TECHNOLOGICAL CONTRIBUTION TO THE VOGUE TEXTUAL CONTENT IN CONTEMPORARY NIGERIA POP MUSIC COMPOSITIONS

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Abstract
Ethics are natural or man-made moral roles and roles are made for humans. The question of music composition ethics is fundamental to the effective application of theoretical concepts to real live music composition through the periods of music history. The research seeks to know how technology has influenced composition ethics; why these ethics are not adhered to by some contemporary composers of the 21st century; what led to this development among some crop of musicians/composers/artiste in composing their music; and how this anomaly can be rectified. The researcher employed the qualitative method of research in form of interviews which involved stakeholders relevant to the subject matter. Data was collected from the interviewees and analyzed. The findings show that the subject of ethics in music composition which is powered by various technologies, has been relegated to the background in the face of most contemporary compositions whose content is made of vogue language and whose message promotes sex, violence, gangsterism, rebellion e.t.c. As it were, a middle ground based on understanding between various tech companies, bloggers, online streaming platforms, social media platforms, among others must be defined. Also, effort must be made in order to maintain and sustain established societal norms and values that are being eroded by the ugly trend. This is because research finding shows that contemporary societies rely on these technologies for day- to- day usage, because these technologies were originally made for the good of man.

Introduction
Composition is the art of creating, writing new musical work or ideas that are generally acceptable. Ethics are self- moral standard acceptable or permissible in the discharge and or creation of musical work in relation to music composition. Historically, the English word "ethics" is derived from the ancient Greek word 'ethikes', meaning "relating to one's character", which itself comes from the root word ethos, meaning "character, moral nature". This moral tradition exists to ensure basic standards are maintained and that societal norms are upheld, to the end that immediate future consumers of musical composition, songs or performance are informed, entertained, and edified without jeopardizing the moral values of the society as well as individual and or collective audience. Currently, this value is under the negative/positive influence of new technologies.

In today's age, technology has revolutionized every aspect of our lives, including the creation and distribution of song lyrics. Gone are the days when fans would rely on printed songbooks or album inserts to sing along to their favorite tunes. With the advent of technology, song lyrics have become more accessible than ever before…with just a click or tap, music lovers can now access lyrics to thousands of songs in an instant. Online platforms such as lyric websites and streaming services offer a vast collection of songs with accurate and up-to-date lyrics (www.ask.com).

Nevertheless, research revealed some ethical principles that are the foundation for cultivating professional conducts in corporate organization with relation to music. Some employers in entertainment organizations use some these rules to galvanize employee's loyalty, and maintain a high ethical conduct as well as good moral conduct among them. Below are some of these principles that were postulated by Williams Ryon, as a vehicle to recapture what has been lost. Using these nine principles as a benchmark for implementing ethical protocols in the music industry can greatly improve the compliance with accepted protocols worldwide, and improve the perception in the opinion of the public. These mentioned principles are explained below for better understanding of their role in maintaining good moral standard in general music business management.

Human Dignity
This is one of the firm foundations of all established ethical conduct. The value we place on individuals, e.g. employees in this context, is paramount is to the growth, development and the general wellbeing of the organization. For instance, when an employee is retrenched or demoted without good reasons, and due process, the employee may discontinue the working/social relationship with his employer psychologically, even as a member of staff or in future. It is never dignifying to be viewed as a disposable commodity. An employee most not be made to feel like nobody or be made to see his or herself as subhuman. This is because when subordinates (employees) despair, the organization will definitely feel the negative impact of it.

Participation
Every member of the organization that is involved in the music production process must be accorded the right to make input or contribute in discussions of matters concerns them and their wellbeing. Not allowing them to participate or have a say in the decision-making process that will directly or indirectly affect them can raise a red flag in the mind of some. For instance, selling a perceive hit song that belong to music label or record company member without involving the actual song writer or composer is a direct spite on the said artist. This has brought many record labels to their knee. The place of collective participation, directly or indirectly positively impart the general wellbeing of the organization. When subordinates are given the opportunity to participate and air their voice in any organization, it gives them a sense of belonging.

Integrity
The old, but evergreen adage of honesty being the best legacy works best, when employer(s) and the employed in an organization maintain honesty, transparency and

accountability in the pursuit of co-operate objectives. When the sanctity of integrity is upheld by all members of an organization, irrespective of their age, position, and any other distinguishing factor, trust becomes natural. Trust spring up among the members of staff towards the organization. This quality naturally makes the society to build strong confidence in the organization or record label. If the leader or leaders in a music label lacks integrity, the led will naturally follow suite. As it were, it is believed that the subject of integrity must be exemplified by the leader(s) first.

For The Common Good

This ethical step stipulates that every pursuit or objective of the record label is for the benefit of all who are in the system (members). When every member of a music company know that the company is favoring all of them, they will be willing to sacrifice more for the organization. In Nigeria today, we have read of situations where a music artist is making all the money from music shows and album sales while the label owners are the ones enjoying 90 percent of the proceeds. The outcome of this one-sided benefits is always not palatable. According to Byron (1999), "The common good is a catch-all phase that describes an environment that is supportive of the development of human potential while safe guarding the community against individual excess".

Digital Piracy

Online piracy is the practice of downloading and distributing copyrighted content digitally without permission from the copy right owner(s) these downloadable materials include music (audio/video), lyrical content, software, among others. Though technological advance that brought the internet have in many ways made life easier for mankind, on the other hand, it has opened the flood gate of digital piracy. Today, people all over the world where internet exist, see it and do it as a normal thing. This is partly due to the fact that it is easy to access. Though piracy existed for long but the advent of the internet made it a new normal. The downloading and usage of digital or online music content or music composition without due permission, with exception of free ones, amounts to digital piracy. This unethical practice has greatly contributed to the decadence our societies suffer today. moral

Moral Art Integrity

Every work of art is a reflection of the society, an experience and/or an expression of self, soul or mind of the artist (composer), however the composition must teach, promote and emphasize good morals. Musical composition should not promote illicit sex, violence, among other as is being experienced the world over. it should encourage hard work and painstaking efforts toward actualizing set objectives. A good composer must consider the spiritual moral, mental, social and psychological wellbeing of his/her audience or consumers of musical work(s). Our world is what it is today morally partly because of erroneous and erotic musical videos and lyrical content of some of the contemporary music in our societies. The music composer should compose to help sustain the moral fabric of the society.

Vogue lyrical or textual content in musical art composition have had adverse effect on the psychic of the music consumer. The place of ethically moral text in contemporary composition is being exudes in jet speed. Songs or musical lyrics content which contain no vogue words such as, Sex, Money, Crave, Harsh, Violent words, etc are label as "not making sense" especially by most youths and teenage age grade, whose amateur mind is deeply engrossed in frivolities, enslaved by western pop music orientation. According to Kristen David Olson (2011) "Music is an important and extremely useful tool in the way we learn and to deny its power is a waste of a truly wonderful resource. Though some would look at music as a small bed note in the progression of humanity, it is in fact a much greater force; for some, it defines their very existence".

Olson further posited that "Sexual promiscuity and excessive profanity in modern music (Hip-Hop) among others specifically have also been said to be affecting the psyche of many. He further stated that "sexually explicit lyrics and mounds of profanity exuberate through certain hip-hop songs can have a negative effect on the thoughts and feelings of adolescents". Despite the advantages music offer to the human mind or psyche, there are evidence that music with negative content due have negative effects upon impressionable young minds. Many documented suicides have taken place while music played in the background. Also, there are some speculations that extended listening could lead to anti-social behavior especially when the music is void of worthy social norms and values. Below is an explicit musical lyric.
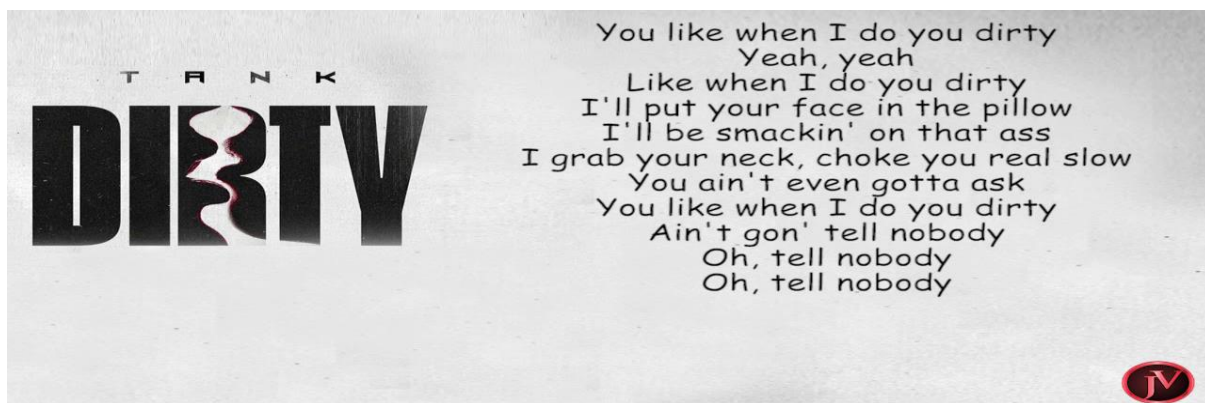
Technological Development

The impact of technology on music production, promotion, as well as access and sharing capacity cannot be over-emphasized. The influence of technological development on music is far beyond expectation. Technological applications and manipulations involved in the process of music production to consumption in music business amazing. Music has moved from analogue to digital. The process of composition on score, editing, playing, coping, sharing, saving or storing, downloading and sending are all digitalized. Though the analogue system has not been totally phased out, the digital system is the order of the day. Music composition and consumption shall be discussed under the following sub-heading as (1). Android & IOS phones (2). Laptop (3). Application (4) Downloading (5) Internet. These are some of the major technological advancement and influence on human mind in our societies.

Android Phones

Android phones are touch screen phones that enables applications to be used in carrying out tasks of calling, texting, browsing, reading, research, chatting, listening to music among others. A development that made many to refer to it referred to it as "The world in your pocket" because of its multi-dimensional activities, and versatility. This modern communication gadget unlike the analog phone, do perform the task of other gadget, such as, radio, television, calculator, emailing, etc. The phones are operated by teenagers and children even better than most of their parents. secondary school students and pupils of primary schools now own and operate android phones effortlessly. Though this development has its advantages, however, the negative effect of having an android phone with internet access is enormous especially for the younger ones. In that, these young minds are often always interfacing with the phones hence, they are tempted to use the phone for adverse activities from time to time.

Laptop

This contemporary technological gadget is second to none in usage both for music composition, production, storage, etc. Laptops, Desktops, Palmtops, ipad etc. are modern technologies but the laptop stands out as virtually all organizations make use of it now. As it were, most music composers and music students mostly make use of laptop for composition purposes among other things. This is because laptops are easily mobile and can do what desktop computer cannot do. However, this noble technological gadget has become a major source of self-destruction to many youths, teenagers, some adults, and children. As it is being used to watch and listen to all manner of explicit music audios and videos online and or offline.

Applications

This software technology gave more relevance to android phone, and laptop technologies. The applications use the laptop, android phones and other IOS gadgets as platform to unleash its numerous potentials aimed at making life better or easier for humanity. Application software are what laptops and android phones depend on, to function. Software developers or engineers develop the applications which carryout different task as designed, and build by the developers. Though some application. were developed for good purposes, explicit materials still find their way into them. Examples of software

application that aids access to explicit materials online are; Facebook, Itune, Youtube, TikTok, Instagram, whatsapp, Apple music, spotify, amazon, online radio stations, among many others which are available on google play store and Ios Apple stores; which are themselves, applications. Today, application developers have developed all manner of corrupt applications specially for explicit music videos, audio that have become traps for amateur minds. They have become undeniable source of immoral music videos and songs that offers the consumer, erotic and senseless sonic products.

Downloading

Android phones and Laptops are not corrupt in themselves. But because they are handy, mobile, smart and internet compliant, they became veritable tools in the hand of many, who now use them to access all manner of immoral packages available online by downloading them to offline versions. Downloading is software enabled process of coping of files online. The process enables youths, adult, teenagers including children to copy and share files with good content or explicit content for immediate consumption and sometimes for subsequent sharing with fellow mates thereby spreading the influence and impact of these explicit content. People download music videos, music audios and other media materials with musical background that have immoral textual content. These downloadable online files are mostly free.

Internet

Internet is the new digital world through which almost everything is accessible. The internet uses data for accessibility. The internet can be accessed through any internet compliant gadget e.g. android phones, laptop, desktop. Ipad, ipod, latest television set, palm top and even some java phones. The internet is the global system of interconnected computer networks that uses the protocol suite to communicate between networks and devices. It is a network of networks that consists of private, public, academic, business and government networks or local global scope linked by a broad array of electronic, wireless and optical networking technologies. The advent of the internet has seen some explosion in immoral activities across all age grade especially younger generation.

Contemporary musician/composer's mindset is also being influenced by innovations in technology involved in the music process. Technology has changed the way we create composer, promotion and share musical art works. According to Smith (1962), "... Innovations and alterations in this music are generally not prohibited by tradition thus it has been changed by outside influences, individuals within the society and integration with their societies. The influence of technology and other outside forces on the mindset of the composer as well as the consumer cannot be over emphasized. Today, music composition and production to a great extent, have moved from paper manuscript to software enabled composition. Though the manual/analog method have not been totally phased out, most music composition and production processes are currently being achieved via the digital method. This is a good development with serious challenges.
The crave for quick fame among contemporary artists have contributed to the use of explicit lyrical content because both local and foreign musical products and the artist that produce them, are seen as successful by the upcoming ones who view them as role

model. They follow these role model(s) online and as well subscribe to their online channels on different online platforms via technological devices that aids easy access online content without any hinderance anywhere, anytime. In affirming this view, Okafor (2005) asserts that "Fame is a very powerful incentive: many musicians have their folk heroes or foreign models- people whose social and economic successes they strive for. Their contact with these foreign pop star models is mainly through electronic media/gadgets. However, this imitation produces some negative effects as some pop musician cope some dressing and other habits not acceptable to the local culture"

Lyrics have become more explicit in inherit reference to drugs, sex and violence over the years as asserted by Knobach Westowa must to P, shawk (2006). "Rebellious musical lyrics are topping the world music billboard charts, Explicit lyrics is almost unavoidable especially in contemporary pop music genre, but it is gradually finding its way into other groups known for upholding the ethos of ethics. Contemporary classical songs/music in identifying with the concept of neo-romanticism, fall slightly to the cab ricks of epicism of lyrical content". A development that is aided by advance digital technologies that enables easy access to listening, watching, download, and upload.

According to Collin B. (2016), "new technology allows listeners to toggle between clean and explicit lyrics in real time…online radio is not subject to the same FCC regulations as standard terrestrial radio, so Dash radio (online radio) is free to offer both clean and explicit options simultaneously" (www.consequence.com). The sweeping power of internet technologies in granting unhindered access to all manner of musical content, especially the explicit lyrics, is the core discourse of this research.

According to Peddick B.H, Bevesin E.V. (2002) "Lyrics is some music genres, such as rock, heavy metal, rap and new emerging genres such as reggae ton, have been found to revolve ground topics such as sexual promiscuity, death, homicide, suicide and substance abuse". Reddick et al puts it thus: "The explicit lyrical content appreciation by youths in our society may not abate soon. This ugly development poses a big threat to moral stability of younger generations that are exposed to modern technological devices such as, android phone, Ipad, Ipod, laptop, desktop, etc. with internet availability and the ability to download music audios and videos, with just a click".

As echoed by Fischerp, G.M.T. (2006) "Most recently, some pop music has been characterized by the presence of explicit sexual language in its lyrics as well as messages of violence, racism, homophobia and hatred toward woman. Drug, tobacco and alcohol use also tend to be glorified in these songs". In refuting concerns about the effect of lyrics, some have argued that children and adolescents use music only for entertainment, that little or no attention is paid to the words, and if any attention is given understanding tends to be limited and related to their experience. However, other research finding shows the contrary. In that, teenagers who were interviewed in the course of this research, confessed that through the use their android phones, and access to internet were exposed to illicit music and gradually developed anti-social vices. For instances a study carried out by Fisher at al affirmed that "men who listens to misogyny music

showed increased aggressive responses toward women as well as a more negative perception of them. A study performed to explain the possible effect of heavy metal music, with sexually violent or nonviolent lyrics on male's attitude towards women than those in a group indeed exposed to classical message.

According to P. Cougar Hall et al, (2011) "all sexual references are equal and degrading and sexualized music can have a delirious effect on teens. For girls in particulars, this can lead them to judge their personal worth on a sexual level only, leading to poor body image, depression eating disorders and substance abuse". This research raises serious concern relating to the promotion of unhealthy sexual message in music that is made accessible by the instrumentality of digital technology.

Methodology
The researcher employed the qualitative research method by way of structured and unstructured interview process to elicit response from respondents drawn from selected music artists, producers, promoters, marketers, secondary school students and undergraduates among few stakeholders, relevance to subject matter. This was done in the Ikorodu area of Lagos state. This is in addition to online materials that is centered on the subject of discuss as well as music literatures available to the researcher during the write-up. On the moral side, the researcher consulted some religious leaders, who also contributed to the data gathered. Fifteen questions were asked at each contact. These questions were divided into three segments: Section 1: questions centered on music industry in Nigeria in general. Section 2: questions entered on musical content of our contemporary music. Section 3: questions centered on the remedying the ugly trend. Five questions for each section.

Research outcome clearly shows that this societal anomaly has spread to the extent of becoming the normal norm which is embraced by large section of the society. secondly, the music composer himself is currently commercially inclined. Hence, most composers' tilt toward what will make a commercial hit irrespective of its implication on the social psyche of the society. Unfortunately, this development has been largely entrenched by the force of digital technology.

Conclusion/ Recommendation
Okafor (2005) further stressed that "the moral songs which form the basis of instructions on right and wrongs in human conducts, may be directed to the children audience, but it is the community expressing it ideas on how things should and shall be for that matter. Flowing from this ascertain, appropriate measure, when necessary, must be put in place to check the influence of certain digital technology on our immediate and extended societies among other things, so as to reverse the dying trend of moral music for which Africa music stand tall. Music and nation building goes together as Okafor (2005) stated thus:

"Music tends to set the mind free from focusing on problems. It is a true route to escapism. But if it is well handled so that as it entertains, it builds and creates, then it

becomes of beneficial to the society...unfortunately, the current trend in relation to lyrical content in Nigeria music industry is negatively affecting the youths and by extension, the society. The development must be reversed. All stakeholders as stated earlier, which includes; performing musicians association of Nigeria (PMAN), copyright society of Nigeria (COSON), standard organization of Nigeria (SON), Association of record label owners, Television and radio stations management, Association of music educator of Nigeria, Musicologist society of Nigeria as well as Law enforcement agencies, the artists/musicians/composers/performers must from synergy and collaboration to ensure that our musical products are of high moral standard/value. Secondly, parents, guardians, including teachers must continue to teach, guard and advice their wards on the need to listen and watch only musical works devoiced explicit content. Lyrics have become more explicit in their references to drugs, sex and violence over the years. It is essential for parents to take a stand regarding music lyrics".

In collaborating this point, Christenson P. (1992) "Pediatricians should encourage parents(including others) to take an active role in monitoring the type of music to which the children and adolescents are exposed and aware of the music they purchase" (www.protectyoungworld.org). The recommendations are thus presented below:

Firstly, that music composition art is a noble creative art whose sanctity must be upheld by consciously applying the principle of ethics during composition by composer. Having established the fact that contemporary musical works are beginning to abandon the concept of ethics as a socio-cultural norm in our society, it is expedient that relevant stakeholders as stated earlier must make concerted by both political, religious as well as traditional leaders to curb the deadly trend of destructive trend of wrong usage of some digital technology in our contemporary society. Music composition is a great, noble art that has come to stay so long as man remains creative, even as God continues to inspire the ready mind. Music is powerful and highly influential to the human mind. Hence, the need to deliberately detect and/or decide what you view as music video as well as music audio you listen to, is very important. This is research have shown that the impact of music products being consumed can and will always influence human mind.

Furthermore, explicit lyrical contents are wide spread. Austin et al (2000), assert that "potential risks of exposing to music videos can be moderated by parental reinforcement and counter reinforcement of conducts observed". Knobloch-Westerwick et at (2000), stated that "although young listeners might not understand all the details in lyrics, they recognize enough to obtain a general idea of the message they bring". All the finding of the research hinged on the fact that composition ethics guarantees that standard are met and maintained during musical art composition which in turn benefit the society by up-holding the normal norms which the said society adjudges upright and morally acceptable for socio, cultural stability. Composers must bear in mind that their works will out-live them. Hence, the need for conscious, deliberate effort to ensure that even generations to come are musically influenced to live a standard and acceptable moral life irrespective of trending digital technology.

Secondly, composers/producers/promoters as well as government at levels must collaborate with software developers and global digital platform owners like facebook, google, youtube, twitter (now known as X) tik tok, Instagram, techno mobile, Samsung mobile, telegram channel among others, to help reduce the negative impact of their digital technologies, by monitoring and restricting the upload of explicit materials on their digital platforms. Google search engine owner should take this recommendation serious. Still stressing on subject of discourse, Sullivan W. (1960), said that "The function of the kind of music we have been discussing is to communicate valuable spiritual states to stiffing to the depth of the artists nature and to the quality of his experience of life". Sullivan (1960) stressed further that "we do feel, in our most valued musical experiences that we are making contact with a great spirit, and not simply with a prodigious musical faculty". As it were, music in African naturally entrain, inform and edify listeners / audience, it does praise the good deeds, and even warn the wicked depending on the context of performance.

Okafor (2005) put it Thus "The Nigeria musician has always born witness to the time he lives in. He praises, he admonishes, the records events and involves himself, through his music, in the social and concrete problems of his land". Music composition art without adherence to ethical value underline our cultural musical philosophy. From the foregoing, composition ethics entails maintaining set standards that are related to musical art composition by music composers to enhance harmonious relationship among them, as they continue to contribute their quota to the growth and development of the society.

While digital technology keeps trending with new innovations being released into the global tech market on regular basis, its positive impact on making life easier for mankind cannot be over-emphasized. However, these digital technologies come with enormous challenges that borders on human mind. A situation that must not be overlooked because some are already in our homes and pockets.

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