Project Report on

"Cultural Evolution through Music"

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LETTER OFTRANSMITTAL

Date: 30 April 2024

Respected Ma'am,

This is to inform you that we are submitting our report entitled "Cultural evolution through music" as partial fulfilment of the Professional Communication Course (UHU003) requirement.

This report oversees the study affirmed that music plays a sustainable role in fostering familiarity with the music and driving the intention to following their culture in styling and dance. Further, interacting with people, interrogating them, and conclusively knowing their thoughts and propositions.

Through this report and survey conducted, we intended to bring into the limelight, people's perspectives on how much music affects our culture. Considering that nowadays music become part of everyone's life, we conducted this survey and published our findings in this report.

Most Sincerely

Shruti (102165017)
Madhav(102115029)
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CERTIFICATE

This is to certify that the project report on **'Cultural evolution through music'** is a project work done originally by **Shruti, Madhav and Ravnish** in fulfilment of the project work given by the School of Humanities and Social Sciences, Thapar Institute of Engineering and Technology during the year 2024.

Ms Rishita Goyal

Date: April

30, 2024

Place: Patiala

ACKNOWLEDGEMENT

EXECUTIVE SUMMARY

Music has been a key driver of cultural evolution, influencing not only the way people dress and dance but also the broader social norms and movements that define an era.

Music is a very significant factor in the architecture of fashion trends as it helps to set the aura factor of any given period of time. In the 50s rock and roll meant more independence, looseness and authentic manner, and it chorded with adolescents. Consequently, folks began to adopt an edgier wardrobe which included leather jackets, jeans, and they started to exhibit more courage regarding how they stylishly dressed. After some years, hip hop was born in the 80s and 90s and made urban culture a big deal. As a result, loose clothes,

Sneakers, and accessories such as chains, hats and more were added to the everyday dressing list all over the world.

Music has a significant impact on the development of dance styles, going beyond just fashion. The rhythmic and emotional elements of various music genres provide the basis for a variety of dance styles. For example, salsa music has sparked the creation of energetic Latin dances, while hip hop music has played a significant role in the development of breakdancing and other street dance styles. The connection between music and dance highlights the intricate interplay of cultural elements and their ability to coevolve.

Another major factor in determining generational identity is music. It functions as a unifying element, offering a shared medium for young individuals to articulate their thoughts and feelings. The rock and roll movement of the 1950s and the rap culture of the 1980s/1990s went beyond being mere genres in music. They were influential lifestyles that impacted attitudes, fashion, and even slang.

Music's influence extends beyond borders, fostering interaction between cultures and cross-pollination. Music has a way of bringing together diverse cultural elements, resulting in the creation of unique genres and styles. This cross-pollination has resulted in a more diverse and inclusive cultural landscape, as different backgrounds come together to create something fresh and unique.

And lastly, music has the ability to motivate and inspire larger societal movements. Throughout history, it has served as a powerful instrument for advocating, bringing people together for important causes, and driving social transformation. The protest songs of the 1960s and the socially conscious lyrics of contemporary hip hop demonstrate the power of music to increase awareness and promote a sense of unity in the fight for justice and equality.

To summarize, music has a profound impact on the evolution of culture. Its influence on social movements, fashion, dancing, generational identity, and cultural interchange

highlights how crucial it is in determining our perspective on and interactions with the world.

INTRODUCTION

Music does not refer to merely the forms of sound; it is a strong cultural phenomenon that can be used to reshape the society through impacting the members of the society. Music has had a vital impact on the past decade on the culture, reflecting as well as driving the cultural changes; where the people dressed, move or interact with one another were all affected. It delivers a means used by generations to express themselves and communicate, a channel that people can employ to express their feelings and share ideas, and an engine for the social movements.

Interplay of the link between music and culture is complex and rich. Each genre and era has its distinctive theme and expression, contributing not only to the music landscape and vogue but also to the types of motions and movements of the dancers. From the early stages of the fast rock and roll of the 1950s to the hip hop up gear of the 1980s and onward, music always stood behind cultural revolutions and created a new style of expressing personally as well as a fresh identity.

Also, music is the mightiest force to amalgamate cultural disconnects and advance cross-pollination. It plays a role of humanization by bringing together people with different backgrounds and giving the same face to the nation. As music often focuses on the exchange of cultures, it provides a space for both different influences to come together and blend into something completely new. Such blending amongst cultures adds not only the musical richness but also brings the variety, inclusiveness, and diversity.

Not only does music help to express emotions and influence dances but also, it can be a powerful vehicle for social change. Throughout ages, singers have been able to use their music to condemn depravity, advocate for equality, and mobilize people to back up causes. Songs that are political in their nature, poems that are socially conscious, and performances

set forth the excellence of music in sparking the revolution of those who are working towards the same cause making music an effective instrument for this purpose.

The report states to the effect that how music influences culture in all cultural spheres be it clothes, dance trends or social functions. It also includes, however, some personalized recommendations that have been optimized bearing in mind the concerns about sustainability within the music industry.

LITERATURE REVIEW

Georgina Barton (2018)

Music is inextricably linked with the context in which it is produced, consumed and taught and the inter-relationship between music, society and culture has been researched for many decades. Seminal research in the field of ethnomusicology has explored how social and cultural customs influence music practices in macro and micro ways. Music, for example, can be a core feature of social celebrations such as weddings as a means of cultural expression and maintenance through ceremony. It is this meaning that can alter across contexts and therefore reflected in the ways music and sound is manipulated or constructed to form larger works with different purposes. Whether to entertain or play a crucial role in ceremonial rituals, music practices cannot be separated from the environment in which it exists.

Hewei Wang, Yijie Li, Kaiwen Gong, Muhammad Salman Pathan

The MFCSNet is the model which is meant to explore the complex structure of social networks in the world of music, which is mainly formed around the musicians who serve as influencers and their audiences. The aim of this research is to assess the influence of music through the machinery of analyzing music styles like dance ability, energy and valence for connection between artists. Through this kind of analysis, (Musical Fashion Chains and Social

Networks) provides a new angle of view concerning the way in which musical trends come up, are spread across space and time, and evolve.

A model is established that covers the whole period of musical development so that during research, one can follow the evolution of music during different periods and across several genres. The MFCSNet network capability of isolating sub-networks within the main structure becomes useful for a deeper and thorough study of the multidimensional impact of music. Additionally, it considers the wider ramification of cuery's impact on culture, society, politics and technology, providing conclusions about how music interacts with these factors. Overall, MFCSNet is a helpful instrument that was introduced to explore the dialogues between music and the bigger cultural frameworks.

Alex van Venrooij

This paper proposes and tests a 'cultural ecological' model for explaining the emergence of 12 genres in the UK field of electronic/dance music. By combining two large data sets, containing more than eight thousand documents from the mainstream UK music press and discographical information on almost fifty thousand records released by UK labels between 1985 and 1999, this study finds evidence that genre emergence is affected by ecological mechanisms of cross-form legitimation and competition. By taking into account cultural similarities between genres, 'density' of production in each genre, and symbolic legitimation of genres by the music press, it is possible to predict when and whether new genres emerge. The legitimation of a genre identity – signaled both by increasing density and sudden increases in media attention – invites the emergence of new genres of a similar identity. Genre identity positions, however, also reach a saturation point, at which time the identity position no longer leads to the founding of new genres.

Seongseop (Sam) Kim, Sangkyun Kim, Antony King Fung Wong

The continuous presence of multiple music genres forms the center of the public through various media in everyday life. Along with other cultural codes, pop music has become one of the powerful magnets for travelers; and one case in point is K-pop in Korean music. This research was targeted at developing and examining integrated structural models that took into account consumption values and their consequences. Three key domains of K-pop music consumption values were identified: supporting character and virtual show, mimic behavior and emotional link, as well as the role of influential message and the fundamental importance of intonation. Accordingly, study results indicated that personality and visual quality did not affect emotions or thought content. To be exact, the survey mentioned that music substantially contributed not only to emotionally bonding with the host country and its products but also to the motivation of traveling to the destination. Additionally, from our study, we should mention the relative homogeneity of K-Pop fans. Their replies to music do not vary much because of several factors such as sex, age, or ethnicity.

OBJECTIVES OF THE STUDY

- Understanding how often people listen to music, their preferred genres, and their exposure to diverse musical cultures.
- Investigating how people discover new music with cultural elements different from their own.
- Exploring the potential of music to act as a bridge between different cultures
- Measuring the influence of music on individuals' fashion and dance trends

RESEARCH METHODOLOGY

Ethnomusicology researchers conduct fieldwork in diverse cultural settings, observing music creation and transmission. They engage with local musicians, document traditions, and analyse musical elements for historical connections.

Historical analysis involves examining documents, notation, and recordings to understand music evolution. Archaeological study of ancient instruments offers insights into past practices and cultural exchanges.

Computational methods employ machine learning to analyse music datasets, identifying patterns and tracing cultural exchanges quantitatively. Collaboration with local communities enriches research, ensuring respect for community perspectives and ethical conduct.

DATA SOURCES

- **Primary Data**

A questionnaire was filled out by the people. The data collected and the interpretations of the same are presented ahead in this report.

- **Secondary Data**

Research papers, journals, and magazines were studied. Information from Podcasts was also taken into consideration.

- **Data Collection Method**

The primary data collection method used in this research is the questionnaire method. Here the data are systematically recorded from the respondents.

The secondary data used here is from published research papers, journals and podcasts.

RESEARCH TOOL

A structured questionnaire has been prepared to get the relevant information from the respondents. The questionnaire consists of a variety of questions presented to the respondents for their despondence.

SAMPLING

The target sample chosen was restricted to an Engineering college considering the fact that they would provide more accurate information (being from a technical background) and will be having more specific and well-defined repair preferences.

Sample Unit - The students of the Thapar Institute of Engineering and Technology are the sample unit in the survey.

Sample Size-The sample size chosen for this study is 150 since it is a Mini Research Project.

RESULTS AND DISCUSSION
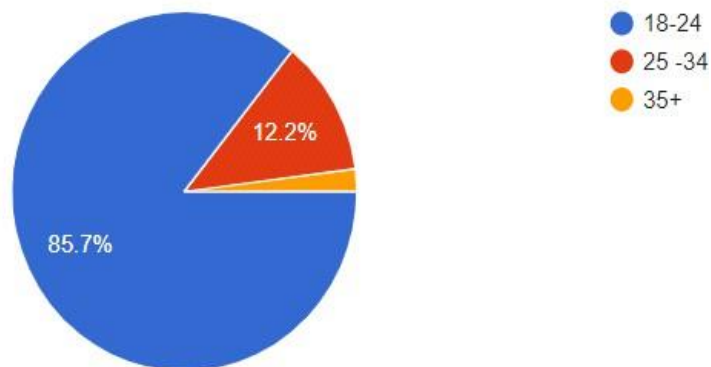
Question 1

Fig. 1 Age group of participants

- The age group of participants is between 18 to 35+.Out of which majority are in the age group of 18-24.
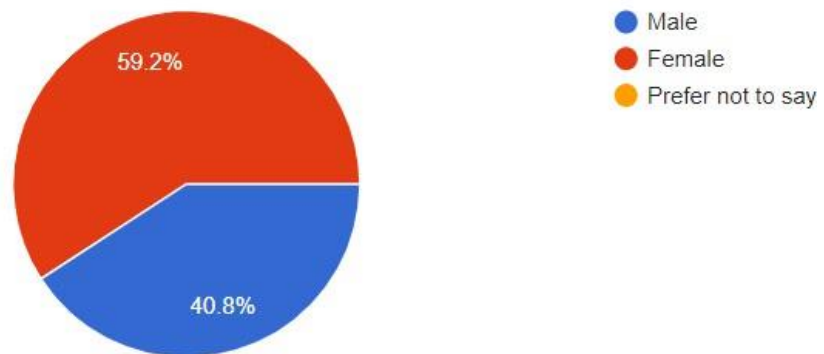
Question 2

Gender:

49 responses

Fig. 2 Pie chart about gender ratio of participant

- In our survey, there are 40.8% male participants while the rest are female.

Question 3

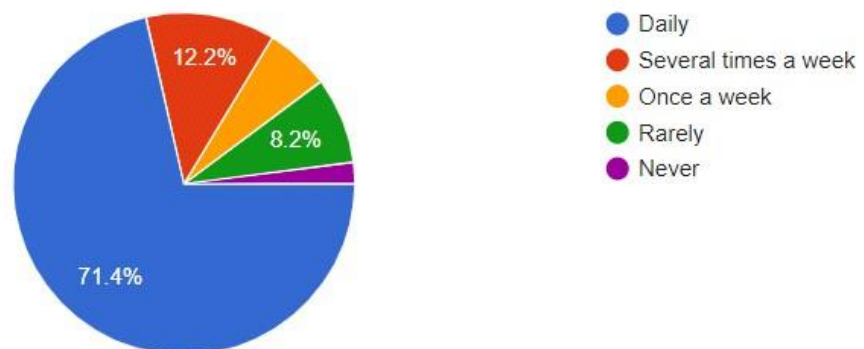How often do you listen to music?

49 responses

Fig. 3 Importance of music

- For almost 71.4% of people, are daily music listener. That shows how it becomes their part of life.
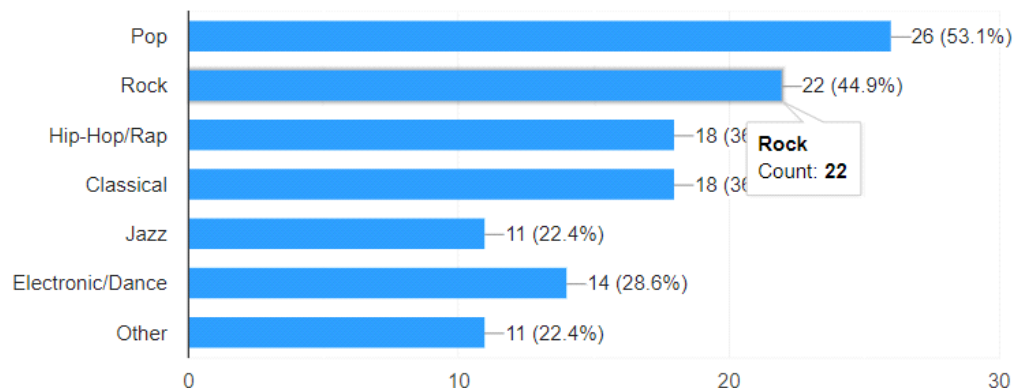
Question 4

Fig. 4 Bar Graph about music genres

- Preferred music genres help understand musical tastes and preferences .As it shows nowadays people in music prefer more Pop/Hip-Hop or Rock music compare to others.

Question 5

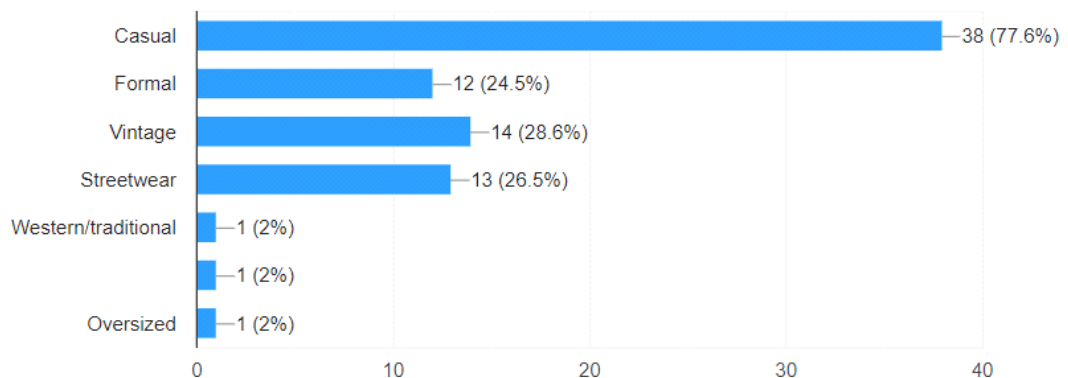How would you describe your personal style?

49 responses

Fig. 5 Bar graph about personal style

- Personal style information reflects how music might influence fashion choices. Street wear or other style preferences show connections between music and specific trends.

Question 6

Do you enjoy dancing?

49 responses
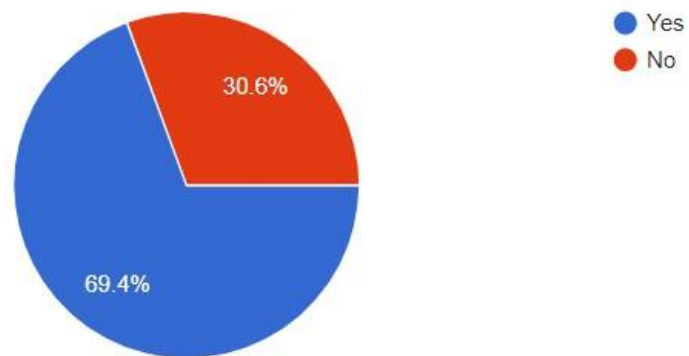
Fig. 6 Pie chart enjoying dancing or not

- About 70% of people enjoy dancing that shows nowadays its part of their life.

Question 7

What dance styles do you enjoy or practice?
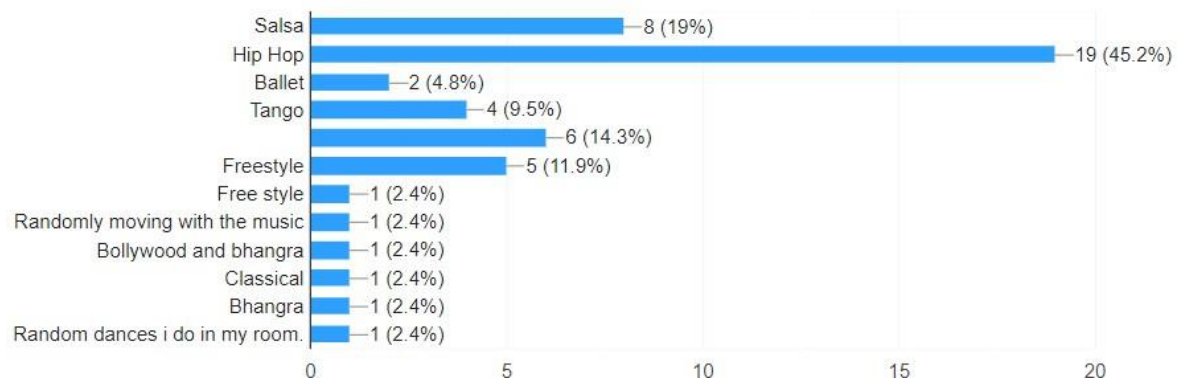
42 responses

Fig. 7 Bar graph about dance style

- Personal dance style information reflects how music might influence culture. As Hip-Hop dance shows influence of western culture where as Bhangra shows influence of Punjabi culture in society.

Question 8

How often do you actively seek out music from cultures different from your own?

49 responses
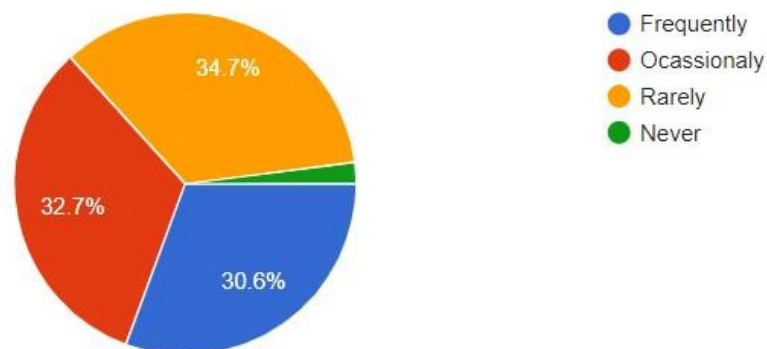
Fig. 8 Pie chart about different music from one's culture

- Almost 70% of people occasionally or frequently that shows people are interested in knowing different culture through music .Very few of them prefer that never seek out music that's different from their own.

Question 9

How do you typically discover new music with cultural elements different from your own?

49 responses

Fig. 9 Bar graph how it influencing in society

- Discovering new music sources from different sources indicate the role of various platforms in cultural exchange.

Question 10

Do you believe that contemporary music adequately represents and preserves traditional cultural elements?

49 responses

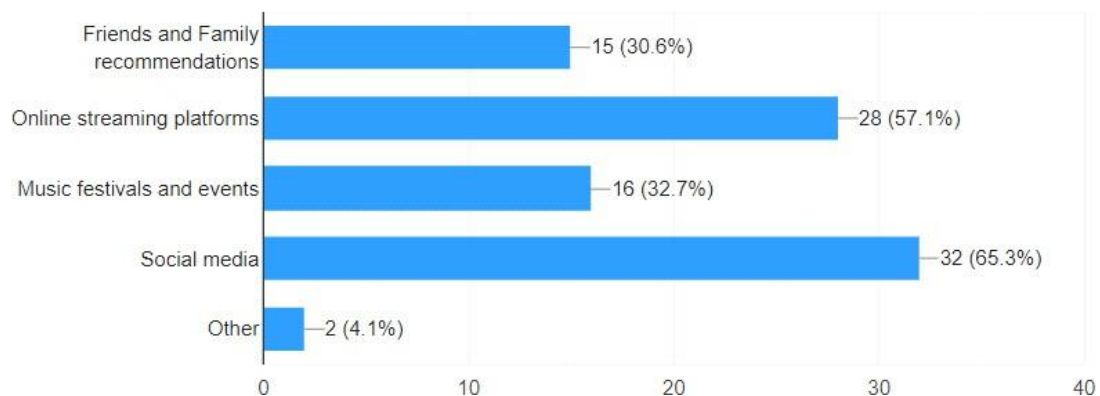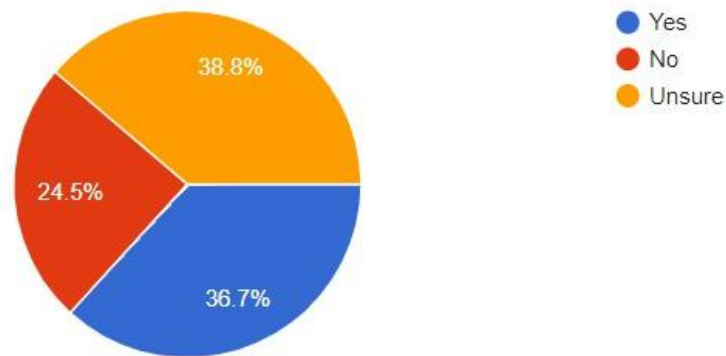

Fig. 10 Pie chart about preserve our traditional culture

- Almost 40% of people believe that contemporary music represents and preserve cultural elements. It is almost just 24% of people for whom it is unlikely.

Question 11

Does you ever changed your dance style based on the music that was Playing?

49 responses
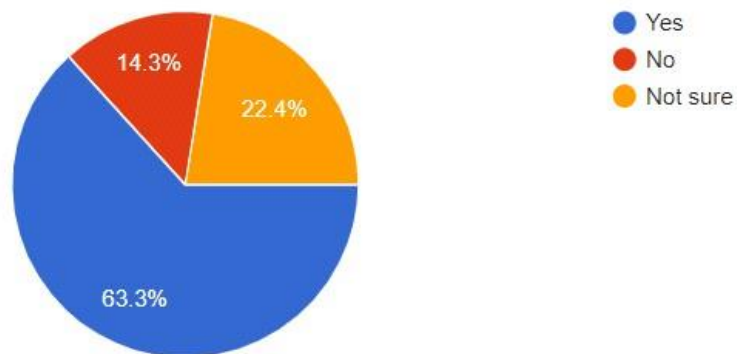
Fig. 11 More than one year warranty for a specific part

- Over 60% of people change their dance style on the music that was playing. That highlights the interplay between music and dance.

Question 12

Have you noticed any specific examples where music has influenced societal norms or cultural movements?

49 responses
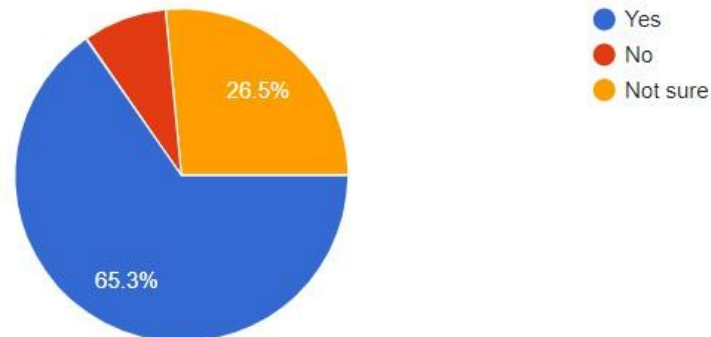
Fig. 12 Pie chart about

- Almost 70% of the participants notice specific examples of music's influence on societal norms or cultural movements that demonstrate music's power in shaping society.

Question 13

In your opinion, can music act as a bridge between different cultures?

49 responses
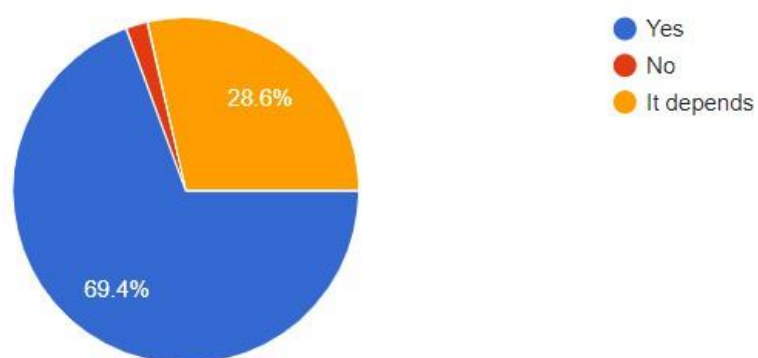
Fig. 13 Pie chart on music acting as a bridge

- Almost every participant believe that music can act as a bridge between cultures that show openness to diversity and cross-cultural understanding

Question 14

To what extent do you think music influences fashion and dance trends?

Rate your answer on a scale of 1 (Not at all) to 5 (Extremely)

49 responses
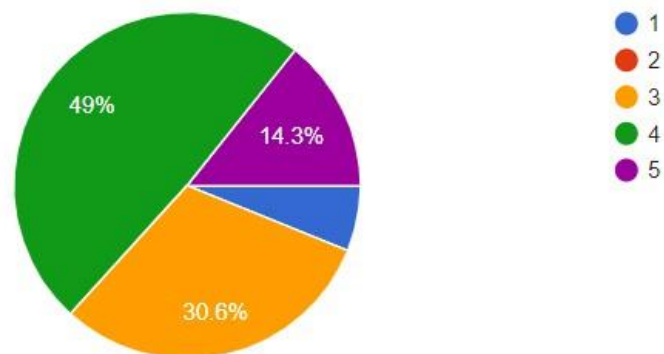
Fig. 13 Pie chart on rating of influence of music

- About 79% participants believes that music influence fashion and dance trends. It provides quantifiable data on the relationship between music, style, and dance.

Question 15

Is there anything else you would like to share about the relationship between music, style, dance, and culture?

6 responses

- Additional comments for offering unique insights and personal experiences related to the survey topics

KEY FINDINGS

- Cultural Transmission: Music acts as a potent vehicle for cultural transmission, conveying traditions across generations and adapting to evolving social contexts. This encompasses both vertical transmission within generations and horizontal transmission between cultures.
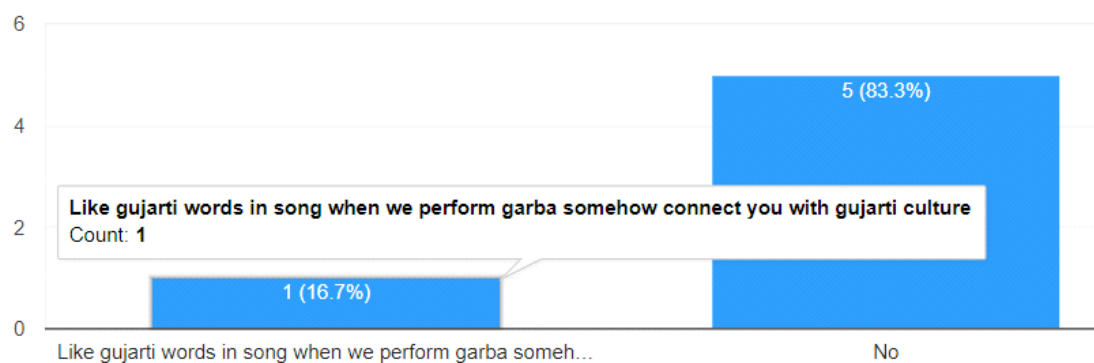
- Diversity and Variation: Musical diversity spans a spectrum of styles, genres, and practices reflective of unique community histories, beliefs, and values. Variations can emerge through convergent evolution, where similar features arise independently, or divergent evolution, as styles diverge over time.

- Innovation and Hybridization: Musical evolution thrives on innovation, giving rise to new styles through creative experimentation and synthesis of existing traditions. Hybridization occurs as cultures interact and exchange musical ideas, facilitated by horizontal transmission.

- Social Functions: Music serves diverse social roles, from religious rituals and communal celebrations to storytelling and political expression. These functions influence musical evolution, shaped by both vertical and horizontal transmission.

- Globalization and Homogenization: Globalization fosters cross-border musical influences, fostering cultural exchange but also raising concerns about homogenization and loss of diversity. Technological advancements like mass media accelerate this process.

- Cultural Revitalization: Against the backdrop of globalization, movements for cultural revitalization and preservation emerge, aiming to sustain and revive traditional practices. These efforts combat cultural appropriation and promote indigenous rights.

- Impact of Technology: Technological innovations, including new instruments and recording technologies, profoundly impact music evolution. These advancements facilitate rapid style dissemination, cultural exchange, and hybridization, while reshaping creation, consumption, and distribution methods.

CONCLUSION

The study on "Cultural Evolution through Music" has provided valuable insights into the deep impact of music on cultural evolution. The survey results indicate that music plays a crucial role in shaping dance styles, fashion trends and societal norms. The findings suggest that music has the power to bring people together, preserve traditional cultural elements and foster cross-cultural understanding.

The study's key findings highlight the importance of music in influencing personal style, with a majority of respondents indicating that music affects their fashion and dance choices. Additionally, the results show that music has a major impact on dance trends, with many respondents changing their dance style based on the music they listen to.

The study also reveals that music can act as a bridge between different cultures, with a majority of respondents believing that music can bring people together and foster cross-cultural understanding. Furthermore, the results suggest that music has the power to influence cultural movements and societal norms, with many participants noticing specific examples of music's influence on society.

Overall, this study demonstrates the profound impact of music on cultural evolution and highlights its potential to shape our identities, beliefs and values. The findings of this study have implications for the music industry, policymakers, and individuals seeking to understand the role of music in shaping our cultural landscape.

LIMITATIONS OFTHE STUDY

In spite of the precautions, vigilance and scrupulousness taken by the investigator to make the study objective, it cannot be denied that there are certain limitations.

- The questionnaire was filled primarily by B-TECH students of Thapar Institute of Engineering and Technology, Patiala. So, the scope of sample findings was limited.

- As the study was done within a limited time, the investigator could not select a sufficiently large sample for the study.

- The topic being very vast, much literature was left unread.

APPENDIX

SURVEY FORM AND QUESTIONNAIRE:

Cultural evolution through music

Greetings!!

It would be a pleasure if you can just spare not more than 2 minutes to fill out the following survey related to "Cultural evolution through music" to identify patterns and trends in the relationship between music and cultural evolution. Discuss how changes in music have led to changes in style and dance, and how these changes have been influenced by socially in society.

NOTE: Your participation in this survey is completely voluntary. Your responses will be kept confidential and the data from this research will be reported ONLY in the aggregate.

- Age range:
    - 18-24
    - 25-34
    - 35+

- Gender:
    - Male
    - Female
    - Prefer not to say

- How often do you listen to music?
  - Daily
  - Several times a week
  - Once a week
  - Rarely
  - Never

- Preferred music genres :
  - Pop
  - Rock
  - Hip-Hop/Rap
  - Classical
  - Jazz
  - Electronic/Dance
  - Other

- How would you describe your personal style?
  - Casual
  - Formal
  - Vintage
  - Street wear
  - Other

- Do you enjoy dancing?
  - Yes
  - No
- What dance styles do you enjoy or practice?
  - Salsa
  - Hip Hop
  - Ballet
  - Tango
  - Other

- How often do you actively seek out music from cultures different from your own?

    - Frequently

    - Occasionally

    - Rarely

    - Never

    - Other

- How do you typically discover new music with cultural elements different from your own?

    - Friends and Family recommendations

    - Online streaming platform

    - Music festival and events

    - Social media

    - Other

- Do you believe that contemporary music adequately represents and preserves traditional cultural elements?

    - Yes

    - No

    - Unsure

- Does you ever changed your dance style based on the music that was playing?

    - Yes

    - No

    - Unsure

- Have you noticed any specific examples where music has influenced societal norms or cultural movements?

    - Yes

    - No

    - Unsure

- In your opinion, can music act as a bridge between different cultures?

    - Yes

    - No

    - It depends

- To what extent do you think music influences fashion and dance trends?

    Rate your answer on a scale of 1 (Not at all) to 5 (Extremely)

    - 1

    - 2

    - 3

    - 4

    - 5

- Is there anything else you would like to share about the relationship between music, style, dance, and culture?

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