

Chapter III

Origin, Fusion and Diffusion of Modern Music in the study area

3.1. Data collection

Data collection is a basic requirement of any research. It is the systematic approach to collect and measure required information from various pre identified sources to get an accurate image of an area of interest. In this study data collection is done through online means as well as conducting interviews with experts in the field of music.

The field survey for collection of primary data in the study is done through online with the help of Google Forms. As per the topic of the study a number of stakeholders related to modern music in the study area needed to be considered. The survey schedule was prepared in Google Forms (a facility to create and operate online surveys) which was online between 30th September,2018 to 31st October,2018. The stakeholders like lyricists, composers, musicians, recordists, producers, promoters, singers and listeners were recruited via e-mails, WhatsApp with prior confirmation over mobile messages or phone calls.

The musicians and other stakeholders related to music are very mobile and elusive, so difficult to find them and apply conventional surveys. To overcome this practical problem of collection of data smart survey technique i.e. online survey has been applied in the study as now-a-days almost all stakeholders are highly engaged in internet.

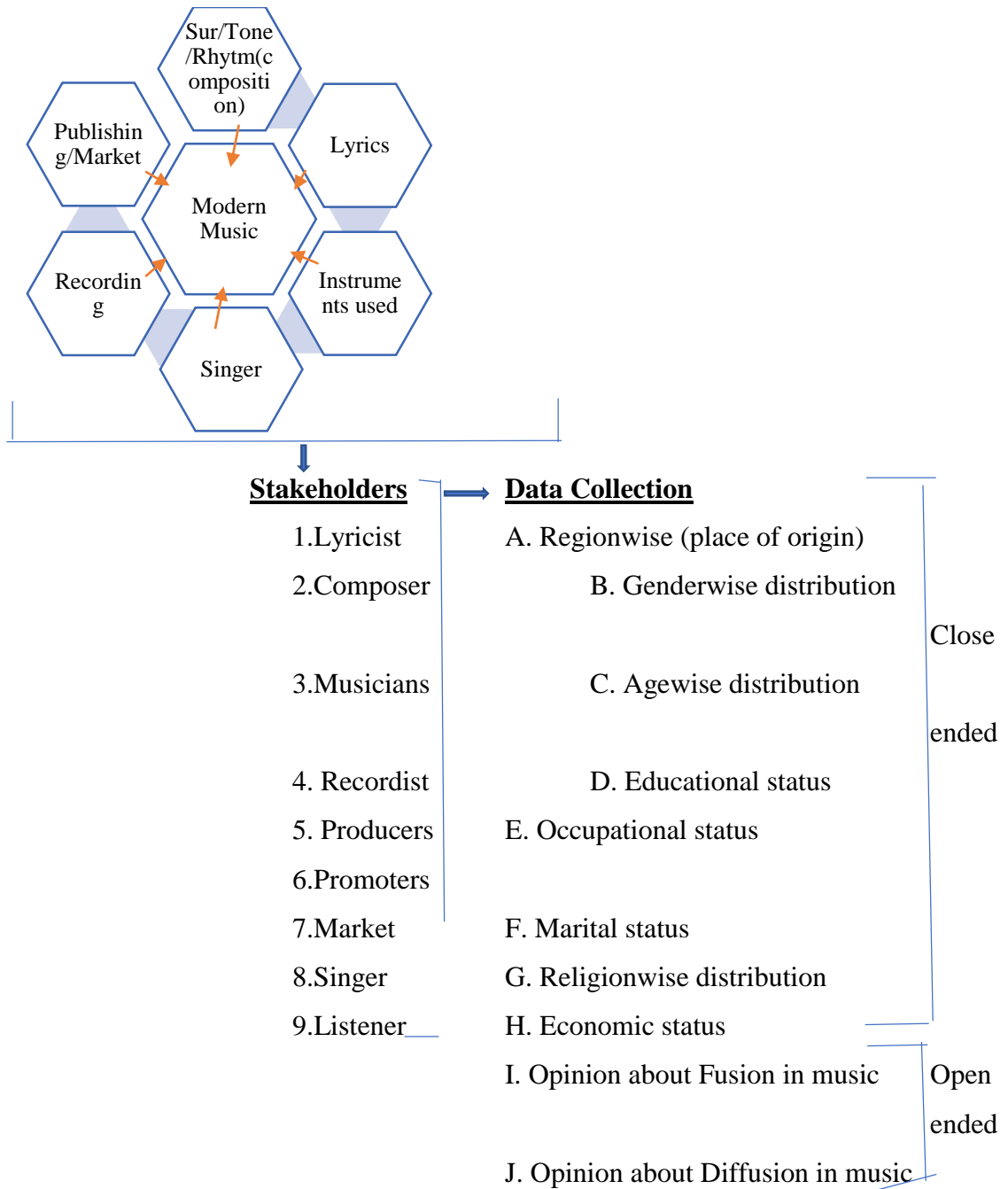


Fig. 3.1. Components of Modern Music

It is a massive task to identify all musicians and other stakeholders in the study area since it is a self-declared profession or status. To overcome this inconvenience of the nature of the study samples have been considered from each category and genre of music to fulfill the objectives of the study. Hence the data collection was done through stratified random sampling. The sample covered each segment of total stakeholders. Since it is a self-declared profession, it is not possible to find out the total population as well as how much is taken as sample. To overcome this confusion, respondents were selected from each category of stakeholders in the study area. The data collection technique is well explained in the flow chart(Fig.3.1).

In the study, as per the nature of the area of interest, the data has been collected only for modern music category. For conducting the survey various components of modern music were considered such as – Sur/tone/rhythm(composition), lyrics, instruments, singers, recording techniques and publishing/market. Then stakeholders were selected based on the components namely- lyricists, composers, musicians, recordists, producers, promoters, market, singer and music listeners. From the stakeholder's data were collected under various heads like region, gender, age, education, occupation, religion, economic in close ended questions and various opinions on fusion and diffusion of music in open ended questions. Regarding market channels, present status of the modern music market and future prospects of the music market also data was tried to collect by open ended questions.

1.2.Organization of the collected data:

Collected data from the online survey were organized in excel spreadsheet as per categories given in the questionnaire. Then qualitative data were converted into quantitative

data for further calculations. The organized data were then analyzed using suitable quantitative techniques with either in tabular form or in diagrammatic representation.

1.3. Analysis

Table.3.1. Basic Compositions of the online survey

Basic Compositions of the Online Survey	
Gender	% of total
Male	46
Female	54
Age	
Below 18	0.68
18-29	52.05
30-49	41.78
50-59	1.37
Above 60	0.68
Marital Status	
Married	41.1
Unmarried	53.4
Blank	5.5
Educational Status	
Below 10 th pass	1.4
Below Graduate	2.8
Graduate and above	95.9
Rural-Urban composition	
Rural	34.9
Urban	57.5

Sub-urban	3.4
Blank	4.1
Religion	
Hindu	81.6
Islam	8.2
Christian	1.4
Sikh	2.0
Niamtre	0.7
Humanity	2.0
Blank	4.1
Occupation	
Government	6.2
Private	39.7
Self-employed	10.3
Retired	2.7
Student	35.6
Others	5.5
Note: Table total exceeds 100% due to multiple responses.	

Source: Primary, Online survey conducted between 30.9.2018 to 31.10.2018 via Google Forms

The results of this survey tries to provide an insight into the perception and attitude of such a unique and creative group of people. The samples composed of listeners, musicians, composers, singers, lyricists, technicians and publishers. The musicians sample includes those who themselves declares as musicians, lyricists, composer, singers etc. Some of them poses more than one category like a musician is a lyricist and a publisher also. Likewise, a singer also may be a publisher or composer etc. And all of them are music listeners also.

The online survey generated data from 54% female and 46% male respondents. Age group included in the survey ranged between below 18 years to above 60 years out of which 52.05

% respondents belongs to 18-29 age group, 41.78% belongs to 30-49 age group, 1.37% to 50-59 and 0.68% each belongs to below 18 and above 60 age groups. The age group in this study reflects the variety of interests in music according to growing age of people. Below 18 years' people prefers a different type of music (which like basic grammar of music, easy enjoyable rhythms) between 18-29 age group prefers music like pop, hard rock, folk etc. whereas people of 30-49 age group develops a different taste of music with attaining maturity and experience in their lives. People above 60 age group again prefer another genre of music that connects them with their early memories and spirituality. 53.4% respondents declared themselves as unmarried whereas 41.1% declared as married. 5.5% respondents didn't declare their marital status. Marital status bears significance in this study as surviving as a musician is a very struggling and bohemian profession. So it takes a lot of courage and determination to sustain in the field of modern music(Table.3.1).

Most of the respondents having educational qualification graduate and above i.e. 95.9% while 2.8% are below graduate and 1.4% are below 10th pass respectively. Formal education has never considered as an eligibility criterion in the field of music, but now-a-day with the age of digitization of technology, formal and technical education to a certain extent has become significant to get a better understanding of the technical aspects of modern music. In other aspects of music such as lyrics, instruments playing, singing etc. only talent, creativity and in depth knowledge about the type of music matters. Keeping all these in view, educational status was considered in the survey.

Peopling is an another influential aspect in the process of music making or creating music. The background of the person, whether he or she belongs to rural or urban place or it's just a juncture, influence a lot in the creation or performance of music. Among the total respondents in the survey 34.9% are rural, 57.5% are urban, 3.4% sub urban inhabitants in the study area. 4.1 % restrained from mentioning their peopling status(Table.3.1).

In the survey it is found that 81.6% respondents follow Hinduism, 8.2% Islam followers, 1.4% Christian and 2.0%, 0.7% are Sikh and Niamtre followers respectively.

Interestingly enough 2.0% respondents declared Humanity as their religion while 4.1% did not mention their religion in the study area. Every religion is rich in music in its own way which represents different style and genre of music. That style or genre of religious music is automatically inherited by its followers and if that follower is a musician then in his composition and works that style or genre will reflect. So, religious music is an important ingredient in music in general and modern music in particular. With standard education and impact of globalization it can be observed that many people at present point of time doesn't want to advocate or follow any particular religion. Rather their approach is very humanistic. This phenomenon is present among 4.1% of respondents surveyed online in the study area. Such perspective definitely will reflect in their performance and compositions, that's why many modern songs in Assam are infused by different style of religious music and blended together(Table.3.1).

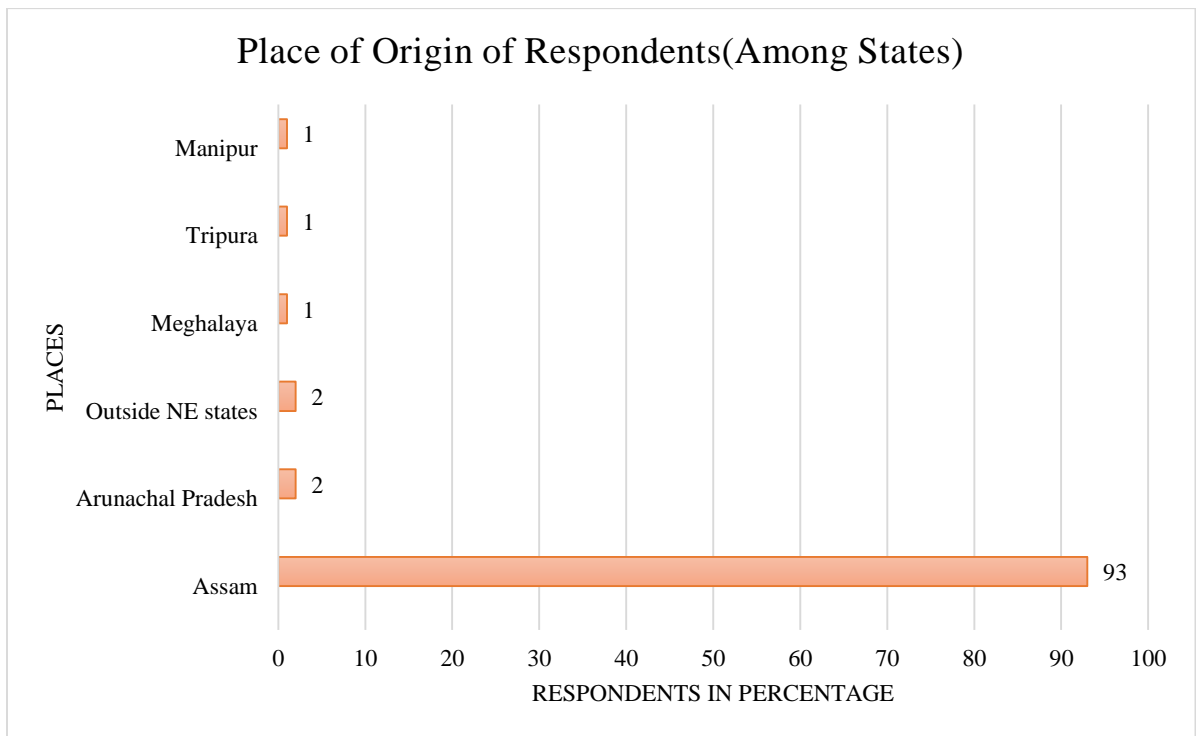
The respondents of the online survey are found to be engaged in different types of occupation. It reflects that all musicians are not full time engaged in the field of music. There are exceptions. From the survey it is found that 6.2% are government service holders, 39.7% are engaged in private jobs, 10.3% are self-employed, 2.7% are retired and 35.6% are students. Remaining 5.5% are engaged in other kinds of occupation. So, it is found that most responses came from student's community in the study area. Students are the larger population involved in the field of modern music in the study area(Table.3.1).

3.4. Origin of music phenomena in the study area

3.4.1. Place of origin of musicians:

The online survey reports that musicians come from different parts of north east and other parts of India to work in the field of modern music in the study area. It is found from the online survey that 93% musicians are from Assam itself followed by 2% from Arunachal Pradesh, 1% from Manipur, 1% from Meghalaya, 1% from Tripura and rest 2% from other

parts of India are engaged in the study area in music field (Table 3.2). The reflection of music from the mentioned regions (Table 3.2) also can be observed in the compositions of modern music of the study area. Modern music in the study area is in fact a specialized conglomerate of different genre of indigenous music from a number of regions of the country (Fig. 3.2). For example, song *Bua bua, dokhin moloya* (by Jyoti Prasad Agarwala) is influenced by tunes of Robindra sangeet as many people from Kolkata (then Culcutta) came at that time to the study area and mingled with the culture of the study area and vice-versa.



Source: Primary, Online survey conducted between 30.9.2018 to 31.10.2018 via Google Forms

Fig.3.2. Place of origin of musicians in the study area (among states)

Table.3.2. Place of origin of musicians:

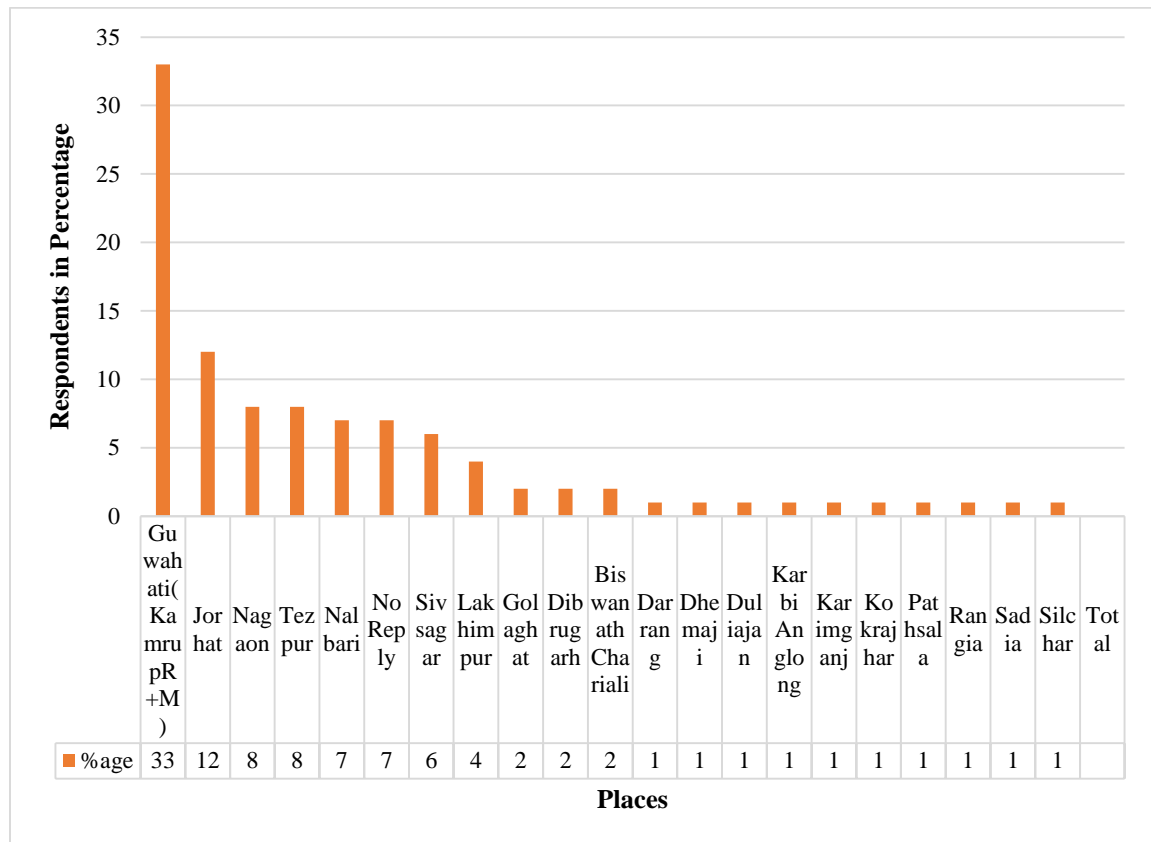
	(Among states)			
Place of origin		%	Number of Respondents	
Assam		93	93	
Arunachal Pradesh		2	2	
Outside NE states		2	2	
Meghalaya		1	1	
Tripura		1	1	
Manipur		1	1	
	Total		100	
(Within Assam)				
Place of origin		%	Number of Respondents	
Guwahati(KamrupR+M)		33	33	
Jorhat		12	12	
Nagaon		8	8	
Tezpur		8	8	
Nalbari		7	7	
No Reply		7	7	
Sivsagar		6	6	
Lakhimpur		4	4	
Golaghat		2	2	
Dibrugarh		2	2	

Biswanath Chariali	2	2	
Darrang	1	1	
Dhemaji	1	1	
Duliajan	1	1	
Karbi Anglong	1	1	
Karimganj	1	1	
Kokrajhar	1	1	
Pathsala	1	1	
Rangia	1	1	
Sadia	1	1	
Silchar	1	1	
Total		100	

Source: Primary, Online survey conducted between 30.9.2018 to 31.10.2018 via Google Forms

Considering the place of origin of respondents of the study area within the state Assam, it is reflected in the survey that mostly respondents belong to Guwahati region considering both Kamrup Rural and Metro areas (33%) followed by 12% from Jorhat, 8% each from Nagaon and Tezpur, 7% from Nalbari, 6% from Sivsagar, 4% from Lakhimpur, 2% each from Biswanath Chariali, Dibrugarh and Golaghat and 1% each from Darrang, Dhemaji, Karbi Anglong, Karimganj, Kokrajhar, Pathsala, Rangia, Sadia and Silchar (Fig. 3.3). Whereas remaining 7% did not reply as they are from outside the state of Assam (Table. 3.2). It can be observed from the responses of the survey that in the study area, musicians from almost all directions and regions of Assam like Upper Brahmaputra valley (e.g. Jorhat, Dibrugarh, Sivsagar, Duliajan, Golaghat, Sadia, Lakhimpur), Lower Brahmaputra valley (e.g. Darrang, Nalbari, Pathsala, Rangia, Kokrajhar), Middle Assam (Biswanath Chariali, Tezpur, Guwahati, Nagaon) and Southern Assam (e.g. Karbi Anglong, Karimganj, Silchar) come to

work in the field of music(Fig.3.4). The influence of indigenous music of such regions can be clearly observed fusing with the modern music of the study area.



Source: Primary, Online survey conducted between 30.9.2018 to 31.10.2018 via Google Form

Fig.3.3. Place of origin of musicians in the study area (within Assam)

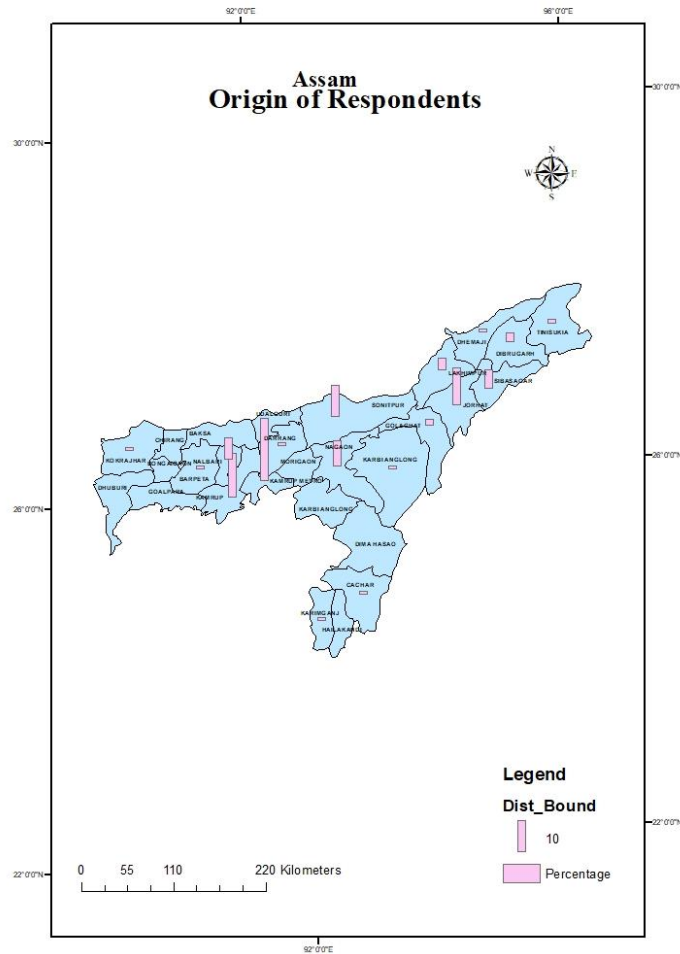


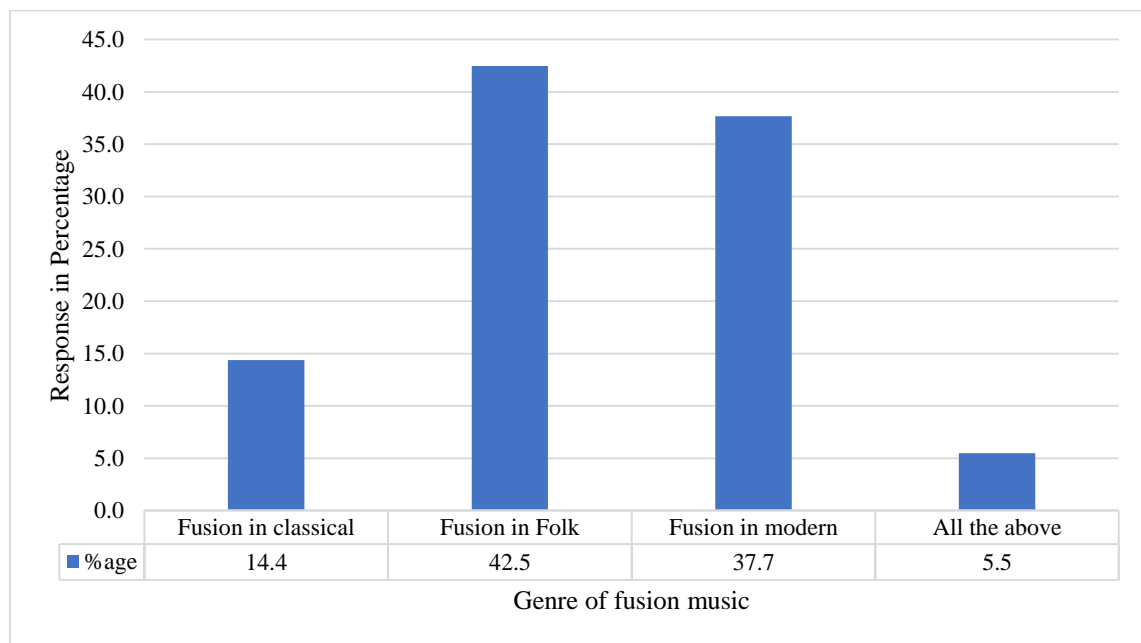
Fig.3.4. Place of origin of musicians in the study area (within Assam)

3.5. Fusion of music phenomena in the study area

3.5.1. Choice of Fusion in music genre:

The number of respondents (11.6%) in the survey preferred fusion music to listen. But all of them provided their response while asking about in which genre of music they like

fusion. In this regard maximum respondents (42.5%) like to experiment or listen fusion in folk music, followed by 37.7% in modern music and only 14.4% like it in classical genre of music. Whereas 5.5% like fusion in all the above mentioned genre of music in the study area. Due to maximum fusion or experimentation in folk, presently, folk music of different tribes, groups, religion captures a good number of listeners as well. The listeners and musicians of the study area has considered such fusion in music in a very positive way of creativity (Fig.3.5). Likewise, fusion in classical genre also has been experimented a lot. While considering fusion in modern music, experimentation in folk music also occupies a major share in the study area as while talking about modern genre, it encompasses a broader dimension of performing various genre of music with modern instruments and technology in a different platform. It may include, folk, classical based, pop, rock, religious, independent genre etc. according to the musician respondents in the study area.



Source: Primary, Online survey conducted between 30.9.2018 to 31.10.2018 via Google Forms

Fig.3.5. Choice of Fusion in music genre

3.5.2. Genre of music compose, perform or publish

Almost all popular genre of music is composed, performed or published in the study area. From the survey it is found that 25% musicians compose, perform or publish folk genre of music in the study area followed by 15% each for independent (indie style) and rock genre of music, 12.5% are engaged with pop genre of music in the study area. Besides original scores, now-a-days musicians are highly engaged in fusion music which is considered as a popular music currently. With fusion music they can experiment a lot in terms of instruments, tone, singing style, lyrics and various natural as well as digital sound's according to musicians in the study area. Some 7.5% musician like to experiment fusion in modern music while another 5% prefer to work on fusion in folk music, followed by another 7.5% work fusion in classical music. Another genre i.e. dance number or club music also occupies 2.5% of modern music in the study area. Besides these, according to the preference of varied listeners, 2.5% make gospel music whereas another 7.5% work on other religious music creation, performance and publish as well (Table. 3.3).

Table.3.3. Genre of music compose, perform or publish

Genre of music compose, perform or publish	Response	% of total
Independent(indie style/genre)	6	15.0
Pop	5	12.5
Folk	10	25.0
Rock	6	15.0
Fusion in modern song	3	7.5
Fusion in folk	2	5.0
Fusion in classical	3	7.5
Dance/club	1	2.5

Gospel	1	2.5
Religious	3	7.5

Source: Primary, Online survey conducted between 30.9.2018 to 31.10.2018 via Google Forms

3.5.3. Opinion about fusion in modern music

Since the area of interest of this research lies in fusion and diffusion of modern music, the opinion or idea of the involved musicians in these regards matters a lot. The respondents in the online survey were asked open ended questions regarding their opinion on fusion music and diffusion of modern music of Assam. The online survey reports that more than 20% musicians working in the field of modern music in the study area (Table 3.3). As per opinion of the people engaged in the study area, as a whole fusion is a tributary contribution to the main stream of music. Fusion genre has brought tremendous change in the field of modern music in particular and global music in general which started roughly in the late 1960's. It is due to popularity of fusion music that the new generation is familiar with indigenous and traditional genre of music as the musicians are making perfect blend of both genre as fusion as per the survey. Fusion is a blend of two or more genre of music in to one to create a perfect harmony of sounds. Some opined that fusion genre should be maintained by retaining the original flavor of the tone. According to some other fusion provides immense opportunity to work something new over the existing genres. Some of the opinion that fusion at times leads to creation of new sounds which becomes the identity of that song while according to some others, all evergreen songs should be recomposed and published implementing fusion to popular in a modern way. Some prefer fusion music to be done in a balanced way so then it will become interesting. A few of the respondents are of the opinion that fusion in music has brought cultural, demographic, emotional integration with passion. Some opined that fusion is one's experimentation with his or her own style to give a new flavor to the audience. The musicians are of the opinion that fusion in music is a continuous process and will also continue in the future. On the other hand, a few musicians mentioned that fusion in music should be

limited to certain genre of songs only. Some opined that fusion music in Assam is not up to the mark compared to the national and global level.

Talking about the fusion music in the study area at present, the respondents mentioned that now old forms of music are combined, customized and layered with modern flavor to create a new melody over the old one. At present fusion in music is growing positively and is being widely accepted by the musicians and listeners. Its providing a good platform for higher earnings of the people involved in the field of modern music in the study area. Presently fusion in music has opened up the path to experience good music and has become the modus operandi of the current genre of modern music in the study area.

While projecting views about future of fusion music in the study area, respondents mentioned that in future fusion music will be the reflection of present compositions. Some said that the future fusion music should not become more electrical like EDMs (electronic dance music songs especially made for nightclubs, raves and festivals etc.), it may lose its musical flavor. According to the respondents, in future, fusion music should acknowledge the spirit and divinity of music with its continuous flow, and it should not carry any negative impact for its dedicated learners and listeners. Some mentioned that fusion music may evolve as a new genre in near future. A few said that if current pattern of fusion music in the study area continues then very soon it will become a cliché (overused and lacks originality), rather in the future there should be more blending of music of Assam with traditional and folk unexplored genres of Egyptian, Armenian, Turkish, Chutney music, Baithak, Hawaiian, Sub-Saharan, Sufi etc. instead of unnecessarily using numerous electronic instruments.

3.6. Diffusion of music phenomena in the study area

3.6.1. Diffusion

Diffusion of music is the geographical distribution of music from its original place to other places. Modern music of Assam has been seen to diffuse to different parts of the nation as well as to the world in recent times. Modern music of Assam diffused to other parts of the

nation like Kolkata, Mumbai etc. since the time of Jyoti Prasad Agarwala then Dr. Bhupen Hazarika followed by Zubeen Garg and Papon till date. Such experts in music introduced different genres of music of Assam to the rest of the country as well as to the world. Presently singers from even Mexican countries and South Africa are trying their singing skills in popular modern songs of Assam. The respondents in the online survey opined that music of Assam with time came a long way. So many notable artists of Assam collaborated their works with renowned artists of other regions of the country like Lata Mangeshkar, Manna Dey, Kishore Kumar, Sonu Nigam, A.R. Rehman in various national movies, likewise artists of the study area also worked in their movies etc. Such collaboration led to influence of each other's culture. In that way diffusion of music of Assam led to impact in Bengali, south Indian and Bollywood music in particular. Diffusion of modern music of Assam was carried by the eminent experts in music in the earlier times. Presently, music is diffused in air by various means like FM, satellite channels and internet according to the survey. The field of modern music is entirely dependent on technology now. Modern music is now not only being listened but also needs to be viewed at the same time, so now music means both audio-visual presentation. In future the whole field of modern music will be entirely ruled by technology in the study area as per the report of the survey.

While mentioning about diffusion in the study area at present, the respondents said that outside the region, people know our culture by our music-especially Bihu. Platforms like Coke studio (a jamming program in MTV) really helped the musicians of the study area to reach out to the global audience. In fact, many Bollywood hit numbers are influenced by the music of Assam as many musicians, technicians, singers and sound engineers are doing excellent works in Bollywood who carried and blended the music of the study area with the Bollywood genre. In that way they are spreading the culture and music of Assam across the country as per the report of the survey.

Projecting views about the future of diffusion of modern music of the study area, the musicians were agreed that due to emergence of the new bunch of talented musicians from the study

area, there is no doubt of hitting music of Assam in the international market very soon. Digital market of music is going to play a vital role in diffusion of music in near future in the study area.

3.6.2. Deciding factors of diffusion of music

When talking about diffusion, a few deciding factors also supposed to be considered such as distance, related persons, target group, time etc. The survey reports that some respondents think that diffusion is time specific while some states it as area specific. A few mentioned it as person specific while some opined it as a universal phenomenon which does not depend on any factor. Eminent singers like Dr. Bhupen Hazarika to Zubeen Garg and Papon diffused modern music of the study area to national to global level. At the same time online platform also diffused the music of the study area beyond any administrative or political boundary to the international platform (YouTube, Spotify, MTV Unplugged etc.) as per the survey. Earlier diffusion was time or season specific for some respondents, but now it is not at all time specific, rather the process of diffusion continues throughout the year via new compositions as the survey reports.