



Volume 10, Issue 1, January 2022
**International Journal of
Advance Research in
Computer Science and
Management Studies**
Research Article / Survey Paper / Case Study
Available online at: www.ijarcsms.com



Special Issue: National Conference on "Self Reliant India (Atmanirbhar Bharat) Opportunities & Challenges"
Organised by: Department of Commerce in association with IQAC of Sheth T.J. Education Society's, Sheth N.K.T.T. College of Commerce and Sheth J.T.T. College of Arts, (Reaccredited by NAAC B+ (2.62), 3rd Cycle, ISO Certified: 9001:2015).
Kharkar Ali, Thane West, Thane, Maharashtra-400601, India.

Globalisation and Performing Arts

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I. INTRODUCTION

What is globalisation?

Globalisation is the process by which the world is becoming increasingly interconnected as a result of massively increased trade and cultural exchange. Globalisation has increased the production of goods and services. The biggest companies are no longer national firms but multinational corporations with subsidiaries in many countries. Globalisation in a general sense means the increasing worldwide integration of economic, cultural, political, religious, and social systems. Globalisation has affected the cultural aspects of India in various ways.

Globalisation has been taking place for hundreds of years, but has sped up enormously over the last halfcentury.

Globalisation has resulted in:

- increased international trade
- a company operating in more than one country
- greater dependence on the global economy
- freer movement of capital, goods, and services
- recognition of companies such as McDonalds and Starbucks in LEDCs

Although globalisation is probably helping to create more wealth in developing countries - it is not helping to close the gap between the world's poorest countries and the world's richest.¹

What are performing arts?

The performing arts range from vocal and instrumental music, dance and theatre to pantomime, sung verse and beyond. They include numerous cultural expressions that reflect human creativity and that are also found, to some extent, in many other intangible cultural heritage domains.

¹. BBC British Broadcasting Corporation, <https://www.bbc.co.uk/bitesize/guides/zxpn2p3/revision/1>

Music:

Music is perhaps the most universal of the performing arts and is found in every society, most often as an integral part of other performing art forms and other domains of intangible cultural heritage including rituals, festive events or oral traditions. It can be found in the most diverse contexts: sacred or profane, classical or popular, closely connected to work or entertainment. There may also be a political or economic dimension to music: it can recount a community's history, sing the praises of a powerful person and play a key role in economic transactions. The occasions on which music is performed are just as varied: marriages, funerals, rituals and initiations, festivities, all kinds of entertainment as well as many other social functions.

Dance:

Dance, though very complex, may be described simply as ordered bodily movements, usually performed to music. Apart from its physical aspect, the rhythmic movements, steps and gestures of dance often express a sentiment or mood or illustrate a specific event or daily act, such as religious dances and those representing hunting, warfare or sexual activity.

Theatre/Drama:

Traditional theatre performances usually combine acting, singing, dance and music, dialogue, narration or recitation but may also include puppetry or pantomime. These arts, however, are more than simply

'performances' for an audience; they may also play crucial roles in culture and society such as songs sung while carrying out agricultural work or music that is part of a ritual. In a more intimate setting, lullabies are often sung to help a baby sleep.²

Keywords: Globalisation, performing arts.

II. AIM

The aim for this study is to identify relationships between globalisation and the theory of appropriation in performing arts amongst Indian artists. The purpose is to discover the positive and negative influences of globalisation in relation to performing arts like Indian classical dance, music, drama etc.

III. RESEARCH OBJECTIVES

- To examine the engagement of youth in Indian performing arts.
- To find out the effect (positive/negative) of globalisation amongst Indian artists.
- To examine the impact of western art forms on Indian performers.
- To find out the challenges faced by Indian performing artists to establish themselves in other countries than India due to globalisation.
- To find out the reach of Indian art forms in foreign countries.
- To find out the effect of COVID-19 on performing arts in India and abroad.

²UNESCO United Nations Educational, Scientific And Cultural Organization, <https://ich.unesco.org/en/performing-arts00054>

IV. RESEARCH QUESTIONS

1. What was the impact of COVID-19 on performing arts in India and abroad?
2. How has western art affected Indian art forms?
3. What are the challenges faced by Indian artists to set up or learn an Indian art form in foreign countries whether they are of Indian or any other origin?

V. THE IMPACT OF GLOBALISATION ON PERFORMING ARTS

As the relentless wave of globalisation has changed the past few decades in many fields, Indian performing arts too were swept up and tossed high without many of them noticing the various streams of performing arts changing its course. Other than the academic discussion, the performing arts are often referred today as the 'entertainment industry'. Thus, it is a general perspective that these arts must entertain and amuse the audience. The reach of performing arts at global level is seen due to the influence of social media. The world gets connected in one click and so do these art forms. This was more visible in the present COVID-19 situation. Many Indian arts forms are now learnt around the world and vice versa. Western arts forms and Indian art form now form a fusion and a new style is born out of it. Indians are now getting to know about western forms like Salsa, Jazz, Rap etc. and also the famous English play HAMLET is now performed in Marathi. Bollywood is yet another example where we see various Bollywood songs, movies, dances being performed in many countries worldwide in their local language. This is seen due to the migration and settlement of Indians in different countries of the world.

There is a positive impact of globalisation with regards to the performing arts as it has brought the artist and amateurs together.

With the development seen in Performing arts, the rights of the artist are also now protected at the national and international level.

National level:

1) Scheme of Performing Arts Grants Scheme.

This scheme was introduced by the Ministry of Culture (Government of India) in 2011. Under this scheme financial aid is provided by the Government of India to dramatic groups, theatre groups, music ensemble, children's theatre and for all genres of performing arts activity.³

2) An initiative by Tata trusts.

The Trusts' work in performing arts focuses on supporting artistic practices that are emerging, underrepresented and neglected within the spectrum of theatre, music and dance. Various engagements are built on strategic partnerships with institutions working across regions and within grassroots to revive, sustain and propagate art forms and practices. Additionally, iterations of programmes for long-term impact have demonstrated defined results such as furthering artistic skills of emerging practitioners, enhancement of livelihoods of artists and cascades of artistic trainings across communities for the sustainability of artistic disciplines.⁴

³. Ministry of Culture, Government of India, <https://www.indiaculture.nic.in>

⁴. Tata Trusts, <https://www.tatatrusters.org>

3) Performer's right under Section 38 of the Copyright Act 1957.**International level:****1) United Nations Educational, Scientific and Cultural Organisation:**

The main objectives of UNESCO are:

- A) To promote, protect and disseminate the areas of arts and culture.
- B) To make them known abroad.
- C) To co-ordinate communication among Autonomous Communities in these matters.⁵

2) Berne Convention.**3) Rome Convention.****VI. RESEARCH METHODOLOGY**

The method used was empirical (non-doctrinal) method. Primary as well as secondary sources was used. Some sample questionnaires were sent to few artists after which a detailed study was made depending on the answers by them. The data was collected in a limited time period with the help of well-designed questionnaire. The survey was amongst Indian artists who are into performing arts like Kathak, Hindustani classical music, Bharatnatyam, Tabla, Harmonium etc of different genders and different age groups. The questions mentioned above were sent to the artists in the form of Google forms. The data collected was analyzed and a detailed study was made after analyzing the information provided by the Indian artists and a thorough interpretation was made. The response given by the respondents was analysed and produced in a structured format in the form of pie chart and paragraphs for easy and logical understanding. An analysis of every question was made.

Finally, in the end, conclusion was drawn.

VII. DATA ANALYSIS AND INTERPRETATION

From the questionnaires that were sent to various artists it can be interpreted that due to the present COVID19 situation, many performers were affected. The impact of COVID-19 is seen not only amongst Indian artists but also many artists around the world. The global pandemic has affected them in various ways, both positive and negative but it can be said that the negative impact of this global pandemic is more than the positive impact. Various issues such as restrictions on live performances which is an essence of performing arts was at a standstill due to the rules of social distancing, shifting of classes from offline to online mode which was very difficult in the initial stages, lack of energy and personal growth amongst the persons while learning such arts forms etc. Everything got digitalised from training sessions to shows and performances which made the art forms lose its soul. To sum up the negative impact one can say that A huge shift from the usual physical form of performance/ practice to an online/virtual setup which was never thought of before and it did create lots of doubts initially about how to go with the same as it was never imagined of but eventually people started coming up with it.

As every coin has two sides, there were a few positive effects of the shift from offline to online. Many people started to appreciate the Indian art forms and the artists as they got more aware about them due to social media. Those who were unable to peruse these art forms got a chance to learn them virtually and are now able to fulfil their long-lost dreams. Many artists got to showcase their talent digitally which changed their lives.

⁵. United Nations Educational, Scientific and Cultural Organisation, <https://en.unesco.org/>

The next that has been found from this study is that the western art forms are affecting the Indian art forms in many ways (good as well as bad). The purity of the Indian classical art forms has been lost as many are influenced by the pop western culture. In the era of remix and adding of western beats to the traditional classical music, the true spirit of Indian arts forms is losing its way. One cannot add some fusion beats and make an old traditional song a new hit and call that preserving the art form. People are generally attracted towards the western music especially the youth.

But on the other hand, the Indian art form is reaching the western world and there it is being appreciated on a large scale. The costumes, music, ornaments, stage setup etc are very much attractive for the foreign nationals. Many have started learning various Indian art forms like Hindustani classical music, Indian classical dance styles, folk music and dance etc.

To sum up, it can be said that the Indian performing arts have been globalised and now the whole world is aware about it. This is possible due to the various cultural exchange programmes, tourism and also technology and social media.

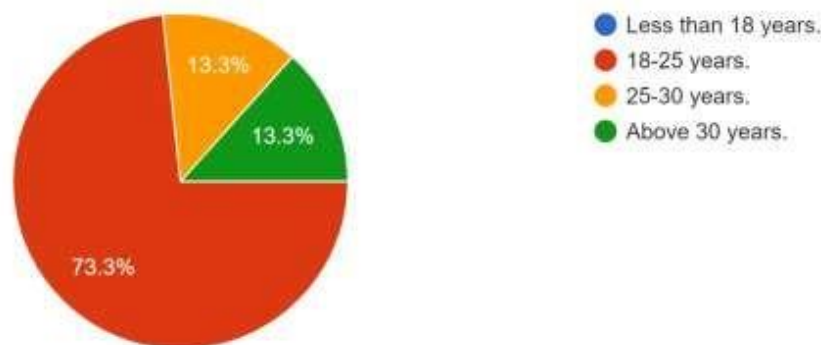
There are also many challenges faced by many artists to learn an Indian art form in a foreign country. Firstly, the biggest challenge faced understood the language. The Indian arts forms are generally in the local language (Sanskrit, Urdu, Marathi etc.) that only the Indians understand and at times it is also very difficult to translate. The second challenge that one faced was the lack of knowledge of Indian instruments. Many of the instruments are not easily available in the foreign land which might not give true justice to the Indian art forms. Thirdly, availability of teachers who are multilingual is yet another challenge faced by the artists. Fourthly, availability of space, costumes, ornaments etc is another challenge.

In spite of all such difficulties, the Indian art forms are very much popular in the foreign countries. Many foreign nationals are eager to learn these art forms and have started to study about the Indian Mythology on which many art forms are based.

People from various age groups have started becoming aware and have started adoring our Indian art forms.

Following diagram shows the people of different age group who are passionate about Indian performing arts. The information collected below has been obtained by the questionnaires sent to various artists.

Age group.
15 responses



From the responses that have been received, it can be seen that youths are getting more attracted towards the Indian art forms whether they are residing in India or elsewhere. This can be one of the positive effects of globalisation that can be seen amongst the youths as they are generally attracted towards what is trending!

About 73.3% who belong to the age group 18-25 years are more into Indian performing arts and they form the maximum followed by the people of age group between 25-30 years and above 30 years which amount to 13.3%.

VIII. CONCLUSION

Globalisation has affected many of the aspects of our life around us and it definitely has had a great influence on Indian performing arts like dance, music, drama etc.

The COVID-19 pandemic has had a significant impact on performing arts, mirroring its impact across all sectors. Due to social distancing the art forms were brought online and were visible to the whole world at the comfort of their house.

Globalisation has brought different music traditions around the world closer which leads to intermingling. The composition using classical Indian music and pop music effects is one example. Many Indian folk art forms from the whole of India have embraced some elements of foreign dance forms. Salsa, Jazz are very popular among Indian mass. The translation and adaptation of dramas like 'The Balkam Women' has become very common and it has led to enrichment, diversification of culture. The famous play 'Hamlet' is now performed in the Marathi language.

On the other hand, globalisation has led to neglect of some of the local and folk-art forms like Kalbelia dance. Globalisation along with information technology has created new mediums of entertainment which marginalised local performers. The Puppetry tradition of Rajasthan is dying; circus, snake charmer are becoming less frequent. The artists are forced to leave the art which is leading to extinction of cultural heritage. A careful analysis and planned effort is needed to use the potential of globalisation to the benefit of such dying arts.