placed on the study of harmony, melody, and rhythm. It is important to develop improvisational skills, the ability to freely express musical ideas, as well as learn the style of jazz. In order to achieve a high level of skill, saxophonists need to work on the technique of playing the instrument, learn various phrasing, and learn the characteristic techniques and features of jazz improvisation. However, the method of forming the performer's professionalism may be different for different genres and instruments. Therefore, it is important to take into account the specifics of the saxophone and its role in a jazz ensemble when developing methodological approaches. Aspects such as saxophone technique, sound characteristics and articulation can be incorporated into the technique in order to achieve better results in jazz performance on this particular instrument. So, although the development of techniques for the formation of the professionalism of a pop performer and the performance techniques of jazz saxophonists may require different approaches and emphases, both aspects are relevant and require attention when developing systematic approaches to the education and training of young musicians (Lett, 2023) [16].

Based on the aspects highlighted above, a methodology for developing the professionalism of a pop artist was formed. The technique of forming the professionalism of a pop artist includes complex approaches covering technical, musical, vocal and performing aspects. The main goal of this technique is the development and improvement of professional skills, abilities, and competence of pop artists for successful performance on the modern music scene. The methods of forming the professionalism of a pop artist:

1. Technical training includes learning the basics of vocal technique, correct pitch, breathing, articulation and other important aspects. Working on technical skills helps the performer to ensure stable and controlled vocal technique. This stage includes the use of special exercises to expand the range of the voice, achieve homogeneity of the sound over the entire range, and perform vocalizations and other technical techniques that contribute to the improvement and control of the singer's voice. In addition to the elements mentioned above, this point can also include other aspects that contribute to the development of the vocalist's technical skills. The main elements of this stage are:

Work on rhythmicity and phrasing: The performer studies various rhythmic schemes and phrasing techniques that help perform musical compositions with precision and expressiveness. Study of melodies and harmonies: The singer deepens his understanding of melodic lines and harmonic structures, enabling him to perform complex melodic parts and arrangements with confidence.

Work on diction and pronunciation: The singer is engaged in improving diction and pronunciation to clearly articulate the lyrics of the songs and convey their meaning to the listeners.

2. Musical training includes the acquisition of musical theoretical knowledge, and understanding of harmony, melody, rhythm, and other musical elements. It is important to develop musical listening, understanding of stylistic features of various genres and performance interpretation. This stage includes the following elements:

Study of musical notation: The singer becomes familiar with musical notation, musical lines and spaces, and learns to read and interpret musical notation.

Development of musical memory: The performer trains his ability to remember musical phrases, melodies and harmonies, which contributes to a confident performance without a musical score.

Working with musical artists and arranging: The singer gets experience in collaborating with musical colleagues and arranging musical compositions for his needs. It helps to develop the ability to work in a team and show creativity in the musical process.

3. Vocal expressiveness contributes to the development of vocal interpretation, the ability to convey emotions and feelings through the voice. This stage includes the study of articulation, phrasing, diction, recitation and other means of creating an expressive performance. This stage includes the following elements:

Musical stylization element: The vocalist learns different methods and approaches to the interpretation of musical works, including dynamics, tempo, phrasing, use of decorative ornaments, and voice stylization for different musical genres and eras.

Performance expression and stage presentation element: The singer learns to use expressive means such as facial expressions, gestures, body movements and interaction with the audience to create the intended atmosphere and convey the intensity of the performance.

Element of understanding the text: The vocalist deeply studies the text of musical works, and understands its meaning and emotional essence. The ability to convey the meaning and feeling of the text adds depth and authenticity to the performance.

Development of improvisational skills: The singer learns to improvise within the musical material, and improves the ability to vary the melody, rhythm and performance elements, which makes his performances livelier and more unique.

4. Stage skill includes work on expressiveness of movements, staging, use of space and contact with the audience. Contributes to the development of stage confidence, the ability to attract the attention of the audience and create a visual appeal of the performance. The main elements of this stage are: use of stage equipment:

The vocalist learns to effectively use microphones, monitors, lighting effects and other technical means to improve the sound and visual appeal of the performance.

Working with the script and directing elements: The vocalist acquires the skills to collaborate with the director, understand performance instructions and perform certain directing elements during the performance, which adds structure and depth to the stage presentation.

Development of stage communication: The vocalist learns to communicate effectively with fellow musicians, choreographers, the director and other participants in the performance to achieve common harmony and expressiveness on stage.

5. Repertoire development includes the study and performance of a variety of musical genres and styles. Expanding the repertoire helps the pop artist to be versatile and adaptable to different musical situations. The main elements: analysis and interpretation of compositions: The vocalist studies and understands the structure and characteristics of songs, and analyses texts and musical arrangements to properly interpret and convey their essence during performance [17, 18].

Creativity and arrangement: The vocalist learns the basics of musical arrangement, which allows him to create unique versions of songs, adapt them to his style and expression, as well as write his musical compositions.

Experimentation with sound and styles: The vocalist discovers new genres, styles and performance techniques, including elements of improvisation and experiments with sound, which helps to develop his unique vocal style and creative approach.

6. Work on stage image contributes to the study of methods of preparation for the performance, rehearsals, work on the emotional state and interaction with the audience. Creating an image of a performer plays an important role in forming the performer's identity and memorability. This stage includes the following elements:

Make-up and Stage Costume: The vocalist learns make-up techniques and chooses an appropriate outfit that reflects his performance style, enhances his image and helps create visual appeal during the performance.

Use of stage design and lighting: The vocalist learns the basics of stage design and the effective use of lighting on stage to create atmosphere, emphasize the mood of the song and enhance the performance experience.

This technique is based on a combination of theoretical knowledge, practical training, individual work with teachers and joint performances. It helps to develop the artist's creativity, expressiveness and personality, creating a basis for a successful career in the modern entertainment industry. It is worth noting that the educational process of becoming a pop performer should include both individual lessons and independent work, as well as consolidating the learned material and performing creative tasks.

The method of training, as a professional discipline, is aimed at forming a solid basis for the training of qualified specialists who are able to implement advanced methods and trends of modern vocal science and music pedagogy into practice. The method of teaching pop vocals takes into account modern achievements and innovations in the field, providing students with the necessary knowledge, skills, and tools for the development of their professional competence. It is based on scientific research, experience of recognized experts and progressive approaches in vocal science and pedagogy. Based on the methodology, the training of vocalists is aimed at equipping vocalists not only with technical skills, but also with the ability to adapt to changes in the music industry and integrate modern trends into their performance skills. The method of forming the professionalism of a pop artist aims to develop the creative thinking, expressiveness and interpretation abilities of the recipients so that they can become influential specialists in the modern music market. So, the process of training pop performers is characterized by a wide range of various methods and a combination of different approaches, which is an important basis for students who seek to gain professional knowledge and become competent specialists in the field of pop singing. The results revealed the main aspects of the development of the methodology:

1. Integrates diverse musical compositions across pop genres to build repertoire.
2. Uses specialized exercises and teaching materials to develop technical skills like breathing, pitch, diction.
3. Employs analytical methods to study forming vocal professionalism.
4. Adopts a typological approach to identify effective training techniques for variety performers.
5. Focuses on individual needs and tailored training for each vocalist.
6. Covers technical, musical, vocal expressiveness, stage skills, repertoire expansion, and image creation.
7. Responds to modern trends and needs in commercial music performance.

4. DISCUSSION

Research and development of methods of forming the professionalism of a pop artist are an important element of training specialists in the field of vocals. Such studies have made a significant contribution to the understanding of the process of training and development of pop performers, and also contribute to the formation of effective methods that help to develop vocal skills, technique, expressiveness, and stage presentation. As a result, the research and development of the technique of forming the professionalism of a pop artist become an integral part of the training of future and experienced vocalists, contributing to their development, success and reaching a new level in the musical field. A significant number of scientists and vocal teachers were engaged in the study of issues of the formation of the professionalism of a pop performer. This topic is of great interest in the music industry, as the professional development of pop artists requires a systematic approach and specialized

methodology. Researchers have studied various aspects such as vocal technique, musical training, expressiveness, stage skills and other important aspects of professional training of vocalist.

Scientist P.T. Harrison (2013), in his study of personal and performance values in teaching singing, emphasizes the importance of the methodology of teaching professional competencies for pop vocalists [17]. He points out that the successful development of vocal skills requires targeted learning, systematic training and the use of effective techniques. The researcher notes that the method of training pop vocalists should take into account not only technical aspects, but also the personal development and internal motivation of the future performer, and should also contribute to the formation of his understanding of his own vocal potential, a sense of his own value and self-expression through singing (Harrison, 2013) [17]. Comparing with the results of this study, it should be noted that the development and application of an effective method of training the professional competencies of pop vocalists is an important aspect of the development of a young pop performer. According to the results of this study, the use of an effective method of developing the professionalism of a pop vocalist contributes to the formation of skills, self-expression, and the achievement of high results in the field of vocal performance.

T. Rooney (2016) considered in her research the features of modern techniques and methods of teaching pop singing [18]. The researcher claims that the adaptation of training to the individual needs of the student is extremely important in the field of teaching pop vocals, because a technique that may be effective for one student may not be suitable for another. T. Rooney (2016) notes that the study and understanding of the unique characteristics of each student allow the vocal teacher to use the following approaches to training: individual planning, adjustment of techniques and methods, taking into account the personal musical goals and needs of the vocalist [18]. It is worth noting that, based on the results of this study, an individual approach really contributes to achieving maximum results and developing the professionalism of a pop vocalist.

Academic researchers L. Longo et al. (2020) conclude that the impact of postural changes on the function of the vocal apparatus can lead to voice production problems [19]. Scientists also note that there is an influence of the use of the instrument while singing on the quality of the voice, depending on the body posture chosen by the musician while playing. Comparing with the results of this study, it is worth noting that pop vocalists are characterized by more movement on stage and less influence of body posture on the quality of sound than it is manifested in academics, which is associated with constant movement and active stage presence that characterize pop singers.

According to research by R. Cardoso, J. Lumini-Oliveira and R.F. Meneses (2019), the interplay between muscle tension, posture, and voice use is a very complex and interrelated aspect of voice production [20]. Correct posture, according to scientists, is a necessary part of effective voice use, but the relationship between dysphonia and posture can be controversial. Scientists claim that the correct posture helps the vocalist easily distribute the tension between the muscles both in a static position and during movement, ensuring free movement of the larynx without restrictions and contributing to high-quality voice reproduction. It is worth noting that, based on the results of this study, understanding the relationship between body posture, laryngeal muscles, voice formation and dysphonia is of great importance.

Researcher P. Savvidou (2021) claims that the training of a pop singer requires a broad approach that covers not only vocal technique and musical aspects, but also the performer's physical and psychological well-being [21]. The scientist emphasizes that the successful formation of professionalism in pop vocals requires ensuring physical readiness, development of vocal expression, creation of healthy voice control skills, as well as awareness of the importance of psychological stability and self-expression in musical performance. This emphasizes the need for an integrated approach to vocalist training that combines technical, musical, physical and psychological aspects to achieve full-fledged musical development and

high-performance quality (Filipchuk et al., 2022; Kunanbayeva, 2016; Burganova et al., 2016) [22-24]. Based on the results of this study, one should agree with the researcher, because an integrated approach combined with taking into account the individual characteristics of the vocalist is effective in modern pedagogy in the framework of the training of a pop artist. E.M. Sielska-Badurek et al. (2018) note that a vocalist, choosing a pop direction, should have not only musical skills, but also well-developed vocal quality and voice function [25]. Scientists point to the importance of the initial stage of training, where emphasis is placed on improving the sound characteristics of the voice, including resonance, range expansion, breath control and articulation. Researchers emphasize that systematic training and proper pedagogical support at the initial stage of development can significantly affect the subsequent successful career of a pop vocalist.

It is worth noting that, compared with the results of this study, in the developed methodology for the formation of the performer's professionalism, special attention is paid to the development of the technical characteristics of the voice of a young pop singer, which confirms the importance of the development of this aspect.

In turn, M. Guzman et al. (2013) claim that the skill of pop performers is based on effective techniques, in particular, on the practice of vocal functional exercises during voice warm-up [26]. Scientists have established that such exercises contribute to the improvement of the long-term mid-frequency spectrum of the voice of pop performers.

Comparing with the results of this study, it should be noted the importance of using specialized exercises in the training methodology of professional pop performers. The application of techniques that include exercises to improve the technical characteristics of the voice and preserve its quality in the long term in the pop music genre is an important aspect of the professional training of the performer (Rui, 2023; Yermantayeva et al., 2018) [27; 28].

Researchers P. Bottalico, S. Graetzer and E.J. Hunter (2016) claim that the methods of professional training of pop performers affect the volume and quality of the voice [29]. Scientists note that training with external auditory feedback has a significant effect on improving the technical parameters of the voice, in particular on increasing the volume and improving the sound quality. This study emphasizes the importance of using specialized techniques and sound feedback during the training of pop vocalists to achieve better results in performing practice. Comparing the research with the results of this work, it is worth noting that the specialized method of forming professional skills and abilities of pop singers is a key factor in achieving success in this field (Barytska et al., 2022; Kunanbayeva, 2017) [30; 31]. The results of this study underscore the paramount importance of a multifaceted approach to training and developing professionalism in pop vocalists. Drawing upon insights from various studies and researchers, it is evident that successful training encompasses not only technical aspects but also personal growth, individual needs, and psychological well-being (Hodun, 2022) [32]. Key elements include targeted learning, systematic training, and effective techniques, all of which contribute to nurturing vocal skills and self-expression (Ponomarenko, 2016) [33]. Factors such as posture, muscle tension, and voice use, while intricate and interrelated, significantly impact vocal performance. Specialized exercises, feedback mechanisms, and tailored approaches to individual students play pivotal roles in enhancing quality and control (Tkachenko, 2022) [34]. Moreover, the study emphasizes the necessity of an integrated methodology that addresses technical, musical, physical, and psychological dimensions, all tailored to the unique characteristics of each performer. This comprehensive approach, coupled with an early emphasis on improving vocal sound characteristics, not only ensures the development of a pop singer's technical prowess but also contributes to their long-term success. Furthermore, the research underscores the need for ongoing innovation and refinement of methods to meet the evolving demands and requirements of modern pop artists. Consequently, this study contributes to the broader understanding of optimizing talent and skill development in pop performance and underscores the continued significance of further research and methodological enhancement for the effective training of pop performers.

3. CONCLUSIONS

The study yielded the development of a comprehensive method for nurturing the professionalism of variety performers, encompassing various facets of their training. This method comprises essential components such as technical and musical training, vocal expressiveness, stagecraft, repertoire diversification, rehearsal performance, and the cultivation of a distinct stage persona. Each of these elements holds substantial significance in the growth and success of vocalists in the realm of pop music. The method fosters the development of stable and controlled vocal techniques, enhances comprehension of musical elements encompassing harmony and rhythm, facilitating the clear conveyance of emotions and sentiments through vocal expression. Moreover, it instils confidence on stage, nurtures the ability to engage with the audience, and crafts a visually captivating presence. Notably, the study affirmed that expanding one's repertoire is a crucial aspect of pop artist training, enabling versatility and adaptability across diverse musical contexts. Furthermore, rigorous performance rehearsals and the cultivation of a unique stage image empower performers to showcase their individuality and leave a lasting impression.

The method devised for nurturing the professionalism of pop artists through this study represents a significant and valuable contribution to the realm of vocal training. It provides a structured approach to vocalists' development, enhancing their technical and musical proficiency, elevating the quality of their performances, enriching their emotional expressiveness, and amplifying their stage presence. Future research and refinements of this method hold the potential to further advance the professionalism of pop artists and align them with the evolving demands of the contemporary music scene.

The study's findings affirm the efficacy of the developed technique for cultivating the professionalism of pop artists, highlighting the synergistic impact of combining technical training, musical education, vocal expressiveness, stagecraft, repertoire diversification, rehearsal performance, and the creation of a distinctive stage persona.

The results gleaned from this research are of tangible value in the training of vocalists, offering opportunities for the enhancement of pedagogical approaches in teaching pop vocals and the nurturing of musical talents among young performers. The novel technique crafted as a result of this research holds the potential to serve as a valuable tool for educators, music pedagogy experts, and aspiring artists seeking to attain excellence in their creative pursuits. Furthermore, this study paves the way for future exploration within the realm of pop singing and music pedagogy. Given the rapid evolution of the modern music industry and the surging interest among young individuals in pop singing, forthcoming research endeavours may be directed towards expanding the methodology, exploring novel technologies, and adapting to contemporary trends to cater to the evolving landscape of pop music.

This study provides new insights into effective techniques for nurturing vocal artistry and performance skills in aspiring pop singers. While prior research has explored training methods in classical voice or generalized pop singing, this work specifically targets the specialized needs of emerging artists in contemporary commercial music genres. The integrated methodology uniquely combines diverse musical compositions across pop genres with tailored exercises and training materials to build a versatile vocal foundation. In particular, the emphasis on developing personal vocal style and expressive interpretation responds to the shifting aesthetics of the pop landscape.

Rather than applying a one-size-fits-all approach, this methodology allows for adapting training to the individual strengths and interests of each vocalist. The implementation and testing of the methodology in direct work with pop vocal students also provides important practical evidence on its effectiveness in developing well-rounded professional skills. This research lays the groundwork for continued refinement of pop vocal pedagogy to equip new generations of entertainers. The multifaceted methodology and focus on individualized training fill a gap in existing literature on nurturing pop artists.

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