CHAPTER-I

INTRODUCTION

Music is one of the precious gifts, the Almighty has bestowed on the living things on this Earth. It is the noblest of all fine arts. Systems of music were developed by man using his intellect and talents. It appeals to and influences scholars and laymen, the old and the young alike and even animals and plants. Music can charm an infant, animal, even a serpent. This is what the Slokas say.

Music is universal without any boundaries and does not differentiate people by their colour, creed or religion. It is said that music had softened the hearts of even barbarians.

“The origin of music is not easy to be traced. It is obvious that Nature is the fountain of all music. Warbling bird, babbling brook, the buzzing bee, the droning beetle, the whistling wind, the singing bamboo, the roaring sea are some of the organs in Nature’s glorious symphony.”

Music played a significant role in shaping the culture and civilization of man. Civilizations were born, nurtured and grew in the lap of musical traditions, specifically, the classical one. In India, spirituality that runs through the veins of the country sustaining life and Carnatic music, rich in spiritual and religious traditions, shapes its culture. In doing so, Media, plays a key role. It propagates music.

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It takes three to make any form of art enjoyable, the music, the artist and the one who views or listens. The life of music is its performance and performance gets better when it has an audience that appreciates and enjoys it. In ancient times, concerts were stage performances where there was a direct link between the artist and audience. But as man progressed and science took a leap forward, media took an active role in bringing music to the audience. This has helped in integration of classical traditions from different parts of the country, for instance, the fusion of Hindustani music into Carnatic traditions. It ensured exposure of artists, including the budding ones, to different kinds of music and their traditions.

Man has immensely benefitted from the advancements in technology. It has revolutionized the life style, living conditions and has brought people of different countries closer by bridging geographical boundaries. This was made possible by the ever improving communication technology. Sound recording and its reproduction is one of the most significant contributions of modern technology to music. This has opened a wide variety of possibilities, particularly in the field of music, such as different platforms of recording i.e. flat discs, spool tapes, audio and video cassettes, the modern compact discs (CD) etc. Computerized painting which was so far scoffed at has recently been appreciated by some of the modern artists. Theater uses background music and lighting effects to present and enhance particular moods. Synthesizer, a computer based
instrument works as a one man orchestra, produces a variety of musical sounds and rhythms at the press of a few keys.

Musicians depend on technology to reach a wider audience. Microphone is a very important one. Microphone together with amplifier, and speakers, increases the volume of an artist’s voice to desirable levels to reach those assembled in a big hall or open space so that it can clearly be heard. Radio signals carry voice across the continents. Music can be preserved by recording it. Television brings music to your homes. It helps music lovers to see the concert as well as hear the music. It also helps to learn forms of various rare Ragas and Raginis. 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.

Those who appreciate Carnatic music love and respect the musicians and enjoy listening to them. They, on one hand encourage the musicians and on the other, criticize them in constructive ways resulting in improvement and development of the music.

**RESEARCH DESIGN AND METHODOLOGY**

**AIM OF THE STUDY**

It is an attempt to study 'The role of media in the development of Carnatic music'. This study tries to show how the media helps to propagate and develop Carnatic music. Through this study, the researcher tries also to enlighten people about Carnatic music, especially those who have genuine interest, in this subject.
SCOPE OF STUDY

This study aims to collect valuable information through an in-depth study and investigation, to pave way for further studies on a wider scale.

OBJECTIVE OF THE STUDY

The chief objective of this study is to find out the role of media in the development and propagation of Carnatic music.

DATA COLLECTION

Secondary data were collected and used in this study. Some information was collected by direct interviews with eminent personalities.

LIMITATION OF THE STUDY

An important source of information on media support to Carnatic music is Information Technology. One of the foremost limitations of this media is its misuse. Many lyrical and technical errors that have crept in the information given on Carnatic music in different websites cause misunderstanding and doubts about the exact nature of it in the minds of general public.

Another important source of data collection on this topic is through interviews with eminent personalities working in the media. It was often difficult to get proper answers to my queries. They were not on many occasions willing to discuss freely about the media. Another very important limitation of the study is the topic itself. It is very a wide one and one cannot hope to complete it within the time available.
DESIGN OF THE STUDY

The whole work is proposed to be divided into five chapters including an introduction and a conclusion. The first chapter describes the objective and relevance of the study. The second one is on the media and music. The third chapter is about propagation of the Carnatic music through various forms of media like sabhas, radio, television, newspaper, and digital electronics. The relevance of media in the development of Carnatic music in modern times is discussed in the fourth. The fifth chapter is devoted for conclusion. It discusses how the media is a boon for Carnatic Music.

METHODOLOGY

Methodology used in preparation of this work is chiefly descriptive. It is an analytical and critical work to a certain extent. The study is based on information collected from various libraries and materials gathered from sources in and from outside Kerala. The scholar has also conducted interviews with eminent personalities in this field.