

Mass Communication and Music – A Contextual Review

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Abstract

Mass Communication impresses sufficient perception of belief in our mind firmly and constantly. Again, 'Good music like good books, good films, good pictures not only helps a man to become human rather better man. Not only that it teaches how to think, how to connect and how to communicate each other at any situation'. This essay is an attempt to discuss 'music – communication relationship' and to acquire inspiration, spirit and elements of unity to protect ourselves in the crisis.

Keywords: *mass, communication, music, cognition, universal, ubiquitous, propaganda, integral, traditional, conventional, inexorably, artistic, significance, sensible, ethos, logos, pathos.*

People are caught in the meshes of social, economical, political and cultural atmosphere where a large number of people are terrified, frightened and unsecured with the available human condition in existence. It is observed that the benefit of progress is not attainable to each and everybody, even not countable for all. The sense of community is also missing. It urges to think critically on both the subjects like 'mass communication' and 'music' (in Indian context 'music' may be assumed as 'sangeet ' or 'gaan') for coming out of the identity crisis and make a relevant contribution towards human resource development .

Let's begin with 'mass communication'—its scope, function etc. Nowadays Mass media and mass communication is uttered at the same time. Usually, the word 'mass' is literally used to denote a large volume of dispersed and heterogeneous people. The word is derived from Old French word 'masse', 'masser', Latin word 'massa' & Greek word 'maza'. The other term 'communication' means the act of sharing, exchanging, transmitting, informing, communing and transferring something sincerely and significantly with the others. The word 'communication' is derived from the Latin noun 'communis' and the Latin verb 'communicare' which means 'to make common'. So, simply we can say, mass communication is nothing but a congenial connection or relationship with a large number of people to establish common ideas or commonness or commonality with each other for survival of the existence.

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In old past, communication strategies were taken primarily by the business communities. Subsequently, it was transferred in the hands of politicians. We can say, communication process was primarily used to achieve professional needs. Once it was exploited in the political interest or propaganda only. Finally, communication procedure has changed his way to meet the social needs. Ultimately, the individual interest has been transformed into collective interest. Actually, in modern days, communication system is very much important and useful in the environment of socio – economic and political reality of today. It involves active interaction on physical, biological and social needs. As a result, a close touch between the concerned as well as maintenance of human relation is also possible for the dynamic characteristic of it. Organizing feature of mass communication helps to combat with different issues. For various aspects and nature the idea has developed — “Communication integrates knowledge, organization and power and runs as a thread linking the earliest memory of man to his noblest aspirations through constant striving for a better life”.³ That’s why mass communication cannot be ignored in any way now as it impresses sufficient perception or belief in our mind firmly and constantly. Again, it is imbibed by us inexorably in our everyday life along with the gradual and wide spread changes in the sphere of social, economical and political scenario.

Let’s have a few words on ‘music’, now. From the ancient Greek and Roman Myths it is known that ‘Muse’, one of the nine GODDESSES, encouraged poetry, music and other branches of art and literature. It is supposed that the word ‘music’ is evolved or named to commemorate the name of inspiring GODDESSES. In India, ‘Sangeet’ and ‘Gaan’ are regarded as the counterpart of the English term ‘Music’. Both the two words viz.’ Sangeet’ and ‘ Gaan’ are originally derived from Sanskrit Language. Literally the term ‘Samgita’ is the ancient form of Sangit or Sangeet. It is derived from the root ‘gaoa’ (i.e. to sing /). When ‘gita’ is prefixed with the word ‘sam’ , it speaks about ‘sampurnata’ i.e. completeness. Sangeet tries to denote which is sung correctly, properly, perfectly and fully. Music is called the supreme cultural wealth. As a performing phenomenon as well as an academic subject it has been playing a vital and

tremendous role and has become a much dependable mass motivator by informing, educating, inspiring and motivating the people when they are in stress, strain and problem in life, through artistic expression.

A society without music is found nowhere in the world. Rather it plays integral part in everywhere and is used collaboratively in several festivals, rituals, entertainments, sacred or profane events, social functions, political purposes, economic causes and so many other oral traditions & occasions to express particular sentiment or mood, to illustrate specific events or daily action. For the significant role of music it goes beyond advertisement and publicity. Thus, music has become effective and widely accepted mass communication process. From the experience we know – ‘Good music like good books, good films, good pictures not only helps a man to become human rather better man, Not only that it teaches us how to think, how to connect and how to communicate each other at any situation in lucid manner and ways’.

So far about music we are well aware that although it is traditional or conventional art-form of communication method, it has the capability to reach the masses easily and immediately with clarity and authenticity. Strong artistic tradition of music helps to guide and control the mind of people. I think this discourse demands some comments on ‘art’ here. According to the views of Tagore, we know, art arouses in our mind ‘the intimate feeling of reality’ and ‘the deep sense of reality in its richest aspect’. ‘The object of art is to reveal to us, within us and outside of us, in nature and in soul, things which we cannot reach through the consciousness’.⁴ Another remarkable comment is — ‘The purpose of art is not to give expression to emotion but to use it for the creation of a significant form’.⁵ It may be noted that emotions are not repeated in music but music represents the expressiveness of emotions. In music, feeling, emotion and idea blended with rhythm, melody and harmony creates newer meaning to understand. The existence of music involves pleasure, sadness etc. partly or totally. Sometimes they are confined to a little, sometimes to too much. Still, music gives the truth when everything becomes meaningless. According to Gerard van der Leeuw, ‘Music is a direct objectification of the will, as immediate as the world itself’.⁶ Since music is art related it is more than mere communication media. It

posses not only spirit of unifying activity but also involves harmonizing and integrating force to enhance significance of life bringing man closer to the highest reality of the world. We must also remember that although music is used as an art form, it is not direct imitation of reality and it does not escape from reality. Rather, there is balance, unity and harmony among different elements of music offering 'Oneness with Reality'. Our mind is evoked by deep rich awareness of Reality in true sense. And thus it succeeds to make us touch the reality when minds fail to unite.

Music is such a vehicle of mass media that the message or the main idea can be conveyed to the audience or people of every category easily, instantly and directly. From holistic point of view, 'Music is the ultimate expression of consciousness, measure of fulfillment of human beings. It is such a unique medium of communication that our thoughts and feelings are expressed properly and effectively through it'.⁷ Music with the combination of lyric (words or language) along with metaphor, tune and tala (rhythm) does a lot to motivate, inspire and unite people as well as helps to be very close to human hearts. Music is emotional, compelling and intellectually challenging in perceiving the desired meaning and the idea therein for the method, motive, temperament, appeal and the presentation style. As music is nothing but the best way of expressing state of mind as well as to convey the same to the mind of other at the same time, it is extraordinary in communicating what is common to all and what is also special from the point of creativity. That's why music involves the style to express feeling, emotion and idea through harmonious correlation with the elements with proper meaning and thought in an exquisite manner. According to psychology of music, there are four qualities of music viz. tempo, volume, genre and linguistic text. And all these have a remarkable influence and impact on mind. Again, truth with implicitness and suggestiveness is revealed through music very simply, unostentatiously, easily and beautifully. Human hearts accepts them cordially. 'Art gives us universal truth whereas history gives us particular truth' (Aristotle).

Our values, duties, obligations, beliefs, dreams and aspirations are communicated clearly, intensively and aesthetically by music. Simultaneously, it enhances the spirit of tolerance,

confidence, trust, energy, enthusiasm, courage and hope of every individual. Sound communication skill of music educates and enlightens the people. Sensible work of music when rendered at the desired point of time and space it not only supports to face the problems like loneliness, mental stress, physical needs, conflicts and variety of dissatisfactions etc. but to overcome burning issues like communal harmony, secularism, national integrity, cultural heritage, ecological balance, health and education etc.

“In human (public) communication three major elements play a significant role. These are Ethos, Logos, and Pathos. Ethos refers to the character of the speaker, Logos is power of reason and evidenced in text and speech and Pathos is emotions elicited in an audience,”⁸ It is very much applicable in case of music also. Music is such a balanced powerful human related communication form that it helps to sustain human relationship along with human resource development.

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