

## THE IMPACT OF MODERN TECHNOLOGY ON INDIAN FOLK MUSIC

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### Abstract

There is no society on earth without music. Music is a vehicle of religious, social and symbolic life. The entry of electronic tools has transformed the way Folk Arts have been taught, Learnt and performed. The Folk music is used By Indians to depict spiritual experience, cultural expressions and pristine entertainment. Today audience in India loves to listen fusion based music .so many renowned folk singers when accompanied by western instruments get overwhelming response from the listeners. Even though Indian Folk music is not directly influenced by harmony or western music yet if we play the basic chords Sa Ma Sa Ga Pa is melodious Swar Samvad when played together are called harmony in western music. Electronic gadgets are being used by musicians like use of micro phone even a whisper becomes audible. India has different regions like north and south region northern region follow classical music while southern music called carnatic music. Technology has enhance the learning experience of Indian Folk Music by providing access to world class music at your fingertips through Youtube, music apps , live streaming on Facebook. Whether it is Folk Singing or Folk dancing pre recorded music has replaced the accompanists on stage.It is cheaper to use prerecorded music. Likewise influence of RAP Music is quiet Visible on Modern Indian Folk Music. Innovation in Indian Music in today's context lies in trying out new things relevant to present day conditions without deviating from its basics and by keeping its own true spirit.

**Key Words:** Alleppey, Halai Merchants, Chakra, Paisa

### INTRODUCTION

The Indian music has changed quite a bit over the last couple of decades, all thanks to new technology. With the rise of affordable mobile internet, audio streaming has rapidly gained popularity to become the easiest way to listen to music anywhere and everywhere Folk Music Forms in India are rich and diverse varying from region to region across Indian landscape. The Recent explosion of new media technologies in both rural and urban India is changing how oral folk music is being performed, produced distributed and shared.

“India is known for its social, cultural and geographic diversity. That said- we are committed to enhancing the user’s experience in music and podcasts through continued focus on personalization, seamless discoverability, and in-depth localization. As invested industry partners, we are focused on growing the market by creating a healthy industry value chain, driving value for our partners,

including labels, creators and brands. therefore believe it or not but there is an immense opportunity for growth through education in transitioning users from the mindset of piracy towards streaming music as we continue to make music streaming a more accessible, exciting and a preferred proposition. Over a decade ago, India pioneered the music streaming service industry; even today, It remain committed in our pursuit to offer an unparalleled audio experience that delivers beyond the user's expectations and sets music streaming industry standards.”

There is no society on earth without music. Folk music is a vehicle of religious , social and symbolic life .Different theories opinions inferences concerning origin of music, developed from time to time .But these cannot be supported fully although there remains some clues information about music. But one thing is sure that concept and consciousness of music is not recent. it is supposed that after the recognition of Udat, Anudat and swarit other four swaras were recognized then SAPTAK came into existence. It is creativity of human beings to discover various melodious tunes from these seven swaras. These creative humans discovered the passage of freedom, self realization and peace by making musical sounds.

Music also appeared as a medium of expression and also as a special language. A number of ragas were formed out of seven swaras. The raga is supreme and is gradual unfolding the subject of classical Hindustani music presentation. Compositions or Bandishes are based upon the twin concept of raga and tala, Indian Music's unique gift to the World.

### **RESEARCH METHODOLOGY AND STUDY AREA**

In this study we take a look at how is the music streaming platforms growing by the day and how western Technology impacting Indian Folk music as well. Against modern Indian music there has been an accusation by a certain select group - that modern Indian music is not Indian at all. Additionally some would be reluctant to concede that it is even music. About this second opinion I withhold any discussion. But as to the comment that modern Indian music is not Indian - that is an intriguing point of view which in my opinion deserves to be discussed. The reason being that this charge has been made by a select and quite influential group of music lovers. This group is of the firm opinion that: -

- Modern Indian music does not follow any of the raag note patterns of Indian music,

- This music has none of the characteristics of being typically Indian – in other words Indian folk-music.
- For accompaniment with this music, it is all too easy to use foreign 'orchestral' music.

We need to keep in mind especially that the above accusation has been made primarily around Indian Film music. It is through Film music that Modern Indian music finds its most popular expression. Among the above mentioned group of critics is a section which has cultivated the strong viewpoint that the mixing of Indian music and western music and the joint use of these different styles of music is not possible. A similar view is held even by Aakaashbaani (All India Radio), in whose light classical music department (not denoted as modern music) the harmonium is considered to be an 'untouchable' instrument.

Here I would like to say a few words about that unfortunate instrument, the harmonium. Developed through a fusion and modification of the 'accordion' and the 'organ', it is by far the most popular musical instrument in India. The use of this instrument is universal; it finds favor from leading exponents of classical Indian music, the lowliest of music students and even the street singer. Thus it has become our national musical instrument. Talented classical musicians (prominent among these being Ustaad Abdul Kareem Khan, Fayyaz Khan and Akhtari Bai) have given us such disparate styles of music as Thumri, Bhajan, Qawwali and Gazal; these as well as artists of 'Adhunik' (modern) music have and continue to use the harmonium to accompany.

## **RESULTS AND DISCUSSION**

A progressive culture is never afraid of foreign influence. Even when an excessiveness of imitation does manifest itself, our culture will ultimately reject it and progress towards an all encompassing unity. The long history of India is full of accounts of our defeats at the hands of foreigners and tales of their reigns. However none were successful in uprooting our civilization and culture and sowing the seeds of foreign influence in our soil; rather, India has always managed to enhance its own greatness by absorbing what's good in them. So following influences are clearly visible on Indian Music.

## **GROWTH OF OTT PLATFORM**

The Indian audio OTT industry has been on a growth trajectory. At present, the revenue from the audio OTT industry contributes 67 per cent of the total recorded music revenue in India. The on-demand video industry is already the rage in the country, and experts believe music streaming is the next frontier. But tapping into space is getting more challenging.

“Even though we are early into our India journey, it has truly been encouraging and special on multiple fronts. It was humbling to see the anticipation for Spotify in India ahead of our arrival and that immensely contributed to us, garnering more than 1 million users within the very first week of our launch. The engagement on the platform has also been above industry standards. Today, we have more than 2 million active monthly users in India.”

## **INFLUENCE OF HARMONY**

Even though Indian classical or Folk music is not directly influenced by harmony or western music technology yet if we play the basic chords Sa Ma Sa Ga Pa is melodious Swar Samvad when played together are called harmony in western music . These days’ musicians in India are working on harmony very commonly. In youth festivals we see that composers of Indian group songs try to use as much as harmony into their compositions. The more harmony the tougher composition is considered to be.

## **IMPACT OF WESTERN INSTRUMENTS**

Today audience in India loves to listen fusion based music .so many renowned folk singers when accompanied by western instruments get overwhelming response from the listeners. Coke studio, a programme being telecasted on Mtv channel is a beautiful example of it. Singers representing folk music of different states create magical influence with western instruments and folk instruments as well.

Usage of instruments was not very common in ancient era. Even singers can produce various sounds by their own so instrument were not considered to be essential need .But instrumental music has made rapid advancement developing for itself a strikingly distinct style which taps the inherent capabilities of the instrument concerned to great advantage. in vocal music is fairly common these

days and clearly denote the vocalist's eagerness to cash in on the magic of the instrumental musician's new wizardry.

### **ROLE OF WESTERN ELECTRONIC GADGETS**

Electronic gadgets are being used by musicians like use of micro phone even a whisper becomes audible .The human voice has a technique of training and execution adapted to the various systems of music. The gadgets unfamiliar to Indian music, dynamics or volume control also crept in. Thus the mike could be effectively used to engineer sound by manipulating its texture, timbre and volume as a result of which musicians could produce a wide range of sounds be they broad and bold, rounded or pointed, open, guttural whispery, husky, very low and very soft.

### **FUSION OF TWO DIFFERENT REGIONS AND CULTURES**

India has different regions like north and south region northern region follow classical music while southern music called carnatic music .it can also be used together to create an great impact or innovative music like in case of film music a song in movie padosan is perfect example of it"ik chatur naar" which blend carnatic and classical music well.

### **IMPACT OF TECHNOLOGY ON PERFORMANCES**

Technology is also impacting performances while performing on stage even in dance performance accompanist has been replaced by prerecorded music. The artist dancers find it economical and easier to switch on the hi-fi music player and get on the stage, especially when the performance is far away from home. It saves the organizer and the artist the trouble of having to cart an entire team of accompanists for live orchestra.

### **IMPACT OF RAP MUSIC**

Likewise influence of RAP Music is quiet Visible on Modern Indian Music. Let's Talk About RAP means what we meant by it..RAP, or rhythm and poetry as it is called, is not new to western music. It has been so closely associated with hip hop that these two terms are often used interchangeably. With the advent of MTV in India, early 2000s saw a surge in Indian rappers who rapped mostly in English, following the suit of American rappers. Hip-hop culture, including graffiti and b-boying started seeping into the club scene and street culture of big cities like Delhi and Mumbai

The second coming of rap on the Hindi music scene can be attributed to Yo Yo Honey Singh. His debut album International Villager in 2011 made a huge breakthrough in Indian music and Bollywood industry. It changed and energised the rap music scene altogether. Although he has been often criticised for using explicit words in his lyrics yet his songs such as 'Chaar Bottle Vodka', 'High Heels', 'Blue Eyes' and 'Brown Rang' have a huge fan following. Encouraged by its success a large number of budding rappers emerged and the genre finally started to get the right attention it deserved. It also saw an increase in production of rap music, especially in the the Punjabi music industry. Many talented rap artists like Raftaar, Badshah benefited and made a name for them. While the rap music found many takers but the lyrics used in many songs came in for criticism by many people. They felt that a lot of songs emphasised on topics such as money, girls and drugs or even promoted violence.

Ten years ago, we wouldn't have dreamt of making a living in India with this kind of music, but that's where we're at now." Not only the metropolitan cities but even other cities have seen a rise of talented artistes who are pursuing a career in this field. Many rappers from the North are working hard, encouraged by its popularity. The hip hop culture has come quite far from the days when people had no idea about it to a genre people are acknowledging and appreciating it. Whether, it is because of the mainstream artists or the newbies that remains to be seen. These days even the remixed versions of old Bollywood songs like Tamma Tamma Loge (Badrinath ki Dulhaniya), Humma Humma (OK Jaanu), Har Kisko Nahin Milta(Boss) and many more such numbers add a twist of rap to make the songs more appealing.

## **CONCLUSION**

Even though Indian Folk music over the decades and centuries, has faced many encroachments be they from film music, pop, folk, Western, regional or Carnatic, instrumental music or science and technology, these encroachments have only been peripheral or at a superficial level. Innovation in Indian Music in today's context lies in trying out new things relevant to present day conditions without deviating from its basics and by keeping its own true spirit.

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