**How Music culture is changing in Bangladesh**

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Bangladesh has a very diverse culture passed through from generation to generation. However, most parts of the culture, especially music culture, are changing along with our society and daily life. The globalization of media, the advancement of musical instruments and platforms, and the commercialization of music are causing the music culture in Bangladesh to change.

Bangladesh has a rich musical heritage, including classical folk music; Baul music, Rabindra Sangeet, and Nazrul Geeti are the prominent music older generations consume in Bangladesh. After the liberation war, music evolved, and pop and alternative rock became mainstream. Artists like Azam Khan and bands like Souls, Miles, and Warfaze gained traction in the 2000s due to the genre's rise. In the 2010s, pop musicians like Habib, Balam, and Hridoy Khan popularized pop music, incorporating classical Bangla tunes and lyrics. In the 2020s, various genres fused into Bangla music. EDM, DJ, R&B, Jazz, and rap emerged in Bangladesh and brought a significant change. Currently, many foreign artists and foreign-migrated Bangladeshi artists are ruling the music scene in Bangladesh. (*Influence of Technology in Bangladesh Music Industry*, n.d.; Sarkar, 2018; Shazu, 2011)

Culture evolves mainly because of Globalization. Globalization is a decentered process with multiple cultural flows coming from many ways, creating a global network. Cultural influences get diffused worldwide due to global migration and the increase of telecommunications and the internet, exposing people of one culture to the popular media of other cultures. While this might bring different countries together culturally, we cannot deny that the more powerful and affluent countries dominate the global culture. Western worldviews have also overwhelmed individual national cultures. (Giddens, 2017, p. 561, 565-567)

Western English-singing musicians like Lana Del Ray, Taylor Swift, and other pop artists became mainstream online in the 2010s, and their music is still trendy. By the 2020s, Bangla Music listeners have substantially decreased. Musical platforms are also emerging in Bangladesh; Spotify and TikTok are now available in Bangladesh, which made the audiences prefer English music more. We have also seen that many English pop music listeners sometimes show superiority over Bangla music listeners. This scenario has convinced new-generation artists to cater to these listeners and gain popularity. So they now use the latest musical instruments and new innovative Western music genres to get the younger audiences interested in Bangla songs.

Cultural migration of American-Bangladeshi Musicians like Muza or Dameer is an effect of globalization. They mainly sing in English and use English lyrics in Bangla songs. Muza’s “Beni Khuley” with Habib Wahid exemplifies how English and Bangla lyrics co-exist and how autotune and software engineer the perfect Bangla Western songs. Dameer also has a similar background, and his song “Amar Jaan” starts with some English lyrics. So, in Bangladeshi music culture, the English language and Western music are now showing prominence.

The best other way to describe this situation is Coke Studio Bangla. In the production of Coke studio Bangla’s music, they use various software and the latest musical instruments to mix Western music genres like Jazz, Rap, and Pop and incorporate classical and indigenous music to create uniquely hybridized songs. But sometimes, they present just commercialized, poorly made music, which creates a lot of conflict among the people. And the commercialization just does not end there; Coke Studio arranges multiple tours and concerts to increase its revenue.

The commercialization of Western music has influenced Bangladesh to make commercial music. TikTok has emerged an abundance of musicians with little to no musical talent creating commercialized music in hopes of gaining popularity and money. Any catchy and repeating music will help anyone be famous on TikTok. Due to this trend, people prefer to avoid experimental music or music that might require effort to be interpreted or enjoyed. Coke Studio Bangla’s songs “Nahubo” and “Murir Tin” caused a lot of conflict and hatred. Audiences did not like that Bangla may have other dialects, which was hard for the general people to understand without subtitles. Songs like “Teka Teka” and “Kalachan” gained millions of views and streams on TikTok and YouTube due to their repetition of the exact words and tunes. (Chakma, 2023)

Complying and catering to the younger Bangladeshi audience may bring money, but it is ultimately killing the culture Bangladesh already has. It is also making young audiences misconstrue the ideology and tradition Bangladesh has, which makes them disrespect a significant portion of the Bangladeshi culture. The co-existence of Western and Bangladeshi music in the culture might completely be dominated by Western culture in the future.

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