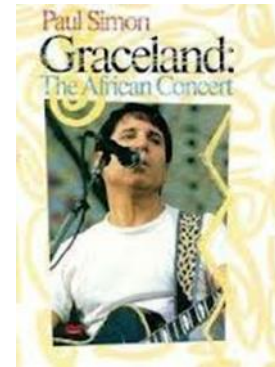
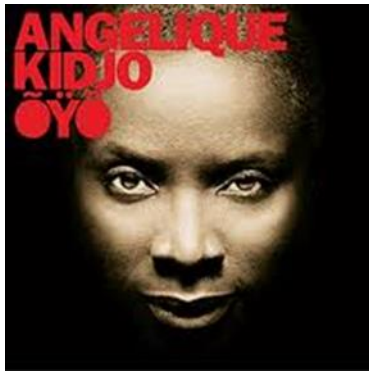


Global POP!



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.

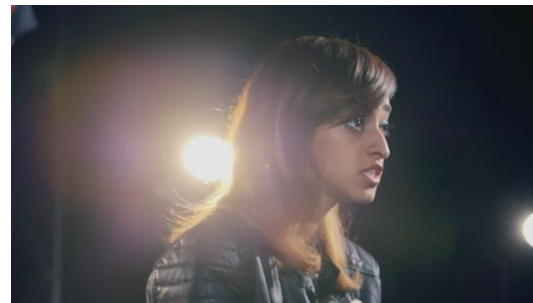


1. **TRANSCENDENCE!?** **INDIVIDUAL & THE MASS SOCIETY:** MUSIC plays **CENTRAL** and **SACRED** roles for individuals and mass societies
2. **Personal identity formation** around music is important in most societies. A major form of **CULTURAL SOCIALIZATION & SELF-EXPRESSION**
3. **Music is at the CENTER 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

- ✓ **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
 2. Unique Sound, beat, rhythms, tones, rhyme schemes, narratives → emotional and psychological impact on the audience.
 3. People have entrenched likes/dislikes which are often learned (enculturation via sound)
 4. Social status/hierarchy by way of musical choices/STYLE: who is “in” or “out” → what is COOL!
- ✓ **HYPER-LOCAL/Regional** tendencies
- ✓ **GENERATIONAL DEFINITION:** “My music”
- ✓ **VALUE SYSTEMS** associated with music: Style, “cool”, “hip”, Emotional Feeling, Fashion, Taste, Political



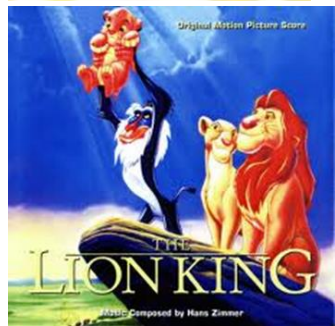
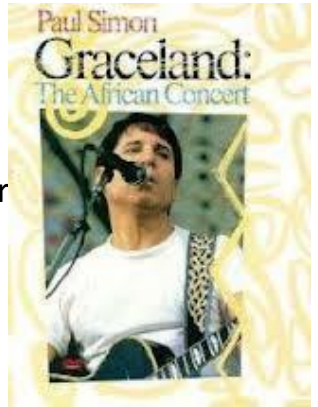
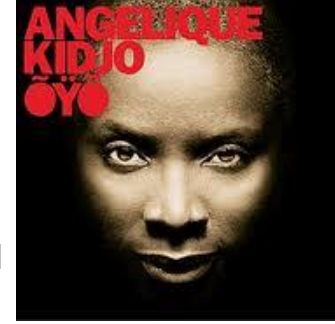
Collective Joy - Celebration

- ✓ 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



1. **1980s-1990s** Global Music goes from **Margins to MAINSTREAM** popularity. Massive Rise in Global Music.
2. Popular western musicians (Peter Gabriel, Paul Simon, Eddie Vedder, Mark Knopfler, David Byrne, Sting, among others) **adopted, adapted, stole, and fused** non-western music with their own western styles.
3. Western musicians initially turned to **Africa, India, Flamenco, Irish, Celtic, and the Middle East** for new rhythms, tones, rifs, etc. (emotion, primal, spiritual—"authentic")
4. **Non-western music** was "**re-mixed**" for western ears. (4/4 beats, tones, octaves which suited western ears but still sounded exotic.
5. **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.
6. **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.
7. **Audiences:** Tired of top 40 pop songs, audiences purchased world music samplers. World music becomes bohemian trendy → "Sonic Tourism."



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



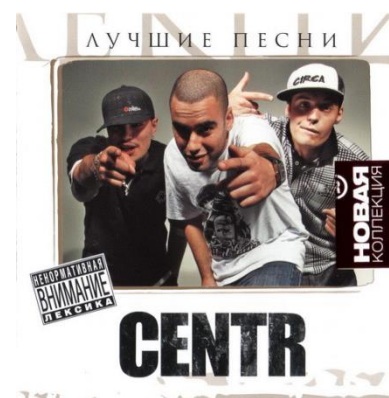
Most Watched Music Videos of all Time

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

Important Terms & Ideas

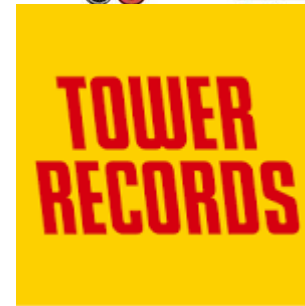
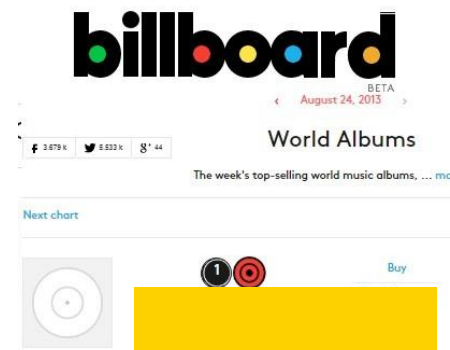
Cultural/Media Anthropology

- **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 2016

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. 2008-2016 World Music Festivals



Connect to GC2 Website for the links listed below:

Global Com&Culture Web Site

- ► **Costs of Making a Global Pop Song ► Rihanna, "Man Down"**
 - Zaz a Montmartre: <https://www.youtube.com/watch?v=sp3G50jBRuU>
 - Daby Toure: <http://www.cumbancha.com/dabytoure> Song link:
<http://www.cumbancha.com/dabytoure>
 - Rodrigo y Gabriella: <https://www.youtube.com/watch?v=27kKqwIfMC4>
 - Layatharanga (RWMF): <https://www.youtube.com/watch?v=nvFPd3UHh2E>
 - Richard Bona (Putamayo):
<https://www.youtube.com/watch?v=4qYqLqdTiSU&feature=youtu.be>
 - La La La: <https://www.youtube.com/watch?v=7-7knsP2n5w>
 - CL: <https://www.youtube.com/watch?v=7LP4foN3Xs4>

- ► **Putamayo World Music**

- ► **Cumbancha World Music Jacob Edgar, Ethnomusicologist and Music Producer**