

Globalization of malaysian music industry assignment

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Music Industry We live In a globalizes world. Boundaries and differences are becoming increasingly blurred as globalization takes over the course of human development. With the aid of information technology, we have become ever so advanced in many aspects beyond past generations. Thanks to the unlimited opportunities emerged from globalization, we can have more frequent exchanging of Ideas, trade, culture, education and so on, between a country and the rest of the world.

Globalization has made the world become relatively smaller, thus in a way, it can be said that the on-going trend makes t more viable for anyone who wants to make something of themselves, as the world today Is practically an oyster of an entirely new level. If one as to wonder: what truly defines globalization? To put It Into perspective, It can be said that globalization Is a process of interaction and integration among the people, firms, and governments of different nations, a process driven by international trade and investment through the effective use of information technology. Institute, 2013) This process can bring upon an overwhelming effect on our environment, culture, social-political systems, economic development and prosperity, and even on our physical well-being regardless of where we may be. (disgruntlement, 2008) Music, as a matter of fact, has also enjoyed a much wider prospect from the global community due to globalization, which happens to the key focus of the topic today - the Malaysian music industry amidst the dawning era of globalization.

As Malaysia has become more prosperous and economically developed, the local commercial music industry has also grown to be more important in the Malaysian society. Malaysian popular music today, although closely following <https://assignbuster.com/globalization-of-malaysian-music-industry-assignment/>

the footsteps and styles of the western as well as International popular streams, the trend does indicate an individual sense of artistic expression in the contemporary Malaysian culture. Furthermore, we even get to see that there is a drastic increase in the number of radio stations and television channels broadcasting a wide variety of music for the past 15 years. Choppy, 2007) It is also during these past few years that we begin to witness the newly emerging and experimental local music scene has sprouted quicker than ever to be a force to reckon with in the international music arena. This is despite the history of Malaysian anthropometry music being considerably young and the fact that the saturation level of Internet users in the country has only picked up its pace in recent years. Malaysia. Eyeing a multiracial country comes from a much diverse musical background hence Malaysian music may offer an edgy marketability and versatility – for every ethnic group performs their own traditional music as well as sharing avariciousness of music. In spite of the many foreign imports of music in the Malaysian market, the local music industry is also a potpourri of Asian musical talents, recognizing theory artistes from Hong Kong, China, Singapore, Thailand, Philippines and Indonesia.

It is the high-tolerance and openness of Malaysian consumers that encourage independent music makers in the country to step out of their shells by experimenting music with information technologies. Through simple networking platforms such as YouTube, Twitter and Facebook, we have young bold attempts by 100 examples of Malaysian artistes receiving recognition are just the tip of the iceberg of evidence that shows the expanding level of Malaysian music industry in this globalized community.

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Data' Sit Neuralgia is known in the Malaysian music industry as everyone's favorite pop princess, singing memorable songs in Malay. After winning an unparalleled number of music awards in the country and regionally including Encourage Industry Muzzy(Alma) awards, Encourage Banging Popular awards, Encourage Planet Muzzy awards, Encourage Jaguar Alga awards and MET Asia Awards, she has also been voted ten times consecutively as the Regional Most Popular Artiste in the Encourage Planet Muzzy. Sit Neuralgia happens to also be holders of two records in the Malaysia Book of Records.

Born into a musically inclined family, Sit initiated her musical career singing traditional songs at the tender age of 12. She then started performing at wedding ceremonies and dinner parties where she slowly gained popularity in her hometown of Temblor, Pang. Her path to stardom began when Sit won the Banging HIM 1995 award at 16. Her first single entitled Cerate Precipitant won her the 1 lath Encourage Jaguar Alga and another two awards for Best Performance and Best Ballad. (Media, 2012) The queen of Chinese ballads – Fish Lengths participated actively in the development of Chinese pop culture locally.

Her ones have won quite a number of awards in many music charts in Malaysia and abroad. Fish started her career in Taiwan after being discovered by a veteran Taiwanese singer-songwriter- Mr.. Lee Gong Sheen. Since then, she has produced eight solo albums and in total her albums sold over 1, 500, 000 copies all around Asia. Some of her notable achievements in recent years inconveniencing the best female vocalist award in Singapore Hits Awards 2003 as well as the Malaysia Most Popular Singer award in

Singapore Hits Awards 2004 and 2005. Pro, 2006) The mega Malaysian band – the Saunders, drew a lot of attention as it was formed by members of freeloading well-accomplished punk-rock groups: Abundance, One Buck Short, Ditch Mimic and Plague of Happiness. Currently, the final line-up consists of Sam, the vocalist; Kudus, the drummer; Axial, the bassist and Lam on synth/strings. Last year, the Saunders made quite a commotion in the local and regional music scene when they won the Battle of The Bands organized by Hard Rock Cafe in Malaysia, where being the regional winner meant that they stood a chance of playing alongside Bon Jovi.

Unfortunately, the Saunders may have won the competition in Malaysia, they did not make it to the next level. Nevertheless, the boys have recently released their new single entitled ‘Beriberi’ and have already received more attention from outside of country due to their participation in the widely publicized Battle of The Bands. (Lee, 2011) Malaysian grass-root Chinese singer Ah Inn, is the stage name of Tan Keen Song. His most iconic song was entitled “Dud Main De Nu Ha Sank Guy La” (Look over here, girl in front of me) became wildly popular as an addictive sing-along tantamount Chinese music fans.

He had proven to be a versatile musician for he has since composed a number of songs for local artists as well as from abroad, and even acted in a movie in Malaysia. Besides, owing to his popularity, Ah Inn has been invited to be the special guest for many concerts for artists around Hong Kong, China and Taiwan. (Senses, 2013) Mizzen Nina – also known as the hip-hop

electro-groove-pop princess, her musical career took off with teeth Atari Crew, whom she founded Encourage Industry Music (AIM) in 2002.

Thus having a thriving music industry in Malaysia becomes an added bonus to visitors who happen to be avid fans of Malaysian musicians. (EXCHANGE, 2013) From a general point of view, globalization has transformed the music industry into a decentralized and fractured market, hence offering more opportunities to artists for greater scale of exposure in a global market. Local musicianship's to break into the overseas market should be equipped to meet up with the challenges that arise from a globalizes market.

Those who are versatile, tech-savvy and creative are more likely to attain great success in the music scene because they understand what needs to be done to reach out to the world. And create good music that music lovers would enjoy. It is therefore with great anticipation to see the future of Malaysian music industry gaining even more recognition and acknowledgment from the global community, Just as status enjoyed by K-pop(Korean Pop) and J-appointees Pop) spreading their influence all around the world, perhaps one day M-pop(Malaysia Pop) will reign in the international music scene as well.