

# SIGNIFICANT PROJECTS/RESEARCH PAPERS

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Communication Major, Sociology Minor

**Project Title: Literature Review**

**Assignment:** The objective of this assignment was to establish a theoretical framework for my topic/ subject area. In my Global Communication class taught by Dr. Evusa, I had to come up with a topic that I found interesting and was communication related. My topic had to do with how different cultures have adapted the reggae genre. The importance of this assignment was to identify studies, models, and case studies supporting my topic. I hope to link the learned skills in my potential career by conducting researches using both qualitative and quantitative methods, which I was introduced to in this course to arrive at my solution or answer. Dr. Evusa noted that my literature review was well written and she was very much impress with the thorough in-depth of scholarly analysis research informing my topic of interest. Dr. Evusa also added that she was very impress base on the level of in-depth personal thoughts and insights I used for my topic.

## Introduction

My research question focuses on how different cultures have adapted the reggae genre. This subject is very important because reggae music in today's society have become worldwide. At first the Caribbean was well known for reggae. As the years goes by the genre was being listen by individuals in Europe, US, and other countries. Within each of these culture reggae is tend to portrayed in a similar or different way. Conducting my topic proposal I found eight (8) scholarly articles which will be helpful to my research question. I will first give a brief description on each of my article and state how it's going to be relevant to my research question. In the end I will compare and contrast my sources.

My first source that I'm going to elaborate on is a journal article title *The Importance of Reggae Music in the Worldwide Cultural Universe*. This source helps me to identify how the impact on Jamaican reggae music, had impacted the different cultures. These cultures include USA, Africa, and Europe. The source shows how reggae has developed over the years among these cultures. The source also outlined what other genre reggae helps developed. Within the United States reggae gave a huge rise to hip-hop culture. Reggae music has also influenced singers in a major way. In London reggae music was the major reason the skinhead movement was formed. The skinhead movement tends to reflect back on Jamaican individuals relating to reggae music. Being alienated from the system and live in poor areas the skinhead in Europe performed actions Jamaican rude boys would do when listening to reggae music. The source also help me identified the different reasons reggae became a huge part of France. I have learned that France was a former colonial power; therefore they were seen as multicultural. The different rebellious issues such as the civil turmoil of October and different artists in general actually showed how France was impacted by reggae. The different artist in France such as Barbara and

Juliette Greco was the main reasons the white people love playing and listening reggae as well. Reggae music becomes huge within the United States because these individuals actually face the same situations. Reggae music leads to the creation of hip-hop within the United States. Therefore, it started with the Jamaican artists doing music together with artists within the United States. Both reggae and Hip-hop tend to go hand in hand because they both emerged from a context of oppression. Both genres look at the lifestyles of these different individuals located in the ghetto areas. Within the African region reggae became a great significant because Jamaicans are primarily African descents. Therefore, the roots of reggae actually came from Africa nationality. Individuals in Africa tend to relate to the reggae songs in a manner Jamaicans would. This article is relevant to my research question in numerous ways. I am now able to identify how reggae music came into existence from the beginning within these cultures, how reggae in Jamaica is similar to reggae in the different cultures and ways the genre is different among the different cultures. I definitely think the author's argument is supported by evidence. Reason being, historical material was given to help readers comprehend the information properly. Historical material that explained that showed how reggae gradually evolved among the different cultures. In no way or form I thought the author was prejudicial. The author's was single minded. The material was given on an equal basis relating to the cultures.

My second article was *African Echoes, Modern Fusions: Caribbean Music, Identity and Resistance in the African Diaspora*. This article tends to outline what the different reggae music is about. And what issue in society that relates to some of these reggae songs. Reason being, the lyrics of these songs normally reflect on issues happening in society. The lyrics of the songs were related to work songs, children games, religious rituals and worship, and community entertainment. The source also explained that reggae music in African Diaspora also reflects

power structures of the slave and post slave eras. The source also help me looks at the different musical forms that emerged to America from Africa relating to reggae. Cuba was known for the rumba form, Rastafarian Nyabbingi in Jamaica, Kongo and Yoruba music found in African-derived religious sets such as Kumina in Jamaica, Shango in Trinidad, Haitian Voodoo, and Cuban Santeria. This article is relevant to my research question because it looks at how the different music forms identifies Africans identify in a positive way and how they subverted the dominant culture. The instruments used were basically percussion instruments, and they instruments were used by the slave. I believe the author supported his material with evidence using historical material and case studies. Evaluating the article the perspective of the author was single minded and the material given was not contrary in any form.

My third article *Profestas de la cultura: Notes on the Puerto Rican, Reggae of Cultural Profetica* basically looks at how reggae music came to Puerto Rico overall. Unlike United States and London where reggae was associated with human migration and human trafficking, in Puerto Rico the situation was difference. This source helps me to recognize that reggae was brought to Puerto Rico based on commercialization and mass consumption. The ways include: dreadlocked, marijuana-smoking and Rastafarian packaged in England. All these elements were commercial images. The source also looks at the language pertaining to reggae. The source is also relevant to my research question because reggae music in Puerto Rico target your adults. The source has helped me to understand that most of the musicians and audiences are teenagers and college-age young adults. The article also looks at language relating to the reggae genre. English in reggae, in Puerto Rican culture it signifies global development and intellectual urbanity. The source is also relevant to my research question, because it outlined two important reasons language is important in reggae. These include, element of identity and the verbal message it carries. The

author supported his evidence with case studies. These case studies show how reggae music is performed in the Puerto Rican. The author did a great job by delivering the information in a single minded form not being prejudice or one-sided. I believe the material was addressed to make the material more credible and relevant.

According to my text, Global Communication Theories, Stakeholders and Trends outlined how MTV have contributed by helping music become more global. This is relevant to my research question because it shows how these large players play a major role by getting music worldwide. In the past the semi-peripheral would depend on the core for music. But because of the enormous shift and the media globalization, the core is known to be look to the semi-periphery and peripheral now. MTV tend to target teens, and the younger generation. Reason being, these individuals are excited about new and fun stories. Comparing to the United States, Japan and the UK, the objective remain the same. This would go back by targeting the younger generation. The author's argument was supported by numerous statistics. For example; MTV reaches over 340 million viewers in 140 countries, particularly in Europe and Asia. The authors perspective was single minded. Different nations were introduced in the material and demonstrated how the music industry has grown over the past decade.

## Bibliography

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