

**Strategizing Globalisation for the Advancement of
African Music Identity**

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KEYWORDS Globalisation; music identity; communication; information; technology; education; interaction; liberalisation; inter-culturalism

ABSTRACT Globalisation is the integration of the activities of various people irrespective of distance and national boundaries. Through new information, communication, transportation and technological applications, globalisation creates a pool of ideas and opportunities that facilitate understanding, co-operation and interdependence amongst sovereign states. As a phenomenon, globalisation is an imposing development that can hardly be resisted by any society that operates communication network. Music has conspicuously been in this phenomenon, but where a country fails to export her musical arts to the global market via the agents of globalisation, she ends up consuming others' music, later subsumed and finally suppressed. However, Africa stands to boost her musical identity, receptivity (of works and musicians) and economic base therefrom, if decisive effort is mounted to embrace this development. This understanding requires the liberalization of the creative process, the adaptation of some sonic music universals, identification and projection of some peculiar African music idioms and the reorganization of performance practice in the light of modern scenic realities and documentary alternatives.