

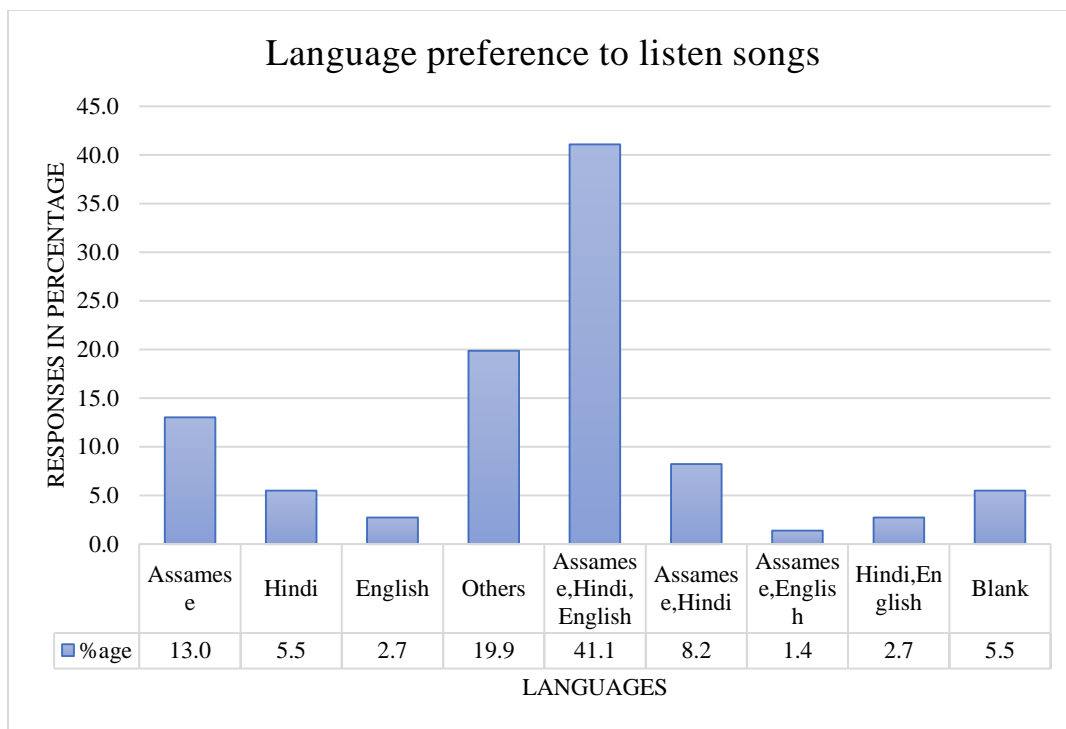
Chapter IV

Impact of modern music on society, culture and economy in the study area

4.1. Impact of music on society and culture of dwellers of the study area:

4.1.1. Language Preference of music listeners:

Language plays a significant role in the field of music. Generally, people prefer to listen music in their own language which makes the music understandable effortlessly, especially the lyrics. But in the study area the scenario is a bit different(Fig.4.1). The historical background of modern music in Assam evident a pattern of different music genre in assimilation of different languages (Chapter II) such as Bengali, Assamese, Western, Hindi etc. Such unique cultural background made the language preference to listen music an important component of modern music in the study area to be considered in the online survey. The survey reflects that 41.1% respondents prefer to listen music in Assamese, Hindi and English, three languages which is the highest response, 13.0% only in Assamese language, 5.5% and 2.7% in Hindi only and English only respectively. 8.2% prefer both Assamese and Hindi language songs where as 1.4% prefer Assamese with English language, 2.7% prefer Hindi and English language songs only. 19.9% respondents prefer to listen songs in other languages but not in the mentioned languages in the survey questionnaire. 5.5% respondents preferred not to mention any language(Blank).



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

Fig.4.1. Language Preference of Modern Music listeners in the study area.

Table.4.1. Language Preference of Modern Music listeners in the study area.

Languages	No. of respondents	%
Assamese	19	13.0
Hindi	8	5.5
English	4	2.7
Others	29	19.9
Assamese, Hindi, English	60	41.1
Assamese, Hindi	12	8.2
Assamese, English	2	1.4
Hindi, English	4	2.7
Blank	8	5.5
Total	146	

Note: Percentage exceeds 100% due to multiple responses

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

4.1.2. Genre of music prefer to listen:

Choice of genre of music by listeners and musicians determines the trend and market of popular music. Depending on the age group and prevailing trend of music, the choice of music genre to listen varies. From the online survey it is found that 4.1% likes to listen classical music, 21.9% like modern music while 9.6% prefer to listen folk music. Interestingly enough 47.3% like to listen all types of genres while only 11.6% like fusion music. 5.5% do not prefer any particular genre of music.

Table.4.2. Preference of music genre by music listeners

Genres	No. of respondents	% of total
Classical	32	4.1
Modern	14	21.9
Folk	17	9.6
Fusion	69	11.6
All types	8	47.3
others	146	5.5

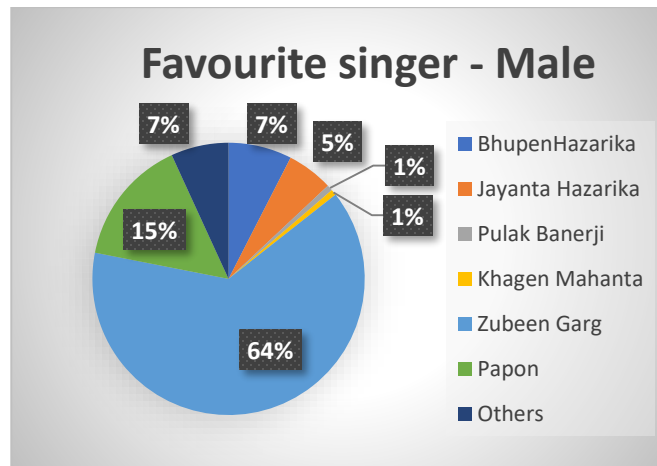
Source: Primary, Online survey conducted between 30.9.2018 to 31.10.2018 via Google Forms

4.1.3 Favourite Singer- Male & Female

Music listeners as well as musicians engaged in the field of modern music in the study area were also asked about their favourite singers both male and female. The reason behind this question is, popularity of a singer leads to decides many associated aspects such as if a singer is popular then his or her songs will get a good market, the singer will get chance to perform both onstage and in recordings, thus the singer will be able to engage a

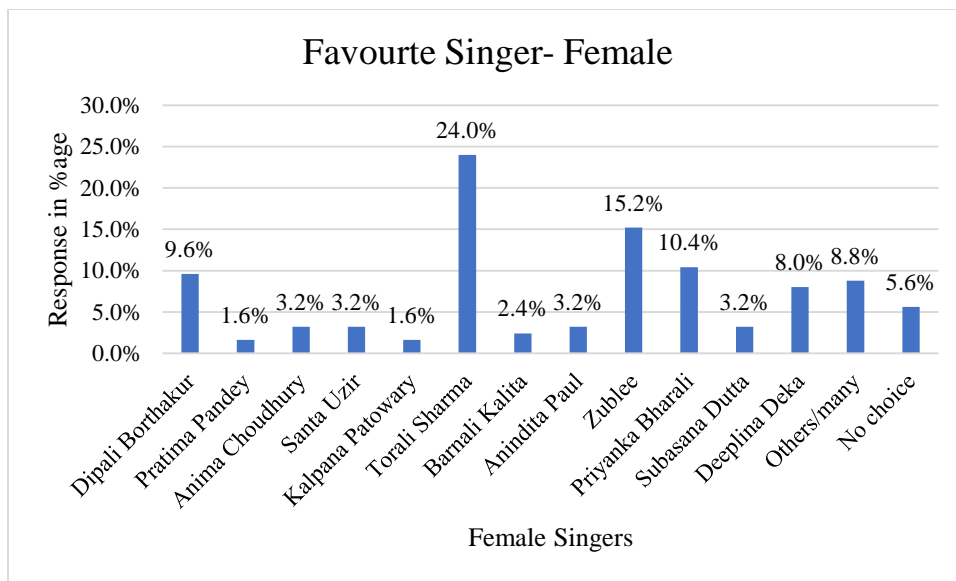
number of musicians, composer, technicians, lyricists to accompany in performances and creation also on payment basis. The financial status of singers or musicians entirely depends upon their popularity or being favourite of the audience.

It is found from the survey that 64% respondent's favourite singer-male is Zubeen Garg followed by 15% for Papon, 7% each for Dr. Bhupen Hazarika and other singers. 5% likes Jayanta Hazarika and 1% each for Khagen Mahanta and Pulak Banerji(Fig.4.2).



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

Fig.4.2. Favourite Singer-Male



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

Fig.4.3. Favourite Singer- Female

In case of favourite singer- female in the study area also same pattern of popularity can be observed. Torali Sharma who is a singer, composer is the most favourite singer (24.0%), her works reflects fusion of modern music with folk and Indian classical genre. Zuble Baruah (15.2%) another favourite female singer who is popular for her fusion music of different folk music of Assam with the modern music, followed by other female singers of new generation as well as earlier generation, whereas 5.6% provided no choice of favourite female singer in the study area(Fig.4.3).

4.2.Impact of digitisation on music and economy of the study area

4.2.1. Music download options:

The wireless access to the lives of all people has become a mandatory component of a smart life in today's world and the listeners and musicians in the study area are also not an exception of it. Digitization and online wireless access influenced the modern music field to that extent that publishing and selling music is done mainly through various online channels (e.g. youtube, spotify etc.) and network sharing techniques in the study area. Moreover, musicians are buying hi-tech sound software's and instruments also online through various websites(Table.4.3). Keeping this in view to have an idea about the modern music market in the study area the respondents were asked from where they get the music. From the online survey report its found that 56.2% respondents download music from different online links only whereas 26.7% respondents buy music from online link as well as copy from friends. 5.5% copy music from their friends or collect it through file sharing networks (e.g. xender, bluetooth etc.) in the study area. A few respondents i.e. 5.5% get a digital copy of music in CD or PEN drive. Such free network sharing applications and getting a copy from friends has become the greatest threats in the market of modern music which leads to music piracy. This way publishing music has become a risky affair. Musicians or publishers are hardly getting

their expenses back that they invest to create music. However, lots of precautionary measures for online music market is taken lately to protect the copyright and earnings of the musicians and publishers which seems to be a good step for the musicians. A few respondents in the survey restraint themselves from mentioning the source of music download (6.2%).

Table.4.3. Options of music download

Music download options	Responses	% of total
Download from an online link	82	56.2
Copy from friends/file sharing network	8	5.5
Download from an online link/copy from friends	39	26.7
Get a digital copy in CD/PEN drive	8	5.5
Blank	9	6.2
Note: Table total exceeds 100% due to multiple responses.	146	

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

Another dimension of this question is, it also helps to identify the popular genre of music. Generally, listeners like the genre of music which their favourite singer or musician use to sing or play. While checking about favourite male singer, it's found that most popular singer is Zubeen Garg (64%) followed by Papon (15%), Dr. Bhupen Hazarika (7%), Jayanta Hazarika (5%), Pulak Banerji and Khagen Mahanta each 1% and 7% likes other singers in the study area. From the given statistics it becomes clear that present scenario of modern music in the study area is purely occupied by fusion or experimentation in modern with folk, religious with modern, pop, independent as well as fusion in classical music. All the favourite singers which are also composers, lyricists at the same time, are mainly working on fusion of modern music (Zubeen Garg and Papon). During the initial years of modern music in the study area, Dr. Bhupen Hazarika and Jayanta Hazarika also worked on fusion music in their music

compositions. Basically they experimented on folk with western popular and Indian classical music of their time (50's to 70's).

4.2.2. Status of Employment in the field of Modern Music:

The life of musicians is bohemian and full of struggles. They constantly need to look for work to showcase their talents as well as to get financial support, where as there are more job seekers than opportunities in the study area. This stress of constantly looking for work lead many musicians to go for other permanent and part time jobs for financial security and they pursue music as part time job or as a hobby. This situation definitely leads to wastage of talents and creativity in the field of modern music in the study area. From the online survey it is found that only 8.7% respondents are pursuing music as their full time job. Rest 13.0% and 65.2% consider it as part time job and hobby respectively. Remaining 13.0% offer consultancy or prefer to work as freelancers instead of engaging permanently somewhere. This seems to be a very grim situation in the field of modern music in the study area (Table.4.4) i.e. lack of financial security in the music field. For financial assistance the musicians have to heavily rely on recordings and stage shows. According to the musicians the growing demand of stage shows in the study area is helping them to find some stability in their lives. Some of them wants to move to Mumbai or Delhi like many musicians which provides a better platform for stage performances within the country as well as internationally.

Table.4.4. Status of Employment in the field of Modern Music:

Status of employment in the field of music	% of total
Full Time	8.7
Part Time	13.0
Its Hobby	65.2

Consultant/Free lance	13.0
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Source: Primary, Online survey conducted between 30.9.2018 to 31.10.2018 via Google Forms

4.2.3. Status of Differently abled

Creativity or talent does not come in particular shape or size. Rather music or any other creativity comes naturally within a person. One very positive aspect of the field of music is that it always encourages the talent only irrespective of a physically fit or differently abled person. In the study area also it is found from the survey as well as personal observation that a number of differently abled musicians are also engaged as a composer, singer, lyricist or as a musician only. The online survey reports that 4.2% differently abled music professionals are engaged in the study area mostly as full time musician (Table 4.5).

Table.4.5. Status of Differently abled in the field of Modern Music:

Status of differently abled	% of total
Yes	4.2
No	95.8

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

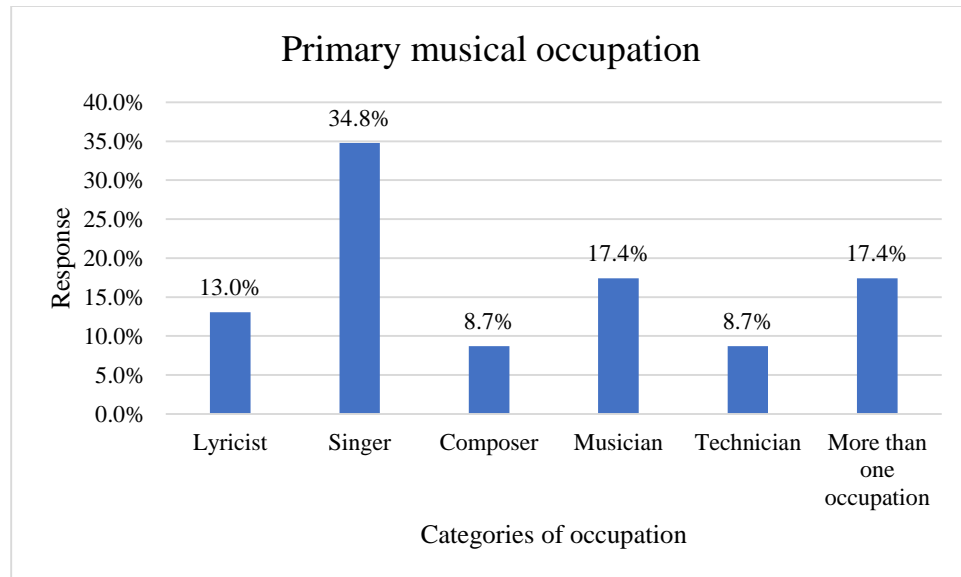
4.2.4. Primary Musical Occupation

From the online survey, it is found that most of the musicians are not engaged only in one musical occupation. Rather they are multi-talented and serves more than one musical occupation. A composer also works as lyricist, a singer also composes and writes the lyrics, likewise the singer works as a musician too. The survey results reports that 34.8% works as singer only, 13.0% are engaged as lyricist, composer and technician only shows engagement

of 8.7% each. On the other hand, 17.4% are engaged as musician only followed by another 17.4% engaged in more than one musical occupation (Table 4.6).

Table.4.6. Primary Musical Occupation in the study area

Primary musical occupation	Response	% of responses
Lyricist	3	13.0
Singer	8	34.8
Composer	2	8.7
Musician	4	17.4
Technician	2	8.7
All	4	17.4
Total	23	



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

Fig.4.4. Primary musical occupation in the study area

4.2.5. Earning from musical occupation:

Earnings from an occupation determines the level of sustenance in a sector. In the field of modern music in the study area also earnings from musical occupation is significant aspect that shows the stability and durability of the field. Some 13% musicians or performers in the study area says that 100% of their earning comes from musical occupation (that includes meagre royalty from their music cd/ downloads and major parts from stage performances and recordings). Another 13% gets their 20% to 59% earnings from the field of modern music, for the rest of earning they rely on other part time jobs. Some another 13% earn less than 20% of their total earnings from the field of music. Rest 60.9% does not get any payment from musical occupation, they are doing it as a part of their hobby and most of them are students (Table 4.7).

Table.4.7. Earning from musical occupation

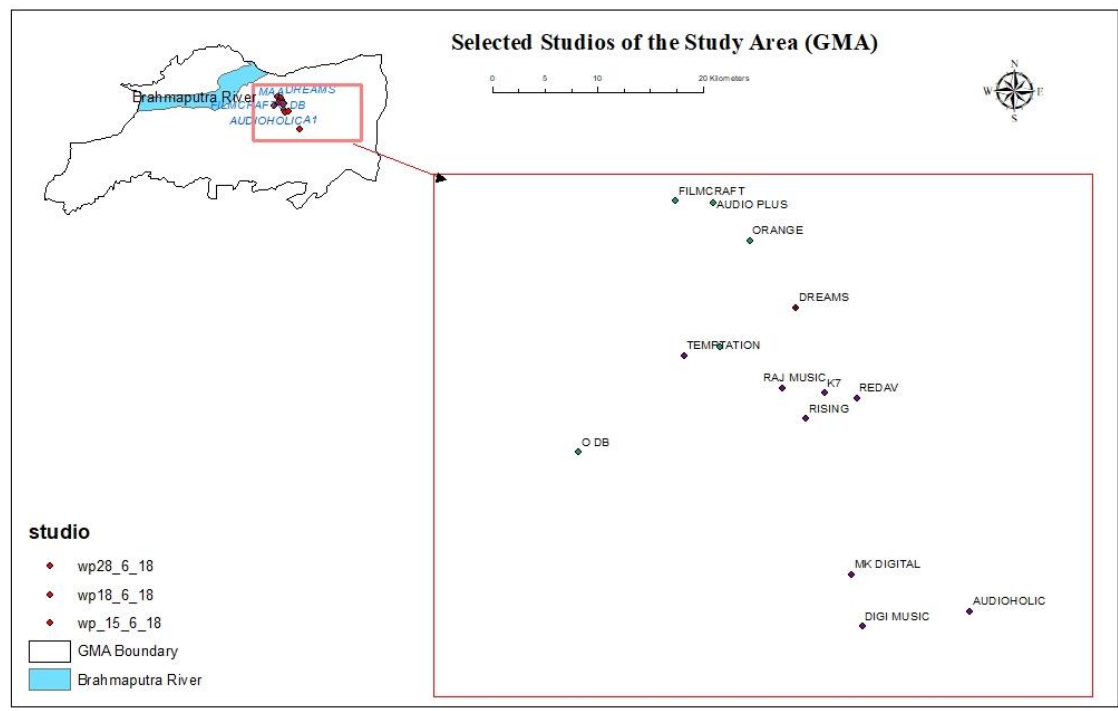
Earning per annum	Number of Respondents	% of total
100%	3	13.0
60%-99%	0	0.0
20% -59%	3	13.0
Less than 20%	3	13.0
None	14	60.9

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

4.2.6. Market scenario of modern music in Guwahati(GMA), Assam

Strangely enough, there is no physical market of music exist in the study area reports the survey. Since the last ten years the market of music in the study area in particular and worldwide in general has transformed into a totally web based digital market. Listeners would not find any CD or cassette selling shop in the market anymore as per the survey conducted. The current market scenario is only the online market selling (listeners can download by paying or through network sharing technique) digital/ soft copies of audio or audio-visual songs in the study area. Artists or musicians publish their compositions in various marketing channels by uploading. There is various web based channels of marketing available for publish of music in the study area. Such channels of marketing works in a global platform rather than keeping it limited to a particular region. YouTube is a widely used platform for publish of music followed by other channels like Spotify, then new musicians are using social media e.g. Facebook also to publish their music. Other kind of marketing channel to promote music is to perform in the stage shows which provides a direct contact of the musician to the listeners. In fact, performing in stage shows provide a source vital of earning for the people occupied by musical occupation in the study area according to the survey. So from the online survey it become clear that present status of music market in the study area is completely digital and

internet based. While projecting the future market of music in the study area, the respondents opined that it will be totally dominated by global digital market which will be definitely beneficial to the musicians involved in the music field. The positive impact of the future music market will be that the artists will get an international platform through the digital market. In that way indigenous, traditional and modern or any other genre of music will be available in the same platform and exposer, modern music market of the study area is also not an exception of it.



Source: Primary survey, 2018

Fig. 4.5. GPS points of selected Audio recording studios of the study area

4.2.7. Status of audio recording studios in the study area

Another part of primary survey was done by visiting widely used audio recording studios in the study area and interviewing the technicians (recordist) of those studios. Twenty-

eight (28) widely used studios were selected after consultation with a few experts in the field of music in the study area. The names and year of establishment of the selected audio recording studios are given in table 2. GPS points were collected (Fig.4.5) of selected studios to find out the exact commercial hub of modern music in the study area as now a day's spatial commercial points of music are found only in recording studios. From studio survey many important information like number of studios, year of establishment, recording hours, rates per recording, employment status of the studios, associated activities etc. in the study area tried to figure out. This survey was conducted with the help of prepared schedule (Annexure D) and interaction method.

For this studio survey out of the selected twenty-eight widely used studios, Jyotichitraban was the first audio recording studio which was established in 1961 by the government of Assam. This is the only government studio in the study area.

In 1987, another audio recording studio, Filmcraft A was established which is the first private studio in the study area. Earlier there were two studios under Filmcraft, A and B. In 2016 Filmcraft B was closed due to financial struggle as recording hours reduced drastically. Another studio Auditek was established in 1989. Other two frequently used studios Dwijachitra and Digimusic were established in 1993 and 1994 respectively. From 1991 to 2001 four more studios were started namely, Adioplus, Sabdarupa, Sound zone and Sargam Audiocraft respectively in the study area. It is found from the survey that in 2003, one studio(M.K.Digital), in 2004, five studios(RMC, K7, Raising, Studio A1, Anamika), in 2006, three studios(Orange, Temptation, Dreams), in 2007, one studio(Raj Music Studio), in 2011, two studios(Sound & Silence, 0 DB), six studios in 2014(Audioholic, Studio Ma, Redav, Sound clinic, Studio Shekhar, Brahma) and one studio in 2015(Chikmik) were established in the study area (Table 4.8). From the survey it is found that since 1989 to 2015 a number of studios were established but due to economic sufferings many of them were closed. Filmcraft B, Friends, D'Concept, Violina, Nataraj, Music Makers were a few studios which were closed during the said time period. According to the respondents of the survey, now a day's initial computer works of music are done in personal computers of the musicians. Musicians and

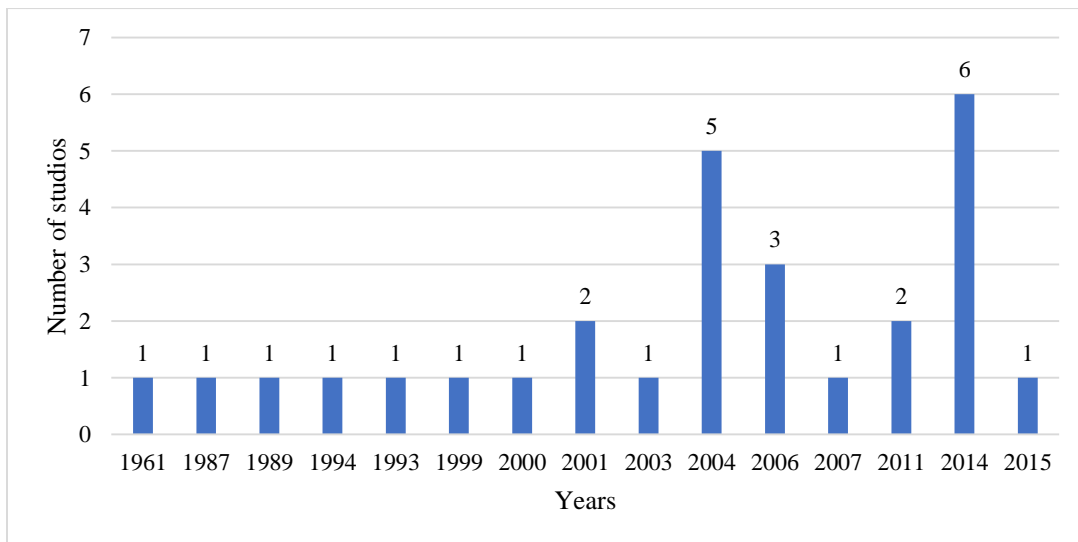
singers come to studios only for voice recording part leading to reduced recording hours in studios. As a result of which studios of the study area are suffering a lot to sustain. In present time depending on the reduced working hours, most of the studios are keeping only one recordist. Though the scenario of recording hour in studios is reducing n one hand, on the other, personal studio set ups among the musicians are mushrooming in the study area. Most of the musicians in the study area prefer to work in their personal set up at home which provide them comfort and more working time. The digital world and hi-fi technology provides a store house of musical sounds including natural and experimental sounds which the musicians are using through computers and specialized software in their personal set ups. This is the dominating trend in the field of music in all over the country including the study area. This way people in the study area are earning at individual level, but the studios are suffering economically leading to less employment in the studios.

Table.4.8. Establishment year & number of major studios

Year of establish	No. of studios	Studio names
1961	1	Jyotichitraban
1987	1	Filmcraft A
1989	1	Auditek
1993	1	Dwijachitra
1994	1	Digi music
1999	1	Audio Plus
2000	1	Sabdarupa
2001	2	The sound Zone, Swargam audio craft
2003	1	M.K.Digital

2004	5	RMC, K7, Raising, Studio A1, Anamika
2006	3	Orange, Temptation, Dreams
2007	1	Raj Music Studio
2011	2	Sound & Silence, 0 DB
2014	6	AudioHolic, Studio Ma, Redav, Sound clinic, Studio Shekhar, Brahma
2015	1	Chikmik

Source: Primary, 2018



Source: Primary, 2018

Fig.4.6. Establishment years & Number major of Studios

Table.4.9. Trade license from GMC

Trade license	No. of response	%
Yes	10	63
No	2	13
No reply	16	57
Total	28	

Source: Primary, 2018

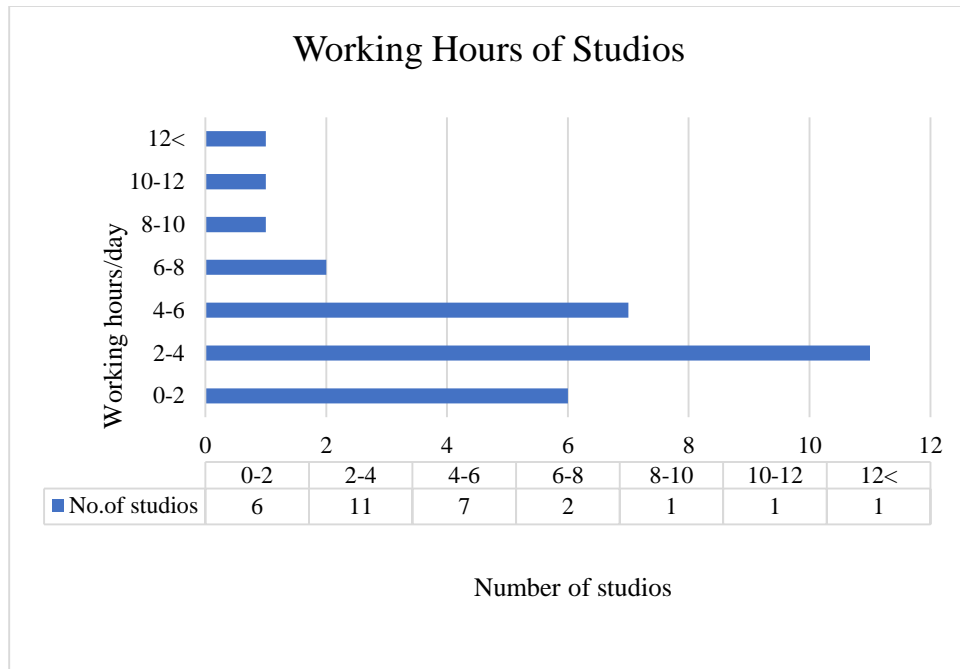
In the field survey in the study area, the owners of audio recording studios were asked whether they have to undergo any registration or trade license procedure for their studios. The survey reports that out of twenty-eight (28) selected studios, 63%(10 number of studios) have trade license, 13%(2 studios) said they don't have trade license and surprisingly 57%(16 number of studios) owners did not reply to the query (Table 4.9). It was observed in the study area that due to drastic reduce in recording hours in studios, a few owners lacked the interest of renew or applying for trade license of their studios. As a result of which a number of studios have turned into personal music work stations which does not require any registration or trade license in the study area.

Table.4.10. Working hours of studios

Working hrs of Studios, Hrs/day	No. of studios
0-2	6
2-4	11
4-6	7
6-8	2
8-10	1
10-12	1
12<	1

Source: Primary, 2018

Audio recording studios are mainly run by the money they get from recording sessions in the study area. It is observed from the survey that recording hours per studio per day differs. The survey reports that roughly about ten years ago recording hours of studios were used to cover twenty-four hours in different shifts. The huge physical market of modern music in the study area provided ample scope to the studios to earn good money. But with emergence of online market of modern music the physical market of music was totally disappeared resulted to making CD's and cassettes useless. People started uploading their music online only. The trend of music album was taken by music covers of one or two songs. Resulting less number of songs to be recorded in studios. In this process number of recording hours in studios were drastically reduced to a couple of hours only in the study area(Table18). These reduced recording hours led the studios suffer financially to a great extent in the study area. From the survey it is found that out of the twenty-eight surveyed studios only one studio has recording hours more than twelve hours followed by another one having ten to twelve working hours, other one with working hours eight to ten on average per day. Then two studios work average six to eight hours per day, eleven studios work for two to four hours' average per day and six studios work for zero to two hours followed by seven studios work for four to six hours on an average per day in the study area(Fig.4.7). It is evident from the survey that such reduced recording hours really giving a tough time to the audio recording studios to run successfully financially.



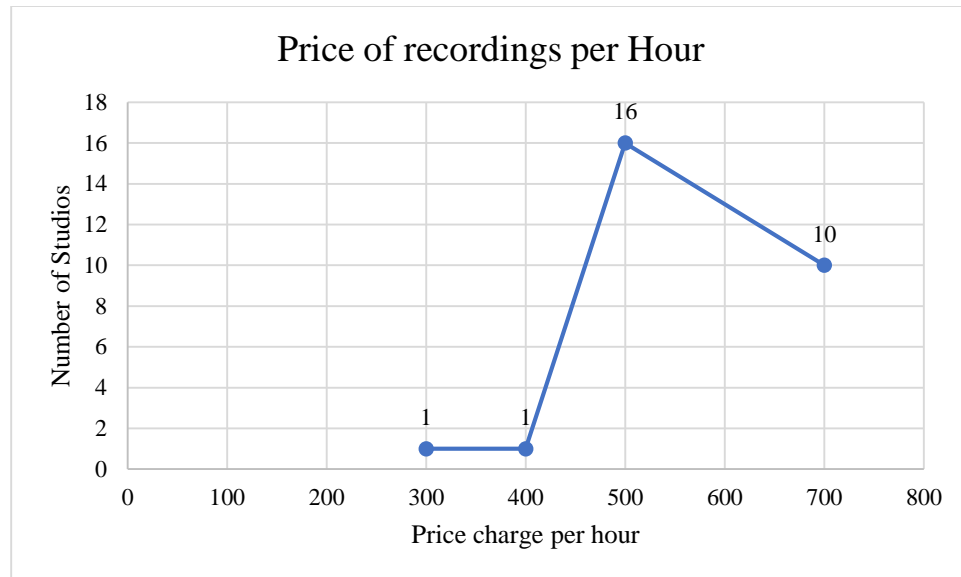
Source: Primary, 2018

Fig.4.7. Working Hours of Studios

Table.4.11. Price of recordings per hour

Price range/hour	No. of Studios
300	1
400	1
500	16
700	10
Total number of studios : 28	

Source: Primary, 2018



Source: Primary, 2018.

Fig.4.8. Price of recordings per Hour

Fig.4.8 shows the status of price of audio recordings per hour in studios in the study area. Audio recording studios are well equipped with latest electronic digital sound recording systems (costing from INR16,000/- to lakhs of rupees, depends on the choice and requirement of recordings) with air-conditioned and sound proof interiors in the study area. Such expensive set up with employed recordists needs a considerable amount of money to run the system. But from the survey a different picture came out which shows that studios charge a meagre amount per hour recordings in the study area. Ten studios charge INR700/- per hour followed by INR500/- by sixteen studios then INR400/- by one studio while another one charge INR300/- per hour in the study area (Table 4.11). The survey reports that there is no fixed rate decided for recordings in studios in general rather the rate depends upon the reputation and quality work of the studios. Moreover, studios offer meagre charges for recordings for the sake of musical work only in the study area. The earning from recordings in studios is limited.

Status of employees in the audio recording studios of the study area plays a significant role in pursuing modern music as a carrier among the aspirants. The employees of the selected studios (28 studios) in the study area are either technicians or musician and technician both.

Table.4.12. Employees and associated programmes in selected studios

Studio name	No. of employees/recordist	Other Programmes provide	Programme fee/person
RMC	1		
Orange	2	Sound engineering training: 6 months course	22000/-
Chikmik	1		
OdB(zero db)	2		
Filmcraft(A)	1		
Redav	1		
Sound & Silence	1		
Studio Sekhar	1		
Temptation	2	Video editing with 1 editor	not mentioned
Raj music studio	1		
Anamika	1		
Dijyochitra	1		
Studio MA	2		
Sound Clinic	1		
Auditek	2		
The Sound Zone	1		
Brahma	1		
Sabdarupa	2	Course on musical instruments/vocal	not mentioned
M K Digital	2		
DiGi music	1		

Source:

Studio Swargam Audiocraft	1		
Jyoti Chitraban	2		
Dreams	1		
Audio Plus	3		
Audioholic	1	Sound engineering course privately	not mentioned
Studio A1	1		
K 7	1		
Raising	2		

Primary, 2018

So, employees of studios need to have full knowledge, dedication and involvement in the field of modern music. They need to be aware and expert about new technology and innovations in the field of modern music. The survey reports that due to reduced hours of recordings in studios, limited number of employees are engaged in the studios in the study area. From the field survey it is found that nine studios engage two recordists(employee) followed by eighteen studios could afford only one recordist per studio while only one studio engages three recordists (Audio Plus studio) which is the maximum in terms of employees in the studios in the study area (Table 4.12).

Another interesting aspect came out from the survey that a few studios run separate music related courses in their studios in the study area. One studio(Orange) runs a six months long course on sound engineering at the cost of INR 22,000/- per student followed by another studio (Audioholic)also runs a similar course on sound engineering privately (respondent didn't mention the course fee) in the study area. Another studio(Sabdarupa) runs various vocal and instrumental courses but course fee didn't mention while another studio(Temptation) runs a video editing course with one editor (employee)course fee didn't mention in the study area (Table 4.12). It is clear from the survey that in the race of survival audio recording studios offer other associated services to cover the expenses of the studios.

4.3.Opinion of experts on fusion, diffusion, culture and economy of modern music in the study area

As per the nature of the topic of the research, views of experts in the field of modern music in different decades has become an important part to analyse the fusion and diffusion of modern music in the study area. Accordingly, to get the required information and result sample size is given below:

- Experts in the field of modern music: 12 (representing various genre/generation)-

Table.4.13. Experts in the field of modern music

Sl.no.	Name	Area of expertise	Working duration
1	Bornali Kalita	Singing	Last 15 years till date
2.	Amber Das	Composer/singer	Last 15 years till date
3.	Ibson Lal Baruah	Composer/lyricist/sound engineer	Last 20 years till date
4.	Zubeen Garg	Composer/singer/lyricist/instrumentalist	Last 30 years till date
5.	Tarali Sharma	Composer/singer	Last 30 years till date
6.	Deepak Dutta	Sound Engineer	Last 30 years till date
7.	Pragyan Baruah	Composer/singer	Last 30 years till date

8.	Gitanjali Baruah	Composer/singer	Last 30 years till date
9.	Ashim Jyoti Baruah	Singer	Last 40 years till date
10.	Diganta Sharma	Composer/sound engineer/musician	Last 40 years till date
11.	Santa Uzir	Singer	Last 50 years till date
12.	Bhupen Uzir	Sound Engineer/composer	Last 50 years till date

Source: Primary, 2018

4.3.1. Origin and diffusion of music phenomena in the study area:

As per the opinion of the respondents in the survey conducted it seems that all (100%) the respondents were of the same opinion regarding origin and diffusion of music in the study area. The survey reports that glimpses of the origin of modern music in the study area lies in the folk music of the fringe areas as well as music from the west Bengal which is a bordering state of the study area from an early part of 1920's. But actually origin of modern music in the study area can be dated back with the establishment of All India Radio, Guwahati center (April, 1948) and later All India Radio, Dibrugarh center (1969). The contributors towards the field of modern music of the study area of the time were Lakhmiram Baruah, Ambikagiri Rai Choudhury, Padmadhar Chaliha, Kamal Narayan Choudhury and Purushottam Das and many.

Table.4.13. Summary of Experts opinion

Query	Opinion	Respondents in number	Percentage of respondents
Origin and diffusion of music in the study area	Dated back to Srimanta Sankardeva. The music of the study area is influenced by folk music from fringe area and music from West Bengal. Actually origin of modern music in the study area can be dated back with the establishment of All India Radio, Guwahati center (April, 1948) and later All India Radio, Dibrugarh center (1969).	12	100%
Fusion music in the study area/is it	Fusion in music is subject to individual taste & preferences. It is inevitable.	5	41%
defamation of music?	Directly cannot say defamation but some works done in a wrong way in the name of fusion in music due to lack of proper knowledge & understanding of music.	12	100%
	The study area is rich in folk music & culture.	12	100%
	In late 1970's & early 1980's modern music was influenced by	10	83%

	western harmonies & chordal progressions.		
	In 1990's Jitil Sonowal, Zubeen Garg, Papon has carried forward the tradition of fusion with western music. Zubeen Garg's contribution is very significant in this regard.	12	100%
Impact of Digitisation in the field of modern music	Digitisation revolutionized & now every musician have their personal set up to work.	8	66%
	Digitisation started from one track to seven track at Jyotichitraban & actual full flaged digitization started around the years 2000-2003.	10	83%
	Too much mass appeal cannot maintain the quality & integrity for long. Same happened with music.	9	75%
	Due to accessibility of online market, the physical market of music vanished.	12	100%
Influence of literacy and basic music based knowledge in the	A certain level of literacy & knowledge of basic grammer of music is good to better understand the music.	10	83%
	Music listeners now apparently seem a little indifferrent & tasteless.	9	75%

popularity of music	The music appreciation capabilities of listeners defines the cultural sensitivity of the people of a region.	10	83%
	Music is a serious form of art which represent the culture & emotions of people of the area.	12	100%
Future trend of modern music in the study area	The future trend will be similar to the international music scenario.	12	100%
	In future, the study area has great music in store with many upcoming talents.	10	83%
	Field of music is directly related with film industry	8	66%
	Proper knowledge of the language of the study area with proper pronunciation is needed for future success among new generation musicians.	8	66%

Source: Primary, 2018

While talking about diffusion of modern music of the study area, the survey reports (100% respondents) that until Dr. Bhupen Hazarika took the music of the area to Kolkata (then Calcutta) then to Bollywood to international platform, music of the study area was almost untouched. Much before Dr. Bhupen Hazarika, S.D.Barman, R.D. Barman and Salil Choudhury added and experimented many elements of music of the study area in their compositions but geographical distribution of music of the study area was not taken place properly at that time. According to the respondents of the survey, the study area as a whole is

a very critical place for music as it is a conglomeration of numerous folk music from the fringe area. Music of the study area diffused to other parts of the country through Kolkata (then Calcutta) only. Legends like Jyotiprasad Agarwala, Bishnu Prasad Rabha and other film makers of the study area used to work on recordings and editing in Kolkata as it was the nearest and easily reachable center for cultural activities before 1950's. Film music was the only available recorded music at that time in the study area. Slowly cultural relation developed with other area of the country and musicians started moving to Mumbai (then Bombay) for better opportunities. Dr. Bhupen Hazarika paved the way to Bollywood for the musicians leading to diffusion of music of the study area. 1980's was a silent era for diffusion as the survey reports (refers to the time of Assam Agitation led by ASU and AAGSP). In 1990's again a new bunch of musicians of the study area moved to Mumbai (Zubeen Garg, Kalyan Baruah, Paban Rasai, Dhruba Phukan to name a few) and contributed immensely to the diffusion of modern music of the study area to other parts of the country as well as at global level as per the survey conducted. For example, *bihu*, *bodo folk*, *borgeet*, *biyanaam*, *naam ghuhkha* etc. were experimented with Bollywood style of music. The survey reports that at present time many musicians regularly are moving to Mumbai and other cultural hubs of the country like Bangalore, Delhi, Kolkata, Chennai etc. contributing to diffusion of music of the study area but still many facets of music remain undiscovered of the study area (Table.4.13).

4.3.2. Fusion music in the study area

Fusion is a part and parcel of modern music in the study area. Fusion in tunes, fusion in instruments, fusion in lyrics, in singing styles has been experimented in the music of the study area revealed by the survey conducted. While talking about fusion in modern music and its impact, the respondents put forwarded different views. 43% of the respondents opined that fusion in music, like any other amalgamation, is subject to individual taste and preferences. Fusion in any art form is inevitable. Fusion is the most beautiful dimension of music on the earth till date if it is done with proper blending and knowledge. But sometimes if not done

properly with sufficient knowledge it may result to ruin the original source, because the newer generation who haven't heard the original music might get a completely different and distorted picture. While talking about defamation of modern music due to fusion, the respondents (100%) were of the opinion that directly they cannot say defamation but yes some songs in the study area are done in a wrong way in the name of fusion. It is only due to lack of required knowledge and understanding of music. This is why now a day bihu and other folk music are seeming to be on the verge of losing its original flavour. On that note the responsibility of doing fusion in music should be taken responsibly by the musicians of the study area.

On the other hand, a number of great personalities and renowned musicians have worked very hard to enrich the modern music of the study area through fusion. The culture and music of Assam as well as the study area has developed in an early age, from the days of Srimanta Sankardeva, can be called the father of fusion in music of Assam, dance, poetry and literature. He was a much travelled multifaceted genius to have culture of Assam a solid foundation to build upon. The study area has always been very rich in terms of folk music and culture as opined by all the respondents (100%). The study area has seen almost all kinds of fusion from amalgamation of folk music with music from mainstream India, to western influences. Till the time of shifting of the capital of Assam to Dispur (21st January, 1972) from Shillong the study area was greatly influenced by western music as Shillong is considered as a hub of western music in north east India. There were bands like FMC and Melodica, who had a huge repertoire from western classics and Rock and Roll to folk fused with more contemporary style of music. And this was the scene in late 70s and early 80s which can be observed in the works of singers/songwriters like Jayanta Hazarika, JP Das, Arun Das, Charu Gohain, Bhaskar Das, etc with strong western influence in their music in terms of harmonies and chordal progressions, but at the same time they retained the flavor of the music of the study area in their music as per the opinion of the respondents (86%). Talking about next generation of artists (after 1990's) like Jitil Sonowal, Zubin Garg, and more recently Angarag "Papon" Mahanta and Joi Baruah has carried this tradition forward. Each with their own

unique style and musicality (opinion of 100% respondents). 86% of the respondents in the survey viewed that when talking about fusion after 1990's till date in the study area, Zubeen Garg has given very significant contribution by blending folk music of the region with main stream modern music as well as fusing in all other elements of music and popularized it at regional, national and global level(Table.4.13).

4.3.3. Impact of Digitisation in the field of modern music

Digitisation has recently made a huge impact in the field of music, and the study area is no exception. Digitisation is a revolution for recordings, editing, restoration, production and distribution purpose in the music field. Today almost every musician and arrangers having their own home setup for doing their creations which is possible only because of digitization technology as per 64% of the respondents report in the survey. The quality of music recordings become more advance and it helps the creator to upload their creations online for the global audience. With the widespread use of computers and especially smart phones, all entertainment has shrunk to the palm top.

First digitisation started in the study area from first track to seven tracks (in Jyotichitraban studio), then very popular version of sixteen to eighty tracks was used while actual complete digitization was started around the years 2000-2003 as per 86% respondents opined. However today in the study area all kinds of digital facilities for music are available which is at per the recording studios of any developed region of the world as per the survey reports.

The survey also reports that it is known to all that anything that has too much mass appeal cannot maintain its quality and integrity for long (79% respondents). In this process some music and artists too lose their creativity and exclusiveness in order to cater to the masses in the study area. This is the transition stage from an art form to a mode of

entertainment. At the same time some very talented artists from such as Nilotpal Bora and Shankuraj Konwar, and quite a few other equally talented artists from the study area creating beautiful music has gained notable popularity through social media (online platform of music uploads). Another dimension of digitisation in the field of music came into light that 100% of the respondents opined that due to accessibility to online market of music, the physical market is totally vanished from the world of music and the study area is not an exception of it. This is the negative side of digitization due to which the music producers have suffered a lot. Existing internet based digital market removed all traditional type of recorded music storage and selling systems. Online published music is easily downloaded and shared via different softcopy sharing devices and applications (online and offline download, piracy) leaving the artists and producers of music with meagre amount of earnings from music productions in the study area. Keeping in view the revolution by digitization, it may be expected in the field of music in the near future where digitization itself will bring a new technology or system which will stabilize the physical market of music again hopefully (Table.4.13).

4.3.4. Influence of literacy and basic music based knowledge in the popularity of music

Assam and the study area within it is enriched with folk as well as grammar based music since the time of Srimanta Sankardeva. Srimanta Sankardeva was the first who introduced grammar based music (*Borgeet*) in Assam and also popularised folk music based *Bhaktisangeet* to educate people from religious point of view. A certain level of literacy (both academic and musical) and basic knowledge of music related grammar is absolutely essential for music appreciation in true sense of the term and it elevates the music from being just a mode of entertainment to an art form as mentioned by 86% of the respondents. Folk music has always been pure, simple and organic and purer form has to remain undisturbed, same in respect of the folk music of the study area. It is the contemporary music that has to keep evolving. Moreover, in recent times, a section of the mainstream music has seen mutation rather than evolution. Music listeners of the study area right now apparently seem a little too

indifferent and tasteless, if the TV channels are to be believed (71% respondents). The overall standard of mainstream music is absolutely correlated to the understanding, maturity and knowledge of the listeners. The music appreciation capabilities of a given audience or listeners defines the cultural sensitivity of any particular group of people (86%). In case of the study area along with literacy and knowledge of basic grammar of music, geographical location also is significant for popularity of a particular genre of music. For example, *ojapali* music may be more influential in lower Brahmaputra valley as well as *Bihunaam* is more popular in upper Brahmaputra valley. People in the study area seems to be more influenced by music which they can relate with their life and culture. Therefore, it is of paramount importance (Table.4.13) that the upcoming artists in the study area realize that music is not only a mode of popular entertainment but a serious art form as well which represent the culture and emotions of people of the area (100% respondents opined).

4.3.5. Future trend of modern music in the study area

The present scenario in the field of music in the study area is similar to any other part of the world. So, while projecting a future trend of music in the study area, it can be said that it will be similar as in the international platform of music as per the 100% of the survey reports. Technically, the future trend will be more digital and internet based where every talent gets their own space to upload their creations through various online platforms like YouTube, Saavn, caller tunes etc. 86% respondents mentioned that the future has some great music in store with great talents for the study area. Although the mainstream music in the study area right now is not at its best, things are changing. Lots of the newcomers are very focused and honest with their music. And they are aiming high for the international level, not just in the study area. 64% respondents were of the opinion that the field of modern music in the study area is very much related with the Film industry. So, to flourish the modern music, first the Film industry of the study area needs to bloom. In this regard, efforts of Government are also much needed along with efforts of individuals related to the film industry. A film industry can

project a genre in music field. Modern music and film industry can grow together for a brighter future in the study area. From the survey, 64% respondents mentioned that for the better future of the modern music in the study area, the new bunch of musicians should get proper knowledge about their own language and its pronunciation. To sustain a culture as well as music of an area, the people should have proper knowledge and use of their own language. Most of the present breed of musicians in the study area seems to have less knowledge about their own language which have to be improved. In other words, to project a better future of the modern music in the study area, the people involved in the field should be well equipped with knowledge of language, grammar related to music, updated knowledge of technology and cooperation with the film sector is must(Table.4.13).