
THE IMPACT OF GLOBALIZATION AND CULTURAL EXCHANGE ON CARNATIC MUSIC

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ABSTRACT:

Music has been one of the most suitable terms of fine arts, not only in the Indian subcontinent but all over the world. The Indian classical music has gone through many modifications and transitions. There is no doubt that in recent years, Indian music has a tremendous global impact all over the world. Globalization and cultural exchange had a multifaceted impact on Carnatic music.

This article is indeed to Classical music in the globalized world and cultural exchange 'aims at understanding 'globalization' in the context of Indian classical music. It deals with exploring and analyzing the phenomenal changes incorporated in Indian classical music because of the new ethics and values of globalization. The work is an effort to critically explain various components of present Carnatic Music in the globalized generation.

KEY WORDS: Impact of technology, Carnatic music, globalization, cultural exchange, guru-shishya Parampara, traditions and changes.

INTRODUCTION:

The complex and varied genre of music known as Indian traditional music has a long history and holds a significant place in Indian culture. It includes a broad spectrum of musical genres and instruments, each with distinctive qualities and regional variants.

One of the oldest and most complex musical traditions in the world, Indian Classical Music has been performed for thousands of years. Its origins can be seen in the earliest Vedic scriptures and it has developed over time as a result of several cultural influences and local changes. Here is a quick summary of Indian classical music's history. The earliest references to music in India can be found in the Vedas, the sacred texts of ancient India.

Music played a significant role in Vedic rituals and ceremonies, and it was primarily vocal in nature, using specific melodies and rhythms known as "sama" Indian Classical Music is one of the world's oldest and most intricate musical traditions, with a history that spans thousands of years. Its roots can be traced back to ancient Vedic scriptures and have evolved over time through various cultural influences and regional developments.

RESEARCH OBJECTIVES:

The main goal of this research is to analyze how global forces have reshaped the structural, pedagogical, and aesthetic dimensions of Carnatic music.

OBJECTIVES:

This article is an attempt to present some recent developments of Indian classical music. The article is concentrated on globalization and its impacts on the Indian music. This includes musical migrations, adaptations, promotions, teaching system and usage of the technology in the classical music.

METHODOLOGY:

This research article adopts a qualitative methodology, combining a literature review with historical analysis. It utilizes both primary and secondary sources. The process includes examining the development of Indian classical music over time, investigating its ideas, and exploring the interaction of culture, music, and the aesthetics of Indian culture.

1. GLOBALIZATION AND CULTURAL EXCHANGE:

Globalization and cultural exchange have acted as a powerful "double-edged sword" for Carnatic music. While they have provided the art form with unprecedented global visibility and technical tools, they have also fundamentally altered its traditional teaching systems and performance aesthetics.

1.1 From Gurukul to global:

The traditional guru- shishya Parampara has transitioned to digital platform. The teaching methods have become more structured and documented, moving away from the purely oral, immersive tradition of the past.

1.2 Global collaborations:

Cultural exchange has led to the birth of Carnatic music. The pioneered collaborations with western musicians, proving that the complex rhythmic structure of Carnatic music.

1.3 Instrumental and aesthetic exchange:

Globalization has expanded the Carnatic music soundscape. Instruments like Mandolin, Saxophone and electric guitar has been reinvented to produce the gamakas essential to the raga system. This effectively made these western instruments 'native' to the south Indian classical music.

1.4 AI and raga archives:

AI powered libraries allow students to instantly access and analyze centuries of recordings, accelerating the technical learning curve.

1.5 Global fusions and world music:

Exchange has led to the birth of "global Carnatic" ensembles that bridge the gap between diverse musical languages. The pioneered blend of Carnatic rhythmic talas with jazz improvisation.

2. SOCIO - POLITICAL DEMOCRATIZATION:

Globalization has played a role in challenge the historical gatekeeping of the art form. The visibility provided by social media has allowed artists from diverse social and caste backgrounds to find a global platform, often bypassing traditional institutions that were historically exclusionary.

2.1 The digital kacheri:

Globalization has moved the concert from the acoustic temple hall to high- definition streaming platforms. This has led to, concerts that once lasted 4-5 hours are now condensed to 90 minutes to suit global attention spans.

2.2 Social media influence:

Platforms like Instagram and you tube have enabled younger artists to bypass traditional gatekeeping. Social media is no longer just a promotional tool for Carnatic music, it has become a primary site for performance, education and the dismantling of historical gatekeeping.

3.TEACHING SYSTEM:

In the earlier days Indian music was an art which was learnt through face to face sitting in front of a Guru for many years. This was known to as Guru-Shishya Parampara. similar system was also existed under the title Gharana.

These are still an appreciated way to learn Indian music and most of the learners still prefer it. But due to the impact of globalization, livelihood has become competitive and needs a lot of efforts to sustain and grow. This made the human life very congested and timeless. In result, people are finding easy and money saving methods to learn anything of their interest.

This naturally applies to learning Indian music also. At this step the modern technology entered the music field. Internet has become an affordable way to learn the music. Teachers are now establishing themselves as 'Web Gurus' on internet and video calls are becoming platform to teach the music. Students who stay in remote cities or abroad, nowadays wish to learn music lessons through internet.

CONCLUSION:

It represents the culture of particular geographical areas or countries or states where that belongs to or born from. It is always concentrated over the place and the culture of its origin. There is no doubt that Indian music is impacted by tremendous technological changes. Every technology has advantages and disadvantages, but it is our choice to accept only good things. Indian music that is the depth of improvising methods of music and the unique traditional knowledge. This should not be affected through the global changes. However, Indian musicians are more concentrated on the traditional way of music making and it is likely to prevail. It is true to say that traditional artists and audience have little fear about globalization and they feel that fusion may exploit traditional music.

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