

MUSIC AND TRANS CULTURALISM: ANALYZING THE ROLE OF COKE STUDIO MUSIC IN PAKISTAN

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ABSTRACT

This research study assesses the significance of music as a cultural component of society. Coke Studio in Pakistan is producing and releases music that has traditional and modern appeals for people of all ages. The study implies the theory of cultivation and musical communication as a conceptual framework to analyze the role of Coke Studio Music in trans-culturalism. The methodology of research is based on data collection through a cross-sectional survey employing a structured questionnaire. Data from the university students was collected through random sampling technique. The results show that Coke Studio is introducing genres with ancient roots. It is presenting classical and historic traditions through a transfusion of modern elements which is appealing to youth. Respondents are said to believe that Coke Studio is producing new sounds and enriching Pakistani traditional music by merging it with modern music, including eastern classical, Folk, Qawwalii, Bhangra, Sufi, contemporary Hip Pop, Rock and Pop music.

Keywords: Music, Cultural Component, Trans Culturalism, Transfusion, Coke Studio

MUSIC AS A CULTURAL COMPONENT

There are many ways to understand culture and music is one of them which is believed to be the key component (Shepherd & Wicke, 1997). Many sociologists have come up with many theories on culture and consider music as a central vehicle of cultural resources for the youth. Music is actually produced in such a way that it talks about the sociological aspects of a society and tells its identity too. And more dominantly the identity of a society or region is its culture (Bennett, 1995).

Coke Studio Music has gradually become Pakistan's biggest cultural music platform. It is producing and releasing music, merging traditional, classical, and modern music. Coke Studio music of Pakistan seems to be representing different regional musical cultures of Pakistan. It consists of different regional languages, dialects, and tones of folklore that provide a base for the cultural roots.

Music as a Tool of Communication

Music is also a tool of communication. It's a fundamental channel to communicate any message. It's mean to convey meanings to share emotions and intentions; music is more decipherable than the spoken languages of people. It's an important means of communication among those people for whom it's hard to have other communication channels. Music can have strong physical effects on people and can generate intense emotions. Music can change the way to demonstrate any emotion with the help of well-trained composers and performers. In comparison to the past, nowadays music is playing a vital role in the lives of people. It is due to the fast technological advancement as commercialization is also increased and the music industry has become very strong.

Music can be used as a medium to construct and demonstrate our single congruity. People use it to make changes in their daily moods and attitudes. Music choices of people can tell their real personality of them and their behaviors. According to (Cook, 2018) in the recent world, the decision to

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choose music is not only about telling your choice of music but is also about, who you are. What do you like to be? There are many ways to enclose anything in every culture; music is also one of them. To regulate the mood of people, music is used. Hence, the choices of music can tell what kind of music is preferred to listen to in different social situations (North and Hargreaves, 2000).

Music can be used to construct communication and speech. The most different type of human communication is speech which actually demonstrates the human's biological adaptation. Sounds of music and speech are learned from the social environment (Papousek, 1990). When a child reaches the age of speaking then for the early vocalization, parents use to sing different songs. With the passage of time these specific vocals or musical sounds or sounds to develop a sense of speech in children. So singing is also a source to give rise to speech. Thus, musical sounds or songs develop an interaction of communication between the social and biological worlds (Trevarthen, 1999). Colwyn gave a theory whose purpose was to give appreciation and motivation to music and he considered musicality is a source of communication through which a person get interaction and give rise to intimacy. Trevarthen's theory focuses on that music is a vital medium to build a strong bond of communication between babies and parents. He gave credit to music to construct and build a broad interaction among people.

Music as Tool of Transfusion of Culture

Transfusion of culture means transfusing the music of one culture into another culture. World music is also a type of transfusion of culture or Trans Culturalism. Many scholars used the term world music" to demonstrate their work in 1987. They used this term because it includes not only western music but non-western music also. World music is basically a phenomenon of transfusion or Trans Culturalism. In the cold war, era an international conference was held at the University of Jyväskylä, Finland in 2012. The main purpose of this conference was to do an exchange of artists. And this exchange was between the East and East to build a cultural exchange between them. It leads to cultural production and builds an interaction among different cultures which was actually the start of transfusion.

At the start of the nineteenth century, the music industry was being urbanized and modern instruments were being used for this. And the traditional music and the old musical instruments were being ignored. A new type of music (blues, rock'n'roll) was produced in the cities of North America like Memphis and Chicago. When people started to migrate from rural areas to urban cities then music started to be transfused, as traditional music was being merged with the latest urban music (Hall, 1998; Shepherd, 2003). The music traditions of Canada and America are transfused into each other. Canadian music was sung by singers from different countries. And the artists were from Canada, the US, Britain, and Asia. Canadian music and American music demonstrate the exchange of culture between them (Connolly, 2017).

Cultural Roots of Music

Culture is defined as learned or shared behavior in which emotions or feelings are demonstrated by using art, language, and religion (Harris, 1980). Culture is an empty vessel and dependent on people who have an attraction for certain aesthetics (Baldwin, Faulkner, Hecht & Lindsley, 2008). The relationship between culture, society, and music can be directly experienced by research in the field of ethnomusicology (Radoy & Boyle, 1979). Culture has an impact on music and music has an impact on culture. So that's why music cannot be separated from culture (Feld, 1984). Hence, music is also one of the key factors that shape and influence culture. Social arrangements can construct their institutions through the process of enculturation as music is a common element in all cultures. Demonstrating that music is a common part of all cultures can be a way to determine the cultural and social bases of a society (Nettl, 1975). Instruments, instrument makers, and the performing structure of music can demonstrate the important parts of culture (Spearritt, 1980).

Lomax (1978) demonstrated that culture can be found in music practice. It illustrated the relationship between the song structure and social structure. He concluded that the style in which the song of any culture is performed, it actually has a vital social and cultural role to promote human communication (Lomax, 1978). He is also of the view that the song style of a culture contemplates the behavior which is important to centralize and control social institutions. Some researchers proclaimed that to understand music people use different components because there are some things which are needed to be noticed. Western music theory contemplated a culture that gives worth to the descriptive and predictive role of music (Walker, 1996). According to Blacking (1978), all the musical sounds are explained with reference to the context of culture, and all processes to analyze sound are done when the purpose is to get the real meanings.

Ravignani et al (2016) are of the view that “culture” and “education” are interlinked. If we look at the history of musical culture it has promoted music education. It is necessary to understand the key role of music education to develop China’s music culture. In the past culture was a concept about being educated. But according to the latest dictionary it cites to the group which has produced sacred amplitude in the field of education, culture, and science, “Music” will be placed in the class of culture.

Preferences & Perceptions of Pakistanis about Music

There are several ethnic groups in Pakistan who have their own music preferences and perception of music. And their music preferences are based on modern music produced around the globe. They are inclined to listen to Turkish, Persian, Arabic, and South Asian music. By transfusion of all these new forms of music is being produced in Pakistan. There are huge music preference and perception differences in rural and urban areas. Music is somehow a part of every person’s life. People from every field of life listen to music. Some people spend most of their time listening to music and some have spared particular time for this.

Nature and Tone of the Music

There are many factors that determine the nature and tone of the music and these include; type of music attributes enhancing music attractiveness and diverse preferences. Heavy music consists of rock and rap. The choice of music changes according to the moods of people. People who listen to heavy music are more likely to have emotional and anger problems (Schwartz & Fouts, 2003). Light music includes pop-style music and melodies. Environment, weather conditions, and moods increase a sense to listen to specific types of music (Gordon, Hakanen & Wells, 1992). Reflective and complex music is preferred to listen to (classical music). Intense music (rock) is also preferred but upbeat music (pop) is not liked by them.

Journey of Coke Studio

Coke Studio is a music television series in which different artists from different cultural backgrounds perform. It’s a piece of live Studio-recorded music. The music demonstrates the idea of Pakistani nationhood and talks about the basics of the country (Gupta, 2016). Pakistani music is getting fame globally as it also contains western genres of music like pop, funk, rock, and blues. By including western music, it never ignores its traditional music (Ahmed, 2010). It does transfusion by mixing western music with Sufi music qawwali and folk music. It is promoting its culture on an international level by composing it by transfusing it with old and new music genres. The purpose of Pakistani music is to promote its culture on the map of the world and to promote the Pakistani cultural identity. Coke Studio was started in 2008 to entertain the people and it has done 12 seasons.

All these seasons have built a positive image of Pakistani music culture. This live Studio-recording consists of pop and rock singers like Ali Zafar and Quratulain Baloch, classical singers such as Rahat Fateh Ali Khan, Sufi maestros like Sana Marvi and Abida Parveen, Folk experts such as Arif Lohar. All these actually construct a new bond among all these music genres and build a new type of music that promotes the culture of Pakistan. According to Rohail Hayat, the basic idea of this is not only to prepare music by the combination of old and modern music but to build a realm of musicality in which past and present both exist equally (Daily Dawn, 2012)

In Coke Studio season 4 depiction of Amir Khusrau was used. Amir Khusrau was a historian and Sufi poet of 14th century. He was a well-known personality in the subcontinent. He was the founder to introduce Indian raagas and pardahs of Persian music. He introduced various language cultures and other oral traditions in the subcontinent. In Coke Studio Sanam Marvi (Sufi sensation) and Sajjad Ali sang the song Rang Laaga. As Rohail Hayat said, Coke Studio is promoting traditional music. So, this song brings back traditional music to the youth when they listen to this song. Rang Laaga is classic rock music (Hayder, 2011).

Coke Studio promoted not only ghazals, nazams, and Sufi music but also classical and semi-classical music by transfusing it with rock and pop music (Ali, 2017). It’s really hard for youth to listen Raag as no one has enough to leave every world’s activity and listen. As in the old composition of Rang it exists, so it is composed by the transfusion of classical, semi-classical, Rock, and pop music, which makes this song more popular. Rahat Fateh Ali Khan and Ali Azmat gave a semi-classical performance on Garaj Baras Sawan Gir Aayo by collaborating it with rock music. The most unique cultural fusion of music in Coke Studio is the song of Ayesha Omar “laage re Nain” (my eyes met yours). This song is completely classical bandish of Raaga Bhupali. Different instruments are used in this song like the sarangi, the flute, the electric piano, and the kora. The most beautiful thing is the concept of fusion in this song. The music of Coke Studio is basically the combination of different cultural music not only

Pakistani traditional music but also other core musical cultures of the world. Coke Studio also spread the Islamic civilization through music (Daily Dawn,2012).

The rationale of the Study

Music is an interactive medium that leads to a communicative system. Cultural production may be considered the outcome of the communicative system. Different cultures from different regions of the world are becoming familiar to each other through music. If music is considered as a part of the culture, then any change in music would be a cultural change, and if the music of different cultures is transfused into each that would be Trans Culturalism. That means music and culture are interrelated and both are equally important to each other. Hence, this study intends to analyze the correspondence between music and culture.

In Pakistan, music study has been a less focused area of the academic field. The important aspect to consider is that the perception of people about the importance of Music varied across the different groups of society. In addition to that, using music for Trans Culturalism has not been a very common practice in the world, rather than music other elements of culture (dresses, languages, and the way of living) has been used for Trans Culturalism. So, the researchers want to study how music is being used for Trans Culturalism. Coke Studio is getting fame internationally. This means that Coke Studio is a platform through which the periphery culture (traditional, regional) is being promoted by transfusing it with a core culture so that the interest of the people could be built.

This study will help to know that how Coke Studio is helping to create awareness about Pakistani traditional music by the fusion of Sufi music, Qawwali, Folk, western, and many other genres of music. This study will change the perception of music that music is not only a source of entertainment, communication of emotions, and thoughts but also a source to create awareness about the regional musical and other cultures of a country or a state.

Significance of Study

Media has great importance in the life of people as it has the power to bring some change in society. As new trends of music are being set which a completely based on western basis and instruments, then it is important to give consideration to that platform which is promoting Pakistani pure culture by transfusing it with others by keeping in view the requirements of the young generation. This study will help other researchers to do work, not on the entertaining aspect of music but also on the cultural communicating aspect of music too. It will help us to understand how we can highlight and use different things for different purposes. This will help to get an idea that how music can be used to create awareness among people on culture.

This study will help people to have a creative sense to use music as entertainment through cultural production. The researchers will get an idea that how music can have cultural effects on people, especially on the youth of Pakistan, and how youth can be influenced by music. In this study, a survey research method will be used. As is made clear before that this study is on to find Coke Studio as a source of Trans Culturalism for which survey research method will be used. In this research method, a comprehensive research questionnaire is designed. The research questionnaire is designed in such a way that it will cover all the relevant aspects of the research topic to make this study more informative, better, and bigger.

Hence, this study finds the relationship between music and culture in the particular context of Coke Studio as a source of Trans Culturalism in Pakistan. It puts some light on how Coke Studio is introducing Pakistani traditional music through a transfusion of music. The major assumption is to check that music can be used for cultural production. There is another purpose of this study is to talk about how Coke Studio is creating awareness about the culture of Pakistan. The phenomenon of Trans Culturalism through music will give a new dimension to develop communication. People are taking interest in traditional music and getting awareness about the regional languages of Pakistan. Most of the songs of Coke Studio are appealing to people and make them conscious of the cultural music but the focus of the debate is on that is really Coke Studio a source of Trans Culturalism.

The questions which have been addressed in this study are as follows

RQ1. What are the appeals of Coke Studio Music that attract the youth?

RQ2. Is Coke Studio developing the interest of youth towards different regional and traditional music?

RQ3. Is Coke studio Music introducing global music, merging it with local music among the youth of Pakistan?

Theoretical Roots of the Music and Cultural Communication

The research in hand takes on music as a source of communication and Trans Culturalism. Coke Studio is a platform that produces cultural products in the form of music and bridges the gap between local and global music. Triangulation of two theoretical approaches, i.e., musical communication and cultural industry, have been taken to understand the cultural roots of music as a communication and Trans Culturalism.

The musical theory actually demonstrates the phenomenon of musical communication. And musical communication conveys a message, an idea, and a cultural aspect of a nation; and has influence over the adaptive ability to get awareness about cultural music (Yakupov, 2016). The main purpose of this theory is to make clear the process of producing music in a community and musical communication can be a source to communicate a cultural or social aspect of society. According to one aspect of this approach, this builds a strong connection between music and modern media of mass communication especially electronic media through which any musical culture can be promoted by producing music with a visual performance. On the other hand, the second approach tried to build a relation between the music and the audience. Overall, the whole process of this musical communication covers all the aspects of society from culture to society. It presents the culture or message in the most communicative form and the audience understands the message immediately as the artist produces it beautifully. The reason for being understood easily is that the artists produce a specific cultural thing or traditional music in a contemporary way.

Most of the researchers have taken music from its cultural aspect. For cognitive researchers, it's tough to understand how music can be considered a cultural phenomenon as no doubt that music is a part of the culture. It's necessary to learn about culture to consider music as a cultural phenomenon (D-Andrade, 1995; Shore, 1996).

METHODS AND MATERIAL

The research design of this study is based on a well-structured survey. The survey was conducted by employing the closed-ended questionnaire as a tool for data collection. As the study is emphasizing getting the opinion of the youth about music as a tool of cultural communication and component, thus cross-sectional survey seemed appropriate. The population of this study is the youth of Pakistan. The sample of this population is taken from those students at the university who are fond of listening to music and are familiar with Coke Studio Music. Students from Islamabad, Gujranwala, Jhelum, Karachi, and Gujrat have been selected as respondents to the study. The sample size is 100 respondents from different demographical regions of Pakistan. Respondents were asked to give the following details, Age, Education, Profession, and Gender. There are a few factors that are the base of this questionnaire. The starting questions of the questionnaire are of general interest, and exposure questions are the starting questions of the questionnaire. A nominal scale was used to construct the exposure questions. The remaining questions were constructed on an ordinal scale. There were some difficult terms in the questions but the researchers try to make them simple so that respondents could easily understand them. The Likert scale of response was used to construct the questions. To get respondents' level of agreement, the Likert scale is used in the questionnaire. The nature of Likert scaling technique is one-dimensional, and it is non-comparative. Participants were told to specify their level of agreement by an ordinal scale with which a statement is also stated. The questionnaire covers all the related questions and aspects of the research topic. The questionnaire of this research was prepared to make deliberation with faculty members of the sociology and communication departments. Some questionnaires were given to faculty members to fill and took remarks about the questionnaire by asking some questions; are all the questions clear and incontrovertible; were the number of questions enough to gather; were all the questions related to the statement of the problem? If all the questions were covering the required aspect of the research topic; were the questions interesting or boring? Did u find any subjectivity in the questionnaire? They all said that the questions were easily understandable, interesting, and relevant to the topic.

RESULTS AND INTERPRETATION

Respondents' Frequency of Music Listening

	Always	often	sometim es	seldom	never
Respondents' Frequency of Music Listening	15%	36%	39%	8%	2%

This table represents that the people who listen to music at regular intervals are 15%, the people who listen to music frequently are 36%, the people who listen to music sometimes are 39%, people who listen to music rarely are 8%, and people who never listen to music are 2%.

Respondents' Level of Interest in Music Listening

	Very Much	Much	Normal	A Little Bit	Not At All
Respondents' Level of Interest in Music Listening	18%	26%	41%	11%	4%

This bar table shows the level of interest of people in music. 18% of people have very much interest in music, 26% of people like to listen to music to a great extent, 41% of people like to listen to music on average music, 11% of people have a little bit of interest to listen to music and 4% people have no interest to listen to music.

Music Genre of Respondents

	Sufi	Modern	Folk	Traditional
Music Genre of Respondents	33%	42%	10%	15%

This table presents the most popular genre of music among the Pakistani public. From all selected categories 33% of people like to listen to Sufi music, while 42% people like to listen to Modern music, 10% people like to listen to Folk music, and 15% people like to listen to traditional music.

Interest in New Season of Coke Studio

	always	often	sometimes	seldom	never
Interest in the new season of Coke Studio	15%	25%	31%	11%	18%

This table shows the level of persuasion made by the new songs of Coke Studio. 15% of people always wait for the new season of Coke Studio, 25% of people frequently want to listen to the new season of Coke Studio, 11% of people rarely wait for the new season of Coke Studio to listen to new songs 18% people never want to listen the new season of Coke Studio.

Promotion of Music through Coke Studio

	Cultural Music	Sufi Music	Modern Music	Fusion Music
Coke Studio is introducing in Pakistan	28%	20%	20%	32%

This table depicts what kind of music Coke Studio is introducing in Pakistan. 28% of people think that Coke Studio is introducing cultural music in Pakistan, 20% think that it's introducing Sufi music, 20% have the opinion that Coke Studio is producing modern music, and 32% people think that Coke Studio is producing fusion music in Pakistan.

Music and cultural Patterns

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Music is important to bring cultural change	11%	54%	23%	8%	4%
Coke Studio is the source of cultural change in Pakistan	22%	41%	22%	10%	4%
Every season of Coke Studio brings a beautiful color of Pakistani culture	24%	37%	24%	10%	4%
Modern technology is improving Pakistani music	30%	52%	13%	3%	2%

Coke Studio is introducing a new type of music in Pakistan	27%	51%	15%	6%	1%
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11% of people do strongly agree while 54% of people do agree that music can be a source to bring cultural change. 23% of people gave a neutral response to the statement. 8% of people disagreed with that statement while 4% did strongly disagree and gave a complete rejection of this statement. This table represents that how many people do agree and disagree that modern technology is improving Pakistani music. 30% people do strongly agree and gave consent to the statement, 52% do agree that modern technologies are improving Pakistani music and 13% gave a neutral response about the statement. 3% of people disagreed and 2% rejected this statement.

This table also reveals that the Coke Studio is a source of cultural change in Pakistan. When people were asked to respond 22% gave positive replies by strongly agreeing while 41% did agree with the statement. The response of 22% public was neutral. 10% of people disagreed and 4% of the public gave complete denial and went for strongly disagreed. This table highlights that Coke Studio is introducing a new type of music in Pakistan. When people were asked, 27% were in agreement with it and they believed that Coke Studio is introducing a new genre of music in Pakistan. The response of 155 public was neutral. 6% people disagreed strongly and 1% did strongly disagree and denied the fact.

Music Appeals

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Coke Studio changes respondents' choice of music	14%	42%	26%	15%	3%
Songs of Coke Studio are appealing	15%	26%	38%	15%	6%
People listen to Coke Studio due to their favorite artists	19%	48%	17%	13%	3%
Coke Studio attract due to use of traditional music with other genres	14%	51%	24%	11%	0%

This table represents the results that Coke Studio changes the choice of music of respondents. 14% did agree and gave a positive response to the fact and 42% did agree and gave complete consent to it. While 26% gave a neutral response. 15% of the public gave a response by disagreeing and 3% disagreed strongly. It demonstrates that the songs of Coke Studio are appealing to the public. 15% public went with strongly agreed while 26% did agree and 38% public remained neutral. 15% did disagree while 6% denied the statement. This table also shows that people listen to Coke Studio due to their favorite artists. When respondents had asked them 19% of the public went with the option strongly agree, 48% did agree with the statement and 13% gave a neutral response. 13% public disagreed with the fact and 3% rejected the statement. It makes clear the fact that Coke Studio attracts people because it uses the traditional music of Pakistan with other genres of music. 14% strongly agreed while 51% agreed with the statement while 24% remained neutral. 11% of people went against the fact, and nobody strongly disagreed with the fact.

Instrumental Music and Languages

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Effect and instruments make Coke Studio music more important	27%	42%	24%	5%	2%
Advanced instruments of Coke Studio are promoting Pakistani traditional music	34%	48%	12%	5%	1%
Different languages in Coke Studio have an impact on its audience	29%	46%	18%	5%	2%
Coke Studio is making its audience conscious of the traditional music of Pakistan	15%	43%	31%	10%	1%
The use of regional languages of Pakistan is making Coke Studio more popular	31%	42%	20%	4%	3%

Coke Studio music is an easy way to get awareness about the regional music of Pakistan	16%	45%	29%	7%	3%
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This table demonstrates that modern effects and instruments which are used in Coke Studio make its music more attractive. 27% public did strongly agree, and 42% of people did agree with the statement. 24% of people remained neutral about the statement. 5% denied the fact and 2% strongly disagreed. It reflects that advanced instruments which are being used in Coke Studio are actually helping to promote Pakistani traditional music. 34% of the public went with the option of strongly agreeing while 48% went with agreeing. 12% of people chose to be neutral, 5% disagreed with the fact and 1% rejected it completely. This table helps to understand that the different languages, in which the songs of Coke Studio are being produced and sung, have an impact on its audience. 29% people strongly agreed while 46% agreed and 18% people gave a neutral response. 5% gave a denied response and 2% strongly disagreed. This table also shows that Coke Studio is making its audience more conscious of the traditional music of Pakistan. When people were asked, 15% public gave a positive response by choosing the option of strongly agree and 43% went agreed. The response of 31% was neutral. 10% did not do agree by choosing the option of disagree and 1% did strongly disagree. It clarifies that the use of the regional languages of Pakistan is making Coke Studio more popular. 31% of people did strongly agree and 42% did agree and 20% remained neutral. 4% went with the option of disagreeing and 3% strongly disagreed. It demonstrates that Coke Studio music is an easy way to get awareness about the regional music of Pakistan. 16% strongly agreed with the fact, 45% agreed with the statement and 29% gave a neutral response. 7% disagreed and 3% went with the option of strongly disagreed.

ANALYSIS AND CONCLUSION

This research was conducted to inspect that Coke Studio is a source of Trans Culturalism and that the people who are listening to Coke Studio are more likely to have knowledge about the traditional music of Pakistan rather than those who are not listening and watching. The researchers said to believe that Coke Studio has the potential to change the music choices of people. To make sure the given statements, the researchers conducted a survey by taking responses from the youth. As it was also the objective of this research that to analyze the role of Coke Studio to influence the youth of Pakistan. So, the survey was taken from youth to get good results. This has been proved by question number 10 and 11 through the survey research method that songs of Coke Studio are appealing to youth and change the choice of music of youth of Pakistan.

Identifying the role of music in cultural production is also the objective of the study. As languages are also a part of the culture when music is produced in a specific language it means that culture is being promoted in the shape of that language, so music has a dominant role in cultural production. So, the opinion of respondents is also in favor of this according to the results of question 6. As music is a source of communication at first it was only considered as the medium of entertainment, but this research helped to prove that music also has the potential to bring cultural change. Question 6 on the questionnaire was about this and the results proved it right that culture can be produced and communicated through music. There has been a role of technology in every field of life and in every medium of communication. At first, radio was a tool of communication where only voice can be listened to, and the listener had to make an imaginary picture to understand the message which is actually being delivered to them. Then new technology helped to make a new medium of communication through which not only we can listen but can watch visuals which actually to understand the message well and easily. So, technology improved the way of communication. So we tried to know that is there any role of technology in music. Has new technology improved the quality of music then people agree with this statement which was asked in question 7.

There was another objective to justify the role of Coke Studio music in Pakistani music. As Coke Studio is transfusing Pakistani regional, cultural, and traditional music with modern music, which develops the interest of the public in Pakistani music. Before the production of Coke Studio Pakistani cultural music was about to disappear because it was not being promoted by the mainstream. Then Coke Studio gave a platform to Pakistani traditional music to be promoted on mainstream, it's actually the revival of Pakistani cultural music with modern technologies and instruments. It is actually enriching Pakistani culture by using effects. Every season of Coke Studio brings a new and unique color to Pakistani cultural, traditional, and regional music. As this question was also asked in the questionnaire

61% public agreed with this statement which makes this thing clear that Pakistani culture is being promoted by this.

As the researchers said that Coke Studio is a source of Trans Culturalism so it was also necessary to take the opinion of people that what they think about it and whether this statement of researchers is right or wrong. So, to justify this statement a question was asked in the questionnaire. And the result of this question is enough to make the researchers' statement right. The question was what do you think Coke Studio is introducing in Pakistan? Options were cultural music, Sufi music, modern music, and fusion music. It's important to define what is fusion. Fusion is actually the combination of two or more things as we are focusing on musical culture so it would be the combination of two or more musical cultures, it leads to Trans Culturalism. And if we define that Coke Studio is introducing cultural music means it also leads to Trans Culturalism so that is why cultural music and fusion music are actually the same. Now we combine the percentages of both ($32\%+28\%=60\%$). 60% of people gave the opinion that Coke Studio is introducing transcultural music in Pakistan, it means Coke Studio is a source of Trans Culturalism

Limitations

The aim of the study is to find that Coke Studio is a source of Trans Culturalism. The researchers also want to study how Coke Studio is promoting Pakistani cultural music by transfusing it with different regional music of Pakistan. The researchers were supposed to complete their research work within the duration of 4 months. Respondents are the students of the university of Gujrat as students of the university of Gujrat belong to different big cities in Pakistan. So, in some ways, researchers got limited while doing research. Researchers faced some limitations during her study. The following are some limitations:

- As we know that music studies are not a very established academic field in Pakistan, so researchers faced some difficulties to find help in its academic aspect.
- As in previous studies, music is taken as a medium of entertainment and a lot of work is done on the entertainment of music. It is difficult to find some literature on music as a source of cultural change as it is a newly emerging phenomenon in the twentieth century.
- Firstly, I did not find seriousness in the behavior of respondents because the research is actually on music and music is not an academic field in Pakistan. People listen to music just for entertainment as it is considered a medium of entertainment. So, it was quite hard for me because I had to give an explanation before giving the questionnaire and make them attentive to fill out the questionnaire responsibly so that I could get good results from my research. As it was very time-consuming too.

RECOMMENDATIONS

The purpose of this study is to find out that Coke Studio is a source of Trans Culturalism. The researchers also try to find that how Coke Studio is promoting periphery culture and making people conscious of Pakistani cultural music. The researchers believed on it that Coke Studio has the power and potential to change the music choices of people. Because Coke Studio is transfusing different genres of music, it means that a song of Coke Studio is a mixture of two or more two types of music, which makes a song very interesting. What can be more interesting than a person getting two or more two tastes in one deal? The objectives and scale of the study are very clear in this research. So, there are some suggestions by the researchers on which further research can be conducted and for sure there should be some work on those aspects too.

1. This research only focused on Coke Studio as a source of Trans Culturalism while other platforms are also available which produce and promote cultural music like NESCAFÉ Basement.
2. This study did focus on Trans Culturalism while Coke Studio is also a source of transnationalism, so there can be done more work on this aspect too.
3. As music is considered a medium of entertainment it is not enough because now it's a source of cultural production in terms of producing cultural music. Hence, this research gave a new dimension. Thus, there should be some research on different aspects of music.

There is also a special genre of music that is basically creating patriotism in the youth of Pakistan and creating awareness in the society like ISPR media production. This is a new aspect and dimension of music on which research can be done.

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