

THE PLACE OF MUSIC IN THE ENVIRONMENTAL & SOCIO-ECONOMIC SUSTAINABILITY OF NIGERIA

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Abstract

The Sustainable Development Goals of the United Nations Educational, Scientific and Cultural Organization encompass a variety of crucial aspects, including but not limited to eradicating poverty, promoting decent work and economic growth, creating sustainable cities and communities, and establishing peace, justice, and strong institutions. These goals underscore the importance of utilizing natural and human resources in a way that enhances human well-being and productivity, forming the foundation of sustainable development. In line with this philosophy, it is essential to adopt a multidisciplinary approach, as suggested by this study. Therefore, this research delves into the significant role that music plays in advancing Sustainable Development in Nigeria, focusing on various music genres selected for analysis. Through an ethnographic method and ethnomusicological examination of these songs, it becomes evident that music in Nigeria serves as a vital medium for social expression and development, seamlessly blending traditional and contemporary elements. Moreover, music acts as a powerful tool for raising awareness on critical issues like poverty and climate change, motivating community engagement and action. The music industry not only creates employment opportunities but also contributes to economic growth, particularly through tourism. Furthermore, by preserving cultural heritage and passing down traditions to future generations, music plays a pivotal role in ensuring a sustainable future for Nigeria. Recognizing and understanding these diverse roles that music assumes in addressing global challenges will significantly contribute to the achievement of Sustainable Development in Nigeria through multidisciplinary strategies that encompass music as a key component.

Keywords: Socio-economic sustainability, Ethnomusicology, Ecomusicology, Music Business, Popular Music.

Introduction

Cultural and creative industries have become a major component of the world's economy in the last 30 years. Music, as a unique form of art, has played a critical role in promoting sustainable development. Therefore, with the unparalleled influence of music on people, this paper explores the great contribution made by music to the promotion of social, economic, and ecological balance in Nigeria, including supporting cultural and environmental sustainability, advocating music moderating and guiding human behavior changes towards sustainable consumption and lifestyles, and creating commercial values, employment, and economic growth and industry development.

The most often quoted definition of Sustainable Development comes from the UN World Commission on Environment and Development which defines "sustainable development as the development that meets the needs of the present without compromising the ability of future generations to meet their own needs.

Sustainable development can be seen as a social, economic, and ecological balance and which can meet the needs of the current generation without compromising the ability of future generations to meet their needs. In 2015, the United Nations General Assembly passed the 2030 Agenda for Sustainable Development, which incorporated 17 Sustainable Development Goals (SDGs) setting up corresponding indicators. These goals are integrated and indivisible and balance the social, economic, and ecological development aspects, so as to achieve a more sustainable future. Sustainable development is a long-term development concept. Both the long-term evolution and the short-term measures are fundamental.

In the context of sustainable development, music holds the potential to inspire, inform, and unify communities in addressing pressing social, economic, and environmental issues. In view of this, this study aims to explore the great contribution made by music to promoting social, economic, and ecological balance across the globe.

The theory of environmental sustainability is the concept of preserving natural resources for future generations while meeting the needs of the present. (Oluwadamilare, 2022). It involves activities such as water treatment, waste reduction, pollution control, and resource conservation through renewable methods. Environmental

sustainability is a global issue that requires collaboration between various parties, including businesses, individuals, and governments.

It is based on the idea of conducting business activities with minimal harm to the environment and preserving environmental assets for the future. The theory emphasizes the importance of integrated multi-disciplinary knowledge and decision-making for sustained economic growth. It also highlights the need for a shift from unlimited growth and consumption to monitored usage and savings without compromising on growth. The theory recognizes the significance of respecting nature, protecting natural resources, and using them reasonably as the basis for achieving environmental sustainability.

The paper discusses the theory of environmental sustainability based on the Skolt Sami (2000) conceptions of nature obligations, which include reasonableness in resource use, protection of nature, and respect for nature. Environmental sustainability (ES) requires conducting business activities by causing the least harm to the environment. Care and caution must be exercised to see that natural resources are not depleted and that environmental assets are preserved for posterity. ES is a precondition for sustained economic growth, requiring integrated multi-disciplinary knowledge and decision-making. It is based on the idea of conducting business activities with minimal harm to the environment and preserving environmental assets for the future. The theory emphasizes the importance of integrated multi-disciplinary knowledge and decision-making for sustained economic growth. This paper discusses the importance of environmental sustainability and identifies antecedents such as environmental attitude, new environmental paradigm, and pro-environmental behavior.

For decades, Nigeria has been grappling with instability in multiple aspects of life, such as environmental, social, and economic challenges. In the face of these pervasive difficulties, it is imperative to develop sustainable solutions. Social orientation and awareness play a vital role in ensuring the sustainability of a society, even when it comes to generating innovative ideas. This underscores the importance of utilizing music as a means to foster social orientation and awareness, as well as to create employment opportunities.

Furthermore, music has the ability to effectively communicate and engage with our surroundings, making it a powerful tool for promoting positive change and fostering a sense of community. Among other things, this paper examines the input of music business in achieving economic sustainability in Nigeria.

Objectives of the study

The main objective of this study is to examine the relevance of Music in Sustainable Development in Nigeria. Specifically, the objectives of the study are to:

- (a.) examine the concept of Sustainable Development Goals as it relates to music;
- (b.) assess the relevance of music in environmental sustainability;
- (c.) evaluate the role of music in social sustainability; and
- (d.) assess the viability of music business in economic sustainability in Nigeria.

Research Questions

- (a.) How relevant is music in achieving sustainable development goals?
- (b.) What is the relevance of music in environmental sustainability? What role does music play in sustaining the environment?
- (c.) What is the role of music in enhancing social sustainability as it relates to peace, justice and strong institutions?
- (d.) How viable is the input of the music business in achieving economic sustainability in Nigeria?

Statement of the Problem

For decades, Nigeria has been grappling with instability in multiple aspects of life, such as environmental, social, and economic challenges. In the face of these pervasive difficulties, it is imperative to develop sustainable solutions. Social orientation and awareness play a vital role in ensuring the sustainability of a society, even when it comes to generating innovative ideas. This underscores the importance of utilizing music as a means to foster social orientation and awareness, as well as to create employment opportunities. Furthermore, music has the ability to effectively communicate and engage with our surroundings, making it a powerful tool for promoting positive change and fostering a sense of community.

Methodology

The ethnographic method used in this research involved in-depth interviews with two notable and successful musicians in Nigeria. These musicians were chosen based on their significant contributions to the Nigerian music industry and their impact on society. The interviews gathered valuable insights into their experiences, perspectives, and motivations regarding their music and its role in the development of the nation. Additionally, the text of two songs from the Nigerian popular music repertoire, were thoroughly analyzed. This analysis

focused on understanding how these songs, with their lyrical content and musical elements, contribute to the environmental, social, and economic sustainability in Nigeria.

By employing the ethnographic method and examining both the musicians' interviews and the songs' text, this research gained a comprehensive understanding of the relationship between music and sustainable development in Nigeria. Though there are several popular musicians in Nigeria who are making remarkable achievements in their music career in the Nigerian Music Industry, however, only two of them were purposively selected for this study because of their popularity within and outside Nigeria as a result of the wide spread of their songs, among other things. The two young popular musicians selected are David Adeleke (Davido) and Damini Ebunoluwa Ogulu (Burna Boy).

Environmental sustainability seeks to maintain the quality of the environment which plays an important role in enabling good environment for economic activities, which also leads to quality of life for the people occupying the environment. With reference to Sustainable Development Goal (No.11): Sustainable Cities and Communities, the aim of this goal is to “make cities and human settlements inclusive, safe, resilient and sustainable”.

Clark and Button (2011) in Edvin Østergaard (2019) maintain that art is essential when it comes to promoting “critical inquiry of environmental awareness and sustainability” (p. 42). Also, music is recognized as an art which is very crucial in creating environmental awareness and sustainability.

The power of music in getting this done can never be overemphasized in any human society. Music, often considered a universal language that transcends borders, has the remarkable power to inspire, unite, and bring about positive change. Igniting individual action is a necessary condition but it is not sufficient. In the quest for sustainable development, a holistic approach is essential, addressing not only economic and environmental factors but also the cultural and social aspects of human well-being. Laws, regulations, physical and social infrastructures are some of the systems that can be altered to create more favourable conditions for change.

Social sustainability aims to guarantee equality and human rights, respect for the diversity of human cultures, religion and race, as well as preservation of cultural identity. With reference to Sustainable Development Goals (No. 16): Peace, Justice and strong institutions, the goal is to “Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels”.

Over the years several songs were used to create awareness in the society on the need for freedom, equity, fairness and justice. In countries where adherence to the content and context of such songs were allowed, citizens of such nations have had cause to celebrate freedom, peace and progress.

Economic sustainability seeks to maintain the natural, social and human capital required for income and living standards. With reference to Sustainable Development Goals (No. 1 & 8): No poverty, Decent work and Economic growth, the goal is to “End poverty in all forms everywhere; Promote sustained, inclusive and sustainable economic growth, full and productive employment, and decent work for all”. The primary goal is to eradicate poverty in all its manifestations worldwide, ensuring that no individual or community suffers from the pervasive effects of financial deprivation. This includes addressing issues such as lack of access to basic necessities, inadequate infrastructure, and limited opportunities for economic advancement.

Additionally, the emphasis is on fostering a supportive environment that promotes lasting and equitable economic progress, creating avenues for inclusive growth that benefit all members of society. By focusing on cultivating sustainable economic initiatives and promoting full employment opportunities, the objective is to establish a solid foundation for resilient and stable development. The ultimate aim is to create a future where every individual has access to dignified work, enabling them to contribute meaningfully to their communities and secure a prosperous future for themselves and future generations.

Findings and Discussion

The findings of this study reveal the multifaceted relevance of music in Sustainable Development as reflected in the subheadings listed below.

1. Music and sustainability

Music and sustainability are closely linked in several ways. Here are some examples:

(a) Environmental impact of music festivals: Large-scale music festivals, often drawing massive crowds and featuring multiple stages and attractions, have the potential to exert a substantial environmental footprint as a result of high energy demands, copious waste production, and emissions from transportation infrastructure. For

instance, the substantial electricity consumption required to power extensive lighting and sound systems, as well as the numerous vendors showcasing their products and services. Additionally, the vast amount of waste generated by attendees, from food packaging to disposable items, contributes to the festival's overall environmental impact. Not to mention the carbon emissions stemming from the transportation of concertgoers to and from the event grounds, whether by cars, buses, or planes.

Nevertheless, in response to growing concerns about sustainability and climate change, an increasing number of music festivals are embracing eco-conscious initiatives to mitigate their environmental impact. Among these measures are the implementation of renewable energy sources, such as solar panels and wind turbines, to reduce reliance on conventional fossil fuels. Festivals are also implementing strategies to minimize waste generation, such as encouraging the use of reusable containers, promoting composting practices, and partnering with organizations to recycle materials. Furthermore, many event organizers are advocating for eco-friendly modes of transportation, such as carpooling, public transit options, and bicycle parking facilities, to reduce the festival's carbon footprint and alleviate local traffic congestion.

By incorporating these sustainable practices into their operations, music festivals are not only making positive strides towards environmental stewardship but also setting a precedent for other large-scale events to follow suit. In doing so, they are demonstrating that entertainment and conservation can go hand in hand, creating a more environmentally responsible and enjoyable experience for attendees and communities alike.

(b) Sustainable instrument-making: In the ever-evolving world of music and craftsmanship, a growing number of musicians and skilled instrument-makers are actively exploring innovative approaches to create musical instruments that are not only harmonious to the ears but also gentle on the environment. By delving into the realm of sustainable materials and adopting eco-friendly practices, these dedicated individuals are striving to significantly minimize the environmental footprint associated with the production of musical instruments. Within this intricate process, they are meticulously selecting materials that are renewable, recyclable, or biodegradable, thereby fostering a more sustainable and ethically conscious approach to instrument creation. This conscious shift towards sustainability is not merely a trend but a profound commitment to fostering a greener future for the music industry, where the harmony of melodies intertwines with the harmony of nature.

As this movement gains momentum, it highlights the intersection of artistry and environmental stewardship, showcasing that creativity can flourish in synergy with sustainable practices. Through their pioneering efforts, these musicians and artisans are shaping a new narrative in the realm of instrument crafting, one that celebrates innovation, creativity, and the profound beauty of creating music in harmony with the planet.

(c) Music for environmental awareness: Music, a universal language (universal phenomenon of communicating to people) with the ability to deeply resonate with people's hearts and minds, has played a crucial role in driving awareness on environmental matters and advancing the sustainability movement over the decades. Through the emotive power of their music, countless artists have committed themselves to sparking a sense of urgency and empathy in audiences, encouraging them to take a stand and support various environmental causes. These musicians harness the captivating nature of their art to not only entertain but also educate and raise consciousness regarding the pressing need to protect our planet's fragile ecosystems and natural resources. By channeling their creative expression into messages of environmental stewardship, they effectively bridge the gap between the public and complex sustainability issues, fostering a sense of shared responsibility and collective action. As advocates for a greener future, these artists use their platform to amplify the voices of environmental campaigners and organizations, amplifying the calls for sustainable living and conservation practices.

In a world where environmental concerns are increasingly urgent, music stands as a potent force for mobilizing communities and galvanizing support for positive change. Ultimately, the fusion of music and environmental activism paves the way for a harmonious collaboration between art and advocacy, uniting individuals worldwide in a common goal of safeguarding the planet for future generations.

(d) Sustainable music consumption: The way in which we choose to consume music plays a crucial role in shaping our environmental footprint. The rise in popularity of streaming services has markedly increased the carbon emissions associated with our music consumption habits. This is primarily attributed to the substantial amount of energy demanded by data centers that store and process the vast quantities of music data being streamed, as well as the energy required to transmit this data seamlessly to users worldwide. Consequently, the environmental implications of our music consumption extend far beyond the enjoyment of our favorite tunes and touch upon the broader sustainability challenges faced by the technology industry. As we delve deeper into the digital age, it becomes increasingly imperative to consider the environmental costs of our online activities and strike a balance between technological advancements and ecological preservation. By being mindful of the energy-intensive nature of music streaming services and exploring alternative ways to access music that are more in harmony with the planet, we can collectively work towards a greener future where our love for music harmonizes with our commitment to environmental stewardship.

(e) Music and sustainable communities: Music, with its universal language and ability to evoke emotions and memories, can serve as a powerful tool in fostering connections and creating a sense of belonging within communities. By bringing people together through shared experiences and cultural expressions, music plays a pivotal role in strengthening social ties and promoting unity among diverse groups of individuals. This sense of community, nurtured by music, is crucial for advancing initiatives that aim to uphold sustainability and encourage environmental stewardship.

Through collaborative efforts and collective actions inspired by the harmonious melodies and rhythms of music, communities can work towards creating a more sustainable future for the planet. The collective spirit and sense of purpose instilled by music can mobilize individuals to take environmentally conscious actions and embrace practices that promote the well-being of the Earth. In this way, music not only enriches the cultural fabric of societies but also empowers communities to come together in support of environmental causes and sustainable practices. The shared passion for music can serve as a foundation for fostering a sense of environmental responsibility and motivating communities to engage in efforts that contribute to the preservation of the natural world for present and future generations. Thus, by leveraging the unifying power of music, communities can strengthen their connections, promote sustainable living practices, and actively participate in environmental conservation efforts to protect the planet for years to come.

2. Music and Environment

Also, the connection between music and the environment is fascinating. Here are some ways music intersects with the environment:

(a) Environmental inspiration: Nature has long been a source of inspiration for musicians, from classical composers like Vivaldi to modern artists like Radiohead.

(b) Ecological messages: Many artists use their music to raise awareness about environmental issues, such as climate change, conservation, and sustainability.

(c) Instrument materials: Musical instruments are often made from natural materials like wood, bamboo, and animal products, which can have environmental implications.

(d) Music production's carbon footprint: The music industry has a significant carbon footprint, from recording and production to touring and live performances.

(e) Sonic ecology: The interdisciplinary field of environmental acoustics delves deep into exploring the intricate relationship between sound and the surrounding environment. It seeks to understand how various sounds, both natural and man-made, interact with ecosystems, and how these acoustic elements can influence the overall health and balance of natural environments. One of the key areas of focus within this field is the detrimental effects of noise pollution on ecosystems. Noise pollution, often generated by human activities such as transportation, industrial operations, and urban development, can disrupt the natural soundscape of an environment, affecting the behavior, communication, and overall well-being of its inhabitants. Through research and analysis, environmental acousticians aim to uncover the specific ways in which noise pollution alters ecological dynamics, impacts wildlife habitats, and ultimately threatens biodiversity. By investigating the intricate web of interactions between sound and the environment, this field not only sheds light on the current challenges posed by noise pollution but also offers valuable insights for developing effective mitigation strategies and promoting sound management practices to safeguard the auditory landscapes of our planet.

(f) Music for conservation: Music has proven to be a powerful tool in promoting conservation initiatives by demonstrating its capacity to inspire positive change and raise awareness on pressing environmental issues. Through various means, including benefit concerts that aim to raise funds for conservation projects, the release of eco-themed albums that shed light on sustainability efforts, and partnerships with environmental organizations to amplify their important messages, the music industry has played a vital role in fostering a deeper connection between art and the natural world. These collaborative efforts not only help generate much-needed support for conservation causes but also serve as a bridge to engage a broader audience in meaningful discussions about the urgent need to protect our planet's precious ecosystems. By harnessing the universal language of music, artists and music enthusiasts alike have joined forces to champion these critical environmental causes, harnessing the emotive power of melodies and lyrics to drive real change and create a lasting impact on the world around us. Through such initiatives, the potential for music to serve as a catalyst for positive environmental action continues to grow, demonstrating the profound influence that artistic expression can have in driving forward the global conversation on conservation and sustainability.

(g) Environmental soundscapes: Music, through the clever integration of natural sounds such as field recordings, has the unique ability to transport listeners into immersive sonic landscapes that not only captivate the senses but also foster a deep sense of connection to the environment. By seamlessly blending these organic elements into compositions, musicians are able to evoke the tranquil rustling of leaves, the gentle patter of raindrops, or the melodic chirping of birds, thereby offering listeners a vivid auditory journey through nature's diverse tapestry. Through this harmonious combination, music becomes a powerful tool that not only entertains but also educates, shedding light on the beauty and intricacies of the natural world.

Furthermore, the use of natural sounds in music serves as a compelling way to raise awareness about environmental issues and encourage a greater appreciation for our fragile ecosystems. By incorporating these sounds into their work, composers can create textured sonic experiences that remind audiences of the importance of preserving and protecting the planet's biodiversity. This approach not only adds depth and richness to musical compositions but also serves as a poignant reminder of the interconnectedness between humanity and the environment.

In essence, the incorporation of natural sounds in music transcends mere auditory pleasure, serving as a catalyst for introspection, contemplation, and a renewed sense of environmental stewardship. Through this innovative approach, musicians can craft ethereal soundscapes that not only entertain and inspire but also provoke thought and nurture a deeper connection with the world around us.

(h) Sustainable music practices: In recent years, there has been a noticeable shift in the way that artists and industry professionals approach their work, with a growing emphasis on embracing eco-friendly practices that benefit both the environment and the community. This transformation is evident in the increasing adoption of sustainable alternatives, such as implementing renewable energy sources, actively working to decrease waste production, and advocating for sustainable touring methods.

By prioritizing these environmentally conscious measures, the music industry is not only reducing its carbon footprint but also setting a positive example for fans and fellow colleagues. This movement towards sustainability reflects a broader recognition of the interconnectedness of art and the environment, highlighting the responsibility that creative individuals and businesses have in ensuring a more sustainable future. As more and more artists and industry professionals join this green revolution, the impact of their combined efforts becomes increasingly significant, inspiring positive change within the industry and beyond. Through their commitment to eco-friendly practices, these leaders are reshaping the cultural landscape, fostering a more sustainable and environmentally conscious approach to creativity and entertainment.

3. Music and Economic Stability

Furthermore, music plays a significant role in economic sustainability in several ways:

(a) Job creation: The music industry generates employment opportunities in various fields, such as performance, production, management, and education.

(b) Local economic growth: Music events, festivals, and concerts can boost local economies through tourism, hospitality, and merchandise sales.

(c) Cultural export: Music is a valuable cultural export, generating revenue and promoting national identity.

(d) Music tourism: Fans travel to attend concerts and festivals, supporting local businesses and economies.

(e) Royalties and licensing: Musicians earn income from royalties and licensing fees, contributing to their economic stability.

(f) Music education: Music schools and programs create jobs and stimulate local economies.

(g) Creative industries: Music is a key component of the creative industries, driving innovation and economic growth.

(h) Brand partnerships: Music partnerships with brands can generate revenue and support economic sustainability.

(i) Digital music economy: Streaming services and online platforms have transformed the music economy, creating new revenue streams.

(j) Social entrepreneurship: Music has the remarkable ability to serve as a powerful catalyst for social entrepreneurship, providing a platform for artists and communities to mobilize and collaborate towards effecting positive change in society. By harnessing the emotive and unifying nature of music, artists are able to not only express their creativity but also connect with their audiences on a deeper level, fostering a sense of collective empowerment and purpose. This enables them to tackle pressing social issues and drive meaningful initiatives that aim to address systemic challenges and disparities.

Moreover, the collaborative and communal aspects of music-making allow for the cultivation of networks and partnerships that can amplify the impact of social entrepreneurship efforts, creating a ripple effect that extends far beyond individual endeavors. Through music, artists and communities are able to leverage their talents and resources to spark conversations, inspire action, and ultimately contribute to building more inclusive and sustainable societies. In essence, music becomes a dynamic force that propels positive social transformation, allowing individuals to channel their creativity and passion towards creating a better world for themselves and future generations.

Music and Cultural Preservation

In Nigeria, music plays a pivotal role in cultural preservation and promotion, serving as a crucial component in the quest for sustainable development. By embedding traditional values, histories, and languages into melodies and rhythms, Nigerian music not only entertains but also educates new generations about their rich heritage.

This cultural preservation is vital as it ensures that the diverse traditions of over 250 ethnic groups are not lost amidst globalization and modernization.

For instance, genres such as Juju, Highlife, and Fuji encapsulate the stories and wisdom of communities, fostering a sense of identity and continuity. Trending popular music artists such as Tiwa and her contemporaries sometimes incorporate elements and themes of these indigenous genres into their music. Music provides a platform for intergenerational dialogue, where older and younger generations can connect and exchange knowledge, fostering social cohesion and unity essential for sustainable development. Traditional music, with its emphasis on storytelling and oral history, serves as an archive of cultural knowledge that is indispensable for maintaining cultural diversity and resilience. This diversity contributes to social stability and offers a foundation for creative industries that can drive economic growth.

Furthermore, Nigerian music often addresses social issues, advocating for change and raising awareness about topics such as corruption, inequality, and environmental challenges. By promoting messages of peace and collaboration, it bridges cultural gaps and inspires collective action towards sustainable practices, demonstrating how cultural preservation through music can enhance the holistic development of society.

Some Nigerian Popular Musicians

There are a number of well-to-do and celebrated musicians in Nigeria. Here are some of the most successful musicians in Nigeria:

- Burna Boy: A Nigerian rapper, singer, and songwriter who won the Grammy award for the Best World Music Album in 2021.
- Wizkid: A Nigerian singer and songwriter who has collaborated with international artists like Drake, Rihanna, Chris Brown, Akon, Beyonce, and Justin Bieber.
- Davido: A Nigerian-American singer, songwriter, and producer who has collaborated with international acts like Akon, Chris Brown, Nicki Minaj, Nas, Lil Baby, and Young Thug.
- Tiwa Savage: A British Nigerian songwriter, singer, and actress who has signed endorsement deals with big brands like MTN Nigeria, Maggi, Pepsi, and Forte Oil.
- Yemi Alade: A Nigerian Afropop songwriter, singer, activist, and actress who has bagged several endorsements deals with prominent brands like Hollandia Yoghurt, Maybelline, Shell Oil, Luc Bellaire, and Glo Nigeria.
- Olamide: A Nigerian Hip-hop singer and recording artist who has been nominated severally and has won music awards like Multiple Nigeria Entertainment Awards and the headies awards.
- Timaya: A Nigerian singer and songwriter who is known as the sole founder of the South-South Hip-hop group "Dem Mama Soldiers".
- Phyno: A Nigerian singer, rapper, record producer, and songwriter who is widely known for rapping in his mother tongue which is the "Igbo Language".
- Adekunle Gold: A Nigerian singer, Graphic designer, and songwriter who released a hit single titled "Sade" in 2014.
- Kiss Daniel: A Nigerian recording artist, entertainer, and performer best known for his hit single titled Woju and his acclaimed hit song "Yeba".

David Adeleke (Davido)

David Adedeji Adeleke, better known as Davido, is a Nigerian singer, songwriter, and record producer. He made his music debut as a member of the music group KB International. Davido rose to fame after releasing "Dami Duro", the second single from his debut studio album Omo Baba Olowo (2012). He signed a record deal with Sony Music and founded the record label Davido Music Worldwide (DMW). Davido released his second studio album A Good Time in November 2019.

Davido released several successful singles in 2013 and 2014, including "Gobe", "Skelewu", "One of a Kind", "Aye", "Tchelete (Goodlife)", "Africa Rising", "Fans Mi", and "The Baddest". Each song was produced by different artists and featured guest artists such as Shizzi, Puffy Tee, and Meek Mill. Davido was supported with two music videos, with the first directed by Sesan and the second by Moe Musa. The song was ranked fifth on Premium Times' list of the top 10 songs of 2013 and featured cameo appearances from Oskido and Uhuru. He signed a record deal with Sony Music Worldwide Records in May 2016, which allows him to release his music on their label. The album was initially scheduled for release in June 2015 but was delayed due to an unnamed corporation's interest in distributing it. He also collaborated with Mi Casa, Lola Rae, Sarkodie, Diamond Platnumz, and Tiwa Savage on a song for DStv's campaign to inspire community-based social investment projects.

Davido won Best African Act at the 2017 MOBO Awards. He released "If" on February 17, 2017, which was certified diamond and won Best Pop Single and Song of the Year. "Fall" was certified platinum and became the

longest-charting Nigerian pop song in Billboard history. Davido released "Assurance" on April 30, 2018, which samples Paw Paw's "Biggie Biggie". He sold out the O2 Brixton Academy venue, performing several songs including "Gobe", "Fans Mi", "Skelewu", "If", "Fall", and "Fia".

Damini Ebunoluwa Ogulu (Burna Boy)

Damini Ebunoluwa Ogulu, better known as Burna Boy, is a renowned Nigerian singer, songwriter, and record producer. He burst into the music scene in 2012 with his smash hit "Like to Party," which served as the flagship track on his debut album, "L.I.F.E." Some of his other notable songs include "Tonight" and "Run My Race."

Burna Boy is a Nigerian singer, songwriter, and record producer known for his unique blend of dancehall, reggae, afrobeat, and pop. He burst into the music scene in 2012 with his smash hit, "Like to Party," which served as the flagship track on his debut album. Burna Boy was born in Ahoada, Rivers State, Nigeria, and his educational journey began at Montessori International School for primary education. He studied Media Communications and Culture at Oxford Brookes University from 2009 to 2010. His family includes his father, mother, and two sisters, Nissi and Ronami. He is currently unmarried and has been in a romantic relationship with Stefflon Don, Princess Shyngle, and Jo Pearl. His estimated net worth stands at \$17 million due to his flourishing music career, lucrative endorsements, and wise investments.

Textual Analysis

Table 1: Presentation of the text "Ema ma doro mo" by Jimoh Aliyu and the English translation.

'Ema ma doro mo' is the theme song in a Yoruba Epic movie of Jimoh Aliu titled *Arelu* is used as a thematic material in Ayokunmi Olaoluwa's choral arrangement titled 'Rere lope'

Text	Translation
Ema ma doro mo	Don't be cruel again
Ema se o, iwa ika	Don't do it, cruelty
Ema se o, ika o da	Don't do it, it's not good
Ema se o	Don't do it

This music condemns social ills, such as wickedness, cruelty, mercilessness and all sorts of inhumane attitudes among the people of our society. The tone of the texts sends a strong, firm and caution to stop whatever practices that can be harmful to people around us. This music pinpoints the presence of unfair and cruel society and thereby giving a proper social orientation to desist from such unkind acts. Music with such content has the potency of shaping the perspective of the people of any given society.

Table 2: Presentation of the text "E se rere" by Orlando Owoh and the English translation.

Furthermore, in the same vein, Orlando Owoh during his days sang 'E se rere'.

Text	Translation
E se rere e, e se rere	Do good, oh, do good
E se rere, ko bale ye wa o	Do good, so that it might be well with us

This popular music also shows the state of a society where is vise is celebrated. The music is then satirical as it condemns social ills and encourages everyone to do well. The voice of the music sends a message of caution to evil doers in the society to disengage from such acts. It equally establishes the benefit of doing well; "...do well, so that it might be well with us".

Conclusion and Recommendations

This article delves into the critical importance of environmental sustainability and its underlying factors, encompassing pro-environmental behavior, the emergence of a new ecological paradigm, and individuals' environmental attitudes as revelected through music in this research. The research findings emphasized that Sustainable Development in Nigeria could be significantly enhanced by recognizing the pivotal role that music plays in addressing global challenges. As a result, it is strongly asserted in this paper that achieving these objectives is not only plausible but also quite achievable through the adoption of comprehensive multidisciplinary strategies, with music serving as a key component among these approaches. Expanding on the interconnected relationship between environmental sustainability and various aspects of societal behavior and perception, this study sheds light on the intricate web of influences that can shape and enhance sustainable practices.

By acknowledging the intricate interplay between individual actions and systemic change, the potential transformative power of integrating music into sustainability efforts becomes even more apparent. Thus, the integration of music into the discourse surrounding Sustainable Development in Nigeria is not only a feasible approach but also a strategic one that can leverage the emotive and communicative power of music to foster

greater awareness and engagement. Through a holistic and interdisciplinary lens, this paper asserts that harnessing the diverse influences of music can catalyze positive change and propel Nigeria towards a more sustainable future.

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