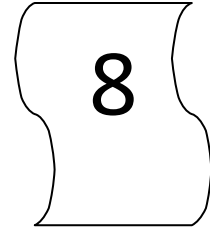


Predominance of Music Festivals in Multilateral Cultural Affinity

Shaji Antony Thekekara, & Dr.Bindu.K
University of Kerala, Trivandrum.
Mail Id;shaji09antony@gmail.com



Abstract

This article explores the potentials of performing arts. It discloses impacts and importance of visual and performing arts. In every society, arts and culture is a matter of cultural development. Artists, who fascinate both the intellect and emotions to get their messages across, are key drivers of social changes and culture. Theartist who performs in various areas tries in particular to promote an independent sector of culture and seeks to strengthen society in order to promote social status and freedom of expression.

“If art is to nourish the roots of our culture, society must set the artist free to follow his vision wherever it takes him”.(John F. Kennedy)

Introduction

Since prehistoric time’s art and artists have been a part of history. With the origin of man, various arts have emerged in unique ways. Some countries, states and regions are popular by the names of art forms. Music is divergent from all other art forms that can be easily performed and relished in any contingency. Music plays a vital role in embellishing any ceremony and celebration. In religious ceremonies, the presence of deity is experienced more by music. As a result of music festivals became more popular and take a significant role during festivals. Music festivals are held diversely in various countries or in regions. In India Most of them are organized seasonally, harvest related, in the name of favorite deities and in the name of musicians , with regard to spiritual rituals, temple festivals or to honor composers who have contributed their life for music. Also many music festivals are held for entertainment purpose to inspire young talented artiste and to applaud maestros. Exceedingly many music festivals which are held in foreign countries are seasonal or for recreation.

Keywords: Artists, Performing Arts, Multiculturalism, Music festivals, cultural transmission



Sri Venkateswara University Tirupati

International Conference

” Modern Cultural Influences On Performing Arts And Fine Arts ”

Pranav Journal Of Finearts

Volume :1 Issue : 2 December 2022

Special Issue

Influence of Performing Arts on Multiculturalism.

Culture is a set of knowledge; customs and behaviors acquired and transmitted socially which means that according to the definition of anthropology, culture is all beliefs and types of morality of people, all the laws and traditions that are manifested by a particular social group. In addition, culture is associated with art through music, literature, dance and sculpture. Art became a part of human culture. Both illuminate the inner life and inspire creativity of human and imagination. It transcends linguistic, political, social and cultural boundaries and seeks to unite people as members of the human race instead of dividing them. Although the visual and audile arts are very poles apart, the impact of it on human culture is remarkable. Music is a technique for one to visualize life and innate profound memories to the person. In a cultural context, music festivals are an intrinsic part of gatherings, festivals, and belief systems. Sound and rhythm patterns give a particular perspective into an individual's cultural life. Music festivals attract people from all different cultures, different habits from all around the world. In music festivals, everyone congregate together and exchange their culture and creates anew cultural strategy by attending and performing in music festivals. Music festivals offer cultural exchange with music institutions from other regions or countries to share and learn about their folklore, singing style, authentic way to pass on language, history and different perspectives.

Similarly, modern culture has also affected the visual arts. Today, the proliferation of media has affected in every field and same as well as in performing arts with the advent of online platforms, it is possible to watch each and every event from the comfort of our own space. The digital system and the technical also have instigates a new face to the performing arts. Culture including religion, philosophy, art and music which includes all these elements has been our particular concern and remains vital to our existence our individuality and it reflects in our cultural life too

Reverberation of Music festivals in India

India is blessed by the plurality of its culture as songs, music, dance, theatre, folk traditions, performing arts, rites and rituals, paintings and writings. And also, India has become the land of festivals with regard to Carnatic music, Hindustani music, dance or instrumental music. People find time even in their busy schedule to enjoy music whether it belong to any music



category. Apart from uniting people with similar interests, these festivals are giving great platform to Indian talented youth artists and boost the Indian culture. India has always been a proper destination for people from all over the world to be a part of these festivals. It provides a golden opportunity for foreigners to come to India and spend their holidays attending the music festivals. Therefore, foreigners who come to India are attracted by the culture and remain in particular places in India to learn numerous art forms. This leads to a cultural exchange.

Efficacy of Multiculturalism by Music Festivals

Music festivals are widely accepted and celebrated by people as it is a *mélange* of art and culture. There is a sense of community difference for the people who are attending and performing regularly in music festivals from that of the outside world. They have community has a whole new set of rules, norms, spiritual rituals etc. Rituals would include the pure concept of spreading peace and love at these festivals. The language may not be perceived by the audience, but the influence of mellow of music what is left within their mind make the people attracted towards such festivals. No matter what the culture is, everybody can understand music. More importantly, music is correlated with positive emotions and this is why music festival culture creates such a feeling of exuberance. Music festivals stimulate the musicians to provide a unique possibility to hook up with their fans and other artists in innovative and collaborative surroundings. It promotes the artists to be in good relation with the people and artists. Music festivals have always been a place for music lovers to congregate and enjoy live performances; also they have become increasingly important in developing new artists and assisting the evolution of existing ones.

Culture in all facets

Music festivals nurture members of a community with many opportunities to engage in socialization, entertainment and the establishment of social networks, which enhances cultural development in community. The bonding made by attendees is another religious element of music festivals. Because of the intimate nature of music festivals, there is plenty of time to forge new acquaintances and with people you already know. The common affinity to the Carnatic music concerts at the religious music festival also brings people together. Apart from all these, there are some other things that music festivals bring forward. Such as a tendency to adopt clothing style and food from other regions.



Social facets

Music festivals and music concerts are an indispensable element in every culture of society. Live music concerts which held in music festivals is considered as a valuable privilege because, among other benefits, it can help to enthrall tourists to cities, offers a sense of belonging, and contributes to a thriving cultural environment. Music Festivals creates a cultural community based on love, peace, respect for each other and environment. Those who are involved in music festival celebrate life through music and art. It paves way for Self-expression, interact and share their musical knowledge with others, and meet incredibly talented people. There are also potential social benefits, such as giving people a reason to celebrate, making the passing of time in valuable vision and building social networks and social capital within communities. First of all, interacting with people of different cultures changes the attitude of the person's approach towards the life. Secondly these festivals helps people to earn their livelihood while getting a taste of various cultures existing in the outside world and become even more popular and will bring a refreshing change in India's persona. Another importance of music festivals is the social and cultural context that creates exceptional experiences and lasting memories for many people.

Devotional Facets

Music festivals are traditionally organized by and for the local community or sabhas, and are often celebrated in the name of a deity, a composer or any theme that has developed from within the community itself. It's remarkable that the connection of music and religion is beyond description as Music can be an expression and enrichment of spiritual experience. Its fact that the power of music can be seen in its growth and the popularity of its own. Different religions have their own versions of music festivals related to the rituals and deities. Believers gather together to relish the essence of music that expresses their religion and reflects their beliefs. Music has also become a way to embrace one's religious reality. Heeding and singing to music has evolved into a form of worship for many religions, and it is like as one sings to one's chosen deity for worship. Apparently music is an inevitable part of religious services, celebrations and rituals. Music festivals hosted by religious organizations implants seeds of their culture and tradition to people following this irrespective of their beliefs. Forexample, kalpathy music festival hosted on behalf of kalpathy Ratholsavam held in Palakkad every year is said to have transmitted these elements of culture to the audiences who hail from different backgrounds and beliefs.



Sri Venkateswara University Tirupati

International Conference

" Modern Cultural Influences On Performing Arts And Fine Arts "

Pranav Journal Of Finearts

Volume :1 Issue : 2 December 2022

Special Issue

Linguistic Facets

Language is a significant part of culture and it has major impact in our relationships with others. Since language is a part of culture, where the music festivals are held people will tend to interchange their own language. Music festivals are places for people of all kinds to come together. Music also becomes the language for the festival attendees. Those who are attending For example a contemporary artist from France, Brigitte could contribute to art forms to Kerala and also she learned Malayalam while exploring her artistic expressions. Brigitte was introduced to Mohiniyattam in 1986. She joined the Kerala Kalamantalam in Cheruturuthy and studied dance for seven years and could make many personal contributions to the art form while exploring her artistic expressions. Regular attendees of music festivals are grasping the languages of music impulsively.

Mariam Sophia Laxmi Quinio also known as Paris Laxmi who was a France native started training in bharatatyam under the guidance of Dr.Padma Subramaniam at nrithyodaya school of dance in Chennai. Later she married a Kathakali artist named Pallipuram Sunil. Together they started Kathakali School of arts at Vaikom. Another example which can be noted for the cultural interchange is that many foreigners participate in music festivals that last for several days, such as Chennai Music Festival, Thyagaraja Aradhana at Thiruvaiyaru and Thureeyam music festival Kannur. Foreigners from different countries who attend frequently music festival are trying to imitate the culture of those regions. A cultural exchange takes place in the form of attire, food style and languages. The example for the festivals which held in abroad is The Cleveland Thyagaraja Festival for 12-days. The festival is specifically for South Indian classical music and dances in Cleveland, Ohio, and is held in each year. The London Chembai Music Festival which is sponsored by the London Hindu Aikyavedhi, of a Guruvayoorappan temple in London is another example for the festival which held in abroad. This also causes to the swap of culture in all aspects.

Tourism facets

Music festivals can escalate revenue and promote the local economy and can promote diverse cultural performances and increase the life style of the society. In addition, music festival events attract fans and visitors, and promote the industrial development of local tourism . The income



of the place will increase by the tourist who attend the festivals are booking hotels for accommodation and different taste of food. The different handicraft of each region will attract foreigners and the trade of such goods will increase. Many music festivals such as the Chennai Music Festival, Thureeyam festival which lasts for several days, which makes income development of the region. Culture is considered as one of the most powerful forces that shape human behavior and the influence of economic value is one of the main facets of it. Consequentially cultural values being widely swapping by the economic growth.

Conclusion

A music festival is a cultural space which has in a way, its own distinctive. It is a unique, multiculturalism of cultures that becomes its own culture. Surely Music is one of the presiding interactions and entertainment that we all experience on a daily basis. We can realize that music and music festivals incredible role in world of culture through its influences on personal development, relationship building, heritage preservation, linguistic culture explosion, spiritual attraction and changing the world for the better. Music is an accomplishment and a bond between people that colors our lives and enhances our relationships interpersonally and intercultural being a bridge into the hearts and minds of others. Today music festivals are remaining as a popular way to experience music and culture, and every year these festivals are popping up with new talentsingers. Music Festivals offer a unique way to experience Carnatic music and Hindustani music and even instrumental music with traditional instruments, often bringing together various genres and artists in one place. With many unique artists using festivals as a platform to showcase their talents so this can also be a breeding ground for new talented artiste. Beyond the music, festivals are an excellent opportunity to immerse in a culture. There's always something new to discover from the festival place, from the food and drink to the art and fashion on display.

References

Small, Katie E :(2007) Understanding the social impacts of festivals on communities.

By Alison Lesley (09 Apr 2017)–How Music Festivals and Religion are Intertwined

Georgina Barton: The Relationship Between Music, Culture, and Society: Meaning in Music: Implications for Classroom Practice- DO - 10.1007/978-3-319-95408-0_2

Sangeetha Kalanidhi sri Subba Rao; Cultural value of music (A speech delivered on the occasion of sixth annual celebration of The Madras sagitha kalasala on 19th January 1952)



Sri Venkateswara University Tirupati

International Conference

" Modern Cultural Influences On Performing Arts And Fine Arts "

Pranav Journal Of Finearts

Volume :1 Issue : 2 December 2022

Special Issue

Lakshmi Subramanian:(2 March 2006) From the Tanjore Court to the Madras Music Academy:
A Social History of Music in South India.

Chakra, Shyamhari (16 July 2015). "Creativity across cultures". The Hindu.Retrieved 13 May
2018.

Len Mink-(28 December 2020): The Supernatural Power of Music: A Quantum Leap Into
Worship Paperback – Import,

Arya U R:Express News Service, Published: (01st June 2022) The New Indian Express E-Paper.



Sri Venkateswara University Tirupati

International Conference

" Modern Cultural Influences On Performing Arts And Fine Arts "

Pranav Journal Of Finearts

Volume :1 Issue : 2 December 2022

Special Issue