



VAJIRAO & REDDY INSTITUTE

India's Top Potential Training Institute for IAS

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YOJANA MAGAZINE ANALYSIS

(March 2024)

(Part 1/3)

TOPICS TO BE COVERED

PART 1/3

- TRADITIONAL ART FORMS IN DIGITAL AGE
- POPULAR MUSIC IN INDIA

PART 2/3

- FOLK ART REIMAGINED USING MODERN TECHNIQUES & CONTEXTS
- IMPACT OF DIGITAL TECHNOLOGY & SOCIAL MEDIA ON ART MUSEUMS

PART 3/3

- CAPTURING STREET ART & WALLS OF INDIA
- FROM THE 'ART WITH INTELLIGENCE' TO 'ARTIFICIAL INTELLIGENCE.'

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TRADITIONAL ART FORMS IN DIGITAL AGE

Art in any form is a **manifestation of human brain's potential for creation**. The capacity may be latent, but it is there in every human being concealed as vigour and vibrance of the verve of life.

Artistic traditions have kept changing and will continue to do so since creativity is a phenomenon of incessant evolving. **Digital enhancement technology** has been instrumental in keeping their journey synced with that of human race.

WHAT IS CULTURE?

Culture is simply defined as way of life.

Whatever has **travelled with us since millennia** has **become our cultural institution today**.

What can be our approach to conserving, preserving, expanding, and enhancing our exquisite cultural/artistic traditions?

The answer is probably **connecting our art forms to today's futuristic world - the digital world**.

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HOW DIGITALISATION IS INTEGRATED WITH ART?

The revolutionary idea of connecting various virtuosity techniques through a digital interface is already being increasingly adopted by numerous artists in many fields.

These include sculptors, artists, painters, writers, designers, glass and pottery artisans, weavers, architects, and a lot more. **Using electronic devices and computer codes, digital artists are able to create their unique art-works through specific design tablets.**

WHAT HAVE BEEN THE BENEFITS?

- This has enhanced their **rewards** in many ways –
 - design innovation,
 - increased access,
 - convenience of working,
 - instant sharing,
 - increased productivity,
 - wider reach and
 - recognition among many others.
- Digitisation of Art **allows the artist immense diversity and spontaneity.**

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- Experimentation with visualisation enables the blending of varied disciplines, providing **multifarious planes of exploration** with the components to achieve unique and imaginative outcomes.
- Through interactive multimedia elements, installations, and **2D (2 dimensional), 3D, or even 4 dimensional**.

IS DIGITALISATION ACCEPTABLE?

Accepting machine built tools for artistry is **not always acceptable** or **welcomed** by the masters of this arena.

Reasons are the following:

- Age old beliefs.
- Traditional temperament.
- Lack of knowledge or technical know how
- Other concerns related to age, area or education.

There is no doubt about the fact that people have been the ultimate conservationists and torch bearers of art. Without a doubt, people will continue to do so, no matter how far the technology stretches ahead of them. Hence, technology will never take over humans, but the available support of technology cannot be overlooked.

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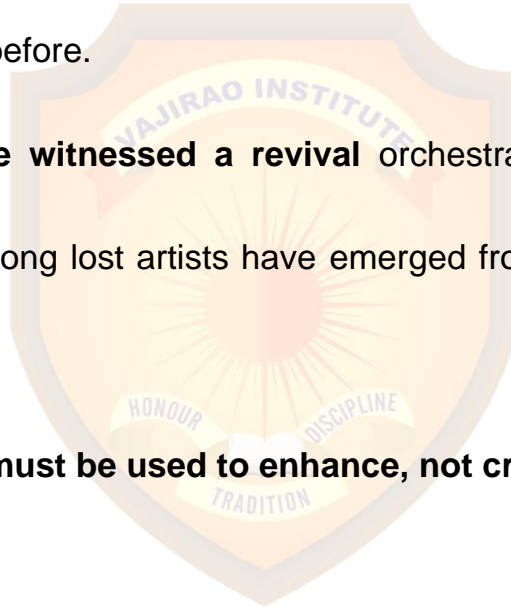
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IMPACT OF DIGITALISATION ON PERFORMING ARTS

When it comes to **performing arts**, its **tangibility is always distinctive**. No doubt about the fact that the **impact physical presence creates on an audience is unmatched** with that of watching any performing arts digitally. But the **digital coverage has increased the spread** of performing arts like never before.

Many **dying art forms have witnessed a revival** orchestrated through dedicated digital media campaigns. So many long lost artists have emerged from oblivion. **Social media** has played a crucial role.

The effect of digitalisation must be used to enhance, not create.



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POPULAR MUSIC IN INDIA

Popular music being a **lighter form of music** can be more appreciated by masses.

FEATURES OF POPULAR MUSIC:

- The **time duration per piece is limited** to a few minutes which makes it easier for the lay audience to sit through it.
- Popular music is diverse and has many forms under its umbrella.
- It is not bound by grammar, frameworks, rules and regulations.
- It focuses more on creating music which is pleasing and entertaining and parallelly puts across a certain message to the audience.
- It sounds very different from traditional music, yet **it has its roots in the tradition from which it evolved.**

FORMS OF POPULAR MUSIC

Popular music is diverse. It has many forms under its umbrella, like:

- Classical music,
- Film music,
- Band music,

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- Bhava sangeet,
- Abhangs,
- Bhajans and bhakti geete.

How & Why popular music started in India?

Monarchy ended in India leaving **no patronage for classical music** and musicians. Both **music and musicians** became entirely **dependent on people for its sustenance**. Hence popular music started getting more acceptance.

NATYASANGEET

A full-fledged **khayal presentation** was encapsulated into smart compositions for **appreciation and entertainment**. These compositions were **presented as a part of theatre** and therefore, were called **theatre music**.

Theatre music was called Natyasangeet, the songs were called **Natyageete** and the theatre form with these songs was called "**Sangeet Natak**".

Its popularity reached heights when the audience enjoyed repeat experience of Sangeet Natak.

Sangeet Swayamvar, a play by **Vishnudas Bhave** was the **first Sangeet Natak** to be staged in Sangli.

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FILM MUSIC

Film music in India is an important part of popular music. Unlike western films, Indian cinema largely has songs as an integral part of it.

The songs in films are generally part of the progression of the storyline. The idea of using songs as part of storyline came into existence because of Sangeet Natak.

The Evolution:

- Recording technology came to India in the 1920s, which impacted film music in a positive way.
- The boom in sound technology in the 1980s changed music in films significantly.
- Now a days multi track recordings along with sound engineering makes the film music more pleasing & popular.

BAND MUSIC

It started taking shape in India in the 1980s & established itself in the 1990s. Indian Ocean was a very popular band in India which composed songs based on the writings of Kabir. (The reason behind choosing Kabir's text is the message that Kabir sends out via its texts is timeless & has a large impact on the audience.

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Gradually band music became an important genre in music in India & more popular bands like Agnee, Parikrama, etc were also formed.

BHAVA SANGEET

Bhavasangeet or Bhavageethe are sung in all the **regional languages in India**. They are also called **light music**.

The voice application in this form of music is seldom full-throated and the **words and emotions are of high importance**. The entire structure of the song is very **melodic**, and a variety of patterns of rhythm are used in it.

Use of harmony and contra in Bhavasangeet, **Abhangs, bhajan, or bhaktigeete** make it stand out.

The songs are sung in **devotion or praise of god**. **Abhangs are written by saints**, while **bhajans and bhakti geete are written by poets**.

CONCLUSION

Popular music, being a lighter form of music, can be more appreciated by the masses. The time duration per piece is limited to a few minutes which makes it easier for the lay audience to sit through it. Each type of music has a certain role to play. Dhrupad and Khayal are serious forms of music and are not meant for entertainment. Popular music is a lighter form of music which focuses more on entertainment.

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