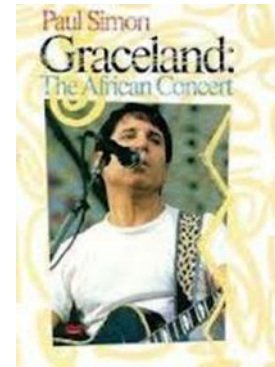
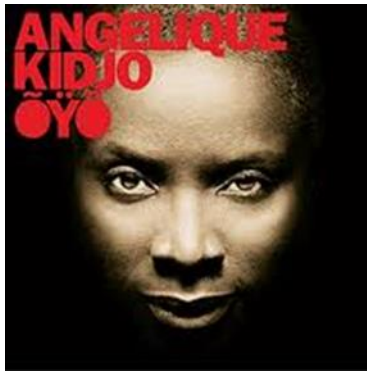


# Global POP!



The Rise of World Music  
Timothy Taylor

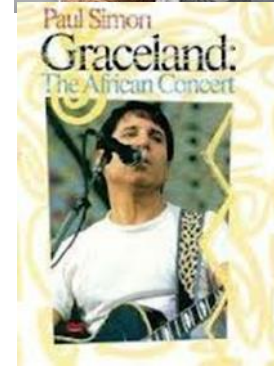


# Global POP! World Music

## Some starting comments

**Music** Plays a **HUGE** but largely overlooked role in global communication and culture.

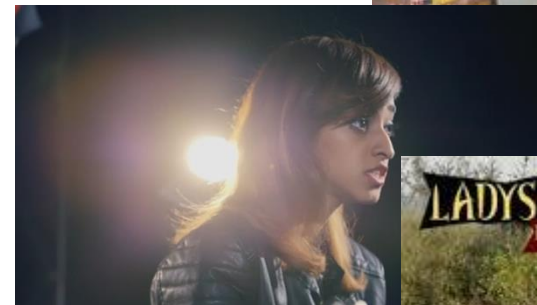
1. **Personal identity formation** around music is important in most societies. A major form of **CULTURAL SOCIALIZATION & SELF-EXPRESSION**
2. **TRANSCENDENCE** and the **COLLECTIVE CELEBRATORY EXPERIENCE!** **INDIVIDUAL & THE MASS SOCIETY:** **MUSIC** plays **CENTRAL** and **SACRED** roles for individuals and mass societies.
3. **Music is at the CENTER** of the **GLOBALIZATION** of **POP CULTURE** creation and commodification → Music styles/ Dance styles → Gangnam Rap, Hip-hop, Beyonce, Grit, Punk, Death Metal, etc.



# Music: Cultural “Ownership” & Identity

## (Individual-cultural)

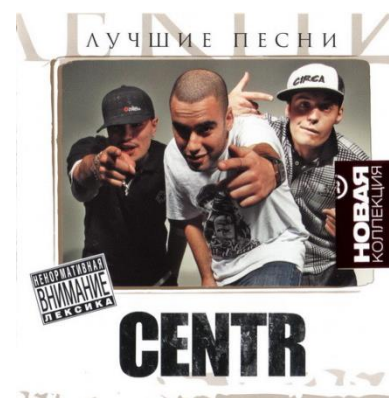
- ✓ **MUSIC IS NOT CULTURALLY NEUTRAL!** Just the opposite. It is stacked with culturally specific values, narratives, performances, nuances.
- ✓ Almost ALL societies have forms of music that they call their **OWN** (traditional, cultural, folk, etc.).
  1. **“Ethnomusicology”**—the study of music and culture
    - Unique Sound, beat, rhythms, tones, rhyme schemes, narratives → emotional and psychological impact on the audience.
    - People have entrenched likes/dislikes which are often learned (enculturation via sound)
  2. **Social status/hierarchy** by way of musical choices/STYLE: who is “in” or “out” → what is COOL!
  3. Musical TOURISM
- ✓ **HYPER-LOCAL/Regional** tendencies or patterns
- ✓ **GENERATIONAL** and Cultural DEFINITIONS: **“My music”**
- ✓ **SIGNIFICANT VALUE SYSTEMS** associated with music:
  - **Style, “cool”, “hip”, Emotional Feeling, Fashion, dance moves, Taste, Political**



# Important Terms & Ideas

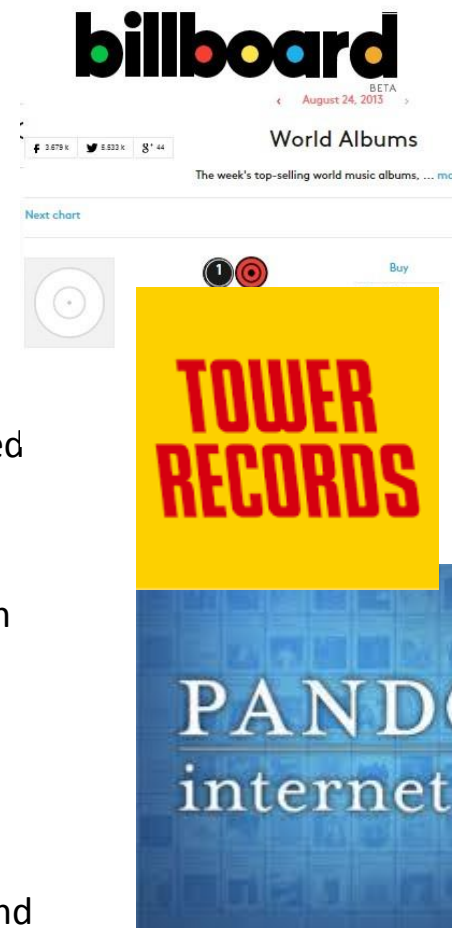
## Cultural/Media Anthropology

- **Meme**--A **meme** is an idea, behavior, or style that spreads from person to person within a culture. A meme acts as a unit for carrying cultural ideas, symbols, or practices that can be transmitted from one mind to another through writing, speech, gestures, rituals, or other imitable phenomena.
- **Aura/Original**: a field of subtle, luminous radiation surrounding a person or object (like the halo or aureola in religious art). The depiction of such an aura often connotes a person of particular power, spirit, or even holiness.
- **Interpretive Communities**: Interpretation → Morphing
- **Authenticity**: refers to the truthfulness of origins, attributions, commitments, sincerity, devotion, and intentions. used in psychology as well as existentialist philosophy and aesthetics. In existentialism, authenticity is the degree to which one is true to one's own personality, spirit, or character, despite external pressures.
- **Indigenous/Native**: Originating and living or occurring naturally in an area or environment. See Synonyms at native. Also, intrinsic; innate.
- **Migration** → **Cultural Fusion**: Cultural Fusion is the mix of two or more cultures. Now apart from that there are to different types of fusion.
- **Cultural exploitation**: Utilization of another person or group for selfish purposes: exploitation of unwary consumers.



# 1990s 2018

1. **1990: Billboard Charts and Music Stores create World music MARKETING categories** to sell it as a global product/commodity.
2. **1985-1995: Tower Records** goes GLOBAL
3. **Animation! Disney and Warner Brothers** animated films (Lion King, Aladdin, Tarzan...) incorporated and commissioned world music inspired songs for their films. Many soundtracks shot to the top of charts.
4. **1994-1996 → Present Day: Internet/World Wide Web** exponentially increases the sharing and cross-fertilization of musical styles among artists and listeners world-wide.
5. **1999: Napster-** MP3 Files
6. 2004: **YouTube!!**
7. **2006/7: iTunes → Pandora → Spotify**
8. **2007 and Arab Spring**—The combination of Rap music and social media play a CRITICAL ROLE in catalyzing Arab spring 2007-2015.
9. Putamayo - Cumbancha
10. 2008-2018 World Music Festivals



# Timothy Taylor—Global Pop!

## World Music, Popular Music, & Globalization Key Points

1. Margins to **MAINSTREAM**. 1980s→1990s Global Music goes from Margins to **MAINSTREAM** popularity. Massive Rise in “Global Music.”

- A. **MUSIC/RECORD COMPANIES**—Use it as a new **CATEGORY** for all things **NON-Western**
- B. **Audiences**: Tired of top 40 pop songs, audiences purchased world music samplers.
- C. **EXPLORATORY, NOVEL, FASHIONABLE**. World music becomes bohemian trendy → “Sonic Tourism.”

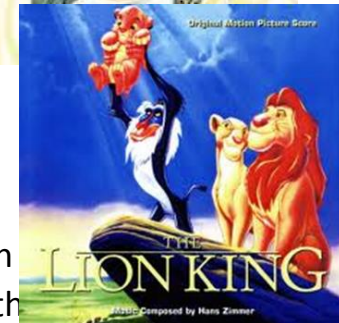
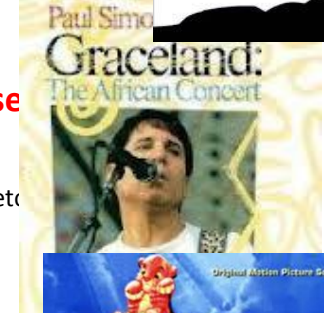
2. **FUSION-FOUND-THEFT**. Popular western musicians (Peter Gabriel, Paul Simon, Eddie Vedder, Mark Knopfler, U2, David Byrne, Sting, among others) **adopted, adapted, stole, and fused** non-western music with their own western styles.

- A. Western musicians initially turned to **Africa, India, Flamenco, Irish, Celtic, and the Middle East** for new rhythms, tones, riffs, etc (emotion, primal, spiritual—“authentic”)
- B. **Non-western music** was “re-mixed” for western ears. (4/4 beats, tones, octaves which suited western ears but still sounded exotic.

3. **CULTURAL IMPERIALISM!** American/British/Western music industries (and film/TV) attempt to dominate ALL World Markets.

4. Trickle down effect?!? **A FEW non-Western** artists/musicians **gradually start to thrive** on a global stage/market (Baaba Maal, Gipsy Kings, Angelique Kidjo, Lebo M, Ravi Shankar, Ladysmith Black Mombazo, and others.

- A. **Non-western artists/musicians** adopt/adapt/steal western music styles
- B. **Rap, Metal, Rock, R&B, etc. riffs and rhythms** are thread into their own music and reach audiences.



# Most Watched Music Videos of all Time

Rank	Video name	Uploader / artist	Views (billions)	Upload date
1	<a href="#">Luis Fonsi</a>	Despacito	5.51	January 12, 2017
2	" <a href="#">Gangnam Style</a> "	<a href="#">Psy</a>	2.768	July 15, 2012
3	" <a href="#">See You Again</a> "	<a href="#">Wiz Khalifa</a> featuring <a href="#">Charlie Puth</a>	2.451	April 6, 2015
4	" <a href="#">Sorry</a> "	<a href="#">Justin Bieber</a>	2.264	October 22, 2015
5	" <a href="#">Uptown Funk</a> "	<a href="#">Mark Ronson</a> featuring <a href="#">Bruno Mars</a>	2.214	November 19, 2014
6	" <a href="#">Blank Space</a> "	<a href="#">Taylor Swift</a>	1.963	November 10, 2014
7	" <a href="#">Masha and the Bear: Recipe for Disaster</a> "	Get Movies	1.958	January 31, 2012
8	" <a href="#">Shake It Off</a> "	<a href="#">Taylor Swift</a>	1.921	August 18, 2014
9	" <a href="#">Bailando</a> "	<a href="#">Enrique Iglesias</a> featuring <a href="#">Descemer Bueno</a> and <a href="#">Gente De Zona</a>	1.916	April 11, 2014
10	" <a href="#">Lean On</a> "	<a href="#">Major Lazer</a> and <a href="#">DJ Snake</a> featuring <a href="#">MØ</a>	1.891	March 22, 2015
11	" <a href="#">Hello</a> "	<a href="#">Adele</a>	1.884	October 22, 2015
12	" <a href="#">Roar</a> "	<a href="#">Katy Perry</a>	1.806	September 5, 2013
13	" <a href="#">Wheels on the Bus</a> "	<a href="#">LittleBabyBum</a>	1.786	August 9, 2014

# Connect to GC2 Website for the links listed below:

## Global Com&Culture Web Site

- ▶ Costs of Making a Global Pop Song ▶ Rihanna, "Man Down"
- ▶ Putamayo World Music – Dan Storper
- ▶ Cumbancha World Music **Jacob Edgar**, Ethnomusicologist and Music Producer
  - Zaz a Montmartre: <https://www.youtube.com/watch?v=sp3G50jBRu>
  - Daby Toure: <http://www.cumbancha.com/dabytoure> Song link: <http://www.cumbancha.com/dabytoure>
  - Rodrigo y Gabriella: <https://www.youtube.com/watch?v=27kKqwlfMC4>
  - Layatharanga (RWMF): <https://www.youtube.com/watch?v=nvFPd3UHh2E>
  - Richard Bona (Putamayo): <https://www.youtube.com/watch?v=4qYqLqdTiSU&feature=youtu.b>
  - La La La: <https://www.youtube.com/watch?v=7-7knsP2n5w>
  - CL: <https://www.youtube.com/watch?v=7LP4foN3Xs4>





# Most Watched Music Videos of all Time

	Video name <sup>[A]</sup>	ARTIST	Views (billions) as of February 11, 2016	Upload date
1.	" <a href="#">Gangnam Style</a> " <sup>[7]</sup>	<a href="#">Psy</a>	2.516	July 15, 2012
2.	" <a href="#">Blank Space</a> " <sup>[8]</sup>	<a href="#">Taylor Swift</a>	1.463	November 10, 2014
3.	" <a href="#">See You Again</a> " <sup>[9]</sup>	<a href="#">Wiz Khalifa</a> featuring <a href="#">Charlie Puth</a>	1.441	April 6, 2015
4.	" <a href="#">Uptown Funk</a> " <sup>[10]</sup>	<a href="#">Mark Ronson</a> featuring <a href="#">Bruno Mars</a>	1.359	November 19, 2014
5.	" <a href="#">Shake It Off</a> " <sup>[11]</sup>	Taylor Swift	1.323	August 18, 2014
6.	" <a href="#">Baby</a> " <sup>[12]</sup>	<a href="#">Justin Bieber</a> featuring <a href="#">Ludacris</a>	1.302	February 19, 2010
7.	" <a href="#">Bailando</a> " <sup>[13]</sup>	<a href="#">Enrique Iglesias</a> featuring <a href="#">Descemer Bueno</a> and <a href="#">Gente De Zona</a>	1.286	April 11, 2014
8.	" <a href="#">Dark Horse</a> " <sup>[14]</sup>	<a href="#">Katy Perry</a> featuring <a href="#">Juicy J</a>	1.286	February 20, 2014
9.	" <a href="#">All About That Bass</a> " <sup>[15]</sup>	<a href="#">Meghan Trainor</a>	1.258	June 11, 2014
10.	" <a href="#">Roar</a> " <sup>[16]</sup>	Katy Perry	1.255	September 5, 2013
11.	" <a href="#">Wheels On The Bus</a> " <sup>[17]</sup>	<a href="#">LittleBabyBum</a>	1.189	August 9, 2014
12.	" <a href="#">Hello</a> " <sup>[18]</sup>	<a href="#">Adele</a>	1.153	October 22, 2015

# The Globalization of Music

## Top 10 Music Videos on YouTube 2015

1. **Wiz Khalifa**, “See You Again (ft. Charlie Puth)” → Total views: **1,166,000,000**
2. Maroon 5, “Sugar” → Total views: 872,000,000
3. Ellie Goulding, “Love Me Like You Do” → Total views: 809,000,000
4. Major Lazer & DJ Snake, “Lean On (ft. MØ)” → Total views: 794,000,000
5. Taylor Swift, “Bad Blood (ft. Kendrick Lamar)” → Total views: 634,000,000
6. David Guetta, “Hey Mama (ft. Nicki Minaj, Bebe Rexha and Afrojack)” → Total views: 458,000,000
7. **Sia**, “Elastic Heart” → Total views: 450,000,000
8. Fifth Harmony, “Worth It (ft. Kid Ink)” → Total views: 422,000,000
9. Adele, “Hello” → Total views: 414,000,000
10. Silentó, “Watch Me (Whip/Nae Nae)” → Total views: 410,000,000



# Collective Joy - Celebration

- ✓ Collective Joy and Celebration
- ✓ The **Loss of the “self”** within a MASS EXPERIENCE
- ✓ Connection to **stimulants** — Food, dance, alcohol, drugs, etc.
- ✓ Connection to Mass audience **EXPERIENCE & EUPHORIA**
- ✓ **COMMUNITY**

