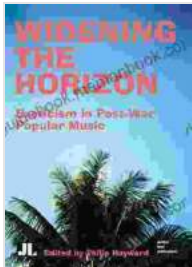


Exoticism in Post-War Popular Music: Distributed for John Libbey Co Ltd.



Widening the Horizon: Exoticism in Post-War Popular Music (Distributed for John Libbey & Co., Ltd)

by Heidi Hayes Jacobs

★★★★★ 5 out of 5

Language : English
File size : 4181 KB
Text-to-Speech : Enabled
Enhanced typesetting : Enabled
Word Wise : Enabled
Print length : 207 pages
Lending : Enabled
Screen Reader : Supported



The post-war period saw a significant increase in the popularity of exoticism in popular music. This was due in part to the increasing availability of non-Western musical styles and instruments, as well as the growing interest in world cultures. Exoticism in popular music can be seen as a way of appropriating and commodifying non-Western musical traditions, but it can also be seen as a way of celebrating and promoting cultural diversity.

The Incorporation of Non-Western Musical Styles and Instruments

The incorporation of non-Western musical styles and instruments into popular music began in the early 20th century, with the rise of jazz. Jazz musicians began to experiment with African and Caribbean rhythms and

melodies, and this experimentation continued in the post-war period with the development of bebop and cool jazz. Other genres of popular music, such as rock and roll and pop, also began to incorporate non-Western influences, such as the use of tablas and sitars in The Beatles' song "Norwegian Wood." The availability of non-Western musical instruments also increased in the post-war period, as a result of increased trade and travel between the West and the non-West.

The Impact of Exoticism on the Music Industry

The incorporation of non-Western musical styles and instruments into popular music had a significant impact on the music industry. It led to the development of new genres of music, such as world music and fusion, and it also helped to break down the barriers between different musical traditions. Exoticism in popular music also helped to create a more globalized music scene, as non-Western musicians began to achieve success in Western countries. Some of the most famous examples of exoticism in popular music include the use of tablas in The Beatles' song "Norwegian Wood," the use of African rhythms in Paul Simon's song "Graceland," and the use of Chinese instruments in Yo-Yo Ma's album "Silk Road Journeys."

The Impact of Exoticism on Popular Culture

Exoticism in popular music also had a significant impact on popular culture. It helped to create a greater awareness of non-Western cultures, and it also led to a broader acceptance of cultural diversity. Exoticism in popular music also helped to shape the way that people think about music, as it challenged the traditional Western notions of what music should sound like. Some critics argue that exoticism in popular music is a form of cultural

appropriation, as it involves the use of non-Western musical styles and instruments without giving proper credit to the original creators. However, others argue that exoticism in popular music can be a positive force, as it can help to promote cultural understanding and appreciation.

Exoticism in post-war popular music was a complex and multifaceted phenomenon with both positive and negative consequences. It led to the development of new genres of music, helped to break down the barriers between different musical traditions, and created a more globalized music scene. However, it also raised questions about cultural appropriation and the representation of non-Western cultures in the media. Ultimately, the legacy of exoticism in post-war popular music is a mixed one, but it is a legacy that continues to shape the way that we think about music and culture today.



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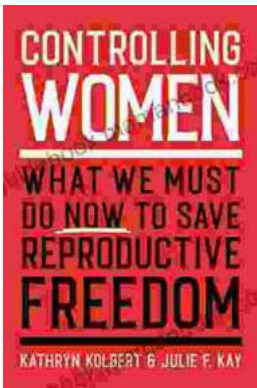
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