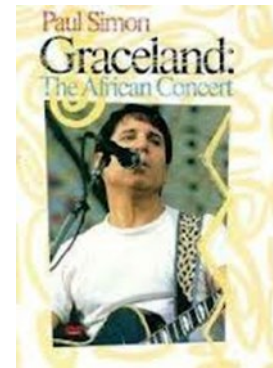
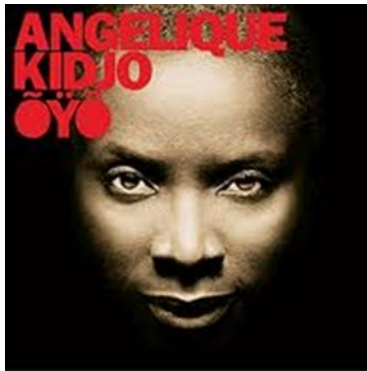


# Global POP!



The Rise of “World” Music(s)  
and Cross-cultural fusions

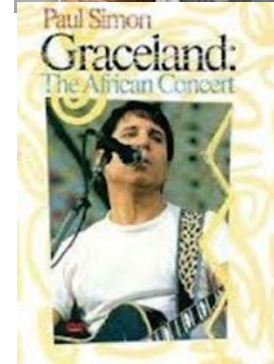
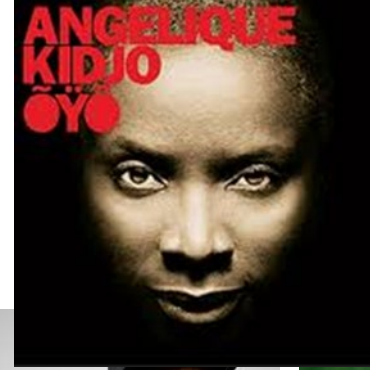


# Global POP! World Music

## 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 via SOFT POWER AND POP CULTURE INDUSTRIES.**
4. **Global Pop manufactures celebrity, music, and the commodification** → Music styles/ Dance styles → Gangnam Rap, Hip-hop, Beyonce, Grit, Punk, Death Metal, etc.





# Music: Cultural “Ownership” & Identity

## (Individual-cultural)

“Ethnomusicology”—the study of music and culture.

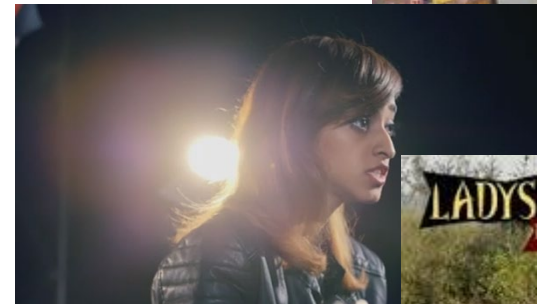
**MUSIC IS NOT CULTURALLY NEUTRAL!** Just the opposite. It is **STACKED/LAYERED** with culturally specific sounds, rhythms, instruments, ideas, values, narratives, performances, nuances.

Almost ALL societies have forms of music that they call their “**OWN**” (traditional, cultural, folk, etc.).

- 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)

### — **GENERATIONAL and Cultural SHIFTS & DEFINITIONS: “My music”**

- Style, “cool”, “hip”, Emotional Feeling, Fashion, dance moves, Taste, Political



**FASHION-FAD-STYLE VALUE SYSTEMS** associated with music:

**ADOPTION/ADAPTATION** of other’s music into one’s own

**FUSIONS – OF DIFFERENT MUSICAL GENRES, ARTISTS, INSTRUMENTS, STYLES**

**Musical TOURISM**

# 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**



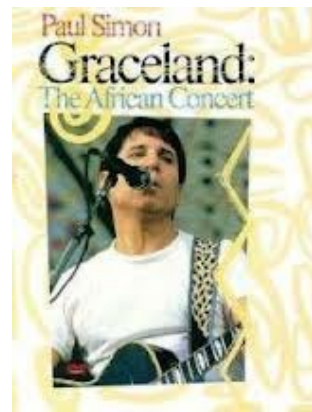


# Timothy Taylor—Global Pop!

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

1980s-1990s *Global Music* goes from Margins to MAINSTREAM popularity.  
Massive Rise in Global Music.

1. **Audiences** → **“Sonic Tourism”** : Tired of only top 40 pop songs, audiences in UK, EU, and the U.S begin buying selectively. World music becomes more popular.
2. **COMMODIFIED GENRE/CATEGORY** in music stores (TOWER RECORDS)
  - 1990: Billboard Charts and Music Stores create World music **MARKETING categories** to sell it as a global product/commodity.
3. **MAJOR western ARTISTS/BANDS** adopted, adapted, stole, and fused non-western music with their own western styles.
  - (Peter Gabriel, Paul Simon, Eddie Vedder, Mark Knopfler, David Byrne, Sting)
4. **MUSIC from specific areas of the world:** Africa, India, Flamenco, Irish, Celtic, and the Middle East for new rhythms, tones, rifs, etc. (emotion, primal, spiritual—“authentic”)
5. **Animation! Disney & 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.
6. **Non-western music** was **“re-mixed”** for western ears. (4/4 beats, tones, octaves which suited western ears but still sounded exotic.

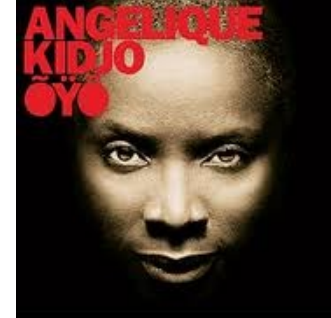


# Non-Western Musical Artists

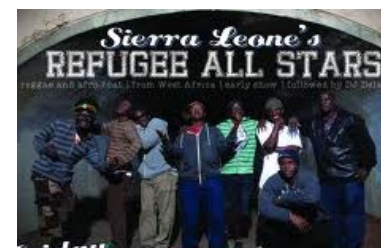
## Start to THRIVE

1. **1990s: A FEW** non-Western artists/musicians **gradually start to thrive** on a global stage/market (

1. **Gipsy Kings**
2. **Ladysmith Black Mombazo**
3. **Angelique Kidjo**
4. **Baaba Maal**
5. **Ravi Shankar....and others.**



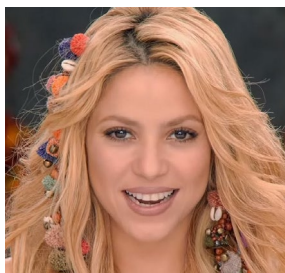
2. **Non-western artists/musicians** adopt/adapt/steal western music styles (Rap, Metal, Rock, R&B, etc.) to thread into their own music and reach audiences.



3. **Putumayo, Cumbancha, Rough Guides**—Record Labels Devoted to “Original Non-western musical artists). Comilation CDs

4. **LATIN MARKET starts to explode!**

- **Gloria Estefan** (Cuban-American)
- **Selena** (Texas→ Mexico-Nortena)
- **Shakira** (Colombia)
- **Enrique Iglesias**



# 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.”

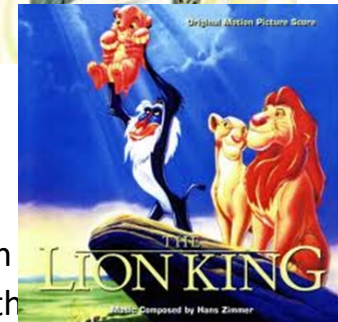
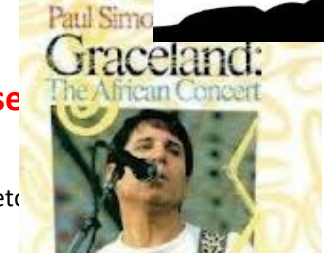
2. **FUSION-FOUND-THEFT**. Popular western musicians (Peter Gabriel, Paul Simon, Eddie Vedder, Mark Knopfler, U2, David Byrne, Sting, among others) **adopted, adapted, stole, and fused** non-western music with their own western styles.

- 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 IMPERIALI\$M!** 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.





# 2000→2020

1. **1999:** Napster- MP3 Files

2. **2004:** YouTube!!

3. **2006/7:** iTunes →  
Pandora → XM Satellite  
Radio → Spotify

4. **2007 and Arab Spring**—The combination of Rap music and social media play a CRITICAL ROLE in catalyzing Arab spring 2007-2015.

5. **World Music Festivals**



iTunes

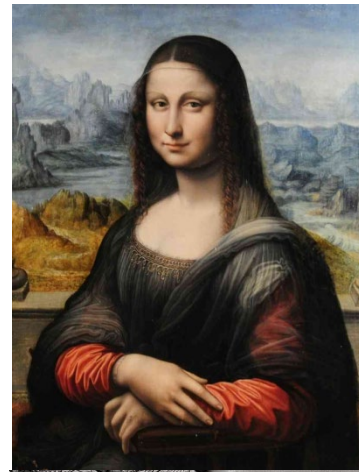




# Important Terms & Ideas

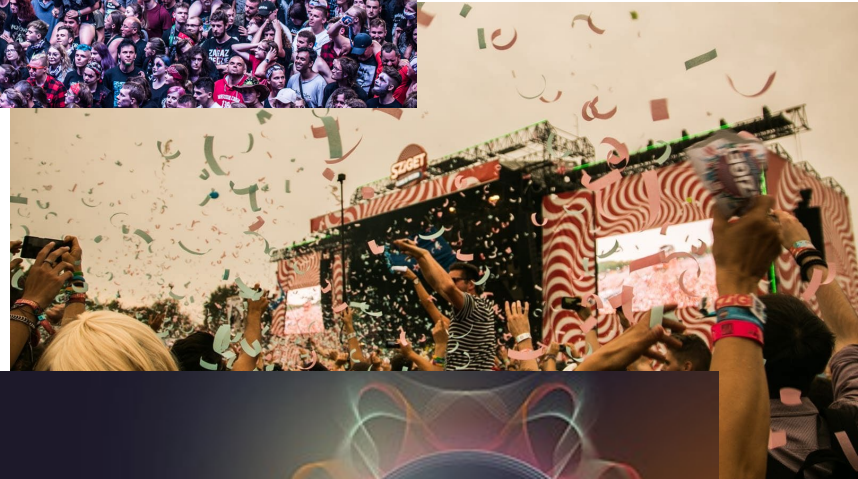
## Cultural/Media Anthropology

- **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. Also, intrinsic; innate. Grass roots development and connection to a people and their culture(s).
- **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.



# The Biggest Music Festivals in the World

- [Lollapalooza Chicago](#)  
Attendance: 400,000  
[Source](#)
- [EDC Las Vegas](#)  
Attendance: 400,000  
[Pol'and'Rock](#)  
Attendance: 400,000
- [Austin City Limits](#)  
Attendance: 420,000  
[Sziget Festival](#)  
Attendance: 450,000
- [Amsterdam Dance Event](#)  
Attendance: 450,000  
[Summerfest](#)  
Attendance: 445,611  
[New Orleans Jazz Fest](#)  
Attendance: 475,000  
[Primavera Sound](#)  
Attendance: 500,000
- [Tomorrowland](#)  
Attendance: 600,000  
[Rock in Rio](#)  
Attendance: 640,000
- [Coachella Music And Arts Festival](#)  
Attendance: 645,000
- [Montreal Jazz Festival](#)  
Attendance: 2 million

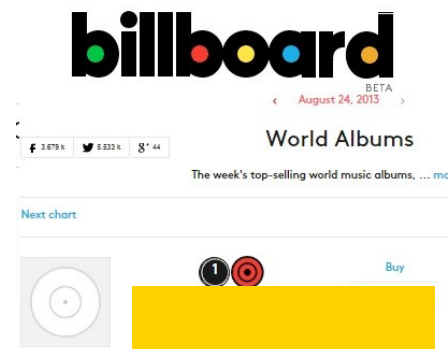


**Eurovision Song Contest 2023 reaches 162 million viewers**



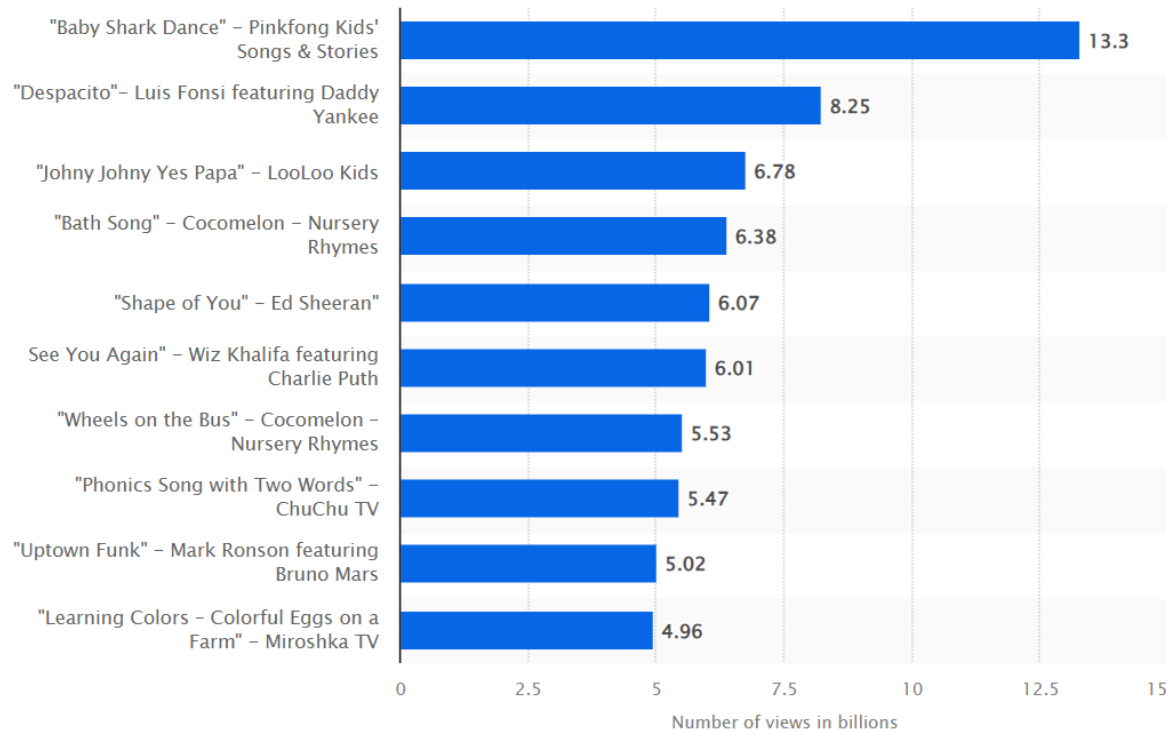
# 1990s 2018

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**



# Most Watched Videos of all Time

Most popular YouTube videos based on total global views as of September 2023  
(in billions)



Details: Worldwide; September 2023

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## DOWNLOAD



## SOURCE

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Wikipedia; YouTube

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YouTube; Wikipedia

### Source link

[wikipedia.org](https://www.wikipedia.org)

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# Most Watched Songs of all Time

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Learning  
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Podcasts

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YouTube Studio  
YouTube Music  
YouTube Kids



## Most viewed SONGS ON YOUTUBE ( UPDATED 2023 )

Current Chart!

70 videos 734,032 views Updated 4 days ago









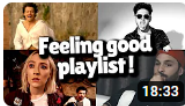



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-  Luis Fonsi - Despacito ft. Daddy Yankee  
Luis Fonsi • 8.2B views • 6 years ago
-  Wiz Khalifa - See You Again ft. Charlie Puth [Official Video] Furious 7 Soundtrack  
Wiz Khalifa • 6B views • 8 years ago
-  Ed Sheeran - Shape of You (Official Music Video)  
Ed Sheeran • 6B views • 6 years ago
-  Mark Ronson - Uptown Funk (Official Video) ft. Bruno Mars  
Mark Ronson • 5B views • 8 years ago
-  PSY - GANGNAM STYLE(강남스타일) M/V  
officialpsy • 4.9B views • 11 years ago
-  El Chombo - Dame Tu Cosita feat. Cutty Ranks (Official Video) [Ultra Records]  
Ultra Records • 4.4B views • 5 years ago
-  Crazy Frog - Axel F (Official Video)  
Crazy Frog • 4B views • 14 years ago
-  Maroon 5 - Sugar (Official Music Video)  
Maroon 5 • 3.9B views • 8 years ago
-  ~ 100% Feel better songs ~ ( Current Chart )  
Current Chart! • 29K views • 1 year ago
-  Katy Perry - Roar  
Katy Perry • 3.8B views • 10 years ago

# Most Watched Music Videos of all Time



## Top Music 2023 - Most Viewed Music Videos 2023

### Top Hits Playlists

80 videos 3,414 views Updated today



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Top Music 2023 - Most Viewed Music Videos 2023

No matter how your day is, you can always listen to good music:

1. 2023 Best Music Hits - Most Played Songs 2023 English (Popular Music 2023 Mix) - <https://goplaylists.com/61030>

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music video 2023 mix  
music videos 2023

-  **The Weeknd - Save Your Tears (Official Music Video)**  
The Weeknd • 1.3B views • 2 years ago
-  **BTS (방탄소년단) 'Dynamite' Official MV**  
HYBE LABELS • 1.7B views • 3 years ago
-  **Beatin Up Da Block - (A) Supa Fly**  
AJ Supafly • 4.4K views • 11 days ago
-  **Justin Bieber - Yummy (Official Video)**  
Justin Bieber • 764M views • 3 years ago
-  **The Kid LAROI, Justin Bieber - STAY (Official Video)**  
The Kid LAROI • 794M views • 2 years ago
-  **Evans Sefah - Skystars (Official Music Video)**  
EVANS SEFAH • 6.6K views • 3 weeks ago
-  **Diddy - Another One of Me (ft. The Weeknd, 21 Savage, French Montana) [Official Video]**  
Diddy • 3.5M views • 4 days ago
-  **Dua Lipa - Levitating Featuring DaBaby (Official Music Video)**  
Dua Lipa • 792M views • 2 years ago
-  **Jo Louis - Get Right (Official Video)**  
Jo Louis • 4.1K views • 2 weeks ago
-  **Black Eyed Peas, Shakira - GIRL LIKE ME (Official Music Video)**  
Black Eyed Peas • 744M views • 2 years ago
-  **Bruno Mars, Anderson .Paak, Silk Sonic - Leave the Door Open [Official Video]**  
Bruno Mars, Anderson .Paak, Silk Sonic • 700M views • 2 years ago



# 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=27kKgwIfMC4>
  - 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>

