

**ADEMOLA, Adedoyin Oluwaseun**

Orcid ID: 0009 0007 2348 1280

E-mail: [ademolaquell@gmail.com](mailto:ademolaquell@gmail.com)

&amp;

**THOMPSON, Elijah Olagoke**E-mail: [tundemogba@yahoo.com](mailto:tundemogba@yahoo.com)

## VISION 2030 AND DIGITAL INFLUENCES ON TRADITIONAL MUSIC COMPOSITION

### Abstract

*The use of social media and artificial intelligence in 21<sup>st</sup> century have created more platforms for varied music compositions as a major communication art tool for the preservation and promotion of traditional cultures and values. It has also paved way for the huge influx of western music influences on traditional music in which composers, performers and music producers enjoy varying degrees of interconnections, cross-cultural music understandings and partnerships with increase in musical exposures and wealth. The aforementioned influence now appear as distractions to composers, making several compositions western in nature due to the lack of traditional musical elements. This study discusses the intersection of traditional music compositions with social media and software for sustainable developmental goals of vision 2030. Using qualitative research method through observation and review of existing literature, the study discovers that traditional music compositions aided by digital devices, software and the media, can actually be beneficial to its practices, promotion and preservation. The study recommends that composers of indigenous music, musicians and promoters should align themselves with digital trends for the actualization of vision 2030.*

**Key word:** Artificial Intelligence (AI), Social Media (SM), Platforms. Social Networking

### Introduction

Preserving and promoting traditional musical cultures is crucial to the survival of the rich heritage and unique identities of a nation. In the context of Nigeria, a country renowned and blessed with diverse and vibrant musical traditions and elements, the intersections of music composition with social media is a prevalent ongoing process, and additionally it serve as tools for preserving and promoting its traditional musical cultures. These intersections-a digital innovation has opened up varying avenues for more creativity, local and international collaborations, and accrual of more funds for the musicians and global outreach which has hugely helped in exporting Nigerian music to every part of the world. With the huge capabilities and influences of digital technology, musicians and composers are able to explore, reinterpret, share traditional Nigerian musical forms with a wider audience, while simultaneously ensuring the documentation of these cultural treasures for future generations.

The remarkable musical heritage of Nigeria have been able to boast vast arranged traditional musical styles and genres deeply rooted in the country's diverse ethnic groups and cultural traditions, values, and identities of the Nigerian people. The emergence of digital technology and its integration into music composition, production and promotion has greatly revolutionized the nature of music practices both locally and internationally. Transcultural collaborations, global accessibility, marketing of music and multi-cultural influences have become proliferated in the Nigerian music industry's landscape. The digital revolution has provided musicians and composers with innovative digital tools and platforms such as adobe audition software, fruity loops digital studio, Audio Mack, and iTunes among others to explore and experiment with traditional musical forms in ways that were previously unimaginable.

With the aid of digital instruments, recording software, and online distribution platforms, artists now seamlessly blend Nigerian traditional sounds and rhythms with contemporary elements, creating a fusion and collaborations that appeals to both local and global audiences. However, in an era of globalization and rapid cultural change, these traditional musical cultures face the risk of being marginalized, adulterated or forgotten as a result of diverse imminent effects from the digital influences. The following germane questions served as guide to this paper

- (i) Should the adoption of digital aids in the promotion and preservation of traditional music in this era be discouraged?
- (ii) Are the traditional music composers well equipped and flexible to blend with the new digital trends?
- (iii) How can music composition and digital influences synergize towards the promotion and preservation of traditional Nigerian music in this era?

## **Theoretical Framework**

This study is hinged on the theory of Technology Acceptance Model (TAM) as propounded by Fred D. (1980); he amplified the acceptance and usage of new technologies, focusing on two primary factors: perceived usefulness and perceived ease of use. The theory has been applied to discuss the collaboration of digital influences on the preservation and promotion of Nigerian traditional music composition and the benefits therein.

## **An Overview of Nigerian Traditional Music**

Traditional music is a phenomenon medium for cultural identity and preservation. Ibekwe, (2011) in Igbi, (2021), affirmed that the traditional music of the people carries, to a large extent, every aspect of its cultural fabric (political, philosophical, economical, Social) which provides a working guide to the developmental needs of the people (p. 412). Traditional music is that type of music which is created entirely from traditional elements and has no stylistic affinity with western music (Sekinat, 2012; p. 108). Furthermore, Ajewole (2016) reported that, 'Traditional music occupies a very important position in the life and history of the Yoruba people. The Yoruba being ancestors and hero worshippers, each defined hero or ancestor have his/her own peculiar music and dance which the devotees use in the worship (p.110).

Traditional music is the indigenous music of a people which evolves a communal experience as it

encapsulates virtually all practices which are integral to a people's life within a given culture (Igbi, 2021:p. 413).Furthermore, traditional 'Music was originally used by the various ethnic tribes of Nigeria as morale booster, and for singing praises. It was also used for telling stories of folklore and ancient history. In each case, traditional Nigerian music is sung to match the context and occasion for which it is sung' (Omojola, 2024:p.1). Nigerian traditional music is the music that has its foundation from the daily activities of people of the country. From the above claims, it is evident that traditional Nigerian Music is a functional art and practice intertwined with the cultural lifestyles of Nigerians.

The musical elements and performances of three major ethnic groups (Yoruba, Igbo and Hausa)in Nigeria are practically similar in nature because they all deal with vocal and instrumental performance structures. Igbo traditional music, like the Yoruba and Hausa, is strongly tied to extra musical events which provide a means of expressing group solidarity and transmitting traditional norms and beliefs from one generation to another (Omojola, 1995; p.9). However, Nigerian traditional music is the music that finds its foundation from the daily activities of people of the country. It is a musical heritage that reflects the cultural distinctions, growths, diversity among Nigerians. Its language is not universal in nature due to the varying cultural activities of the people and majorly the language differences between an ethnic group and the other. Being a communal music practice, each community and composers tends to arrange their music in alignment with their communal beliefs for unity, growths and commemorations that may bring further developments to the land. Nzewi, (1992) in Omojola, (1995) asserted that,

'The Igbo systems and ideological formulations were established on and buttressed by communally binding and viable mythological concepts and covenants. These were periodically validated or regenerated or commemorated in order to ensure a continuing binding compact. Such periodic communions required highly stylized media that would give super-ordinary atmosphere, impact and candour to the event...' (p. 9).

Nigerian traditional music is used for varying ceremonies and to discuss different communal matters either vocally or instrumentally. Abiodun (2021) asserted that, from birth, through the different stages of life, initiation into age grade, rites of passage into adulthood, marriage, and death, music plays special role in the life of the people. Music undoubtedly can be said to be an integral part of everyday life in the traditional Nigerian society (p. 2). Traditional Nigerian music can either be grouped into two kinds which are; religious or social. Some of the religious music are; Ewu from Urhobo, rok on fada, a royal music of the emir' court, *Ena* is of okpe and Uvwie, Delta state, and *Ogene* ensemble among others.

Mustapha, (1975) in Sekinat (2012) opined that,

'Some of the major religious music types are Dundun, Bata, Gbedu and Ikoko. Social music on the other hand is basically used in entertaining people during social activities, festivals and engagements. Apala, Sakara, Waka, Fuji, juju, and many others are the most popular forms of social music (109).

Pertinently, each ethnic group in the country has its own unique and distinct music traditions to reflect on the cultural richness, communal activities and diversity in the land.

## Digital influences and music promotion

Preservation and promotion of music through digital influences have been so challenging in terms

of musical contents' secrecy, fun to use especially the social media like TikTiok, and YouTube to mention few where lots of videos and musical contents can be freely accessed, technically challenging in the aspects of operation of digital gadgets, devices, coding, hacking and the high exposure. Williams & Ayobola (2023) asserted that, 'One aspect of our modern life where the universality of music manifests is the deployment of social media' (p.2).

Ground breaking advances from digital experience is the innovation of networking sites and social networking platforms which have resulted into robust experiences and diverse growths, inan era of global market. Social networking platforms and networking sites have been contributing to the digital growth of the community and its environs. Matthew et al (2019, p. 126) opined that, social networking is a global phenomenon that has revolutionized how people interact with each other. Social networking plays huge roles in people's lives such as in politics, cultural preservation, documentation, communication, education, and music training.

The roles of social networking in the 21<sup>st</sup> century have been so functional and pertinent to man. It has drastically influenced and reshaped daily activities. By different websites created to cater for various aspects of social-cultural, political and daily life styles of people. Yili & Xiangxiang (2010, p.749) asserted that 'Some sites cater to diverse audiences, while others attract people based on common language or shared racial, sexual, religious, or nationality-based identities. Websites also vary in the extent to which they incorporate new information and communication tools and relation to their audience such as mobile connectivity, music editing, blogging, chatting and photo/video-sharing'. Social networking platforms are created specifically for different functions, targeted towards varying audience and purposes.

According to Platko (2010) in Blanka & Petra (2015, p.241) 'Social networks can be divided into several types according to how they function or their main purpose'. Various arts and music contents posted for promotions and monetization are based on the content preference on related platforms. Promotion of music composition on social networking has helped music composers to demystify the language comprehension barriers, as many applications and devices have been equipped with language interpretation programming to learn the lyrical meaning of some desired works written in foreign languages through. This has also allowed composers to gain access to different compositional works globally for further study. For instance, the notable chord progression of Johann Pachelbel's canon in D composition gained more popularity due to the extensive use of the progression by different composers like; Maroon 5's Memories, John Legend and others which were promoted differently through varying social networking platforms.

## Canon in D

Johann Pachelbel

Adagio

Piano *pp*

Pno.

Figure 1: Piano sheet excerpt from Johann Pachelbel's Canon in D

## Memories

Maroon 5

Chorus

Figure 2: Piano sheet excerpt from Maroon 5's Memories

Social networking has created huge space for synergies and promotion between composers of different nationalities to work together on a compositional work production and promotion. Adams (2016, p. 2) further states that, 'social networks provide a platform to facilitate communication and sharing between users, therefore modeling real world relationships.

Social networking helps to promote innovation and creativity among composers as music composers can sufficiently engage platforms like WhatsApp, Facebook and Instagram on a

compositional theme discussion and sharing of other creative views. Here, they can share views, creative ideas, and opinions towards the theme, targeted audience, development of motif of the work and logistics involved in the production and promotion of the work. The sequential steps to the implementation of the discussion can also be monitored and communicated on the same platforms, thereby reducing the risks of movements, bringing financial relief to the composers.

Unlike twitter platform which is best used for public music promotion and ideas sharing, Jarred (2017, p. 53) asserts that,

‘On Facebook, your connections are typically more intimate connections than you would expect on Twitter, which focuses less on bringing people together and more on bringing ideas together. As a micro blog, Twitter’s core notion is to share your thoughts and feelings about the world around you with a group of people who share similar interests’.

Promotion of music compositions on social network platforms can be regarded as the easiest and cheapest medium because it only requires the musical content, phone or laptop, data and social networking. A well promoted music on social platforms at times lead to the request of the composer for physical performances which can be a huge success for the composer. Apart from the above, many platforms have been created to assist in making music compositions and composers widely acceptable as long as the composer is ready to follow the steps involved. For instance, promoting a music composition on the Boomplay platform requires registration with monetary charges, the audio file of the music to be promoted and a digital marketer that monitors the music streaming. Some composers usually use digital marketing agents, who help in promoting the music on all music streaming platforms.

### **Impacts of integration of digital technologies with Nigerian traditional music**

The integration of digital technologies with music has profoundly impacted the popularity of the music in the world. The impacts are enormous, music composers need to adopt and adapt towards the sustainable developmental goals of the future. Impacts of digital technology on the Nigerian traditional music include increased accessibility, virtual collaborations, preservation and documentation, innovation and experimentation, global outreach, cross-genre collaborations, collaboration and fusion, traditional and modern instrumentation.

- 1. Increased Accessibility:** Digital platforms and streaming services have made traditional Nigerian music more accessible to a wider audience from various parts of the world through the usage of the internet and social media handles. This ease of access has contributed to an immense interests and appreciation for traditional Nigerian music.
- 2. Virtual Collaborations:** The rise of online platforms and social media has made virtual collaborations more accessible and commonplace. Traditional Nigerian musicians can now collaborate with artists from anywhere in the world without the need for physical proximity. Through virtual collaborations, musicians can exchange recordings, ideas, and musical contributions, resulting in unique fusions that transcend geographical boundaries.
- 3. Preservation and Documentation:** Through audio and video recording, digitization, and archiving, the intricate melodies, rhythms, and performances of traditional Nigerian music can be preserved in their authentic form. This preservation ensures that future generations can access and appreciate the richness and cultural significance of these musical traditions. Vivid example for such is the YouTube.

4. **Innovation and Experimentation:** Digital technology has empowered traditional Nigerian musicians to innovate and experiment with their music. The availability of digital instruments, software, and production tools has expanded the creative possibilities for musicians, allowing them to incorporate traditional Nigerian sounds into contemporary compositions. This blending of traditional and digital elements has not only attracted a wider audience but also pushed the boundaries of traditional Nigerian music, keeping it dynamic and relevant in a rapidly changing musical landscape. An instance is the innovation made by Yamaha Company which added the sound of Yoruba talking drum to their new keyboard series voices just to add to the value of their products.
5. **Global Outreach:** Digital technology has enabled traditional Nigerian musicians to reach a global audience without any form of setbacks of geographical boundaries. Through social media, online music platforms, and digital marketing, artists can now share their music with listeners worldwide. Even music buying, studio bookings, concerts advertisements and flyers are now digitalized for wider marketing strategies.
6. **Cross-Genre Collaborations:** Traditional Nigerian musicians have collaborated with artists from different genres, such as hip-hop, R&B, Afrobeat, jazz, and electronic music. These collaborations often involve blending traditional Nigerian sounds, rhythms, and instruments with contemporary production techniques and styles. For example, collaborations between traditional Nigerian musicians and hip-hop artists have resulted in the fusion of indigenous rhythms with rap verses and modern beats, creating a unique and dynamic musical experience.
7. **Collaboration and Fusion:** The integration of digital technology has facilitated collaborations and fusions between traditional Nigerian musicians and artists from different genres and cultural backgrounds. By incorporating digital elements and modern production techniques, traditional Nigerian music has been able to resonate with younger audiences who are accustomed to contemporary sounds. These collaborations have breathed new life into traditional Nigerian music, making it more relevant and appealing to a broader demographic.
8. **Traditional and Contemporary Instrumentation:** Digital technology has allowed traditional Nigerian musicians to experiment with a wide range of instruments, both traditional and contemporary. Musicians can incorporate traditional Nigerian instruments such as the talking drum, sekere, or kalimba alongside modern instruments like keyboards, synthesizers, and drum machines. This blending of traditional and contemporary instrumentation creates a hybrid sound that bridges the gap between the old and the new.

However, embracing digital technologies with traditional Nigerian music has not only impacted the local music scene but by extension will further encourage cultural exchange, upgrade of social lifestyles, revitalization of cultural treasures, economic growths and mass sensitization on the politics of the country.

#### **Intersection of Traditional music composition with Digital influences for cultural preservation and promotion**

Collaboration between traditional Nigerian music and digital technology for the purpose of cultural preservations and promotions of creative works requires strategies which include digital archiving, online streaming, virtual concerts and performances, educational resources, collaborations and remixes, mobile application and software, social media engagement, virtual museums and exhibitions among other strategies must be well observed to fill the digital or cultural space therein.

1. **Digital Archiving:** As against the old traditional music transformation system; orature, digital platforms and technologies can be used to create comprehensive archives of traditional music

recordings, performances, and related materials. This will grant different audience the access to the genuine composition and its appropriate structures for future generation.

2. **Online Streaming:** With low cost live streaming platforms, composers can actually promote their music compositions likewise the traditional music and performances can be promoted. This will help to make traditional music easily accessible to a wider audience, create a wide awareness for the music having created a dedicated websites, social media pages, or channels where people can discover, listen to, watch and learn about traditional music.
3. **Virtual Concerts and Performances:** Leveraging on the divers experiences of people during the 2021 pandemic saga, virtual concerts and performances have been widely embraced and global audience are reached out to through different social media pages for participation in and virtual appreciation of the music performance. And this can as well be adopted for the promotion of the traditional music composition.
4. **Educational Resources:** Digital influences can also help in the development of digital resources, such as online tutorials, instructional videos, or learning platforms, to educate enlighten the people, especially expose Nigerian students to different traditional music and their peculiarity to their cultures. These resources can help preserve traditional musical knowledge and make it accessible to learners worldwide.
5. **Collaborations and Remixes:** Digital influences have created rooms for various collaborations between music artistes of different nationalities which have really resulted into different cross-cultural musical successes and mutual partnerships. A case study of Angeliqe Kidjo andAsa, among other artists.
6. **Mobile application and software:** Another great alignment is the creation of mobile applications and software that facilitate learning, practicing, composing traditional music and music scoring. These software like; Sibelius, finale and so on can be used to provide interactive experiences, sheet music, tuning guides, or online musical instruments to enhance musical engagements, experiences and participation.
7. **Social Media Engagement:** Digital influences help to use social media platforms to create communities or groups of like minds or traditional music composition enthusiasts to share stories, historical facts, discuss about traditional music.

**Virtual Museums and Exhibitions:** Virtual museums and exhibition of music composition promotion can also be benefitted. This is where the composer showcases his or her traditional music works and instruments, artifacts, and cultural contexts to foster promotion. This can be accessed by anybody from anywhere.

### **Potential challenges in aligning traditional music composition with digital influences**

Aligning traditional music compositions with digital technology can be challenging if the composer fails to use appropriate strategies such as authenticity, copyright and intellectual property, digital accessibility and differences, Technological Barriers, loss of oral tradition, cultural appropriation, funding and sustainability, synergizing digital innovation and traditional values among other factors which can jeopardize musical careers.

1. **Authenticity:** Preserving the authenticity and originality of traditional music composition with digital influences requires accurate capturing of the utility of the music to its audiences, cultural context, and nuances of the traditional music. There may be risk of oversimplification or misinterpretation when translating traditional music into digital formats.
2. **Copyright and Intellectual Property:** Legal ownership of a traditional music composition may be challenging and at times complex due to some must understood terms like; right of a

composer, peculiarity of the music to the society, sole accessibility to the digital archive of the music, legal frameworks and respecting the rights of traditional communities. Putting all the aforementioned terms into place can be so challenging and they must be well considered for perfect alignment.

3. **Digital Accessibility and differences:** The disparities in access to digital technologies and internet connectivity and the differences in the quality of the network can be another hindrance for the alignment of traditional musical culture with digital influences. This is because not all communities or individuals may have equal access to participate, engage, or benefit from digital platforms and not all individuals can conveniently operate the digital technologies, thereby limiting the reach.
4. **Technological Barriers:** Traditional musicians and communities may face challenges in adopting and adapting to new digital technologies. Limited technical skills, infrastructure, or resources might impede their participation in digital initiatives. Providing support, training, and resources can help overcome these barriers.
5. **Loss of Oral Tradition:** Since traditional music often and traditionally relies on oral and face-to-face interaction for transmission of musical values. The digital medium may influence the traditional methods of the learning as learners will now only be dealing with digital Medias. This therefore, making preserving the interactive and communal aspects of traditional music while leveraging digital platforms a delicate balance.
6. **Cultural Appropriation:** Digital influences drastically increases and may contribute to the risk of cultural misappropriation and interpretation if not seriously considered and worked on as it may harm the cultural integrity and dignity of the communities from which it originated from.
7. **Funding and Sustainability:** To maintain digital platforms, archives, and initiatives for promoting traditional music requires sustainable funding and long-term commitment and dedication. Being consistent with digital alignment of tradition music majorly rest on funding, especially on internet acquisition which usually sap way finances in no time, though depending on network provider's tariff. More so, partnering with some digital marketers and content creators do requires more finance.
8. **Synergizing Digital Innovation and Traditional Values:** Another technical and critical challenge is synergizing the digital innovation and traditional values. The wild influences and experiments opportunities that are usually offered by the digital influences at times may want to lead to adulteration and distortion of traditional creativity, core principles of tradition values, aesthetics, and cultural significance of traditional music. Therefore, the synergy must properly plan and worked on in order to reduce AI content therein.

## Conclusion

Aligning digital technology with traditional music compositions is a new and better way to embrace in this digital era as it will foster new developments and immensely help in preserving and promoting the Nigerian traditional musical values and compositions. This integration of technology into music composition not only offers new creative avenues but also presents challenges related to cultural preservation and authenticity. This study highlights the dual nature of digital influences—while they can enhance accessibility and innovation. The study has also enabled us to better understand how to balance modernization with the need to honor and preserve cultural heritage.

## Recommendations

As part of the ways to achieving the sustainable goals for vision 2023, traditional musicians are to be duly engaged at workshops and interviews for authentic capturing of voices from the community, digital preservation of traditional music should be encouraged by composers through online teaching and archiving, ethical considerations should also be considered by composers by focusing on issues such as cultural appropriation and representation. Political and educational leaders should support in promoting findings through diverse channels which include academic journals, community forums and social media to reach a broad audience and foster more development. Finally, music education curriculum designers should include digital education in their designs for appropriate preservation and promotion traditional music in this era.

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