**MUSIC: A MEANS OF COMMUNICATION FOR NATIONAL DEVELOPMENT**

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**Abstract**

Communication plays a significant role in enhancing national development and music is a weapon that makes communication effective and quickly accessible to the populace. The interconnection between effective communication and music is undeniable. Therefore, this paper reveals ways in which music enhances communication for an egalitarian society and national development. It identifies the neglected roles of music communication in various sectors of the country that contribute directly to national development. These sectors include education, commerce and health. The methodology of research is descriptive. Data were generated through library sources and books reviewed to drive the essence of this paper. It concludes by recommending a review of the challenging aspects of music in communication in order to remove barriers and create room for identification of more opportunities where music can be used as a means of communication to enhance national development.

**Keywords:** Music, Communication, Music Communication, National development.

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Introduction

Communication is a natural instinct in man which is known to have existed since the early period. During the early age, various means of communication were used to send signals and pass messages of danger, happy celebrations, marriage, child birth, royal installations, ordinations, initiations, death and warfare. Communication is a human instinct, it is in born, for example, a child is never taught how to cry, the child cries to send messages of hunger and pain to the mother. Obbeng (1984), stated that the African child is born, named, initiated, nurtured, betrothed, married and buried with music. This shows that music forms a major part of human life, especially in the Africa continent. The need for communication for national development, egalitarian society, peace and orderly society cannot be overemphasized. Communication in various sectors such as education, health and media, performances and advertisement, enhances national development. Easy access to quality information enhances the quality and levels of educational, health, and habitat services in a nation, Dawes & Pardo, (1999). Communication has enhanced growth in the country’s development, and music plays a major role in making communication effective.

Music is an expressive means by which communication is made in various sectors of the country and to make information spread across widely. Modeme, (2003) stated that Music has a broad spectrum of application capable of being used for emotional expression, entertainment, communication, education, correction, societal integration, aesthetic expression and vocal enterprises. Music also forms a basic aspect of social life. Feld (1984) opines that “Music has a fundamentally social life. It is made to be consumed practically, intellectually, individually, communally, and it is consumed as symbolic entity”.In the area of commerce, music is a basic tool for advertisement, goods and services and effectively use for background or foreground music. Through music, various cultures in Nigeria are displayed and appreciated, displeasures are expressed, peace and unity are preached, and justice is sought. The entertainment industry is not left out of the use of music. Through music, the entertainment industry has played a major role in the development of the country through global recognition. Musical groups across the continent are seen to collaborate with Nigerian top stars in an attempt to gain international appeal, Kuwonu, (2018). Music is used in movies to set the mood / emotions for the specific message that a movie intends to pass across. Music performances, virtual and physical, have also been used to create awareness regarding safety and health.

Music as a means of Communication

Maintaining social order is crucial for any nation and emotion is an important aspect of human communication that is concerned with social order. Communication of emotions is crucial to social relationships and survival (Ekman, 1992).There is an argument among many researchers that communication of emotions serves as the foundation of the social order in humans (Buck, 1984). This is because; human actions are governed by an expression of emotion*.* Music, vocal and instrumental, is an aspect of arts that makes use of emotions in order to express inner feelings and ensure social order. It is a recurrent notion that music is a means of emotional expression (Davies, 2001)*.*When people listen to a piece of music, a specific emotion is expected to be expressed and this is what communication is about.

The socio-economic development is seen, often times, to be enhanced by the creativity of its citizens. In such creativity, music has come to be a major contributor to the social-economic development of any nation (Ohwofasa, 2003). Modeme, opines that it serves as an efficient vehicle in promoting socio-economic activities that are capable of inducing national development. This can be seen in the entertainment industry, the music technology industry and in the communication industry.The entertainment industry holds a significant position in the discourse about the state of Nigeria economy.

Advertisement is a tool in which revenues are generated in a nation. Through advertisements, goods and services are better publicized and widely identified and this contributes greatly to national development. The role of music in advertisement is one which has shown significant effect on consumer products. In order for goods to be convincingly proven to be important or trusted, it must be well communicated to the target audience. Music aids the communication of the importance of goods and services to a wider public. This is why advertisement does not go without a vocal or instrumental music as an accompaniment. Music in advertising is influential and can be emotionally appealing (Mogaji, 2018). The emotional characteristics of various genres of music are effective for various types of goods and services. Goods and services are better communicated and given more attention through Hip-Hop music while some others are better communicated through classical music. Allan (2006) stated that, attention to an advertisement caused by the presence of significant popular music could result in successful categorisation and recognition of the information facilitating the other advertising effects. When goods and services reach a wide public through music, the percentage of sales increases and this in turn creates more income for producers and in turn the government records growth.

Music as a means of communication in education

Education contributes strongly to the development of a nation. The Federal Government of Nigeria has adopted education as an instrument for effecting national development (FGN. 2004). Knowledge is effectively passed when the communication between the giver and the receiver is seamless. Some teachers make use of music in classroom teaching, in order to pass knowledge easily and effectively. For example, a child that had difficulty identifying numbers can become better at numbers when introduced to short melodies in teaching numbers. Poems can also be better understood and memorized when composed into simple short melodies in order to aid understanding. This is due to the emotional and expressive nature of music. In some virtual classes as well, courses make use of music as a transitional aid to another topic. This helps the students feel more comfortable transitioning from one topic to another. When education proves effective and knowledge impacted successfully a nation can record growth due to the impact of the educated citizenry.

Short melodies have been composed in order to create awareness of some diseases. This has consciously and subconsciously influenced the actions of the public in curtailing the spread of such diseases. Sometimes these songs are sung subconsciously by individuals. Since the inception of the COVID-19 pandemic, music has been used as a means of creating awareness of its seriousness in the country. Also, music has been used to teach people how to stay safe and curtail the spread of the disease. For example, the singing of ‘Twinkle Twinkle Little star’ by young children has helped to teach them to spend 20 minutes washing their hands under a running tap. Music may be used to communicate peace and happiness through virtual concerts and musical competitions, this in turn, helped reduce the spread of the COVID-19 virus and also control the rise in cases of depression, as young and old find reasons to concentrate on musical activities.

Culture and cultural values through music

The culture of a nation is unique and differs from one and another. Nigeria is a country with diverse ethnic groups and cultures and these cultures are identified by the unique characteristics that are expressed through music. Music being a basic component of culture, have equally served to carry political and nationalistic ideologies (Umezinwa & Okafor 2012). The performance of the music of various cultures encourages music appreciation and instills a better understanding of a Nation's cultures. This appreciation and understanding fosters peace among citizens and encourages tolerance and unity, which are characteristics that are necessary for a nation that seeks development. The description of cultures and cultural values through music attracts foreigners and this highlights the position of the country for global recognition, and improves the economic contribution to the development of the country.

Conclusion

Music is important in communication. It plays a huge role in societal and national development through the spectrum of education, health and economic development. The need for a wider recognition and identification of the effective use of music for national development cannot be overemphasized. When the role of communication in national development through music is recognized, there will be no limit to its uses. There are challenges of low funds allocated for music development by the government, and the challenge of low interest to train people to be creative in channeling music for economic growth. When these challenges are resolved other opportunities for the use of music in the area of communication will be discovered and creativity in the use of music for national development will be enhanced.

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