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Folklore in contemporary music: Revival of cultural traditions

Abstract. The purpose of the study was to comprehensively analyse and systematise the ways in which contemporary artists and musicians integrate folk motifs into their works. It was found that although modern interpretations of folklore retain the basic melodic structures of traditional compositions, they also introduce significant innovations in arrangement and instrumental design. The study showed that musicians attach new cultural and personal meanings to musical works, reinterpreting folklore narratives in accordance with modern realities. It was also found that thematic motifs and instrumental techniques have changed over time, which indicates a tendency to synthesise old and new musical forms. Modern interpretations of folklore retain the basic melodic structures of traditional compositions, but introduce significant innovations in arrangement and instrumental design. Musicians attach new cultural and personal meanings to musical works, reinterpreting folklore narratives in accordance with modern realities. Thematic motifs and instrumental techniques have undergone changes, which indicates a tendency to synthesise old and new musical forms. The use of folk motifs helps contemporary performers to revive interest in the national musical heritage and effectively interact with a global audience. This approach preserves cultural characteristics and promotes cultural exchange at the international level. Folklore acts as a means of communication and self-expression in the musical art, which unites and helps to rethink cultural boundaries

Keywords: musical heritage; folk motifs; authenticity; rhythmic structures; national flavour; ethnomusicology

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INTRODUCTION

In the modern world, where globalisation affects cultural processes, the relevance of studying the influence of

folklore on modern music is growing. Folklore not only helps maintain cultural uniqueness, but also encourages

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cultural revival. This integration can be key to understanding how musical forms can act as a means of preserving national identity. It should be borne in mind that modern music is often a product of cultural hybridisation, so defining clear boundaries between “pure” folklore and its modern adaptations can be difficult. This makes it necessary to expand the theoretical base and develop new research tools that will help to more accurately analyse and understand these processes in various cultural and musical contexts. The clash of traditional and contemporary music offers new directions for cultural exchange while simultaneously preserving unique cultural elements. This interaction can solve a number of modern problems, from the loss of cultural diversity to the need for new forms of musical expression.

The influence of folklore on modern music has always attracted the attention of many researchers. This interest is conditioned by the fact that folklore not only reflects cultural traditions, but also actively forms modern musical practices. Researchers from different countries study how traditional motifs are integrated and transformed in the framework of globalisation, creating new musical genres and styles. This process not only enriches the modern music scene, but also contributes to the preservation of cultural uniqueness, which makes this topic a subject of deep academic interest.

For example, E. Robb (2024) analysed transnational and interracial interactions in electronic music, including the krautrock and techno genres. His research revealed how these styles influence cultural exchanges and mixing between Europe and America, highlighting the global nature of musical influences. W. Waldron (2023) focused on the evolution of symbolic forms in various areas of culture, especially in music. His study showed how music interacts with art, religion, and language, and how these forms are transformed in response to cultural changes. M.A. Slayton and H.Y. Hendrix (2023) investigated biosemiotic processes in music by analysing the effects of musical symbols on living organisms. They found that music can have a significant impact on people’s behaviour and psychological state. H-W. Heister (2023) studied the interaction between music, verbal, and sign languages. His research showed how these different forms of artistic expression interact, forming connections between nature, body, and culture. M.A. Barros-del Rio (2024) examined transcultural interactions in contemporary Irish literature and society. His research revealed new directions in the development of national culture in the context of globalisation.

T. Badenhausen (2024) explored narrative structures in a digital context, examining their role and impact on the perception and transmission of stories. His findings highlighted the importance of digital media in modern culture. M. Bauer and B. Schiele (2023) analysed the interaction between artificial intelligence and human intelligence. Their research revealed important ambitions and difficulties in integrating artificial intelligence into everyday life. R. Wood (2024) focused on the study of zydeco as an expression of the Creole soul, investigating its influence on American folklore. His research highlights the importance of musical traditions in shaping cultural identity. N. Booker (2024) conducted field research on the blues of the 1960s, examining its development and impact on

the American music scene. His work reflects changes in the music industry and cultural perception. A. Dmitrijevski (2024) explored the media presentation of Macedonian musical folklore, analysing its impact on national culture. He discovered how the media can influence cultural identity and national pride.

After analysing these works, it can be concluded that the topic of folklore in modern music has been thoroughly studied, but still has the potential for further research. The problem of studying folklore in modern music is the complexity of identifying and analysing folklore elements, which are often integrated into music at non-obvious levels. Folklore can manifest itself not only in melodies and instrumental equipment, but also in lyrics, rhythms, and methods of performance. This complicates objective analysis and requires the development of more flexible methodological approaches. That is why the purpose of this study was to analyse the influence of folklore on modern musical genres and determine its role in preserving cultural uniqueness. To achieve the goal, the research identified the following tasks: analysis of theoretical approaches to the influence of folklore on modern music, investigation of the processes of adaptation of folklore elements in various musical genres, and development of conceptual recommendations for integrating folklore elements into modern musical practices.

The paper effectively highlights how contemporary musical practices assimilate folklore elements, leading to the preservation and transformation of cultural heritage. By comparison, important trends in the use of folklore elements among different cultures and musical genres were identified. This helped to identify universal and unique aspects of the revival of folklore in modern music by comparing how different cultural groups adapt traditional motifs to their musical expressions. The study also included applying theoretical frameworks that help to understand the cultural and social aspects of music. In particular, the concepts of cultural hybridisation and global cultural flow were used to understand how musical works reflect and influence cultural identities in different regions. This allowed the authors not only to analyse music as an expression of cultural identity, but also to assess its role in the development of transcultural identities, considering the influence of modern technologies on the distribution and perception of music. As part of the analysis, such works were selected (“Volver” performed by Carlos Gardel, “Jai Ho” from the film “Slumdog Millionaire”, “Hoppípolla” by the Icelandic band Sigur Rós, “Alfonsina y el Mar” performed by Mercedes Sosa) that are known for their involvement in folk melodies, instruments and lyrics, and are considered in the context of their influence on modern musical culture. To understand how modern musicians use folk motifs, song lyrics, melodies, and instrumental uses in various cultural contexts were analysed.

INNOVATIVE ARRANGEMENTS AND INSTRUMENTAL DESIGN

In the modern music space, there is a significant revival of interest in the use of folklore motifs, reflecting the desire to preserve and revive cultural traditions. However, the process of integrating these motifs into modern pieces of music is not a simple reproduction of traditional

melodies and instrumental techniques. Instead, musicians resort to a number of innovations that allow them to update and modernise these motifs, giving them new life and meaning. One of the main changes in the arrangements of modern musical works is the use of various technological instruments and electronic sounds. This allows musicians to create unique sounds, combining traditional folk melodies with modern electronic effects. For example, modern electronic music contains samples of traditional instruments, such as bandura (Fig. 1), or duduk (Fig. 2), which are processed using electronic synthesisers and effects, thus creating new soundscapes.



Figure 1. Bandura – Ukrainian folk multi-stringed plucked musical instrument with an oval body and a short neck.

Source: Vseosvita: National educational platform (2024)



Figure 2. Duduk – Armenian folk musical instrument

Source: Wintra (2024)

In addition, modern arrangements often involve unconventional use of traditional instruments. For example, the use of stringed instruments in folk compositions can be significantly expanded by applying techniques typical of classical or rock music. This includes a variety of ways to play, such as pizzicato, arpeggios, and the use of electronic amplifiers, which adds new colours to the traditional sound (Karlsson *et al.*, 2024).

An important change is also the combination of folk motifs with elements of other musical genres. It can be jazz, blues, rock, pop, or even hip-hop. This approach allows creating new, cross-genre compositions that simultaneously honour traditions and demonstrate openness to new musical influences. For example, modern folk-rock bands often use traditional melodies and instruments,

such as the violin or mandolin, in combination with electric guitars and percussion, creating a unique sound that resonates with both old and new generations of listeners. Another important innovation is the creation of arrangements that include polyphonic and harmonious structures that are not typical of traditional folklore. This allows musicians to add depth and complexity to folk tunes, making them more appealing to a modern audience. For example, integrating complex harmonic moves and polyphony into traditional melodies creates multi-layered compositions that may appeal to listeners who are used to more complex musical forms.

Thus, innovations in the arrangements of contemporary musical works using folk motifs not only preserve the cultural heritage, but also open up new horizons for its development. This combination of traditional and modern allows creating music that simultaneously honours the past and confidently looks to the future, contributing to the preservation and popularisation of folklore in the context of globalisation. Contemporary music is rich in examples of works that use innovative arrangements to integrate folk elements. This approach allows preserving the cultural heritage, adapting it to modern musical standards and trends. The study will consider some specific examples that illustrate how modern musicians successfully combine traditional motifs with the latest musical technologies and styles.

The song “Volver” is a classic Argentine Tango, which was originally performed by Carlos Gardel in the 1930s. However, modern musicians such as the Gotan Project have used this song to create innovative arrangements. The Gotan Project, known for its ability to combine tango with electronic music, created a remix of “Volver”, adding modern electronic sounds and rhythms. Their performance features an original melody supported by modern synthesisers and rhythmic sequences, creating a new, dynamic sound.

The song “Jai Ho”, from the movie “Slumdog Millionaire” was created by A.R. Rahman, combines traditional Indian musical elements with modern pop rhythms and electronic effects (Chamundeswari & Iqbal, 2024). “Jai Ho” became an international hit due to its cross-cultural sound, which combines Western and Eastern musical traditions. The composition uses many traditional instruments, such as tabla and sitar, which are harmoniously combined with modern pop arrangements and vocal techniques. This track demonstrates how modern arrangements can preserve the authenticity of folk motifs while making them accessible to a global audience.

Icelandic band Sigur Rós is known for their unique compositions that combine elements of post-rock with traditional Icelandic motifs. “Hoppípolla” is one of their most famous works, which contains elements of traditional Icelandic music, such as melodic structures and specific instrumental techniques (Storvold, 2018). The band uses modern arrangements that include electric guitars, stringed instruments and synthesisers, creating an atmospheric and emotionally rich sound. This combination of old and new demonstrates how national identity can be preserved in contemporary music.

“Alfonsinayel Mar” is an Argentine folksong performed by the famous singer Mercedes Sosa (Ramírez, 2020). Her version of this song includes traditional Argentine

instruments such as guitar and bombo, but the song's arrangement also uses contemporary musical techniques to create a deeper and more emotional sound. The use of reverb, layered vocals, and state-of-the-art recording technologies allowed Mercedes Sosa to create a version that is both authentic and modern.

Composer Yugo Kanno created the song "Giorno's Theme" for the anime series "JoJo's Bizarre Adventure", combining orchestral arrangements with traditional Japanese instruments. This composition includes instruments such as shamisen (Japanese three-string lute) and koto (Japanese zither), which adds an authentic Japanese sound. Orchestral instruments such as strings, wind instruments, and percussion create a multi-layered arrangement that highlights the epic and dramatic melody. This approach allows preserving traditional musical elements, giving them a new interpretation in a modern context.

The music for the "Lord of the Rings", created by composer Howard Shore, is another great example of integrating folk elements into a contemporary arrangement. The composition "Lament for Boromir" uses Elven motifs that are based on the Celtic musical tradition. This song uses instruments such as the harp and violin, and vocal techniques typical of Celtic Music. The arrangement creates the atmosphere of the ancient world, emphasizing the connection with mythological and folklore roots. Somali-Canadian rapper K'naan uses Somali musical elements in his song "My Country", combining them with contemporary hip-hop (Sobral, 2019). Traditional Somali rhythms and instruments such as oud and tabla are integrated into modern arrangements using synthesizers and drum kits. The song's lyrics reflect socio-political themes typical of Somalia, which gives the composition a deep cultural meaning. The arrangement allows preserving authentic elements of Somali music, while making it accessible to a global audience.

Australian musician Xavier Rudd combines modern folk with Australian Aboriginal musical elements in his song "Solace". The use of didgeridoo and traditional percussion instruments creates a unique sound that is characteristic of Australian culture. The song also includes elements of modern folk and rock music, which gives it a modern sound. The arrangement reflects a deep respect for Australian traditions, while demonstrating how these elements can be integrated into contemporary musical creativity. The song "Despacito" is an example of a successful combination of Latin musical elements with a modern pop arrangement (Rivera-Rideau & Torres-Leschnik, 2019). Using traditional Latin rhythms such as reggaeton and instruments such as guitar and drums creates an authentic Latin sound. The arrangement also includes modern pop elements such as synthesizers and electronic effects, making the song appealing to a wider audience. This example demonstrates how traditional music can be integrated into modern pop compositions, creating hits that resonate with a global audience.

The original song "Pata Pata" by famous South African singer Miriam Makeba was remixed by DJ Maphorisa, who added modern electronic elements. The remix preserves traditional African rhythms and melodies, while using modern audio mixing and processing techniques. The arrangement includes bass lines, synths, and drums that give

the song a modern sound. This example illustrates how remixes can preserve the authenticity of original works while making them relevant to modern listeners. Florence & the Machine's "Breath of Life" (the Snow White and the Huntsman Soundtrack) was created for the soundtrack to the movie "Snow White and the Huntsman", combining orchestral arrangements with traditional Celtic elements. Florence Welch's vocals, combined with orchestral instruments such as violin, harp, and flute, create an epic and atmospheric sound. The arrangement also includes modern audio processing techniques, which makes the song relevant for a modern audience. This example demonstrates how folk elements can be integrated into cinematic soundtracks, creating compositions that resonate with the audience. These examples show a variety of approaches to the arrangement and instrumental design of modern musical works that include folk elements. They illustrate how musicians can maintain cultural authenticity while creating new and innovative musical compositions. This combination of traditional and modern approaches contributes to the preservation and popularisation of folk music, making it accessible to a global audience.

REINTERPRETATION OF FOLKLORE NARRATIVES

Contemporary musicians actively turn to folk narratives, rethinking them to reflect modern realities. This process involves adapting traditional subjects, symbols, and images to convey contemporary social, cultural, and political themes. This reinvention helps to preserve cultural heritage while making it relevant to a modern audience. One of the most common ways to redefine folklore narratives is to adapt traditional stories to modern contexts. Musicians take well-known folklore stories and transfer them to modern circumstances, highlighting current issues. For example, contemporary folk songs may touch on themes of ecology, social injustice, migration, or gender equality. Thus, traditional narratives acquire a new meaning and become a means of expressing modern problems and experiences.

Another way is to use modern language and images. Musicians can keep the main plots and motifs, but update them using modern vocabulary and symbols. This helps to make the songs more understandable and close to the modern audience. For example, traditional love stories can be retold considering modern ideas about romantic relationships, including aspects of digital communication or social media. Folk symbols and images often have deep cultural significance, and contemporary musicians can use them to convey new ideas. By reinterpreting these symbols, musicians can create multi-layered pieces that combine traditional and modern meanings. For example, images of natural elements such as wind or water can be used to convey themes of change or struggle. This symbolic reinterpretation allows preserving the cultural heritage, while creating new ways for its interpretation.

Musicians often combine folk motifs with their own personal stories. This allows creating songs that are both individual and versatile. They can use traditional stories as metaphors for their own experiences, thus adding new dimensions to old stories. For example, traditional travel stories or trials can be interpreted as metaphors for modern life challenges, such as emigration or personal

development. Many contemporary musicians use folk narratives to cover socio-political topics. This may include criticising the authorities, calling for social change, or supporting human rights. Folklore narratives, often of collective significance, can serve as a powerful tool for conveying political ideas and mobilising communities. For example, stories about fighting harassment or injustice can be used to support modern movements for human rights and social justice.

All this is an important means of preserving and transmitting cultural identity. Contemporary musicians, especially those belonging to minority or marginalised communities, often use folk elements to express their cultural heritage. This helps to keep in touch with the past, while making it part of modern culture. This reinterpretation of folklore contributes to the preservation of cultural uniqueness and highlights the importance of cultural diversity in a globalised world. Modern technologies open up new opportunities for rethinking folklore narratives. Musicians can use digital tools to create new interpretations of traditional stories. This includes using multimedia tools, such as video clips or interactive applications, to dive deeper into folk narratives. Such technological innovations help attract a wider audience and make folklore stories more accessible to modern listeners (Oliver, 2024).

In general, the reinterpretation of folklore narratives by contemporary musicians is a multi-faceted process, including the adaptation of traditional subjects, the use of modern language and symbols, the integration of personal stories, the coverage of socio-political topics, the preservation of cultural identity, and interaction with modern technologies. This allows preserving the cultural heritage, while making it relevant for a modern audience, and contributes to the preservation and development of folk music in the context of globalisation. Contemporary musicians' reinterpretation of folk subjects often depends on the personal and cultural meanings they put into their works. This process allows creating new interpretations of traditional stories, enriching them with a modern context, and making them more meaningful for a modern audience. The influence of personal experiences, cultural heritage, and the socio-cultural environment is key to determining how musicians adapt folklore stories to modern realities.

Musicians often use folk stories as a basis for expressing their personal experiences and emotions. This allows adding depth and personality to traditional stories. For example, traditional songs about love and loss can be reinterpreted based on the artist's personal experience, which adds new emotional overtones. In such cases, folklore plots serve as a metaphor for the musician's own feelings, making the work more authentic and intimate. Cultural heritage plays an important role in rethinking folklore subjects. Musicians, especially those from certain ethnic or cultural communities, can use traditional stories to emphasise their cultural identity. This may include using symbols, images, and themes that are particularly relevant to their culture. For example, indigenous musicians can use mythological themes of their culture to convey the importance of preserving traditions and cultural heritage.

The socio-cultural context in which musical works are created also influences the reinterpretation of folklore subjects. Contemporary musicians live in a world where

cultural boundaries are becoming increasingly blurred, and this affects their vision of traditional stories. They can integrate elements of other cultures, creating hybrid forms that reflect a globalised world. This allows creating works that resonate with a wider audience and reflect modern cultural processes. Folklore stories are often used to convey political and social messages. Musicians can use traditional stories to highlight current issues such as social injustice, racism, gender inequality, or environmental issues. Using folklore stories in this context helps to give them additional meaning and make them more influential. It also helps create a connection between the past and the present, showing that many issues remain relevant today.

Musicians often use innovative approaches to reinterpret folk themes, which allows them to preserve traditions while adding new aspects. This may include the use of modern technologies, new genre approaches, or interdisciplinary methods. For example, integrating multimedia elements or visual effects can add new dimensions to traditional stories, making them more appealing to modern audiences. This approach allows preserving the cultural heritage, while opening up new ways for its interpretation (Karlsson *et al.*, 2024). Communities play an important role in preserving and rethinking folklore stories. Musicians often work closely with their communities, drawing inspiration from collective memory and cultural practices. This allows them to create works that reflect shared experiences and values. For example, music festivals where traditional songs and dances are performed can become a platform for sharing cultural knowledge and rethinking folklore subjects in a modern context.

The psychological aspect of rethinking folklore stories also plays an important role. Musicians can use traditional stories as a means of therapy or self-expression, helping themselves and their listeners process and understand complex emotions or traumatic experiences. This allows creating music that is not only culturally significant but also therapeutic. The influence of personal and cultural values on the reinterpretation of folklore subjects is a complex and multifaceted process that allows preserving traditions, making them relevant for a modern audience. Musicians use their personal experiences, cultural heritage, socio-cultural context, political and social messages, innovative approaches, communities and psychological aspects to create new interpretations of folklore stories. This helps to preserve the cultural heritage, while adapting it to modern realities and making it accessible to a wide audience.

SYNTHESIS OF OLD AND NEW MUSICAL FORMS

The synthesis of traditional musical forms with modern styles is one of the most notable trends in modern music culture. This process allows musicians to create new, unique pieces that simultaneously honour cultural heritage and reflect contemporary musical influences. Analysis of trends in such synthesis shows how different approaches to integrating traditional elements with modern styles contribute to the development of music. Globalisation and cross-cultural exchange have significantly influenced the synthesis of traditional musical forms with modern styles. Musicians have access to a variety of musical traditions from all over the world, which contributes to the creation

of new hybrid forms. For example, afrobit, a genre that combines traditional African music with jazz, funk, and other Western styles, is a prime example of this synthesis. Fela Kuti, founder of Afrobeat, was able to create a unique musical style that reflects both African cultural heritage and contemporary musical influences (Ayodele, 2024).

Modern technologies open up new opportunities for synthesising traditional musical forms with modern styles. Electronic music, in particular, often uses samples of traditional instruments and melodies, which allows creating new soundscapes. For example, British musician Bonobo often integrates elements of world music into his electronic compositions, using samples from different cultural traditions and combining them with modern electronic sounds. Many contemporary musicians are turning to the revival of folk genres, integrating them into new musical contexts. For example, neofolk, a genre that emerged in the 1980s, combines elements of traditional folk music with gothic, industrial, and other contemporary styles. Bands such as Current 93 and Death in June use traditional instruments such as acoustic guitars and mandolins combined with electronic and industrial sounds, creating unique pieces of music that reflect both the past and the present (Everts *et al.*, 2024).

Jazz has always been a genre open to experimentation and integration of different musical traditions. B. Morris (2022) concludes that ethnojazz, which combines jazz improvisations with traditional music from different peoples, is a prime example of such a synthesis. For example, Norwegian saxophonist Jan Garbarek uses elements of Scandinavian folklore in his jazz music, creating multi-layered and emotional compositions. This approach allows preserving traditional melodies and rhythms, while adding new dimensions to them through jazz improvisations. Integrating popular styles such as rock, pop, hip-hop and others with traditional music is another important trend. For example, the band Beirut, founded by Zach Condon, combines indie rock with elements of Balkan and Mexican folk music (Stratton, 2016). The use of instruments such as trumpet, accordion and mandolin, combined with modern rock elements, creates a unique sound that resonates with a wide audience.

The collaboration of musicians from different cultures is another important aspect of the synthesis of traditional and contemporary musical forms. Such collaborations create new musical works that reflect the richness and diversity of cultural traditions. For example, projects such as "Playing for Change" bring together musicians from all over the world, creating compositions that combine traditional elements with modern styles (Playing for Change..., n.d.). It promotes cultural exchange and enriches musical heritage. Modern musicians often use traditional instruments in new musical contexts, which allows them to create unique sound textures. For example, the Icelandic band Sigur Rós uses the traditional glockenspiel instrument combined with electronic effects and orchestral arrangements to create atmospheric and emotional compositions (Lange, 2023). This approach preserves cultural authenticity, while adding new dimensions to it through modern musical experiments.

Migration processes also play an important role in the synthesis of traditional and modern musical forms.

Musicians who migrate to new countries bring their own musical traditions with them, which are then integrated into new cultural contexts. This contributes to the creation of new hybrid genres that reflect the experience of migration and cultural exchange. For example, the raï genre, which originated in Algeria, combines traditional Berber music with Western styles such as rock and jazz, creating a unique musical style (Naser, 2024). The synthesis of traditional musical forms with modern styles is a multifaceted process, including globalisation, the use of modern technologies, the revival of folklore genres, the collaboration of musicians from different cultures and the influence of migration processes. This process allows creating new pieces of music that honour cultural heritage and reflect modern musical influences.

Cultural hybridisation, as a process of interaction between different cultures and their integration, has significantly influenced the development of new musical genres and trends. This process, reinforced by globalisation and technological advances, has created opportunities to combine traditional musical elements with modern styles, resulting in unique musical forms. One of the most notable results of cultural hybridisation is the emergence of new musical genres. For example, the Puerto Rican reggaeton genre combines traditional Latin rhythms such as dema-bo and dancehall with elements of hip-hop and electronic music. The genre quickly gained popularity around the world, reflecting the global spread of musical ideas and influences. Reggaeton illustrates how musical traditions can be adapted to modern tastes and technologies, creating new forms of expression (Gentile Reyes, 2023).

It also encourages cross-genre experiments, where musicians combine elements from different musical traditions to create new sound textures. For example, the electro swing genre combines traditional swing from the 1930s with contemporary electronic rhythms. Such experiments not only preserve cultural elements of the past, but also redefine them in a modern context, making music accessible to new generations of listeners (Shilton & Savage, 2024).

Globalisation has contributed to the emergence of a global pop music genre that combines elements from different cultural traditions, creating a universal sound that attracts audiences around the world. An example is the song "Despacito" by Luis Fonsi and Daddy Yankee, which combines Latin rhythms with contemporary pop arrangements, becoming a hit in many countries. Global pop illustrates how music can overcome cultural barriers, creating a shared cultural space. For example, in Israel, the genre of strong singing (Mizrahit) combines traditional Jewish, Arabic, and Mediterranean melodies with modern pop elements. This allows preserving and updating cultural heritage, while adapting it to modern conditions and preferences of listeners (Naser, 2024).

This process also expands musical horizons, allowing musicians to experiment freely with different styles and techniques. This creates new opportunities for self-expression and creativity. For example, the British singer M.I.A. combines elements of hip-hop, dancehall, and electronic music with Indian and African rhythms, creating a unique sound that reflects her multicultural experience

(Guo, 2023). Migration processes significantly affect cultural hybridisation, contributing to the exchange of musical traditions between different regions. Musicians who move to new countries bring their own musical traditions, which are then integrated into the local culture. This creates multicultural musical landscapes where traditional forms interact with modern styles. For example, the hip-hop genre that originated in the United States has been influenced by various cultural traditions and has become a global phenomenon, adapting to local conditions and realities in different countries.

Modern technologies allow musicians to experiment with different sounds and styles, creating new musical forms. This includes using samples, remixes, and other techniques that integrate traditional elements into contemporary compositions. For example, DJs and producers often use traditional melodies and rhythms in their remixes, creating new versions of classical works. Cultural identity is an important aspect of contemporary music, often reflected at festivals where folk elements are reinterpreted and integrated into contemporary contexts. At the festival “WOMAD” (World of Music, Arts, and Dance) (Fig. 3), musicians from all over the world demonstrate the richness of their cultural traditions, combining them with modern musical styles. This allows students from different countries to better understand and appreciate the cultural heritage of other peoples. “GlobalFest” (Fig. 4) in New York City is another example where there is an intense cultural exchange, where performers from different parts of the world present their unique musical styles, including folk motifs.



Figure 3. Grand opening of the WOMAD festival
Source: World a reggae (2022)



Figure 4. Festive fireworks display at the GlobalFest festival
Source: Canada's Alberta (2022)

Ethnic festivals also play an important role in preserving cultural identity. “Celtic Connections” (Fig. 5) in Glasgow emphasises the importance of Celtic culture by presenting it through music and dance adapted to modern realities. “Afropunk Festival” (Fig. 6) in Brooklyn demonstrates the richness of African and African-American musical traditions, combining them with modern genres such as hip-hop, jazz and electronica, and at the same time, emphasises the social and political activism of musicians.



Figure 5. Opening of the Celtic Connections festival
Source: Visit Scotland (2022)



Figure 6. Colourful participants of the Afropunk Festival
Source: The New York Times (2018)

Contemporary music festivals are also important in rethinking folk narratives. “Coachella” (Fig. 7) and the “Glastonbury Festival” (Fig. 8) in particular, are known for their wide genre diversity, where musicians often perform, integrating folk elements into their performances, creating unique cross-genre compositions. Thus, these festivals become platforms for preserving and developing cultural identity, making it accessible and understandable to a global audience.



Figure 7. Bright scenery for the opening of the Coachella festival
Source: NBC News (2024)



Figure 8. Opening of the Glastonbury festival

Source: FlowMusic (2024)

Music becomes a means of cultural exchange, where different traditions can interact and influence each other. This contributes to the creation of a more inclusive and multicultural society, where music plays an important role in strengthening cultural ties. Cultural hybridisation has a significant impact on the development of new musical genres and trends, contributing to the creation of unique musical forms that reflect the multicultural world. It encourages cross-genre experiments, the revival of traditions, the expansion of musical horizons and innovative approaches to musical production. This allows musicians to freely experiment and create new forms of expression, preserving and updating their cultural heritage in a modern context.

INNOVATION AND PRESERVATION OF FOLKLORE IN CONTEMPORARY MUSIC

Innovations in arrangements and instrumental design play a key role in preserving the authenticity of folklore in contemporary music. The use of modern technologies and innovative approaches allows musicians to preserve their cultural heritage, making it attractive to a modern audience. As noted by P. Oliver (2024), one of the main aspects of these innovations is to preserve traditional melodies and rhythms, while introducing new sound elements. For example, electronic effects can add depth and complexity to traditional compositions without changing their essence. This allows folk melodies to maintain their authenticity while adapting to current musical trends. Another important aspect is the use of traditional tools in new contexts. Musicians can use instruments such as bandura, duduk, or shamisen in combination with contemporary instruments and electronics. This creates a unique sound that preserves the authentic features of folklore, while introducing innovations that make music relevant to a modern audience. Innovations in arrangements and instrumental design contribute to the popularisation of folk music, allowing it to maintain its cultural value and authenticity, while remaining relevant and interesting for listeners in a globalised world.

Musicians play a key role in rethinking folklore narratives and giving them new cultural meanings, adapting traditional stories and symbols to modern realities. This process allows preserving the cultural heritage, making it relevant for a modern audience. First of all, musicians often use folk stories as metaphors for topical social and political issues. For example, they may rethink ancient legends

to highlight contemporary issues such as environmental issues, gender equality, or social justice (Nastawska, 2023). This gives traditional narratives new meanings, making them a tool for expressing contemporary ideas and experiences. In addition, musicians often integrate personal stories and experiences into folk stories. This creates multi-layered compositions where traditional elements are intertwined with individual emotions and experiences. This approach not only preserves the authenticity of folklore, but also adds new dimensions to it, allowing listeners to find a personal connection with music. Musicians also use new technologies and genre approaches to rethink folk narratives. This can include multimedia projects, interactive performances, or visual effects that add new aspects to traditional stories. This creative approach helps to preserve folklore, while giving it modern cultural meanings and making it accessible to new generations of listeners.

The synthesis of old and new musical forms has a profound impact on the development of modern music, contributing to its evolution and versatility. This combination allows preserving the cultural heritage, while opening up new horizons for creativity and innovation. One of the main influences is the enrichment of the musical landscape. Traditional melodies and rhythms integrated into modern genres add depth and variety to musical works. This creates new sound textures and emotional hues, making the music richer and more expressive. For example, combining ethnic instruments with electronic music creates unique compositions that resonate with a global audience (Kuligowski & Poprawski, 2023). In addition, the synthesis of old and new forms contributes to the emergence of new genres and musical trends. This encourages the creative process, allowing musicians to experiment with different styles and approaches. As a result, there are genres such as ethno-jazz, folk-rock, and world music that combine traditional elements with modern influences.

The synthesis of musical forms also promotes cultural exchange and mutual understanding. Music becomes a platform for interaction between different cultures, where traditional forms find new life in a contemporary context. This helps to preserve the cultural heritage while adapting it to modern conditions, making it accessible and attractive to new generations of listeners. Thus, the synthesis of old and new musical forms is a powerful tool for the development of modern music, contributing to its versatility, innovation, and cultural significance.

Folklore plays an extremely important role as a means of communication and self-expression, promoting cultural exchange and mutual understanding between different communities. Music, as part of the folklore heritage, is a universal language that can convey emotions, stories and cultural values without the need for translation. First of all, folk melodies and narratives serve as a means of preserving and transmitting cultural knowledge from generation to generation. They reflect the historical experience, traditions and customs of communities, ensuring cultural continuity. Musicians, performing folk music, maintain a connection with the past and adapt these songs to modern realities, making them relevant for new generations (Everts *et al.*, 2024). In addition, folklore promotes cultural exchange. Due to its authenticity and emotional depth, folk music easily crosses cultural boundaries, allowing

people from different countries and regions to understand and appreciate the cultural heritage of others. It promotes mutual understanding and respect for diversity, creating a platform for dialogue and cooperation.

Folklore is also a powerful means of self-expression. Through folk works, musicians can express their feelings, ideas, and identity. This is especially important for communities' national minorities which can use folklore to preserve their cultural identity and emphasise its significance in the modern world. Thus, folklore as a means of communication and self-expression plays an important role in preserving cultural heritage, promoting cultural exchange and mutual understanding, making it an integral part of the global cultural scene.

CONCLUSIONS

The study demonstrates the importance of innovations in arrangement and instrumental design that contribute to the preservation and popularisation of folk motifs in modern music. The introduction of the latest technologies and electronic effects allows musicians to create unique soundscapes, combining traditional melodies with modern sound elements. This helps to preserve the authenticity of folklore, while making it attractive to new generations of listeners. Combining traditional instruments with modern genres such as jazz, rock, and pop creates cross-genre compositions that resonate with different audiences. These innovative approaches not only preserve the cultural heritage, but also stimulate its development, opening up new opportunities for creativity and experimentation. Complex harmonic structures and polyphonic arrangements add depth and layering to traditional melodies, making them more appealing to modern audiences.

The study also highlighted the importance of cultural exchange, where traditional musical forms are adapted to new contexts, promoting mutual understanding between different cultures. This helps to preserve cultural identity while integrating into the global music space. As a result, folk music not only survives, but also thrives in the modern world, enriching the musical landscape with its diversity and depth. The study revealed the versatility of the process of reinterpretation of folk narratives in modern music. It emphasised the importance of adapting traditional subjects to modern social, cultural, and political realities. This approach allows preserving the cultural heritage, making it relevant and understandable for a modern audience. Contemporary musicians do not just recreate folklore motifs, but give them new meanings through the use of modern language, symbols, and personal stories.

The introduction of modern technologies and innovative methods, such as multimedia projects, interactive applications, and the use of the latest genre approaches, opens up new opportunities for interpreting folklore stories. This makes traditional stories more engaging and accessible to new generations of listeners. Thus, the reinterpretation of folk narratives in modern music contributes to the preservation of cultural identity, while integrating it into the modern context. This ensures the duration of traditions and their adaptation to new conditions, promoting cultural exchange and mutual understanding.

The study shows that the synthesis of traditional musical forms with modern styles is an important trend that contributes to the development of music. Globalisation, modern technologies and cultural hybridisation create new opportunities for musicians, allowing them to combine different musical traditions and create unique hybrid genres. This approach contributes to the preservation of cultural heritage, while making it relevant for a modern audience. The interaction of different cultural influences enriches the musical landscape, opening up new horizons for creativity and experimentation, and strengthens cultural ties in a globalised world. Innovative approaches to arrangement and instrumental design play a crucial role in preserving and popularising folklore in modern music. The use of modern technologies and genre experiments helps to adapt traditional melodies to modern conditions, while maintaining their authenticity. The integration of musicians' personal stories and socio-political themes adds new dimensions to folk narratives, making them relevant and emotionally rich. The synthesis of traditional and contemporary musical forms promotes cultural exchange, mutual understanding and the creation of new genres that enrich the musical landscape and make it more diverse.

The study has limitations, such as a limited geographical scope, which may not reflect global trends in integrating folk motifs into contemporary music. Overall, further research can significantly expand the understanding of the role of folklore in contemporary music, helping to preserve and promote cultural heritage in a modern context. This is important for both musicians and listeners who want to keep in touch with the past, while opening up new opportunities for musical creativity and cultural exchange.

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CONFLICT OF INTEREST

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Фольклор у сучасній музиці: Відродження культурних традицій

Анотація. Мета дослідження полягала у детальному аналізі та систематизації способів, через які сучасні артисти та музиканти інтегрують фольклорні мотиви у свої твори. Під час дослідження було виявлено, що хоча сучасні інтерпретації фольклору зберігають основні мелодичні структури традиційних композицій, вони також вносять значні інновації в аранжування та інструментальне оформлення. Дослідження показало, що музиканти надають музичним творам нові культурні та особистісні значення, реінтерпретуючи фольклорні наративи відповідно до сучасних реалій. Також було встановлено, що тематичні мотиви та інструментальні техніки з часом зазнали змін, що свідчить про тенденцію до синтезу старих та нових музичних форм. Сучасні інтерпретації фольклору зберігають основні мелодичні структури традиційних композицій, але вносять значні інновації в аранжування та інструментальне оформлення. Музиканти надають музичним творам нові культурні та особистісні значення, реінтерпретуючи фольклорні наративи відповідно до сучасних реалій. Тематичні мотиви та інструментальні техніки зазнали змін, що свідчить про тенденцію до синтезу старих та нових музичних форм. Використання фольклорних мотивів допомагає сучасним виконавцям відроджувати інтерес до національної музичної спадщини та ефективно взаємодіяти з глобальною аудиторією. Такий підхід зберігає культурні особливості та сприяє культурному обміну на міжнародному рівні. Фольклор виступає як засіб комунікації та самовираження в музичному мистецтві, що єднає та дає можливість переосмислення культурних кордонів

Ключові слова: музична спадщина; народні мотиви; аутентичність; ритмічні структури; національний колорит; етномузикологія