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ANALYSIS OF THE IMPACT OF GLOBALISATION ON MUSICAL TRENDS AND CULTURAL EXPRESSIONS

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ABSTRACT

The purpose of this study is to identify the mechanisms through which global trends influence the development of local music scenes. The study explores the relationship between globalisation and changes in musical genres, focusing on cultural hybridisation, the role of digital platforms, and shifts in listening habits. Specifically, it analyses how these processes contribute to the adaptation

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of traditional musical elements to modern consumption conditions and the evolution of musical trends. A comparative analysis is conducted on popular tracks from 2015 and 2024, assessing various criteria such as the nationality of the artists, genre, language of performance, and other factors. The study discovers that globalisation fosters cultural enrichment and stimulates innovation but can also lead to standardisation and the loss of cultural uniqueness. Special attention is given to the impact of globalisation on the Ukrainian music scene, emphasising the importance of modernising cultural institutions and supporting creative industries. The study highlights the necessity of preserving local musical traditions to avoid homogenisation and ensure the diversity of musical expressions. It also explores potential strategies to counteract standardisation, such as supporting local creative initiatives, which help maintain the diversity of musical expressions and enhance the resilience of cultural scenes to external influences. The findings confirm that globalisation is a complex phenomenon, with both positive and negative effects on music scenes. It is crucial to adapt to global challenges while preserving unique cultural identities.

Keywords: Cultural integration, local music scenes, digital platforms, internationalisation of music, world music, pop rock.

KÜRESELLEŞMENİN MÜZİKAL EĞİLİMLER VE KÜLTÜREL İFADELER ÜZERİNDEKİ ETKİSİNİN ANALİZİ

ÖZ

Bu çalışmanın amacı, küresel eğilimlerin yerel müzik sahnelerinin gelişimini hangi mekanizmalar aracılığıyla etkilediğini tespit etmektir. Çalışma, kültürel melezleşme, dijital platformların rolü ve dinleme alışkanlıklarındaki değişimlere odaklanarak küreselleşme ile müzik türlerindeki değişimler arasındaki ilişkiyi incelemektedir. Spesifik olarak, bu süreçlerin geleneksel müzik unsurlarının modern tüketim koşullarına adaptasyonuna ve müzik trendlerinin evrimine nasıl katkıda bulunduğunu analiz etmektedir. Sanatçıların milliyeti, tür, icra dili ve diğer faktörler gibi çeşitli kriterler değerlendirilerek 2015 ve 2024 yıllarına ait popüler parçalar üzerinde karşılaştırmalı bir analiz yapılmıştır. Çalışma, küreselleşmenin kültürel zenginleşmeyi desteklediğini ve yeniliği teşvik ettiğini ancak aynı zamanda standartlaşmaya ve kültürel benzersizliğin kaybına da yol açabileceğini ortaya koymaktadır. Küreselleşmenin Ukrayna müzik sahnesi üzerindeki etkisine özel bir önem verilmekte, kültür kurumlarının modernleştirilmesi ve yaratıcı endüstrilerin desteklenmesinin önemi vurgulanmaktadır. Çalışma, homojenleşmeyi

önlemek ve müzikal ifadelerin çeşitliliğini sağlamak için yerel müzik geleneklerinin korunmasının gerekliliğini vurgulamaktadır. Ayrıca, müzikal ifadelerin çeşitliliğinin korunmasına yardımcı olan ve kültürel sahnelerin dış etkilere karşı direncini artıran yerel yaratıcı girişimlerin desteklenmesi gibi standartlaşmaya karşı potansiyel stratejileri de araştırmaktadır. Bulgular, küreselleşmenin müzik sahneleri üzerinde hem olumlu hem de olumsuz etkileri olan karmaşık bir olgu olduğunu teyit etmektedir. Benzersiz kültürel kimlikleri korurken küresel zorluklara uyum sağlamak çok önemlidir.

Anahtar Kelimeler: Kültürel entegrasyon, yerel müzik sahneleri, dijital platformlar, müziğin uluslararasılaşması, dünya müziği, pop rock.

INTRODUCTION

Globalisation as one of the key processes of the modern world impacts all aspects of life, including culture and the arts. In the 2020s, globalisation has had a profound effect on the music industry, fostering interaction between different cultures and promoting the creation of new musical genres and styles. The purpose of the study is to analyse how globalisation influences musical genres and cultural expressions.

The relevance of the subject under study is determined by several important factors, encompassing both global and local aspects of cultural development. Globalisation increasingly affects various areas of life, including culture and the arts, creating new challenges and opportunities for their development (Yuliia et al., 2025). Globalisation is defined as the growing interdependence of economies, cultures, and populations across the world, driven by international trade in goods and services, advances in technology, and the movement of investments, people, and information (Schilirò, 2020). In the context of the music industry, globalisation not only stimulates the development of new musical genres but also brings about profound changes in cultural identity, shaping new cultural paradigms. Globalisation significantly facilitates the cross-pollination of musical cultures, enriching local musical traditions through the integration of global influences (Guliyeva and Kopanitsa, 2024). This phenomenon is observed in many countries where traditional musical styles begin to merge with elements from other cultures, creating new hybrid genres. Platforms such as YouTube, Spotify, and other streaming services provide musicians with the opportunity to share their work with a global audience (Zaki et al., 2023). While this opens up new

avenues for cultural exchange, it also raises concerns about the preservation of national and local cultural identities. Some musical cultures may face the risk of marginalisation due to the dominance of global musical styles (Spytska, 2024a). These issues are critical for understanding how globalisation impacts cultural identity and the preservation of cultural heritage in the face of increasing global integration. The relevance of this study, therefore, lies in the need for a deeper understanding of the impact of globalisation on musical processes, highlighting both the positive and negative consequences of these changes.

Fedosenko (2024) highlights the profound impact of globalisation on the music industry and culture at large, particularly in the context of the development of digital technologies and social media. In the study by Bobul (2022), the formation of contemporary music is explored as a result of the interaction between global and local trends, where local phenomena are seen as relational rather than oppositional to global processes. Bobul emphasises that modern music integrates global social, musical, and economic aspects while simultaneously reflecting the experiences of national cultures and global music practices. Havrilyuk and Hnatiuk (2023) focus on the role of social media as a transformative tool in mass culture. They note that through posts, comments, likes, shares, and other forms of engagement on social media platforms, previous experiences influence the selection of new value criteria, which in turn drive cultural development.

Skoptsova and Rehesha (2023) explore the role of music streaming platforms in supporting and popularising Ukrainian culture among young people. Based on their analysis, the researchers conclude that globalisation facilitates the integration of local cultures into the global context through innovative media. The study by Mazur (2024) focuses on the impact of globalisation on contemporary music, particularly Ukrainian musical culture. Mazur investigates how different cultural traditions interact and influence one another, shaping new musical styles and genres. Burlaka (2021) analyses the impact of globalisation on Ukrainian pop songs. Her research shows how under the influence of global trends, Ukrainian music undergoes changes, approaching international standards. The author notes that although globalisation opens up new opportunities for Ukrainian music, it can also lead to the loss of national identity.

Despite considerable progress in this field, many questions remain, particularly regarding how globalisation affects musical styles in specific cultural contexts and the mechanisms through which musical genres intermingle. The subject of the study is sociocultural systems in the context of globalisation, while the object is the interaction of global and local factors in the cultural genesis

process. The purpose of the study is to determine the influence of globalisation on musical genres and cultural expressions, with a particular focus on identifying the mechanisms of cultural integration within the musical sphere.

METHOD

To achieve the purpose of this study, a broad range of papers, analytical articles, monographs, and legal documents relating to cultural policy in Ukraine and globally are utilised. The study is based on a comparative analysis of Ukrainian's musical preferences over a nine-year interval, specifically between early 2015 and mid-2024. The study was conducted without human participation, ethical approval is not required. The study is conducted in several stages, including the collection and systematisation of academic sources on globalisation, cultural processes, and musical trends, followed by a critical analysis of both classical theories of globalisation and contemporary approaches to analysing its impact on cultural identity and musical trends as a form of cultural expression. Resources such as music charts, statistical data, and cultural reports are employed to ensure the objectivity and reliability of the results.

A comparative analysis of the 50 most popular songs in Ukraine in 2015 and 2024 (TOP-100 most popular..., 2024) is used to investigate the influence of globalisation on the musical preferences of the Ukrainian audience. The research begins with data collection on the most popular compositions from each period. The data gathered includes information about the performers, genres, nationalities of the artists, and details of collaborations. Particular focus is given to the songs that ranked high in the charts, as these reflect the preferences of the largest segment of the audience. A detailed analysis of the genre composition of each list of songs is then conducted. This included identifying the main music genres featured on the charts and tracking changes in genre preferences between 2015 and 2024. Special attention is paid to identifying new genre trends that may have emerged due to globalisation and their influence on the musical tastes of the Ukrainian audience. Another important step is determining the nationality of the performers and the language composition of the songs. This allows for an assessment of the extent to which global trends, such as the popularity of international artists and the use of different languages in songs, have influenced the local music market. An analysis of the ratio of local to global artists is also conducted. It shows whether the popularity of foreign artists increased or decreased in comparison to Ukrainian

performers. In the next stage, a detailed analysis of the results from the comparative study is conducted, highlighting the key trends in the development of musical styles under the influence of globalisation. A crucial aspect of this study is identifying changes in genre preferences and the growing influence of international music trends on the local market.

Particular attention is paid to emerging trends in genre preferences and the influence of international developments on the local market. This enables the identification of the impact of globalisation on the musical preferences of the Ukrainian audience, the new genres and styles that have gained popularity, and the extent to which international music trends have shaped the development of the Ukrainian music scene.

The study employs phenomenological, typological, historical, and cultural-genetic methodologies, alongside the synthesis of independent data. The phenomenological approach allows for an analysis of how Ukrainian listeners perceive globalisation through music, focusing on their personal experiences and musical tastes. The typological method facilitates the classification of changes in musical genres, highlighting new musical trends that have arisen under the influence of globalisation. The historical approach traces the evolution and transformation of musical genres over time, comparing pre- and post-globalisation periods. The cultural-genetic method examines the adaptation of global musical elements to the Ukrainian cultural context and their impact on new cultural identities. By combining these methodologies with the synthesis of independent sources and scholarly data, the study offers a comprehensive exploration of how globalisation has reshaped the music market and the preferences of the Ukrainian audience.

RESULTS

The role of the state and globalization in the development of the music industry and its integration into the global music market

The essence of globalisation is reflected in the spread of standards and forms that transcend geographical and national boundaries. This process fosters an intensive exchange of information and products, facilitated by digital technologies that allow such exchanges to occur swiftly and efficiently. It is important to acknowledge that globalisation affects not only economic aspects but also cultural, social, and political structures. It promotes cultural exchange, leading to the integration of diverse cultural elements and the creation of new, hybrid forms of cultural expression. In the realm of music, globalisation facilitates the dissemination of various musical

styles and genres, which are shaped by local cultural characteristics, resulting in the emergence of new musical trends (Çelik and Güncan, 2025). Kozlovets (2009) observes that globalisation “has encompassed all spheres of social life and has created a globally interconnected system of interdependence among nations and peoples across the world”.

In the modern era of globalisation, significant transformations are occurring within the cultural and creative industries, which are becoming the foundation of new forms of economic activity (Diachenko, 2024; Çardak et al., 2025). A defining feature of these changes is the blurring of established boundaries between content producers and consumers (New EU programme..., 2021). Globalisation enhances the importance of the creative sector as a platform for innovation and cultural exchange. Global market conditions require cultural and creative industries not only to adapt to new technological opportunities but also to be able to generate new forms of cultural practices that meet the needs of different societies. At the same time, these industries face challenges related to global competition, preserving cultural identity, and the need for constant content updates. In this context, cultural and creative industries play a crucial role in shaping new social and economic paradigms, where creativity becomes a key driver of societal development.

In the context of globalisation, a nation’s cultural policy must be directed towards achieving strategic priorities that ensure not only the preservation of national identity but also its development within the framework of global cultural processes. One of the key objectives is the preservation of artistic and cultural-historical heritage, which forms the foundation of national culture and ensures its continuity over time. The state should facilitate the conditions necessary for creative activity, offering support to talented artists and initiatives that reflect the unique aspects of national culture. Cultural policy must consider the interests and needs of various social groups, ensuring access to cultural products and services regardless of social status, age, or geographical location. This includes the development of cultural infrastructure, the organisation of cultural events in regional areas, support for cultural initiatives aimed at diverse audiences, and the provision of equal access to cultural resources.

Currently, state policy in the cultural sector of Ukraine is aimed at stimulating the development of new economic sectors, particularly innovative creative clusters, which possess significant potential for economic growth and cultural advancement. The introduction of the term “creative industries” into official discourse represents a milestone in the development of this sector, as it allows for the

clear identification of activities that generate cultural products and services with high added value and considerable potential for international cultural exchange (Resolution of the..., 2011). In this context, Ukraine's participation in the European Union's "Creative Europe" Programme for 2014-2020, which the country joined in 2016, is of particular importance. This programme provides Ukrainian creative teams and organisations with financial and methodological support for the implementation of their projects at the international level, thus promoting the integration of Ukrainian culture into the broader European cultural space.

The establishment of the National Bureau of the "Creative Europe Ukraine" Programme within the Ukrainian Centre for Cultural Research was a significant step towards integrating Ukraine's cultural sector into the European cultural sphere. The programme, which spanned from 2014 to 2020, enabled cultural practitioners not only to travel but also to reach new audiences, exchange practical skills, and forge new creative partnerships at the international level (New EU programme..., 2021). It aimed not only at promoting creative initiatives but also at creating conditions for the development of new forms of cultural cooperation and innovative approaches to cultural activities. On 26 May 2021, the European Commission announced the launch of the new "Creative Europe" programme for the period 2021-2027, one of the most extensive initiatives of the European Union aimed at supporting the creative and cultural industries (New EU programme..., 2021). With a budget of €2.4 billion, representing a 63% increase compared to the previous programme, this initiative reflects the EU's strengthened emphasis on the importance of culture as a strategic resource capable of contributing to economic and social recovery in the aftermath of the crisis. Ukraine's accession to the 2005 UNESCO Convention on the Protection and Promotion of the Diversity of Cultural Expressions (Law of Ukraine..., 2010) underscores the country's commitment to preserving cultural diversity and supporting the development of creative industries. This commitment is further reflected in Articles 439-440 of the Association Agreement between Ukraine and the European Union, which sets out the legal framework for Ukraine's integration into the European cultural space and for ensuring the protection and development of national cultural heritage (Resolution of the..., 2011).

Since 2014, Ukraine has faced the urgent task of not only preserving but also deeply comprehending and re-evaluating its own cultural-political identity. This process has taken on particular importance amid complex geopolitical and domestic political changes, necessitating a reorientation of national priorities. The recognition of national identity has become critically

important in shaping a new model of national consciousness that reflects both the historical experience and the contemporary realities of Ukrainian society (Kopievska, 2019). In 2017, the Ukrainian Cultural Fund (UCF) was established based on the relevant law of Ukraine, playing a crucial role in the development of national culture and the arts (Cultural and creative industries..., 2019).

Globalisation of the music industry: A balance between unification and cultural diversity

In the context of globalisation and digital transformation, the music industry is undergoing profound changes that significantly affect the creation, distribution, and perception of musical content. Globalisation, in this sense, is a complex and multifaceted phenomenon that brings both positive and negative consequences for the development of cultural practices and identities. On the one hand, it opens new opportunities for cultural enrichment, fostering the active exchange of ideas, knowledge, and artistic traditions between countries and regions. A notable example of this is the emergence of the “world music” genre, where traditional musical elements from Africa, Asia, and Latin America are integrated into contemporary compositions that gain international popularity. In her study, Litovka (2013) defines this concept as “distinct areas in authenticity and folklore, and a synthesis of various ethnic (folk) musical styles and genres (rock, pop, jazz) into a unified whole, characterised by modern material presentation, contemporary sound, and the use of new technologies”.

Another example is the popularisation of funk music. Initially perceived as a simplified genre, funk later gained recognition as an influential style that profoundly shaped the development of modern popular music. Contemporary musicians, such as The Maneken, Monatik, and Jamala, actively incorporate funk elements into their compositions, demonstrating the genre’s impact on Ukrainian music culture. Ukrainian pop rock, as a stylistic offshoot of rock music, exemplifies the synthesis of international and national components, allowing it to maintain its authenticity while participating in global music trends. The international component of Ukrainian pop rock lies in the use of the English language, characteristic musical lexicons, and compositional techniques that have already become well-established in global popular music (Ovsyannikov, 2020). Bands such as “Okean Elzy” and “Boombox” adopt Western musical standards, making their music accessible and comprehensible to audiences beyond Ukraine. However, national identity is expressed through the use of the Ukrainian language in song lyrics and the incorporation of elements of the national

musical language, reflecting the specifics of Ukrainian cultural traditions. For example, some compositions by the band “VV” utilise motifs characteristic of Ukrainian folklore, adding authenticity and a distinctive colour to their music.

One of the interesting trends developing in the context of globalisation is the increasing use of artificial intelligence (AI) technologies in the field of music (Fernández, 2024). For instance, Google has developed an open-source tool called Magenta, which allows musicians to enhance their works using AI algorithms (Bondarenko, 2022; Chang et al., 2023). It encompasses a wide range of commercial and technological sectors, including sound design for video games, background music for various media projects, and even the development of music algorithms for personalised user experiences in digital environments. On the other hand, globalisation can also have negative consequences, particularly in the unification of cultural practices, which leads to a reduction in cultural diversity and the gradual loss of national and local identities. For example, as a result, traditional musical forms, such as African folk songs or Asian classical music, may gradually lose popularity among the local population.

Table 1 presents the nationalities of the artists whose songs rank among the most popular tracks in Ukraine. The main genres of these songs and the number of songs performed by artists of each nationality are also indicated. No compositions of Ukrainian origin are found in the top positions of the chart. The table highlights the broad geographic diversity of the featured performers. An important aspect is the genre diversity presented in the table, which highlights the global exchange of cultural elements. Particular attention should be given to Ukrainian performers who are actively integrating into global musical processes while maintaining their national identity through the use of local genres and themes.

Artist's nationality	Song genres	Number of songs of each nationality
Ukraine	Pop-rap, indie, rap, pop, funk, hip-hop	25
USA	Synth-pop, funk, disco, rap, indie rock, pop, electro-rock, post-punk	7
United Kingdom	Alternative pop	2
Republic of Korea	Hip hop, Latin, K-pop alternative R&B	2
India	Rap	1
Albania	Hip-hop	1
Romania	Hip-hop	2

Iran, Brazil, France	Funk	1
United Kingdom, USA	Remix	1
Russia	Rap, pop	7

Table 1. Variety of genres and nationalities in Ukraine's most popular songs for August 2024

Source: prepared based on Spotify charts.

Table 2 outlines various comparative parameters of the most listened-to songs from 2015 and 2024, including popular genres during these periods, the languages of the performances, and the socio-political context of these tracks.

Parameter	Top 50 (2015)	Top 50 (2024)
Genre diversity	Most tracks are in pop, electronic music, EDM, and hip-hop. Western genres dominate	Genre diversity has increased: indie, pop-rap, funk, alternative pop, K-pop. A blend of local and global genres.
Nationality of artists	Dominated by artists from the USA, UK, and Russia. The number of Ukrainian artists is minimal.	Considerable increase in the number of Ukrainian artists. Also includes artists from Iran, India, Brazil, and South Korea.
Language of performance	Primarily English and Russian. Few Ukrainian tracks.	Increased number of songs in Ukrainian. Coexistence of English and Ukrainian tracks. Russian-language tracks are almost absent.
Russian-language tracks	Russian-language tracks are popular.	Significant decline in the number of Russian-language tracks due to political and sociocultural changes.
Collaborations	Few international collaborations, mainly focused on solo artists.	Increased number of international collaborations, with Ukrainian artists collaborating with foreign musicians.
Music trends and the impact of globalisation	Globalisation influenced the popularisation of Western trends, with local artists adapting to Western markets.	The influence of globalisation intensified: global music trends intertwine with local ones, increasing the integration of Ukrainian musicians into the global context.

Countries of origin of artists	USA, UK, Russia, France, Germany. Western countries predominantly dominate.	USA, UK, Ukraine, South Korea, Iran, India, Brazil. Increase in artists from new regions.
Sociopolitical context	Music reflects general Western and global trends. Ukrainian identity in music is less pronounced.	Music increasingly reflects sociopolitical changes in Ukraine, with the growing importance of national identity in the context of globalisation.

Table 2. Comparative characteristics of music trends in 2015 and 2024

Source: UA Modna website (TOP-100 most popular era, 2015) and Spotify.

The shift of creative industries to an online format, made possible by globalisation, also presents challenges. Firstly, poor sound quality and unreliable internet connections can severely impair the perception of cultural products, diminishing their value to the audience. This issue affects not only musical events but also other forms of art, such as theatrical performances or virtual exhibitions, where both visual and audio quality are critical to the full appreciation of the work. Secondly, the lack of a “live atmosphere” is another major drawback of globalisation in the creative industries. Physical presence at concerts, exhibitions, or other cultural events creates a unique experience for audiences, one that cannot be fully replicated in an online environment. The “live” interaction between the audience and performers or creators of artworks fosters a sense of participation, which is an integral part of cultural consumption. When all information is presented in a ready-made format, the need for independent creative exploration is diminished, potentially hindering the development of insights and the intellectual enrichment of viewers or listeners. Such an approach can foster passive consumption of cultural products, where the audience only engages with the superficial aspects without deeper reflection or interaction with the artistic work.

The impact of digital technologies on the global music market and consumer preferences

The modern era of digital technologies has opened up new opportunities for music consumption. Television channels and radio stations, which once held dominant influence over shaping musical preferences, have now been largely replaced by internet platforms, particularly among younger audiences. Users are able to select content based on their individual tastes, gaining access to music from different parts of the world (Tkachenko et al., 2024). This broadens their cultural horizons and allows them to discover new genres and styles. Traditional media, such as radio and television,

have lost their relevance in major cities and have shifted to regions where digital infrastructure is not yet fully developed (Amangeldiyeva et al., 2020). Meanwhile, media streams, especially musical ones, are becoming increasingly differentiated, creating parallel cultural dimensions. The concept of an “internet trend” is gaining increasing importance, shaping new forms of interaction between cultural environments (Oleřir, 2016).

The growing popularity of streaming services has become a key factor in the “dematerialisation” of music products, marking a shift from physical media to digital streams. Music, which previously existed in the form of physical carriers – vinyl records, cassettes, compact discs – has now transformed into an interactive service accessible at any time and in any place via the internet (Suranchiyeva et al., 2023). This change not only affects the way music is consumed but also transforms the music industry itself, altering the hierarchical structures that once existed. Mobile devices and numerous streaming platforms, such as Spotify, SoundCloud, Apple Music, and others, serve not only as tools for accessing music but also as platforms for interaction. Here, listeners can create playlists, share preferences, discover new artists, and even influence the popularity of certain tracks. In the context of research on the impact of globalisation on musical trends, digitisation and the development of streaming services become a key factor in the globalisation of the music industry. Streaming platforms facilitate the dissemination of music from various corners of the globe, making it accessible to audiences anywhere (Rexhepi et al., 2024; Spytka, 2024b). This contributes to the emergence of new musical trends that are products of cultural exchange, wherein diverse styles and genres intertwine to create new, hybrid forms. Moreover, streaming services enable new artists to reach a global audience more rapidly, diminishing the influence of traditional music labels as intermediaries (Pecheranskyi and Yeremenko, 2023). This leads to the democratisation of the music industry, where an artist’s success increasingly relies on audience reactions rather than decisions made by producers.

Contemporary Ukrainian artists actively utilise social media platforms, such as TikTok, to promote their work, showcasing successful integration into the global media landscape. Notable performers like Nastya Kamenskykh (2.8 million followers) and Nadia Dorofeeva (3.2 million followers) leverage TikTok as a key tool for popularising their music projects, effectively adapting to the demands of the digital environment. This underscores the importance of social networks in establishing a new type of interaction between musicians and their audiences, based on continuous

dialogue and virtual presence. For instance, the Ukrainian band Mountain Breeze made a bold move by releasing a TikTok album, reflecting their awareness of the importance of digital platforms in the contemporary music milieu. However, the influence of TikTok as an innovative phenomenon has already evolved from a novel tool to a conventional element of marketing strategy (Bondarenko, 2022).

Social platforms allow musicians and listeners to establish direct connections, exchange creative ideas, and interact without intermediaries (Mukhtarova et al., 2024; Romaniuk, 2021). Social networks also stimulate creativity, enabling the creation of new musical trends and the discovery of new talents. Consumers now have access to a wide array of musical genres and artists that were previously unavailable. This shift leads to an increased interest in cultural products that transcend national traditions and encourages cultural hybridisation. For example, the emergence of global music platforms such as YouTube Music, Spotify, and Apple Music has significantly impacted the dynamics of K-pop dissemination. The explosive success of the South Korean group BTS, which has achieved considerable heights on American and European charts, has served as a catalyst for the further growth of K-pop's popularity among youth (Kharchenko, 2023).

An analysis of the professional profiles of Ukrainian musicians and songwriters indicates a close connection to global music trends, particularly in the genres of rock, pop, and electronic music, which are the most prevalent among Ukrainian performers. However, the low level of legal formalisation and the income of musicians suggest a weakness in the infrastructure, posing challenges for the integration of Ukrainian music into the global context. Issues related to legal regulation also limit the opportunities for Ukrainian artists to earn royalties, a crucial aspect of the global music industry. The music production sector in Ukraine reflects global trends but simultaneously faces national challenges. Despite most production representatives working without legal formalisation, two out of three still earn a living exclusively in the music industry. This indicates a high level of dependence on global music trends, where familiar practices, such as the alienation of copyright, are widespread. Moreover, the impact of COVID-19 on this sector was relatively minor, reflecting the adaptability and resilience of the globalised market.

Music management is a key element in the globalisation of the Ukrainian music industry (Podra et al., 2020). Although many managers combine their activities with other fields and operate without legal formalisation, their role in promoting artists is crucial. Globalisation opens up new opportunities for Ukrainian managers but also requires them to develop new competencies,

particularly in legal and international domains (Ukraine's music industry..., 2020). The concert industry, one of the most lucrative areas within the music sector, also faces challenges related to globalisation.

It is particularly important to highlight the role of collaborations between Ukrainian musicians and their international counterparts, which is also a result of globalisation. Such collaborations not only facilitate the global spread of Ukrainian music but also encourage the internationalisation of musical works, creating new cultural and artistic contexts. Examples of joint projects, such as the duet between Ed Sheeran and Taras Topolia or the inclusion of Andriy Khlyvnyuk's vocals in a Pink Floyd composition, demonstrate how globalisation can unite musicians from different countries to create collaborative works with profound cultural and symbolic significance. The internationalisation of Ukrainian music is not merely an integration of Ukrainian performers into global music practices, but also an expression of their national and cultural identity in a global context. The compositions created during the war have become not only symbols of the fight for freedom and independence but also a powerful tool of cultural diplomacy, contributing to the formation of a positive image of Ukraine on the world stage (Fedosenko, 2023).

The challenges of cultural policy in the context of globalisation are particularly relevant in light of the difficulties faced by Ukrainian society. Many researchers highlight the contradictory nature of the effects of globalisation on cultural development. While globalisation is inextricably linked with economic processes, its foundation remains rooted in spiritual and cultural dimensions. A comprehensive analysis of this phenomenon requires consideration of its socio-economic, socio-anthropological, and socio-cultural dimensions. In particular, Melnyk (2014) stresses the importance of developing a cultural policy concept for Ukraine, which should serve as a conceptual model describing the mechanisms for overcoming cultural crises in the context of globalisation, often caused by economic upheavals. The formation of such a cultural concept is essential to ensure that culture serves as a compensatory factor in times of crisis, helping to restore balance between the technological and humanitarian aspects of societal development.

DISCUSSION

The study confirmed that globalisation is a complex and multifaceted phenomenon that affects musical trends and cultural expressions, leading both to the enrichment and homogenisation of

cultural elements. The results of the study indicate that globalisation serves as a catalyst for significant changes in the music industry, as evidenced by the diversity of musical styles that evolve through cultural exchange. For instance, in the global music industry, there is a notable integration of elements from various genres, resulting in the creation of new musical forms. This phenomenon not only broadens the boundaries of musical perception but also fosters innovation within the music sphere. The importance of these changes lies in the fact that they create new opportunities for musicians and audiences, expand cultural exchange, and provide access to a wide array of musical products. Globalisation enables musicians to collaborate and share their work with audiences across the world – an opportunity that was previously unattainable (Nosenko, 2024). This broadens the horizons of listeners, allowing them to engage with music originating from diverse cultural contexts. However, this process also has its negative aspects. The standardisation of musical products, driven by the influence of global media and commercial pressures, can result in the loss of cultural distinctiveness. This is particularly relevant for smaller cultural communities, whose musical traditions may be eroded by the forces of global trends. Syuta (2006) notes that globalisation is a powerful force transforming the music industry.

The results of the study confirm that musical trends are also subject to globalising processes, with their transformation serving as an indicator of broader cultural shifts. Music, as one of the most dynamic and sensitive forms of cultural expression, responds to globalisation through the adaptation and integration of new elements arising from intercultural exchange (Zaki and Fernandez, 2023). However, it should be noted that the unpreparedness of some cultural institutions for these changes may result not only in a management crisis but also in a crisis of institutional identity. This is reflected in the gradual loss of clear cultural markers, which complicates the preservation of unique musical traditions and leads to their homogenisation under the influence of dominant global trends.

Castells (2005) highlights the fundamental changes occurring in the socio-cultural space under the influence of the network society, which has emerged due to the rapid development of information and communication technologies. According to his concept, the network society represents a new social structure that transforms conventional modes of interaction, communication, and cultural exchange. Information technologies, which form the foundation of this new social formation, not only facilitate globalisation but also radically alter the nature of social connections and cultural practices, making them more dynamic, interactive, and flexible. In the current study, which focuses

on the analysis of globalisation's impact on musical trends and cultural expressions, similar processes were examined. In particular, the development of information technologies and digital platforms plays a key role in transforming the music industry, allowing artists from different parts of the world to interact, exchange ideas, and create new forms of musical expression. However, as in Castells' analysis, these processes are dual in nature. On the one hand, they promote global cultural exchange, but on the other, they can lead to the homogenisation of musical styles and the displacement of local musical traditions by global trends.

In contemporary society, a phenomenon is observed in which elite forms of art are being transformed into simplified, sometimes even superficial, versions of themselves, a trend that often raises concerns among cultural critics and researchers. Some researchers, such as Shumeiko (2021), argue that this tendency may indicate a general regression in the arts. In their view, while cultural products have become more accessible, they simultaneously lose depth and substance, turning into mere parodies of what was once admired only by a select few. This perspective draws attention to the degradation of high art as it becomes a mass product, prioritising commercial success over aesthetic or intellectual value. However, the current study offers an alternative view of these processes. It is worth challenging the notion that contemporary art is experiencing a regression while acknowledging that the transformation of artistic forms in connection with globalisation and the spread of mass culture is a complex and contradictory phenomenon. Rather than interpreting these changes as degradation, they can be seen as opportunities for art to adapt to modern conditions. These transformations open new horizons for creativity, where elite and mass art can interact and mutually enrich each other.

Without adequate support and adaptation to new conditions, musical trends may lose their uniqueness and become part of a homogenised global cultural landscape, which could, in turn, lead to a crisis of identity and distinction. The growing popularity of musical genres that originated in different parts of the world has been facilitated by the influence of global media and social networks, creating opportunities for cultural interpenetration and the blending of styles (Kharchenko, 2024). As an emblem of modern cultural exchange, K-pop blends traditional Korean aesthetics with global music styles, making it a compelling subject for future research into the dual impact of globalisation – preserving cultural uniqueness (Jeong and Chung, 2024).

The results of the study indicate that globalisation is a complex and multifaceted process that affects musical trends and cultural expressions. Given the complexity and dynamism of the modern world, it is important to continue research in this area to preserve musical diversity and ensure the development of the music industry in the context of globalisation.

CONCLUSION

In summary, the findings underscore the importance of analysing the impact of globalisation on musical trends and cultural processes. At this stage, globalisation not only facilitates the interpenetration of cultures but also brings about profound changes in local cultural identities. This highlights the need for Ukraine to implement innovations in the cultural sector that will enable the harmonisation of global cultural exchange processes with the demands of national identity.

A key condition for achieving this objective is the development of effective mechanisms for managing cultural processes. This includes the modernisation of cultural institutions, the integration of cutting-edge technologies, and the creation of conditions for the growth of creative industries. In addition, it is essential to rethink historical experiences and adapt them to contemporary realities to ensure the continuity of cultural traditions amid global transformations. The findings suggest important conclusions that outline potential areas for future exploration. In particular, conducting empirical studies is promising, as it would provide a deeper understanding of how globalisation affects specific musical communities and cultural phenomena. Such research could involve the analysis of statistical data on musical preferences across different regions and interviews with music industry representatives, which would help identify new trends and challenges.

Another important area of study is examining how globalisation influences cultural identities, especially in small cultural communities under pressure from global trends. This issue is particularly relevant for Ukraine, where cultural uniqueness plays a crucial role in the national revival and development.

Moreover, it is essential to consider the impact of globalisation on cultural production processes, particularly in the context of new technologies. Digitalisation and the development of information and communication technologies create new opportunities for cultural development, yet they also demand the creation of new approaches to managing cultural processes.

The study primarily focused on a theoretical analysis of the impact of globalisation on musical trends and the broader cultural context. Due to the absence of a practical component, it was not possible to conduct an empirical examination of globalisation's effects on specific musical communities or cultural phenomena. This lack of practical investigation also limits the ability to consider the tangible consequences of globalisation on local music scenes and cultural identities, preventing definitive conclusions about the depth and nature of these changes. Despite these limitations, the theoretical framework presented in this study opens avenues for further exploration. The next logical step would be to undertake empirical studies that analyse specific musical trends and their transformations under the influence of globalisation. Such studies could incorporate qualitative and quantitative research methods, including interviews with musicians and audiences and statistical analysis of musical preferences across different regions. This would provide a more nuanced understanding of how globalisation affects musical and cultural practices, and what strategies could be developed to preserve and foster cultural diversity in the face of global shifts.

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EXTENDED ABSTRACT

Küreselleşme, modern dünyanın en tanımlayıcı süreçlerinden biri olarak, kültürel ve sanatsal ifadeler dahil olmak üzere insan deneyiminin her yönünü derinden etkilemiştir. Bu süreç, sadece ekonomik ve sosyal alanlarda değil, aynı zamanda sanat ve kültür alanında da önemli dönüşümlere yol açmıştır. Küreselleşme, müzik endüstrisini köklü bir şekilde değiştirmiş ve yeni müzik türlerinin ortaya çıkmasını hızlandırmıştır. Müzikal küreselleşme, müzik türlerinin ve üslup yaklaşımlarının birbirine karışmasıyla birlikte, bu karışımın küresel ve yerel düzeydeki kültürel, sosyal ve ekonomik bağlamlarla nasıl etkileşime girdiğiyle de tanımlanabilir. Küreselleşme, müziğin üretim, dağıtım ve tüketim biçimlerini köklü bir şekilde değiştirmiş ve müzikal ifadenin evriminde yeni bir aşama başlatmıştır.

Küreselleşme, müzik prodüksiyonunun ve dağıtımının şekil bulmasında önemli bir rol oynamıştır. Dijital platformlar, müzik dünyasında devrim yaratmış ve müziğin küresel ölçekte daha erişilebilir hale gelmesini sağlamıştır. YouTube, Spotify, SoundCloud ve TikTok gibi dijital platformlar, müzikal prodüksiyonu daha önce hiç olmadığı kadar erişilebilir kılmış ve müzik dinleme alışkanlıklarını köklü bir biçimde değiştirmiştir. Bu platformlar, sanatçılara küresel kitlelere ulaşma fırsatı sunmuş, müzik dağıtımını anında küresel düzeye taşımış ve sanatçılar ile dinleyiciler arasında doğrudan etkileşimler yaratmıştır. Ayrıca, bu dijital platformlar, bağımsız sanatçılar için müzik üretiminde yaşanan geleneksel engelleri aşabilmelerine imkan tanımış ve yeni para kazanma stratejilerinin gelişmesini sağlamıştır.

Bu çalışma, küresel eğilimlerin yerel müzik sahnelerinin gelişimi ve evrimini nasıl etkilediğini incelemeyi amaçlamaktadır. Özellikle Ukrayna bağlamına odaklanarak, küresel müzik akımlarının yerel kültürlerle nasıl etkileşime girdiği analiz edilmiştir. Küresel kültürle yerel müzik sahnelerinin etkileşimi, küreselleşmenin müzikal ifadeyi şekillendirmedeki etkilerini, yerel kültürle küresel müzik akımları arasındaki dinamik ilişkileri derinlemesine incelemektedir. Bu araştırmanın önemi, hem küresel kültürel dinamikleri hem de yerel koruma kaygılarını ele almasıdır. Küresel müzik akımlarının yerel sahnelerde nasıl yer bulduğunu, yerel sanatçılar ile küresel müzik trendlerinin

nasıl birleştğini anlamak, kültürel çeşitliliğin korunması ve yenilikçi müzik üretiminin teşvik edilmesi açısından büyük önem taşımaktadır.

Küreselleşme, müzik türlerinin birbirine karışmasına ve bu karışımın yerel kültürel bağlamlarla nasıl bir etkileşim içinde olduğunu gösteren karmaşık bir süreçtir. Küreselleşme, bir yandan farklı müzik gelenekleri arasında çapraz tozlaşma yoluyla kültürel zenginleşmeyi teşvik etmekte, sanatsal yenilik ve melez türlerin geliştirilmesi için fırsatlar yaratmaktadır. Bu süreç aynı zamanda, kültürel çeşitliliğin korunmasına yönelik zorlukları da beraberinde getirmektedir. Küresel müzik tarzlarının baskın hale gelmesi, yerel müzik kültürlerini dışlayabilir ve bu durum, kültürel özgünlük kaygılarına yol açabilir. Bu bağlamda, müzikal küreselleşme hem zenginleştirici hem de birleştirici bir süreç olarak karşımıza çıkarken, kültürel homojenleşmeye ve özgünlük kaybına da yol açabilir. Ukrayna örneği, bu etkileşimlerin ve çelişkilerin somut bir örneği olarak karşımıza çıkmaktadır. Ukrayna, Sovyetler Birliği'nin çözülmesinin ardından, hem tarihsel olarak hem de kültürel olarak büyük değişim süreçlerinden geçmiştir. Küreselleşme süreci, özellikle 2015 ve sonrasında, Ukrayna müzik sahnesinde ciddi değişikliklere yol açmıştır. Ukrayna'nın bağımsızlık sonrası dönemde kendi kültürel kimliğini inşa etme çabaları, küresel müzik akımlarının etkisiyle şekillenmiş ve Ukrayna müzik sahnesi giderek daha fazla küresel ve yerel etkilerin bir bileşimi haline gelmiştir.

Ukrayna'daki müzik tercihlerinin analizi, küreselleşmenin yerel müzik sahnesi üzerindeki etkisini açıkça ortaya koymaktadır. 2015-2024 yılları arasında popüler olan 50 şarkı, bu sürecin nasıl işlediğine dair önemli veriler sunmaktadır. Bu dönemde, Ukrayna'daki müzik tercihleri, küresel müzik akımlarının etkisiyle belirgin bir şekilde değişmiştir. Tür tercihlerindeki değişimler, yerel dinleyicilerin küresel müzik trendlerine nasıl adapte olduklarını göstermektedir. Küresel müzik akımlarının etkisi, Ukrayna'da daha önce yerel olarak tanınan türlerin küresel düzeyde de kabul görmesine yol açmıştır. Ayrıca, popüler sanatçıların milliyetindeki değişiklikler, kültürel tüketim kalıplarındaki evrimi açıkça ortaya koymaktadır. Bu değişimler, Ukrayna'nın kültürel kimliğini koruma çabaları ile küresel kültürel alışverişi uyumlu bir şekilde entegre etmesi gerektiğini vurgulamaktadır.

Araştırmanın bulguları, Ukrayna'nın ulusal kimliğini koruyarak küresel kültürel alışverişi uyumlu bir şekilde entegre etmesinin gerektiğini ortaya koymaktadır. Bu bağlamda, kültürel süreçlerin etkin bir şekilde yönetilmesi önemlidir. Kültürel kurumların küresel kültürel manzaraya uyum sağlayacak şekilde modernize edilmesi, kültürel üretim ve yayılım süreçlerinde teknolojilerin

entegre edilmesi gerekmektedir. Küreselleşmenin müzik üzerinde yarattığı değişim, Ukrayna'daki yaratıcı endüstriler için önemli fırsatlar sunmaktadır. Ancak, bu fırsatların etkili bir şekilde değerlendirilebilmesi için yerel yaratıcı girişimlere ve sanatçılara destek verilmesi gerekmektedir. Geçmişte, müzik ve kültür daha yerel düzeyde üretilirken, küreselleşme ile birlikte, bu kültürel üretimin dünya çapında yayılması, müzikal yaratıcılığı ve kültürel ifadenin evrimini hızlandırmıştır. Küresel müzik platformlarının ve dijital medya araçlarının yaygınlaşmasıyla birlikte, yerel müzik sahneleri daha fazla görünür hale gelmiş ve küresel bir izleyici kitlesine ulaşmıştır. Bu süreç, müziğin evrensel bir dil olarak kullanılmasını sağlamış, kültürel sınırları aşan yeni ifade biçimlerini teşvik etmiştir. Ancak, dijitalleşme ve küreselleşmenin etkisiyle, kültürel zenginliğin ve çeşitliliğin korunması önemli bir sorun haline gelmiştir.

Gelecekteki araştırmalar, küreselleşmenin müzik ve kültür üzerindeki etkilerini daha ayrıntılı bir şekilde inceleyecektir. Ukrayna gibi ülkelerde müzik tercihleri üzerinde yapılan istatistiksel analizler, küreselleşmenin yerel müzik kültürleri üzerindeki etkilerini daha derinlemesine ortaya koyacaktır. Ayrıca, küreselleşmenin kültürel kimlikler üzerindeki etkisini, özellikle daha küçük kültürel topluluklarda inceleyen araştırmalar, bu süreçlerin yerel topluluklar üzerindeki etkilerini anlamamıza yardımcı olacaktır. Küreselleşmenin etkisiyle dijital teknolojiler kültürel üretim süreçlerini nasıl şekillendiriyor? Bu sorular, gelecekteki araştırmaların odak noktaları arasında yer alacaktır. Küreselleşme ve dijitalleşme, müzik dünyasında yeni bir çağ başlatmış, kültürel üretimi hızlandırmış ve müzik dinleme alışkanlıklarını köklü bir şekilde değiştirmiştir.

Sonuç olarak, küreselleşme, müzikal yaratıcılığı ve kültürel ifadeyi kökten yeniden şekillendiren derin bir olgudur. Hem sanatsal inovasyon için benzersiz fırsatlar sunarken hem de kültürel özgünlük konusunda zorluklar yaratmaktadır. Küresel etkilerle yerel kültürel ifadeler arasındaki sürekli diyalog, karmaşık ve dinamik müzik manzaraları yaratmaya devam etmektedir. Bu etkileşimlerin anlaşılması, çağdaş kültürel üretimin karmaşık, diyalojik doğasına yönelik derinlemesine analizler yapmayı gerektirir. Küresel etkilerle yerel kültürel ifadeler arasındaki dengeyi kurmak, kültürel çeşitliliğin korunması için kritik öneme sahiptir. Bu dengeyi sağlamak, hem küresel hem de yerel müzik sahnelerinin gelişimine katkıda bulunacaktır.