
The Impact Of Globalization On Music Industry In Developing Countries

Globalization is the process of developing the world's economic, production or market. This phenomenon motivates the developing countries to catch up with the world in communicating, entertaining, selling, or economic development. Music globalization has an especially huge impact on the world, and has become an attractive concern these days. The globalization of music has brought the world conjointly and has brought culture, traditions and new messages to people around the world. Beside that, it affects the traditional culture in developing nations in some ways.

Music globalization has spread all around the world. People can share music types, stories as well as a valuable culture via songs with meaningful lyrics. They may also receive a variety of knowledge from other countries. Citizens in developing countries shall have a chance to study new kinds of music from developed countries and to discover their talents with a hope that they can give a hand to improve their country's music. Besides, some people in underdeveloped nations find it inspired and motivated to get energy after listening to songs, speeches from their favorite celebrities in advanced countries.

To start with, music globalization makes the connection across the world. Firstly, with the globalization of music, the distance between people in developing countries and those of developed nations will be reduced. They can openly listen to other nations' music, after that, they can share how they feel because of easy communication. US-UK and K-Pop are two most popular kinds of music countries listened by the worldwide. After each song or MV is released, people discuss everything related to it vibrantly no matter where they from. In addition, if someone finds any songs that are meaningful, probably they share widely with the others, give them more energy, inspiration, encouragement and motivation to overcome the difficulties in their life. For instance, according to researchers from the Netherlands, listening to a song such as 'Lovely Day' composed by Bill Withers can create a self-fulfilling prophecy. In addition, the connection between artists is vital. Some celebrities in developing countries tend to collaborate with those in developed nations. Therefore, the artists shall have opportunities to show their talents and spread to them worldwide. This because their ambition is to get their foot in the door of the music industry, introduce the nation's beauty, culture and genius. For instance, the collaboration of one of the most famous singers in Vietnam, Sơn Tùng M-TP and Snoop Dogg (the legend of American rapper), which was expected by the global. The song named Give It To Me (Hãy Trao Cho Anh) became a new wave to Vietnam particularly and the developing countries generally. The Billboard reported that: "Since its release, the music video has been trending in YouTube's top 20, and the view count approached 30 million before the end of the day.". Also, at the time of the premiere, the music video had 635,000 concurrent viewers, which reached to top 3 of the world, after Thank U, Next (Ariana Grande) and Kill This Love (Blackpink) respectively. Surprisingly, the song was noticed in many parts of the world and became top trends in many countries, namely top 2 in Canada, top 9 in the US, top 5 in South Korea and top 6 in Australia only after six hours official publishing. Hence, Sơn Tùng M-TP successfully develops his career and brought Vietnamese music outside of the world music market. Music critics believe that there will be more collaborative opportunities that contribute to the music breakthrough in underdeveloped countries.

On the contrary, within a wide range of listeners than only follow in the trend, listen to Western as well as advanced country music, traditional music becomes unfamiliar with the youngsters in developing nations. Consequently, there is a minority of people have a limited knowledge of traditional music. Therefore, it is on the verge of extinction. Soon, traditional music is rejected by the youth. This is due to that this type of music is reviewed verbosity, disinterest and out of date. The issue becomes one of the most difficult problems that the arts that have to deal with. "Luk Thung" - a type of Thailand country music is an example. Luk Thung was first known in the early of 20th century and became popular in the 1960s in Thailand. Peter Doolan, an editor of the Monrakplengthai music site, described that: "Luk Thung is a vibrant and syncretic genre of pop song which aims to give voice to a disenfranchised rural population." However, with the influence of Western and Korean music, fewer people listened to this type of music. Therefore, to serve the demand of listeners, the artists tried to follow the trend instead of focusing and performing traditional music. Consequently, it began to disappear. It's time to change the young generation's awareness, make traditional music closer to modern society in order not to be forgotten.

To summarize, globalization has had a huge impact on the music industry, particularly in developing countries. While this issue has a detrimental effect on traditional music, the music globalization phenomenon brings positive meanings to personal benefits and to the world. In the future, possibly music innovation will be continually developing and enriched the variety of music types. Simultaneously, the connection between people is reduced and people get closer together. Besides that, a practical solution needs to be forced to limit the loss of traditional music.