

Western Influence on Bollywood Music

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Introduction

The traditional methodologies applicable to all fields of research and educational learning are addressed by research practise. The term 'good research practise' describes the optimal standards of researchers' ethical behaviour (Te Apārangi., n.d.). The qualitative research related to the influence of Western music in Bollywood is important to understand the future possibilities of having this Western influence. The research will also cover information on film music, instrumentation, Hollywood, and Bollywood music.

This proposal is about conducting research which solves the puzzle of 'How western music is integrated in Bollywood music' and, to study this thoroughly, it is necessary to critically understand the history of this integration, to begin with. Also, demonstration of Film music in global cinema have been manipulated in different ways. The film music itself is a world full of experimentation and creativity, where there is no limitation or boundaries to challenge the imagination. As humans we always incline towards the world of fiction and film music plays an essential role to make it happen.

1.1 Report Aim and Objective

1.1.1 Aim

The aim of this study is to review, evaluate and outline information obtained from an analysis that will investigate Western music and its potential influence on Bollywood music. The major focus is to understand, the research methodology needed to conduct this research and critically evaluate the theory related to Film music, Instrumentation, and Hindi cinema music.

1.1.2 Objectives

- To analyse data related to film music.
- Critical study of instrumentation with all aspects like – neurological and geographical.

- To investigate the history of Hollywood & Bollywood music and its integration.
- Propose the appropriate research methodology and justify the selected methodology.
- Critically evaluate the case studies, artists, experiments, and observations.

1.2 Scope and Rationale

The incorporation of genres and the changing of time/situation is the major source of this proposal. To study the music history, neurological behaviour of humans, cultural and regional differences affecting geographical environment, analysing dissimilarities between time eras, instrumentation etc, is the cohesive set of knowledge which will help me to be the composer in Hindi Music Industry. In India, the music gain popularity under the influence of the film's name, this old set of rules is still ruling the industry. This mindset of audience and how it affects the image of any music composer or director reflects the diaspora of negligence, such studies will help the mass number of people to make that difference. Studying music outside my country gave me exposure to many different skills and a technique which reflects to my musicality, thus I believe that, merging this exposure with my experience of Indian tradition will be a strong reason to make some difference in the industry.

2 Literature Review

2.1 Instrumentation

In the music world we use the term 'instrumentation' to describe the articulations and authenticity of music. Music directors and composers use instrumentation to represent precise knowledge about the film as well as the characteristic of an actor (Berlioz and Strauss, 1948). Neurological and geographical effect of instrumentation are briefly described below.

2.1.1 Neurological effect

As an audience instruments helps us to understand the nuances of the film, but in a very different way. The approach might not be too transparent for the audience but neurologically it helps a lot in understanding the various factors of the film. Our brain conceives lot of information at once through audible and visual representation in the form of film, sometimes audio and visuals can portray a different narrative but still be there on the same screen. Music can also be used to underline phycological refinements, which facilitates the communication between the audience and the director.

2.1.2 Geographical

Instruments also play an essential role to represent the location/time/place as well as they help to enhance the nuances of the geographical environment. For instance, if the movie is going to be shot in Scotland, the major instrument which will be used in the score will be Bagpipes. It also depends how the movie director wants to narrate the film.

Bollywood Music

As explained, music can nurture our cognitive behaviour if it has been manipulated distinctively. We live in an era of social media world were connecting two different worlds are not that difficult, term 'westernised' is being used a lot lately to describe the music in India (Bollywood). Even at present, when the global cinema is divided with unique cultural techniques which directors and composers apply for their own region,

the power of art is still accepted by everyone no matter what the origin of the film was. 'Parasite' (2019 Korean Film) will be the perfect example to prove this theory, this movie won exceptional number of awards for 'The Best Film' all over the world (Chen, n.d.).

Because of the differences each state of India has musically, as a composer I need to understand the stipulations of each state and the instrumentation behaviour without jeopardising the cultural texture to compose any music. As most of the films have a cultural context the location/language and the actor's dialogue delivery as well as accent should also be created by keeping the regional framework in the head space. Here is the list of songs which explains the difference of musical vision between two different states of India, these are describes as the regional songs and they are quite popular among Indians as the stereotype for the state. By listening you can spot the difference between the timbre, melody, voice modulation and the instruments in these 'folk songs '.

State	Song	Artist/Singer	Major Instruments	Year
Gujrat	Jhio Lal Sanedo	Arvind Barot	Dakla/Daklu (Percussive Instrument)	1980's
Rajasthan	Kesariya Balam	Allah Jilai Bai	Ravanahathha Maand (Vocal Technique)	Unknown
Maharashtra	Lavani (Folk Genre)	Roshan Satarkar (Many More)	Dholki	1560s (estimated)
Punjab	Mahaiya Tappe	Prabhjot Kaur	Tumbi / Sarangi	2008

Table 1 : Cultural Instrumentation in India

All these songs have different way of expressing their cultural diaspora with use of folk and traditional instruments. Even in present time many music composers use these songs and instrumentation to create more convincing atmosphere and geographical space, these representations of instruments are now used under the name of 'Remix'.

These are some major responsibilities which makes you bit different from any other music composer in the field, getting knowledge of enormous amount of Instruments/genres/rhythms/traditional value helps to enhance the creativity of arts. Another thing which I should be aware of when I will be working in Hindi music industry is not to offend any other cultural value or tradition, it is quite usual in India that some groups get offended by the work of movie or music directors as they think in the name of art and entertainment, they are mislaying their dignity and values.

3 Research Methodology

There are various research methods and approaches to conduct a research. All the different approaches are based on two basic methods – Qualitative and Quantitative research. The method used to conduct this research is qualitative method and the justification is for the used method is presented below in section 3.1.

Primary Research Methods & Techniques

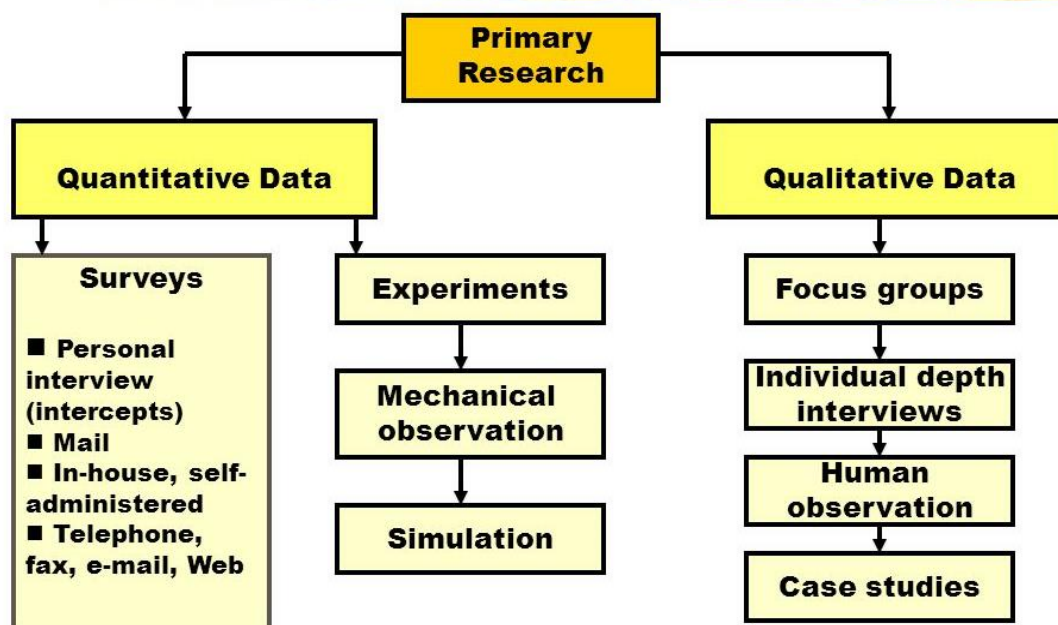


Figure 1: Classification of Research Methodology

3.1 Qualitative Research Methodology

Qualitative analysis relies on a humanistic or idealistic approach to interpreting a research question. While a more accurate technique is a quantitative methodology, that is focused on numerical techniques and methods that other researchers can objectively render and spread. To explain people's views, experiences, attitudes, activities, and relationships, a qualitative approach is used. It contains data that is non-numerical. The inclusion of qualitative analysis into intervention experiments is a technique for research that draws broader interest across disciplines. While once regarded as philosophically incongruent with experimental science, qualitative research is now known for its potential to add interventional research a different

dimension that cannot be achieved by calculating variables alone (Merriam, S. B. and Tisdell, E. J., 2016).

3.2 Research Strategy

The research is divided into two milestones – Literature review, Observations, and case study.

1. Literature review: This section comprises the reading and the research sector of the field, which discuss the importance of instrumentation (2.1) and its effect on related knowledge area like neurological and geographical (2.1.1, 2.1.2). As, it is essential to understand the essential literature related to the subject. Academic journals and books are used to develop notes and present the research ground.
2. Observations: While conducting research using qualitative method observations can also be considered to develop the research ideology. Before conducting this study, it is important to observe the point of view of the audience. After observing the timeline difference between before and after western influence and how it affected Hindi music which helped me to understand that there is acceptance of western music amongst the audience (3.3).
3. Case study: For better understanding of the topic, I will be discussing the similar scenarios using the case studies of music composer A. R. Rehman related to his work in context with influence of western music on Indian music (3.4). This milestone is achieved using books, articles, and academic journal i.e., qualitative research method.

3.3 Observation

In this section we will spectate the present scenarios of the industry and how with time things are changing. The acceptance of new genres and artist will be the part of this section, analysing the composer and the movies will be helpful to evaluate the difference between the eras. Involving the rhetorical research about the composer and his timeline (discography) will also be crucial, as an artist it is important to make modifications in your work as time fluctuates. Specially, in a country of 1.7Billion people, pleasing the audience is not an easy task. As a fact India is multi-cultured

country, acceptance of anything new takes time. Even if it's an involvement of westernised music culture or authentic regional art form, this study will be a great support towards versatility. For instance, hip-hop genre became popular in 2019 after the release of the hindi film (Gully Boy) introducing the rap and hip-pop culture. Understanding this unique technique of changing the language without changing its importance and history is the formula to gain the abundance of knowledge about the Hindi Film Industry. In this study, we will also be looking about the way of presenting the form of art.

3.4 Case study on A R Rahman

Started in 1992 with his first ever mainstream project was the film called 'Roja', it was the Malayalam (South Indian) film. Later, the film got dubbed in Hindi language for the audience having a language barrier, that film became a massive hit in that year and the music of the film won hearts of the mainstream audience. Mr. Rahman also got the title of 'Best Music Director of the Year' award, his first original Hindi film 'Rangeela' (1995) similarly broke many records in the music industry. He was the first composer who changed the mindset of having language barriers in Indian music industry.

His non-Bollywood film (Slumdog Millionaire, 2008) gave him the recognition all over the globe, his musical aesthetics interprets the idea that cultural consequences of popularity and commercial success of mainstream music created by non-western artist such as A. R. Rehman. He was the first Indian ever to gain that respect for his work all over the world. Most famous song 'Jai Ho' became global hit and A R Rahman was known by the whole world. His unique way of representing his culture with the experimentation and westernised influences made a huge difference in the industry, it will be no wrong to say that Mr. Rahman changed the perspective of Music Composer/Director in Bollywood industry. After this recognition he did many Hollywood projects involving movies like '127 Hours'. He even got a scholarship under his name in the world's best music school 'Berklee College of Music (Boston,USA) (Craine, 2021).

His mix musical background and influences took him to the hights of world popular music movement, his urge of introducing technologies (Midi/Synthesis) from west to enhance his production helped him gaining more popularity. Throughout his musical

career he earned lot of respect and represented his country all over the world, some of his work which is related to the topic of western influence on Hindi music. His work for the film Lagaan 2001 stands out and depicts the perfect example of having a western influence, the songs and the BGM (background music) with such large-scale music was seen first time in India. Examples below describe the precise information I am discussing about.

- BGM Link- "Lagaan Theme" - https://www.youtube.com/watch?v=V_HDRDjqWlw

- Song Link- "O Rey Chorri" - <https://www.youtube.com/watch?v=3PIKesjmQTs>

The song time frame from 1:23 – 2:33 explains the transition travelling from Hindi song to authentic western song and then back to the Hindi music.

The versatility of this work without having cultural/political/linguistic differences, made it extraordinary. I want to apply this ideology in my work and become as versatile with genres and my musical approach, his up-coming projects (western or non-western) will also be the part of my future projects. Westerners will become more connected with modern types of Bollywood music and equate this music with older Bollywood music styles through the introduction of Rahman's music to the foreign music market. The music of Rahman, distinguished by modern technologies, helps confront problems of inauthenticity, questioning essentialist claims that Indian music resists progressive music, whether folk, classical, or pop (Stephanie Lou Jackson, 2010).

Publication and the focus on background scores are mostly ignored or overlooked by scholars, it is rare to find the audience understanding the gist of what composer exactly wants to communicate through their music. As mentioned, couple of times earlier that song is the only music which people remember and love to take it with them. As the connection between any song and audience makes them repulsive and songs are always pre-released while movie is still being waiting to get their release date. This bizarre concept is hugely acceptable within Indian audience, Indian film composer have to think differently to make the audience excited about the film. But the way A R Rahman used his inter-relation of songs and background scores is impeccable, the perspective and the melodic relationship enhance the excitement

among the audience. Most of the times Rahman used his own songs as the part of the background score, the major reason it works perfectly is the song is already rooted in the audience but when they hear the different version of the same song as BGM it naturally becomes noticeable and the mass feels that connection. Film music and film song these are the two very different categories on which Bollywood revolves, this research is helping me to understand that bridge between these two essential key words. Start the melody from scratch or any linear melodic piece with 5-6 notes played repeatedly can be turned into a huge orchestrated musical score, this can be understood after analysing the Rahman's work. There is abundance of knowledge related to the topic of understanding the film music, each and every composer's approach is different and efficient within their own audience. After reading about various composer the one technique which is common between all of them is the inspiration of their work, passion which help them to resist in this field of music. Even with time the 'Film Music Composer' falls into the category of technical side of filmmaking rather than the artistic side in India. After giving music for legendary movies like Taal (1999) and Swades (2004) which are song-based soundtracks, analysis of their music involves the categories like character themes and change of music within the themes which was initially very innovative for the Indian audience. (Jones, J., 2017). AR Rahman as the composer changed the whole dimension of being a film-music composer/director in India, his effortless work and thought-provoking projects will be a great help for me understand the practicality of being a film composer in Bollywood Music Industry.

4 Conclusions

The literature on film music around the world as well as the instrumentation and its various dimensions were reviewed in this study. Music from Hollywood and Bollywood was briefly clarified, including their origins. The main aim of this research is to study the influence of western music in Bollywood music which is achieved and understood using the case study and example of films music. A research strategy is proposed using a qualitative approach which can be concluded as the best research methodology for this research proposal. At the beginning of this study, the rationale and scope of the research are also mentioned. With the help of case study and observations, the research concludes that there is a lot of future scope in this type of western influence in Bollywood and it is practiced by very few artists in India like the Oscar winning A.R. Rahman, case study about him and his work depicts the western influence in Bollywood music evidently.

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