

Impact of technology on current Indian Music scenerio

Ms Isha Bhatnagar

Research Scholar
Performing Arts Department, NBSCFF
Swami Vivekanand Subharti University, Meerut

Prof. (Dr.) Bhawna Grover

Head, Performing Arts Department, NBSCFF,
Swami Vivekanand Subharti University, Meerut

Technology has been useful in these changing days and dates. Technology has played a vital role in the concept of modernization. Technology has had such an influence on us that no aspect of our lives could remain untouched.

Artists have also come under the influence of technology. From the very use of technology during the stage performances to their daily routine music practice, technology has been in their use.

Gone are the days when tanpura in itself was a technology during the Vedic era. In today's day and date, Artists are using electronic tanpura to tune manual tanpura. Artists are using electronic surmandal which could tune itself automatically to any raga.

Good or bad, but technology is having a huge intense impact on artists. The Positive aspect would be that the interest and the popularity among ordinary people are increasing. Technology has also been very helpful for the young upcoming artists, as they are having multiple platforms and opportunities to learn, listen, perform and hear classical music. Upcoming artists are now getting an opportunity to showcase their talent on various online and digital platforms. Even for renowned artists, technology has made classical music easier than it ever was from the performance point of view and the practice point of view as well.

The negative aspect would be that the essence of classical music is losing. The purity of classical music is losing. Technology is having an impact on the abilities and capabilities of artists. Young budding artists are becoming unaware of the basics, purity, and technicalities of Indian classical music.

So is the case with the established artists as well. Technology and various online platforms have provided them so many opportunities, that the main focus of classical music is shifting to many other genres and other aspects of music.

Every artist needs to use technology effectively and in a positive way so that the losing essence of classical music is regained.

The researcher always had an interest in the technology that was used in filmy music and how actors could sing and singers could act. This fascination of the researcher gradually developed into a concept of how technology is influencing music. Its impact not just on filmy music, but on classical music as well.

The stakeholders

Vocalists

Instrumentalists

Music connoisseurs

Music critics

Organizers

The Inducers

Studio recordings

Digital media

Music apps

Online tutorials

Advanced instruments

Impact of studios

Vocalists and Instrumentalists

1) AutoTune

It alters the pitch of a singing voice to make everyone sound perfectly in tune. When used properly, it's subtle enough that it can't be detected.

2) Digital Audio Workstation (DAW)

A digital audio workstation (DAW) is an electronic device or software application used to record, edit, and produce sound files.

DAWs generally have access to libraries of sounds and are used to create electronic music from scratch. Commercial DAWs, can be hardware integrated into computers.

3) Audio Plugins and Virtual Studio Technology (VST)

Plugins are basically hardware or software that can be "plugged in" to DAWs to enhance their functionality. Generally, plugins fall into the categories of audio signal processing, analysis, or sound synthesis. Typical plugins include equalization, dynamic range control, reverberation, delay, and virtual instruments.

VST is an audio plugin software interface that integrates software synthesizers and effects units into digital audio workstations

4) Dynamic microphones

These are microphones that convert sound into an electrical signal by means of electromagnetism. They fall into two

categories, moving coil and ribbon microphones. A moving coil capsule: At the back of the transparent membrane you can see the wire coil, which is surrounded by a permanent magnet

Condenser mic are mainly responsible for the clarity of sound in studios. Now a days random artists do purchase condenser mic for their audios and videos which further reduces the cost of working on a project in studios.

Music connoisseurs and critics

The term connoisseur is generally reserved for experts in matters of taste, especially with reference to the expressive or culinary arts. In the case of music, a connoisseur would be a discerning listener in a narrow or literal sense - having keen perceptual skills - and in a broader, more important sense - distinguishing musical compositions and performances of high quality from those of lesser quality.

Music critics write for media outlets are traditionally considered important keepers influencing consumer taste.

Increasingly, music fans blog about their favorite artists and rate albums in customer review sections of websites

online publications have become influential players. As a result, not only the traditional distinction between professional and amateurs is blurring, but also the legitimacy of the former is under pressure

One can listen via diverse and through various streaming services (e.g. Spotify)

The newest musical releases before one decides to actually buy the album. The expanding online accessibility of music reduces the role of music criticism

Music organizers

Recording labels have now come up as organizers. Studio recordings have got them a lot of artist. They have highly charged videos and composers.

Paid promotions have got them more artists less organizers. Ample artists are now available for stage concerts. Sometimes artist has to self invest financially in the project. Organizers reach to an ordinary citizen has become easier.

Impact of digital media

Vocalists and instrumentalists

1) **live page performances** :Artists are now giving live performances on their individual page or perhaps on other pages as well on behalf of a certain proposal.

2) **Sponsored pages** :_Artists are now having their pages sponsored. Which would increase the page reach and the amount of followers on any digital media platforms

3) **online workshops** :_As the page reach has increased and the amount of followers have increased, a certain artists have now started taking online workshops and master classes.

4) **Paid PR and promotions** : Many of the established artists have now got their PR agencies which handle their relation with the public. Also, many of the artists have got paid promotion which mean paid likes and followers which are perhaps not organic.

5) **Modernization of music** :_A lot of classical artists have now started modernization of their music which includes fusion of western music into classical.

Music critics and organizers

Recording labels as organizers are now being open to artists as artists are easily approachable through digital and social media

Artists are easily available to the organizers for the stage performances both in the benefit of the organizer and the artist

Music critics write for media outlets are traditionally considered important keepers influencing consumer taste.

Increasingly, music fans blog about their favorite artists and rate albums in customer review sections of websites

Online publications have become influential players. As a result, not only the traditional distinction between professional and amateurs is blurring, but also the legitimacy of the former is under pressure

One can listen via diverse and through various streaming services (e.g. Spotify)

The newest musical releases before one decides to actually buy the album. The expanding online accessibility of music reduces the role of music criticism.

Impact of Music Apps

Vocalists, instrumentalists and connoisseurs

Tanpura droid :An app where tanpura can be played digitally in case if an artist is in no condition to carry the same having all the features of changing the scale to adjusting the pitch.

Harmonium : An app where harmonium can be played digitally having all the 5 octaves in it.

Rhythm with tabla and tanpura : This app has an exclusive feature of playing tabla and tanpura simultaneously, having all

the taals in it.

Taal mala : This app is exclusively based on tabla having various taals in it.

Surmandal app : This app enables the inbuilt surmandal to tune according the raag that an artist is singing or playing. It also has an inbuilt tabla in it

Certain music apps are best for music connoisseurs like

- 1) Wynk music
- 2) Spotify
- 3) Gaana
- 4) Sawan

Certain apps help vocalists and instrumentalist to match the pitch or the scale like

- Fine chromatic tuner
- Scale practices
- Pitched tuner
- Shruti box

Impact of online tutorials

Vocalists, Instrumentalists, Connoisseurs

Beginners are often benefitted from it . An advanced level master classes help artists groom themselves also, Online workshops helps artists explore themselves.

Impact of advanced instruments

Vocalists, Instrumentalists and Connoisseurs

Instruments have become touch screen instruments. Microphones are now attached in instruments. Wireless instruments have become very common. Instruments are now available in app form in mobile.

