IS SUSTAINING TRADITIONAL CULTURE RECONCILABLE WITH THE PURSUIT OF BUSINESS? Perspectives on Music in South Countries

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Rapid changes in digital multimedia, the Internet and mobile communication technologies have had an unprecedented impact on production, promotion and distribution of creative content. Digitization has emphasized concerns about the sustainability of traditional musical culture, and the need to reconcile the perspective of the cultural heritage expert and the perspective of the music entrepreneur.

The dynamics of the new world of content production and distribution dictate that emphasis be placed on cultural awareness, access to technology and training, to enable practitioners in music to effectively compete globally, while at the same time sustaining their musical traditions. The advent of the Internet, and the social media explosion have made it easier for creative operators in countries from the South to reach potential consumers beyond their geographic boundaries. Through the Internet, creative operators are also now better able to educate themselves about traditional culture, but are also exposed to influences that may pose threats to these traditions.

The socio-political, geographic, and historical features of Brazil, Jamaica, and The Seychelles will be examined to highlight some challenges to sustainable development of music and related cultural content in the South. What are the negatives and positives of the pure artistic and cultural perspective, versus the strict entrepreneurial perspective? What policies should be designed and implemented to attain sustainable development of music as a cultural activity.

The United Nations Creative Economy Reports speak to the potential of developing countries to benefit from the creative economy as a motor for economic growth, social inclusion, employment and income generation. In order to optimize these opportunities and benefits in countries of the South, partnerships and compromise are required between creatives, the private sector, and government. Simultaneous

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and compatible initiatives to sustain traditional culture, and promote professionalism, are absolutely necessary.

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