

Global Music: A Cross-Cultural Exchange Fueled by Migration and Tourism

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Abstract

In the 21st century, globalization which in other word can be refer to as ‘transactional tune’ can be seen as an emerging world, which is now becoming a single place. One of the major key globalization carriers is ‘Music’. No doubt, Music has always been an integral part of every culture, a mirror through which their practices could be understood. This research explores the phenomenon of global music, a cross cross-cultural exchanged fueled by migration and tourism. It investigates the way in which migration and tourism contributes to the spread of music across cultures, leading to the creation of new musical forms and styles. The research uses a mix of qualitative and quantitate methods to understand the lived experiences of migrants and tourists, the cultural significance of music in different communities, and the impact of global music on local scenes. However, over the years, the advancement in communication and transportation technology for political, economic, social, and commercial reasons, among others, have done harm to predominant cultures and good to musical evolution in a process known as globalization. The later is the focus of this research.

Keywords: Music, Globalization, Culture, Tourism, Migration.

Introduction

Migration and tourism movements have allowed for the exchange of musical styles, traditions, and influences. The creation of new genres like Afro-Caribbean, and Afro-Brazilian music demonstrate this exchange. Genres like Reggae, Afrobeat, Highlife, and pop music are enjoyed and celebrated globally., helping to bridge cultural divides and unite people from all walks of life. The development of musical genres is often tied to specific historical and political contexts. For example, reggae music emerged in Jamaica during a period of political unrest in the 1960s and it became a powerful tool for expressing social and political messages. Technology and social media have also played a role in the global spread of music. Artist can now reach a worldwide audience with just a few clicks, allowing for greater diversity and collaboration in music

The place of creativity in music which has given birth to an incessant evolutionary trend is greatly owed to the hospital of globalization. Such hospitality has been an irritating double-edged sword which has both devoured and promoted music when viewed from a juxtaposed position of culture and creativity. Culturally, it appears that globalization played the chief role in the landforms that have become glaring after a gradual and subtle erosion of cultural footprints across different regions under an umbrella of technological advancement. However, these advancements – which have been responsible for the increase in creativity that music has experienced – have been apparently beneficial, and it is to these obvious benefits that the inimical part of the sword of globalization could be said to have cut deeply and silently.

To the above observations does this research owe its need. In understanding globalization and how its years of unknown pregnancy gave birth to contemporary music, with its weaning moments responsible for the development of contemporary music, this research will focus on certain questions that should serve as eye-openers for maximum coherence. This research will first be interested in the concept of music, which should give a clue as to the issues surrounding the definition of the term as well as what this research conceives it to be. A further understanding of globalization would then be imperative before a trailing of how globalization helped in the development of contemporary music.

What is music?

The definition of what music is can be personal, but with sound in focus. This is because what music is to a group of persons could said to be a noise another set of individuals. However, in whatever form, there can not be music without sound.

Music is complex and multifaceted concept, but can also said to be an art form that involves the creation, performance, and appreciation of sound that are organized in a way that produces a pleasing or expressive effect. Music can be experienced through different senses (mainly hearing and sometimes feeling), and it can evoke various emotions in the listener. Music can be classified into different genres, styles and traditions based on factors such as the culture or region it originates from, the instruments used, and the forms or structure of the pieces.

Culture

Culture refers to the customs, practices, languages, values, and world views that define social groups such as those on nationality, ethnicity, region or common

interests. Cultural identity is important for people's sense of self and how they related to others. A cultural identity can contribute to people's overall wellbeing. Cultural identity is an important contributor to people's wellbeing. A music is culture, its important toward globalization cannot be overemphasize. Noteworthily, music runs through the vein of an average African man like the blood does. The pulsatile disposition of an African man to music is as great as the man feels when blood runs through the brains. Music circulates in every African man as blood circulate in our body. Infact, music and Africans are of cause inseparable; irrespective of age and sex. Music has so much become part and parcel of the life of Africans in everything, such as in; farming, weaving, blacksmith, carpentry, dying, hunting, etc.

Furthermore, culture is transmitted from one generation to the next through social leaning and can be expressed through language, art, music, literature, food, clothing, and many other aspect of daily life. Truthfully, culture is dynamic and constantly evolving as people interact with each other and with their environment. It can also vary across different groups and subcultures within a society.

To this end, therefore, one major reason for the study of culture, music and their role in globalization is to have in-depth understanding of the attributes / peculiarities of our music, in other to be able to defend our culture when the need arises and most importantly to be able state its important toward globalization.

Culture and Globalization

Culture and globalization are closely intertwined. Globalization is the process by which different parts of the world become increasingly interconnected and interdependent. This can happen through economic, political, social, cultural, and

technological exchanges. Culture and globalization relate through the following;

- a. Cultural exchanges – Globalization facilitates the exchange of cultural ideas, values, and practices across national and geographical boundaries. For example, people from different cultures can share their music, art, and literature with a global audience. This cultural exchange can lead to increase understanding and appreciation.
- b. Cultural blending – As people from different cultures interact and share ideas, new cultural forms can emerge. For example, fusion cuisine combines elements of different culinary traditions to create new dishes
- c. Cultural standardization - Globalization can also lead to cultural homogenization or standardization, as dominant cultural forms and practices spread across the world. For example, the popularity of American movies and music has influenced other cultures and has become a global phenomenon.
- d. Cultural preservation - At the same time, globalization can also lead to efforts to preserve local and indigenous cultures. As people become more aware of the value of cultural diversity, there is greater emphasis on protecting and promoting traditional cultures and languages.
- e. Cultural resistance - Some cultural groups may resist the influence of globalization, as they see it as a threat to their traditional values, beliefs, and practices. This can result in a backlash against globalization and a desire to maintain cultural boundaries.

Overall, globalization has a complex and multifaceted impact on culture. While it can lead to greater cultural exchange and understanding, it can also challenge a traditional culture and create tensions between cultural groups.

Globalization and Music

In relation to music, it is imperative to begin by saying that there is arguably no universal definition of music. Every proposed definition falls short of one attribute that others deem necessary to a conceptualization of the term. Merriam-Webster Dictionary (n.d.), defines it as the art or science of ordering vocal, mechanical or instrumental sounds in succession, having rhythm, melody or harmony to produce a composition in unity and continuity. This definition, though seemingly alright, falls short of representativeness to those who see music as a language, neither does it take into account that not all music contains melody or harmony, else, where would one place avant-garde compositions, especially that of John Cage who believes that silence is music? In preferring another definition, Merriam (1964) opines that music “is a complex of activities, ideas, and objects that are patterned into culturally meaningful sounds recognized to exist on a level different from secular communication.” Kokkidou (2021) agrees to this by seeing it broadly and operationally as a cultural multi-faceted phenomenon and construct. However, calling music a culturally meaningful sound displaces its universality and implies a different definition for each culture. And taking it to be a phenomenon implies that it just happens as a result of so many multi-faceted cultural occurrence, which goes out of the place of being something created or made. In my opinion, music is the ordering and manipulation of sounds according to the choice of a composer, musician, or group of musicians, in other to

convey a specific mood or emotion in relation to the context of use. In other words, music is dependent on what the composer says it is. The composer manipulates sound in a way that he or she feels is pleasing and conveys it so to the listeners regardless of whether they take it to be music or not. Also, the context of use informs its conceptualization. Its use in a cultural activity for example, does not make it less music when used in a club, neither does its use in a club make it less music when used to convey an information: be it vocal or instrumental.

Just like music, the word globalization has no universal meaning. However, Giroux (1999) believes that globalization births a new generation of people, who flock in an environment with an intersect of popular culture and electronic images. It is the process of creating a new world, with its unique institutions and culture (Ibeanu, 1997). Alli (2006), defines it as a “process which intensifies the integration of the world economy and the people through technological advancement in several areas, particularly in the area of information technology.” Therefore, in my opinion, globalization is a gateway which brings together people of different cultures and regions for mutual economic benefit. Globalized regions could therefore be regarded as new worlds with new possibilities which involve economical, technological, political, and cultural exchanges made feasible by developments in infrastructure, communication, and transportation. Thus, we can conclusively say that globalization is the doorway into the benefits of scientific, economic, and technological developments that whereas opens up for the good of a nation, comes with excruciating side effects on other nations.

Going further, research has proven that globalization has lent a helping hand to the development of contemporary music. To understand how this help came about, we would need consider two fundamental doors

that globalization unlocked, which are migration and tourism.

Migration

From the definition of globalization, we can accurately affirm that globalization opened up routes for economic and commercial interactions between several countries, which became trade friendly. People from different cultural milieu now patronized other countries – thanks to air and water transportation. With commercial reasons being chief of globalization and the continuous involvement of people, business opportunities became possible and better off in other countries which became an attracting avenue for migration. The continuous shift of economic powers to other regions of the world became ripe reasons for a continuous migration for survival and the hope for greener pastures. Migration for commercial reasons were not only limited to traders or other commercially interested individuals, it also created better economic opportunities for musicians, fostered an interaction with musicians from other countries, and opened the doors to cheap and accessible music recording technologies which would have been inaccessible to so many regions with poor technological developments. While musicians were faced with the desired recognition in their homelands, globalization opened the door to recognition from other countries and cultures who might be intrigued with their musical practices. Letts (2023) submitted that globalization aided Australian popular artists in musical tours across several regions away from home in support of their CD releases and assisted in establishing them in the international market. With these opportunities presenting itself to musicians, it became apparent that their new audience would be far different in culture from their hometowns. And in regions where the economic powers were stronger with more opportunities, it meant that their audience would be a confused mixture of several cultures to which the word

“multilingualism” could be tied to. Multilingualism meant multiple cultures coexisting in the same location for several migrational reasons. These coexistences became a breeding room for the fusion of several distinct musical practices coming together to become what is now known as multilingual music, and obviously, contemporary music. Migrants can thus be said to be the determinants of musical innovation (Baily and Collyer, 2006). One key and obvious effect of globalization is the Transatlantic slave trade which was for commercial and economic reasons fostered by other religious and political reasons. This notable trade in history has obviously left a sustaining effect on the history of American music, for in the aftermath, could be seen the several genres of American popular music steaming up from the individual cultural practices of African slaves – which in itself was a mixture of several African cultures tied together with the same rope of slavery – in dance, rhythm, style, texture, and articulation, with the harmonies, melodies and instruments of American cultural origin. From the above, it is clear that globalization created room for migration, where different musical cultures met for different reasons which fostered an interaction between cultures as well as musicians from different cultures, leading to the birth and development of contemporary music. Contemporary genres as blues, jazz, ragtime, pop, rock, metal, hip-hop, R&B, are all products of forceful migration made possible through globalization.

Tourism

Tourism could be seen as the momentary leisure-based journey voluntarily embarked on by persons outside their familiar home environments (World Tourism Organization 2013). With the communication technologies

favoured by globalization, the exchange of information across different regions with such speed and affordability created room for cultural interaction. These interactions, greatly sustained by the social media as well as other globalization reasons as trade, also became avenues through which a sustaining desire for pleasure travels were born. Intrigued to see, explore, and go for adventures to the satisfaction of the eyes, tourism was not far from being born. Most migrational reasons themselves were inspired by touristic desires. Music travels through tourist movements were thus born from a desire for new multicultural experience (Krüger & Trandafoiu, 2013).

The tourist became a visitor taken with high regard that some visited cultures were keen in staging live entertainment shows for their longing eyes, where the culture of the people would be gladly made nude – for which music as an integral part of culture, would not be left out. The musical practices of several cultures became tourist appreciation packages that generated no income for musicians, for which taking the music out would attract appreciation for economic benefits. This perception of music also became reasons that encouraged tourism (as well as migration), as the music became the tourist, visiting different countries for entertainment geared towards economic benefits. The flamenco style, for instance, is closely related with the early French and British international tourism propelled by European romanticism toward Spanish gypsies, which made flamenco an alluring expression of Oriental mysticism (Aoyama, 2007).

The interest in tourism was not only encouraged by economic purposes, but social ones. The need to meet new people, find out about them, and relate with them for mutual benefits was also taken into consideration. This further opened up the door for emigration and acculturation. Such

emigration meant the coexistence of people of different cultural origin with acculturation formed as an offspring of such multicultural mixture. The aftermath of acculturation was the birth and development of contemporary music all influenced by tourism.

We can therefore see that tourism, made possible through globalization was helpful in the development of contemporary music.

How Globalization Impacts Music

Globalization can lead to the hybridization of musical styles, and where different genres and traditions are blended together to create something new.

Technology has played a role in the spread of music, with the internet and social media, making it easier for musicians to share and collaborate with each other. This has led to the creation of new genres and styles that may not have existed without globalization.

Globalization can also have a negative impact on traditional music forms, as they may be replaced by more popular or commercialized genres.

So, globalization and music have a complex relationship. It has allowed for the spread of musical styles, collaboration among musicians and the creation of new genres, but it has also led to the homogenization of some musical traditions and the loss of musical diversity. It is important to note that globalization and music are dynamics and constantly evolving, with new influences, technologies and trends emerging all the time.

Two Ways by which Globalization could Help Birth and Development of Contemporary Music

1. **Cultural Exchange:** Globalization fostered cultural exchange between different regions, allowing for the intermixing of musical traditions, instruments, and styles. This cultural exchange resulted in the development of new genres and fusion music styles.
2. **Technological Advancement:** The development of technology like the internet, social media, and digital music platforms facilitated the global distribution and promotion of music. This technology made it possible and produce music together, even if they were thousands of miles apart.

Globalization acted like a giant mixing pot for music, allowing diverse sound and traditions to come together and create something new. This melting pot of musical influences, combined with the reach of technology, has resulted in a rich tapestry of contemporary music that continues to evolve and adapt to the cultural landscape.

It is also worth noting that while globalization has facilitated this exchange of music, it can also lead to cultural homogenization, where local musical traditions are threatened or lost as dominant cultural forms become more widespread. So, while globalization has been largely positive for music, it is important to be mindful of the potential risk as well.

To sum up, globalization has both positive and negative impacts on the development of contemporary music. On the one hand, it has facilitated cultural exchange and the spread of diverse musical styles. On the other hand, it has

also led to consider the benefits and drawbacks of globalization to ensure the preservation and appreciation of diverse musical traditions.

Conclusion

It is palpable that the birth and development of contemporary music could be owed greatly to globalization. It not just opened the gates for the birth of so many musical genres, but created ripe avenues for their development. So glaring it is that almost, if not all of American popular music can be traced to African origin. This Trace is only tied to the rope that stretches from the Transatlantic slave trade, to the term “colonialism.” While this period was marked by large forceful migration of slaves to other places and cultures outside their homelands, it was also a system of globalization as it involved the development of one region against the survival of the other: a development which was benighted to the aftermath of its process. While the effects of slave trade are just one aspect of globalization that birthed and developed contemporary music in America and other lands, unforceful migration, emigration, and tourism have also been key effects of globalization that encouraged a higher degree of multicultural unity whose mixture is greatly responsible for the birth and development of contemporary music across several cultural borders. These factors ranged from employment opportunities for musicians, the need for interaction with other renowned artists, cheap and easy access to recording studios for the betterment of their art as well as access to higher standards of living.

In a nutshell, music is the ordering and manipulation of sounds according to the choice of a composer, musician, or group of musicians, in order to convey a specific mood or emotion in relation to the context of use. Globalization is the doorway into the benefits of scientific, economic, and technological

developments that whereas opens up for the good of a nation, comes with excruciating side effects on other nations, and contemporary music was born and developed through migration and tourism, among other

factors, which were both opened up by globalization.

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