

# **An Introduction to the Globalization of Indian Music**

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## **Abstract:**

*From its birth to the present, Indian classical music has gone through many modifications and transitions. It has adopted and rejected various characteristics in the process while keeping a perfect balance with the old age tradition. Society witnessed visible phases of change in the realm of globalisation, with the course of economic flexibility and technological growth. The incorporation of western ideals, ideas, technologies, and institutions altered the essential values of culture, ushering in an era of commoditization in nearly every element of human life, including music. The market has evolved into a critical criterion for determining the quality of music.*

**Keywords:** *Change in patterns, impact of technology and communication, market, economic status*

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## **I. Introduction**

Music is inextricably linked to society and social activities. Individuals' interactions in various social and cultural settings have resulted in the invention and development of music systems. Musical qualities can be seen in even the most spontaneous actions of social life. As a result, musical tones are used to represent social truths (N. Singh 2004).

All of these factors, combined with economic flexibility, have resulted in a great deal of change in the organisation of society and culture around the world. The unrestricted flow of cash, goods, and services across international borders has transformed the world into a "global village." This, like other aspects of life, resulted in incredible speed in the fields of art, culture, and music. This hurricane of technological advancement and globalisation was seen as a threat to India's long-standing culture and society. In the modern world, as Yogendra Singh explains in his book "Culture Change in India, Identity, and Globalization,"

The concept of globalisation was repugnant to Indian classical music since it runs counter to tradition. North Indian classical music (hindustani music) took on many new aspects and perspectives after independence. Since the end of British rule and the fall of royal support, Indian classical musicians have had to fend for themselves while also carrying on their lineage of tradition, or gharana<sup>1</sup>. The market forces were exposed to the artists. With the arrival of globalisation, the music scene began to take on a new shape. Artists must compete in this evolving economic landscape due to modern societal tendencies.

## **II. Background**

Musicians and musicians demanded a broader perspective on music and their art. They thrived on difficulties and aspired to cross borders. Music that is so much associated with India has readily crossed borders and reached practically every corner of the globe. Indian music has gained attention and acclaim on international stages. At the same time, Indian music incorporated many western elements, and Indian music became a part of western musical circles. Many rock bands began to be influenced by ragas and other forms of Indian classical music. Pandit Ravi Sankar and Ustaaad Zakir Hussain, for example, did a fantastic job of bringing Indian music.

Though Indian music became a global cultural phenomenon in the twentieth century, there is a longer history of connection between Indian musicians and the West that dates back to the 1800s. We shall offer a historical perspective of globalisation between East and West in the next part.

The great poet-saints who opted to speak in vernacular languages caused a huge upheaval in north India, and the Bhakti or devotional movements they led attracted a large number of followers. Surdas, Tulsidas, and especially Kabir and Mirabai's lyrics continue to be extremely famous. The distinction between North Indian (Hindustani) and South Indian (Carnatic) music was becoming clearer by the sixteenth century. Both Hindustani and Carnatic classical music can be instrumental or vocal.

## **III. Globalization Of Indian Music**

Everyone enjoys music, but they enjoy it in different ways. Listening to the music, humming the tunes, or playing the instruments are all options. Each person has their own preference for how they connect to music. Some of those people are musicians or composers who play an instrument or compose music. It could be a pastime or a professional option. As a result, they can get a little closer to music. However, there are hundreds of various instruments that people can learn to play.



Pic: Indian Ancient Music

The Beatles' experimentation with varied combinations of sounds and instruments led to the merging of Indian music with mainstream music. Several jazz musicians, including Miles Davis and John Coltrane, changed their styles dramatically as a result of Shankar's work. Guitarists, particularly jazz guitarist John McLaughlin and Grateful Dead guitarist Jerry Garcia, were drawn to the sound of Indian sitar.

### **1. Keyboard**

Keyboards, often known as electronic pianos, are incredibly adaptable and low-maintenance instruments. With less intricate sound synthesis, electronic keyboards can recreate a wide range of instrument sounds and synthesiser tones. They're popular with younger kids and are excellent for recording and adjusting performance. The fundamental distinction between a keyboard and a piano is that the sound is generated electronically, and it is also portable.



### **2. Piano**

Playing the piano is a complete workout in and of itself, with several physical and physiological benefits for players of all ages. Concentration, perseverance, and emotional expressiveness will all be developed in the children. It will also help them improve their fine motor skills, concentration, memory, and focus. Learning this musical instrument is also a very tranquil and relaxing experience. Playing the piano has also been found to be a terrific stress reliever and a great way to boost one's self-esteem.



3. Recorder

The recorder is an excellent first wind instrument to learn. However, because it is inexpensive, it appears to be seen as a "cheap" substitute for a "genuine" instrument (such as the flute).

4. Classical Guitar

The guitar is a string instrument with four to eighteen strings, with six strings on a standard guitar. Acoustically, the sound is produced by strumming (or plucking) the strings with one hand and fretting the strings with the other.

5. Drum set

Drums are percussion instruments that date back thousands of years and come in a broad range of forms and sizes. They are naturally played by striking them with various beaters, which can range from wooden sticks to wire brushes to bare hands.



6. Electric Guitar

The majority of novice guitar players have yet to decide on their musical direction. It takes some time to discover out what you actually enjoy doing and what you excel at. An electronic instrument allows you to experiment with these possibilities. You could ultimately convert to acoustic guitar because you enjoy strumming chords or playing classical music fingerstyle.



7. Violin

The violin, more than nearly any other musical instrument, needs perfect posture. To keep your body and violin in the right position for long periods of time, you'll need strength and balance. The violin also needs tremendous upper arm and shoulder muscular power.



8. Saxophone

More than any other musical instrument, the violin demands excellent posture. You'll need strength and balance to keep your body and violin in the correct position for lengthy periods of time. The violin also needs a great deal of upper arm and shoulder physical strength.



9. Flute

Woodwind instruments are easier to learn than string or keyboard instruments since students may develop faster and learn three notes in the first class. It's a versatile instrument that may be found in classical, jazz, and current band settings. Flute playing is calming and helps with coordination, focus, and self-discipline.



10. Clarinet

Clarinet is a woodwind instrument that meaning "small trumpet." It is part of the clarinet family. It is played with a single-reed mouthpiece, and the clarinet's unique melodic notes are due to its cylindrical form. The performer, the song, the instrument, the mouthpiece, and the reed all have an impact on the tone quality. The clarinet is a simple instrument to learn for beginners. Although high-level players may understand how difficult it is to get elements like dynamics, tone, and tuning perfect, the clarinet is very forgiving if you keep to a two-octave range as a beginner. Botanical inhalation ranges from a calm and open inhale to a regulated and precise exhalation.



#### **IV. The Globalisation of Bollywood**

According to ficci-PricewaterhouseCoopers projections in 2006, the Indian film industry was worth inr56.5 billion (inr40 = usd1) in 2006, and it was expected to rise to inr153 billion by 2010 with an 18 percent compound annual growth rate (cagr). In 2006, the Indian film business was valued at USD1.8 billion. The wallet share for media and entertainment was calculated using a thorough top-down study that took into consideration the share of private spending as a percentage of GDP.

Digitization and a shift in customer tastes are two important factors that will profoundly alter the face of the Indian film business in the coming years. In addition, digitization will result in the consolidation and creation of large-scale exhibition networks, as well as a shift in the power balance between producers-distributors and exhibitors. Customer preferences are changing, resulting in a rising worldwide acceptance of Indian films and the advent of new media (cii-A.T. Kearney 2007).

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