



Propagation of Indian Classical Music Through the Media

*The present paper reveals that how Modern technological advances have provided new techniques to media that have helped to popularize classical music all over the world. The process of production, dissemination, and conservation of this mesmerizing art form has become straightforward. Media made our senses soften towards the music and made it accessible to anyone in the world. In a way, the media, whether it is radio, television, newspapers or any other medium, helps people to hear, read and enjoy and understand the world of music. This study tries to show how the media helps to propagate and develop Classical music. **Key Words** : Media, Classical Music, Technology.*

GURWINDER SINGH

Introduction :

Media is the art of transmitting information, ideas and attitudes from anywhere in the world. This is the sum of all things one person does when he wants to share information, ideas, and knowledge with another. Media is a bridge of meanings. It contains a systematic and continuing process of telling, listing, and understanding. Media effects every filed in the world on a large scale to make that popular and accessible to every single person. Music is the main part of human being and influence every person by many means. Music is also not untouched by the power of media. Media is playing an essential role in the expansion of Indian music throughout the world.

In the ancient period, the music was sheltered in temples, and it was performed, preserved and nurtured there. In the medieval period, the royal courts gave patronage to music. The music was performed only in the rich people's villas, and hence it was not open to all classes in society but was restricted to higher class.

In the modern period, in the British era, the music came in public domain, and the post-independent period, its patronage and platform of presentation changed. In the early 20th century, Pandit Vishnu Digambar Paluskar opened the music for the masses by giving ticketed public performances in open-air pavilions. "Bhatkhande tried to classify, categorize, and classicize music, whereas Paluskar worked to cleanse and sacralize it."⁽¹⁾ Following in his footsteps, the other that time musicians like Abdul Karim Khan also set to open concerts. Hirabai Barodekar was the first lady singer to give such open presentations, and she made it very popular.

Due to Hirabai Barodekar, the female singers got respect in society, and many others started learning and performing music.

Types of media :

Media can be divided into three following categories :

Print media : Print (books, pamphlets, newspapers, magazines, etc.) from the late 15th century

Electronic Media : (i) Recordings (gramophone records, magnetic tapes, cassettes, cartridges, CDs, DVDs) from the late 19th century. (ii) Cinema from about 1900. (iii) Radio from about 1910. (iv) Television from about 1950.

Digital Media : (i) Internet from about 1990. (ii) Mobile phones from about 2000.

Print Media :

Print Media started from about the late 15th century. Print media use a physical object such as a Newspaper, journals, book, brochures, and pamphlets to distribute their information. Print Media contributed a lot in promotion of classical music with the publishing of books on music, such as collections of traditional compositions with notations, biography, and autobiographies of musicians, theoretical literature, etc. The daily newspapers gave publicity with advertisements of a music concert, previews, and reviews on them, interviews of artists, criticism on the performances, etc. Magazines and journals on music also propagated performances and research in music.

Electronic Media :

Electronic Media began from late 19th century. Broadcast media like radio, recorded music, film and television transmit their information electronically. TV is the most popular kind form of electronic media now. There are many different channels through which viewers are fond of watching variety shows, films, music, sports, educational and cultural programs.

Audio in the early decades of the 20th century the advancement in technology culminated into the recording of sound and RPM records. HMV Company recorded the music in India and commercially released it, and this was a revolution! By this, the voices and music were preserved and made accessible. Later there was the emergence of many such companies such as Beka, Young India, etc. First, the duration

of records was restricted to 3 min only; then it went to 7 min. By coming of LP, it was made up to 19 min. In the 40s, the analog audio spools and tapes were discovered which provided more length of capturing of music. In the 80s, the audio cassettes came with 60 min and 90 min duration and through these cassettes, the classical music reached to a large section of society. From the 90s and especially after 2000, the new digital technology gave birth to CDs and DVDs, by which one can store and listen to music for hundreds of hrs.

All India Radio (AIR) or Akashvani made an excellent contribution to the spread of classical music. "After Independence, AIR set out as a public broadcaster with its objective of serving the through programs that inform educate and entertain."⁽²⁾ In every branch of AIR in the major cities of India, there was the recruitment of musicians as staff artists, so they got fixed salary jobs. There were at least four chunks of broadcasts of classical music till the 90s and by this; the classical music was broadcasted in the morning, afternoon, evening and night slots. In addition to this, there were National concerts of AIR every year with the participation of top-class artists from all over India. There were special feature programs such as Sangeet Sarita, Anuranani on music, which gave information along with entertainment. Unfortunately now, after the semi-privatization of AIR, the chunks on classical music are shrunken to a minimal amount. In the 70s,

"The first broadcast of Doordarshan was made on September 15, 1959, through a temporary studio of All India Radio, New Delhi."⁽³⁾ Doordarshan started with the audio-visual presentation of music, and it got trendy quickly. There were concerts, interviews, documentaries on musicians on Doordarshan. Now there are many TV channels, but unfortunately very few promote classical music.

Cinema is a powerful medium to educate and elevate the masses of the country to a higher level of culture. Such a medium has to be used to build up traditions, conventions and above all, the character of the nation. Our traditional ragas and folk music included in films are very much appreciated. The present-day music in some of the films can neither be considered as Hindusthani, Carnatic, Eastern or Western, but is a mixture of odd sounds. Cinema is an influential propagator of Classical Music. Classical music has never been the art for the masses. It was born in the sacred temples and flourished in the glamorous courts of Rajas, Maharajas, and Nawabs. They were the great patrons of classical art and the best masters in their times were employed as court musicians. The people with no access to the Darbars never got an opportunity to listen to classical music. Now the common man can also enjoy Classical music, all credit goes to the miracle media, Cinema.

Digital Media :

"Digital is a procedure of encoding in which the waveform of a signal is signified as a series of digits, that is then encoded as a sequence of binary "0s" and "1s," or as "ONs" and "OFFs." Since digits rather than an analog of the waveform are encoded, the digital representation allows near perfect storage and transmission. However, these advantages are got at the expense of bandwidth, and digital needs significantly more bandwidth than analog. The solution is to

compress the digital signal."⁽⁴⁾ The digital media is the media of new era, started from 1990. Digital Media includes both Internet and mobile mass communication. Internet media offers many mass media services like email, websites, blogs, and internet based radio and television.

The computer has a special place in many new innovative achievements of science. Today, students researching almost all subjects, use the computer to analyze compiled content. Immediately after the Second World War, the invention of digital computing gave to the humanity ultra-modern equipment. The use of computers in the field of creative art is a topic of research today. It is well known that Indian classical music is different from western music. The nature of classical music is melodic, with great potential for personal finishing and diversity. Therefore, to use the computer in the field of music, extraordinary efforts are required.

With the help of a computer, not only the sound, but the musical tunes and Ragas can also be composed, and many tunes can be combined to create new Ragas. There is no exception that researchers in every field including music are using the computer. Now the musician can get all the information through the computer and the internet.

"The Internet is the global system of interconnected computer networks that use the Internet protocol suite (TCP/IP) to link devices worldwide."⁽⁵⁾ The internet medium is a resented and technically fast and more precise medium for promotion of music. Especially after 2000, the pop up of thousands of Websites, Blogs on music made it worldwide famous and accessible. There is a vast amount of data on the internet about music. There are blogs by musicians and connoisseurs discussing music. On the e-groups, people discuss their opinions on music. Many recording companies sell their products of CDs, DVDs online. Now, there are many e-Gurukuls or web portals for learning classical music.

Mobile Phone :

Mobile Phone has played a vital role in the field of communication. It has become the necessity of human race. Today mobile Phone provides a vast source of mass media through the internet. The Services like iTunes of Apple and Android market applications for music etc. Provide an excellent source of world music in one's hand. So it plays a significant role in promoting music industry.

Thus, print media, electronic and most recent of all, the digital media has contributed a lot to the propagation of music in the post-modern world. The points enumerated above are just a few samples of what media is currently offering to the development of Classical Music. However, the actual scope is much more and remarkable looking at the inventions and its day-to-day growth. Effective utilization of media would significantly enhance the popularity of Classical Music and, would no doubt take it to international standards.

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