# REEL RHYTHMS: A STUDY ON HOW CARNATIC MUSICIANS EMBRACE INSTAGRAM'S REEL ROUTE TO RESONATE WITH THE YOUNGER GENERATION

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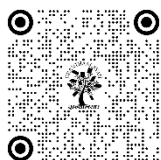
ABSTRACT

Carnatic Music, a symbol of our culture and tradition is performed in cultural festivals and events across the country with Chennai being the Locus for it. With the advent of new age technology and social media platforms, musicians have started using them to connect and communicate with general audience. Before Covid-19 pandemic, reels and short videos were not frequent. However, during and after the lockdown, Instagram, Youtube and Facebook have become the primary platform for Carnatic musicians to exhibit and engage. We also observe a huge number of followers-fan base for musicians like Sanjay Subramaniam, Aurna Sairam, Rajhesh Vaidhya, Abby V, Sudha Raghunathan, Mahesh Raghavan across social media platforms. Young musicians and artists struggling to break through the music ascendency in society find Instagram and Facebook as valuable platforms in reaching out to common people. The research focuses on why Carnatic musicians have started using Instagram extensively and the ways adopted to interact with the audience. This study examines the use of Instagram by 10 popular Carnatic musicians, analysing their social media engagement parameters. The research has referred to the Uses and Gratification theory to categorise the requirements of using this medium of communication. The study includes in-depth interviews with budding musicians to understand their perspective on engaging in Instagram promotions and gratifications they get. The analysis and results reveal the gradual increase of musicians using Instagram and other social media platforms without compromising the art form.

Keywords: Social Media, Information Technology, Musicians, Digital Age, Art

1. INTRODUCTION

Social media is becoming one of the most prominent and effective platform to remain associated with the target audience. Especially when we consider Instagram, individuals and small business handles are experiencing a shift in their visibility by discussing ideas, receive instant feedbacks, deeper engagements to widen opportunities. Carnatic musicians have also started using social media platform for connecting with their audiences and demonstrating talent. According to the 2023 Sprout Social Index, Instagram is one of the "big three" social media networks. And

according to the recent report, 61.2% of total Instagram users are between the ages 18-34. A study by Data Reportal found that 69.7% of Instagram users upload and share images and videos on regular basis. This indicates that, people want to express themselves creatively and are looking for the most interactive platform. Even with Instagram, India tops the list of countries that holds the most number of user accounts. There are 229.5 million Instagram users in the nation. United States holds the second position with 149.35 million Instagram users (based on 2022 reports). Interestingly, majority of the influencers and celebrities follow a similar pattern of posts and promotions. The profiles are designed with attractive photoshoot pictures, concert posters, live videos, hashtags, concept oriented content, day to day activities, feedback sessions, rehearsals and sound check updates, make up sessions and costume details. Another major attraction trending right now are the Instagram stories (Insta stories). The Insta stories are short duration contents which disappears after 24 hours of posting. The content of these stories are not expected hold an particular format or formal structure, it should be attractive and concise. These sum up the features of Instagram and the primary objectives of this study is to understand how musicians use Instagram to connect, make content more accessible for general audience to appreciate music and how they create their own cost-effective space.

2. LITERATURE REVIEW

Music plays a vital role in keeping the environment lively and primarily providing cues for any atmosphere and ambience. Music also plays an important role in our social lives were we connect with others and express ourselves O'Hara & Brown (2006). It acts as a common medium of interest and aids more flexible communication. Consumption of music is an everyday phenomenon and it has a very magnetic relationship with technology. This relationship has created several new and interesting social phenomena and it can be illustrated through some key technical shifts over the years Hesmondhalgh & Toynbee (2008). This entwined relationship has given way to unimaginable creativity. Computers have now become musical instruments, and the common man without any musical training whatsoever, a musician. A few decades ago, this would have been inconceivable. What makes this phenomenon even more fascinating is the gratification gained by the individual through various forms of interaction with the digital musical content in social networks Bhagat (2018). Not only does this build an identity for the individual, it also acts as a self-realisation tool, thus showcasing yet another relationship – musical consumption and identity. Exploring this further, the author highlights the importance of music in everyday life because of its intricate balancing act between personal privacy and group identification. Music is a medium for collective public experience that integrates cultural practices, connecting subjective and objective elements. Having understood the importance of involvement of the public, Dholakia et al. (2004) suggest that participation in social media is motivated by individual and psychological needs. In this study "social identity" is defined as the psychological state that confers a shared or collective representation of one being part of some virtual community Dholakia et al. (2004). Social identity has gained more significance now that a variety of smartphones & tablets have hit the market, which means that technology consumers have become one step closer to being connected 24 hours a day. The invention of these technology devices have made it more crucial to connect the users and social media networks. The devices are available in various prices and models and thus increases the possibility to purchase the desired one to facilitate easy access to technology and trends. Social media can

be playful, competitive, and sometimes addictive to users. With the presence of a ton of data and the architecture behind social media rolled out globally, social media has been well categorised to make services based on location easy for users and organisations to use Armano (2010).

Nine out of ten regular social media users participate in some type of music-related activity on well-known social media platforms, demonstrating the importance of music as a catalyst for interactions on social media Crupnick (2018). This can be seen in the top user accounts that musicians have on popular social media sites like Twitter, where they control six of the ten most followed accounts Boyd (2020). Verboord and Noord (2016) claim that social media has levelled the playing field for musicians by making it easier for music to be spread and promoted internationally. This is one reason why a musician's location is no longer as significant. Social media has made it easier for musicians and their fans to enter the music business by expanding the musicians' reach and engagements and facilitating direct communication and interaction between the audience and the musicians Haynes & Marshall (2018). Social media users construct and experience mediated environments, rather than information being sent between them, which is why social media is so appealing because of its interaction Steuer (1992). Relationships between musicians and their fans are categorized as parasocial rather than intimate connections because, despite the fact that social media enhances audiences' interactions with musicians, two-way communication is still typically uncommon because of the volume of fans online Ledbetter & Redd (2016). The term "parasocial interaction" was coined by Horton & Wohl (2016), who defined it as a person's perception of a face-to-face contact with a media celebrity as well as a one-sided relationship created by media users or viewers with media characters. People who participate in parasocial interaction reinforce the illusion by accepting it as true and rewarding the genuineness of the media persona with their allegiance; as a result, their actions may be affected Horton & Wohl (2016).

Another research study focused on internet uses and the gratifications are underlining a typology of gratifications people obtain from using the internet as follows: diversion, personal relationships, social relationships, personal identity, surveillance, imagination, stimulation, mood changing, relaxation, entertainment, communication facilitation, learning and economic motivations Roy (2009). People obtain various gratifications from different mass media channels, including the internet. Roy (2009) has found that self-development, wide exposure, user friendly, relaxation, career opportunities and global exchange were the most gratifications users obtain from using the internet as well as social networks Roy (2009). The Uses and Gratifications Theory, an Early Mass Communication theory, suggests that listeners are active and motivated in using media, choosing media based on their specific needs Katz et al. (1974). The theory explains how and why people use media, aiming to provide satisfaction Stafford et al. (2004). According to users, social network sites are expressive, strategic, four-dimensional, relational-socialization, cooperative, and informational, but they also adapt to the requirement for a lot of interpersonal interactions Eginli & Tas (2018). It is based on five fundamental assumptions: communication behaviour is goal-directed and motivated, people are in an active position when choosing media, people can define their motives and gratifications, media provides communication styles for attention, choice, and use, leading to competition between tools, and people are influenced by social and psychological factors when choosing communication alternatives Flaherty et al. (1998), 252. Effective viral marketing is made possible by social networking and other social media apps. Marketing messages that convey a brand's message quickly and extensively across many networks are regarded to be

sufficiently enticing. The same elements that determine the effectiveness of traditional word-of-mouth communication—where confidence is vested exclusively in the message's sender—also determine the success of viral marketing Lindgreen & Vanhamme (2004). To find even more intriguing businesses and items, consumers even start online communities Maclaran & Catterall (2002).

Instagram is a mobile application, founded in 2010 mainly for users to share their photographs and videos to their followers. Instagram initially started by editing and sharing photos and then gradually included features like sharing videos, messaging directly and users are provided with interesting filters and 15 seconds long videos can also be shared. Instagram is said to be the third most popular social media platform used by youngsters mainly in United States and other countries also comparatively. The word "Instagram" is a combination of two separate words "instant" and "telegram" (BBC news 2012). Instagram assists the promoters and marketers in understand their followers and customers in a better way by allowing them to share their opinion on a particular product or suggesting their feedback about the posts and videos Dennis (2014). When we talk about the social media and how people use it for self-promotion, the concepts of Goffman's Theory of self-presentation has become the basis for understanding the motive and behaviour of people to use these social media platforms. The theory also states that a certain amount of involvement, self-disclosure and dedication is required from the users to create the desired self-presentation and impression in the social media arena. Cyberspace has become a separate parallel world where people make friends, trust relationship status, disclose private information and create a unique self-identity for themselves. The abilities an individual requires in assessing and correctly interpreting the situations are comparatively different for the online platform and the real world. One of the most notable differences is the existence of diffused audience and individuals, meeting whom will actually not be necessary or under normal scenario provide any meaning Merunková & Šlerka (2019).

Based on an extensive review of existing literature, Carnatic music emerges as a cultural heritage with a profound lineage, transmitted across generations. Several theoretical frameworks, such as the Technology Acceptance Model, Technology Determinism Theory, Generational Cohort Theory, and Uses and Gratification Theory, were referred for this study. Following a thorough examination of literature and theories, the study chose to adopt the Uses and Gratification Theory to understand the dynamics of Carnatic music in the context of technology. The literature survey underscores the diverse methodologies employed by artists to safeguard their musical traditions for the future. The evolution of the art form among younger generations reflects a noteworthy departure from the practices of their predecessors. The pervasive influence of technology, particularly on the Gen X, Gen Y and Gen Z demographics, significantly shapes their approach to daily activities, including their engagement with and support of the art. This study specifically focuses on addressing key research questions related to the utilization of Instagram. It delves into understanding the primary motivations behind using the platform, the gratifications derived from it, strategies to enhance its effectiveness for promotional activities, and the adept handling of negative comments and criticisms. Future research endeavours could explore intergenerational dynamics among musicians, investigating how artists from different generations interact. Additionally, studying the impact of intergenerational collaboration on the overall quality of Carnatic music production and examining how social media platforms, including Instagram, influence the traditional elements of music, holds promise. By delving into the intricate interplay between technology, generational disparities,

and artistic expression, further insights can be gained on fostering meaningful connections within the Carnatic music community.

3. METHODOLOGY AND THEORETICAL FRAMEWORK
3.1. THEORETICAL FRAMEWORK

This study has used Blumer and Katz's Uses and Gratification theory to analyse the various gratifications users get while using this particular medium of communication to engage with the audiences. The main components of uses and gratifications are our social and psychological environments, communication needs and motivations, the media, our attitudes and expectations toward the media, useful substitutes for the media, our communication behavior, and the results or repercussions of our actions. The main goals of uses and gratifications inquiry were outlined by Katz, Blumler and Gurevitch in 1974. The goals were to: (a) explain how people use media to gratify their needs; (b) understand the motivations behind media behavior; and (c) identify functions or consequences that flow from needs, motives, and behavior. Goffmans's presentation of self theory is also referred to understand the way the celebrities present themselves to the audience and what parameters they use to keep the audience engaged and increase the followers by creating a unique space for them using the online platform.

3.2. METHODOLOGY

A thorough analyses was done through the Instagram handles of 10 popular carnatic musicians to understand what sort of content they post and what type of content appeals the audience. The Instagram handles were chosen based on their followers count. The basic parameter to choose the account was, the users should have at least 30,000 and above followers. The first method includes an empirical analysis of the handles which provides a clear data on the day to day activities, number of posts per week, quantity of different types of contents and many other materials that are used for promotion. The second method involves an in-depth interview with 10 budding young musicians to understand how and why they use Instagram and what gratifications they get through this particular social media platform. The target audience include senior carnatic musicians and budding young musicians who use Instagram. Upcoming musicians were considered under two basic parameters, (i) adults between the age group of 23 to 35 years and (ii) who do not have more than 10,000 followers. Both in-person and video-call interviews were used to gather data. Following the researcher's self-introduction and an explanation of the goals and rationale for the research, the respondents were given an opportunity to share their answers. The questions were framed based on the three major parameters of uses and gratification theory:

1) how they use Instagram?
2) why they use Instagram?
3) what gratifications they get on showcasing themselves in this platform?

4. DATA ANALYSIS AND INTERPRETATION
4.1. EMPIRICAL STUDY OF THE ARTIST'S INSTAGRAM HANDLE

Detailed statistical analysis of 10 popular Carnatic musician's Instagram handles who have 30K and above followers were considered and the following parameters were analysed for this study from their handles.

Table 1

Table 1 Statistics as Per the Data Collected in November 2022 from Instagram

HANDLE NAME	SANJAY SUBBU	ARUNA SAIRAM	UNNIKRI SHNAN	ABBY V	RAJHESH VAIDHYA	TM KRISHNA	MAHESH RAGHAVAN	BOMBAY JAYSHREE	SUDHA RAGHUN ADHAN	RANJANI GAYATRI
Followers	30.4 K	31.8 K	193.2K	210K	198.4K	30.6K	55.9K	96K	51.5K	46.3K
Total no of posts	806	558	343	343	472	432	741	177	546	624
Conceptual video theme	On that Note, Short notes	-	-	Sing with me,	Do you have a minute series	The edict project, friends in concert	Carnatic 2.0	-	-	Raga Candid series
No.of posts per week	6.46	0.76	1.91	0.28	2.47	6.00	1.53	0.47	4.94	4.67
Most popular post day	Mon, Wed	Friday	Friday	Sun	Tues	Wed, thurs	Wednesday	Monday	Sun, Mon, fri	Saturday
Top Hashtags	-	-	Unnikrish nan, liveconce rt	AbbyV, indiancl assical	Kingofvee na	Musicina, author	Carnatic, Geosherd	Carnatic, musician	Sudharag hunathan	Music season, Raga
Top caption words	Concerts, Sanjay	Music, Sharing	Happy, music	Video	Concert	Mahaboob	Geosherd	Perfect, songs	Music, Margazhi	Concert, upcoming
User's interests	Music, Student	Music	Music, student	Music, fashion	Music	Music , art	Music, memes	Music, art	Music, Fashion	Music
Top most commented (photos /videos)	Show poster 10p	Photo41	Photo 61	Video 3.2K	Video 70	Photo 42	Photo 508	Video 174	Photo 28	Photo 2K
Top post liked (photos / videos)	Photo 730	Photo 736	Photo 9.4K	Video 310.5K	Video 9.2K	Photo 1.8K	Photo 64.9K	Photo 13.4K	Photo 1.1K	Photo 2.4 K

4.2. INTERPRETATION

On the basis of specific themes, the artists have produced original short videos. The film is clear, educational, and often lasts two to three minutes. Mr. Rajhesh Vaidhya's Do you have minute series? On that note by Mr. Sanjay Subramaniam and Mr. Abby's "sing with me" have gained a lot of popularity among young people. The most popular hash tags, which are also the most sought-after, according to an analysis of artist Instagram handles, are #musician #artist #carnatic #concert and #music. Additionally, these musicians have designed a special hashtag for each handpicked notion. A few subjects that the artists all have in common are music, concerts, carnatic music, and India. More people leave comments on artists' images than on their videos when they post about their concerts, daily activities, next shows, and selfies with fans and fellow artists. Though photographs and carousels are more visually appealing than the most effective information, reels and videos do receive a lot of comments. The results from the research indicates that photographs have a far wider audience than videos. The average engagement rate for the musicians listed above is 0.40% and their average rate of posts per week is 2.302. The majority of them have shared images of their daily activities, music videos, and details about various concerts on an almost daily basis. Not many singers have a

dedicated social media staff to handle their online promotions and maintain audience engagement.

4.2.1. SWOT ANALYSIS

Based on the study a SWOT analysis is conducted to clearly understand the various strengths and challenges behind using the social media platform for promoting oneself.

- **Strengths**
  1) **Visual Platform:** Instagram is a visually focused platform that lets artists present their work in the form of pictures and videos. This gives artists a captivating and beautiful approach to interact with viewers.
  2) **Global Reach:** With such a large and diversified user base on Instagram, emerging artists have the chance to interact with fans from all over the world, earn recognition and reach global audience.
  3) **Engagement features:** By enabling direct communication with followers through features like likes, comments and direct messaging, artists may create a community and get criticism on their work.
  4) **Storytelling Opportunities:** Artists may establish a more personal connection with their audience by sharing personal narratives, behind-the-scenes content and insights into their creative process through Instagram stories and captions.

- **Weaknesses**
  1) **Algorithm Changes:** It might be difficult for aspiring artists to make sure their material reaches a larger audience without using sponsored marketing due to Instagram's algorithm changes, which can affect a post's visibility.
  2) **Competitive Environment:** It's hard for new artists to separate out from the crowd because of the platform's overabundance of content. Gaining a sizeable following could require patience and persistent work.
  3) **Dependency on Visual Content:** It may be difficult for artists whose work is difficult to photograph to fully express the depth and significance of their creations.
  4) **Few Possibilities for Linking:** Instagram limits the amount of links that artists may include in their postings, making it more difficult for them to readily point their audience to other websites or portfolios.

- **Opportunities**
  1) **Collaboration and Networking:** Instagram gives aspiring artists the chance to interact with other artists, work together on projects, and take part in online art communities, all of which help to grow their network.
  2) **Potential revenue stream:** Instagram allows artists to sell their artwork directly through the site with features like Instagram Shopping, creating an opportunity for money.
  3) **Prospect:** Artists can modify their approaches and stay current by following new developments and issues in the art world on Instagram.

4) **Instagram TV and Live:** Artists can have more forms to share longer-form content, do live sessions, and exhibit their work by using IGTV and live video.

- **Threats**
  1) **Platform's change in its guidelines:** Constant modifications to Instagram's algorithms or guidelines could have an effect on posts' exposure and natural reach, which could have an effect on how creators interact with their fans.
  2) **Issues with cybersecurity:** Account hacking and unapproved usage of an artist's work are two hazards that artists may encounter, underscoring the significance of cybersecurity precautions.
  3) **Excessive Focus on Metrics:** Emphasizing metrics like likes and follows can cause stress and fatigue, which can negatively affect the mental well-being of aspiring artists.
  4) **Negative Comments and Criticism:** Artists' self-esteem and general well-being may be impacted by negative remarks or criticism, necessitating the development of management and response techniques.

4.3. INTERVIEW WITH ARTISTS

An in-depth interview was conducted with 10 budding artists to understand why they find Instagram a prospective platform for promoting themselves and their work. Majority stated that they joined Instagram due to the peer pressure from the society. Since many were already using Instagram and showcasing themselves, it was fascinating to start posting in it and receiving feedbacks. It was very easy to use and the process was interesting as the responses were very fast and it helped in addressing the flaws instantly for betterment.

"*The advantages include the ease of usage, the visibility we start getting if we continue posting on a regular interval and maintain a fixed schedule. Gradually the followers starts increasing and its very motivating to learn and improve ourself. The major disadvantage would be the addiction towards getting more likes and comments. Also the fact of accepting the criticisms. That actually causes a mental pressure while handling negative comments or anything unhealthy becomes viral. If we are not able to post on the specific time, even that adds unnecessary pressure and the primary motive to enjoy what we are doing eventually turns into a pressure. That is the major disadvantage*" says Mr. Achutha (Percussionist)

"*As a musician, Instagram platform has helped a lot in promoting my talent and keeping in touch with my followers. It has actually created a space for me where I cannot just promote myself but also use it for a social cause and communicate opinions on current societal issues. The videos have gained popularity and improved the overall recognition*" says Mrs. Padmini Kaushik (Vocalist). Posting on Instagram is of two types, one, a constant content creator who updates on frequent and regular intervals and the other a one posts only during an event or only if it's necessary.

"*If we want visibility and mainly if we want to become popular and a social media influencer, its mandatory that we post regularly and consistently and make it a part of our day to day activity*" says Mr. Balakrishnan (Violinist).

"*The social media has become one of the most prominent platforms for any promotion and publicity. It is very fast, consumes less space, reaches many, very creative and we can be so precise in showcasing ourselves. Immense care and clarity is*

required in promoting on social media but this form of promotion has become very important for one's growth and visibility in any filed. For example: if we want to enquire about an artist or know more about someone, we immediately try finding them in Instagram or Facebook to gather more information about them. Thats how important these platforms have become and it's even more crucial to keep these accounts chaos free and with classic contents." says Mr. David Andrews (Violinist)

"*The video reels we post are short and doesn't actually require a great production work, so the task is quite simple and if we are consistent in posting, the instant feedback from the followers and fans gives us immense motivation and encouragement to work more and improve ourselves*" states Mrs. Aishwarya Srikanth (Vocalist). The reels and the carousal (multiple images) contents are more creative and brief contents that gives a lot of visibility and consistent posting will increase the followers in due course.

"*This is the most important reason to use and stay connected through Instagram. It helps in collaborating with senior musicians and they can easily get to see our work. It also helps in connecting with other genre artists who are form different countries and cultural origins. Also conducting shows for a particular social cause generally provides a good feedback and we can involve big names to increase the reach of the program. But overall social activities in Instagram are minimal as the primary motive is promoting traditional Carnatic music and culture*" mentions Mrs. Vaishnavi Gunasekaran (Instrumentalist).

In summary, the insights from the interview underscore the multifaceted role of Instagram for budding artists, encompassing self-promotion, societal engagement, networking, and the preservation of cultural heritage. The benefits and challenges associated with Instagram were discussed, emphasizing the need for a strategic and thoughtful approach to navigate the digital landscape successfully.

5. RESULTS AND FINDINGS

This study goes on to reveal the following reasons behind how, why and what gratifications young musicians get on using this social media platform.

5.1. HOW THEY USE INSTAGRAM?

1) **Showcase their talent:** Instagram provides a huge arena for senior and budding musicians to showcase their talent and stay in touch with their followers. The more they post, the more feedbacks and motivation they get. This helps to improve themselves and their music quality.

2) **Create their own space:** Young musicians who are finding it challenging to compete with artists who have a strong musical background, utilise this platform to create their videos and compositions and gradually gain recognition. When they are consistent and unique, the followers count increase and in turn helps them to become popular among the wider music circle.

5.2. WHY THEY USE INSTAGRAM?

1) **Connect with other artists:** Young musicians who are finding it challenging to compete with artists who have a strong musical background, utilise this platform to create their videos and compositions and gradually gain recognition. When they are consistent and unique, the followers count

increase and in turn helps them to become popular among the wider music circle.

2) **Explore new genres:** Many videos and concepts are being shared across and they inspire young talents to try new styles and engage in innovative productions. On seeing their peers perform well, budding artists also get motivated to explore the different ways of upgrading their production skills and music styles. This helps them gain more confidence and popularity.

3) **Gain popularity:** Almost majority of the population using Instagram aspires to become an influencer and gain millions of followers. Musicians and music enthusiasts also post lot of reels, photos and curate lot of new concepts and engage the audience. Few young artists also aim to attain the position of a popular influencer and work towards creating contents that would help them reach their desired goal.

5.3. WHAT GRATIFICATIONS THEY GET WHILE USING INSTAGRAM?

1) **Artistic expression:** Instagram is a creative platform that musicians can use to express themselves both orally and visually. A closer bond with their audience is made possible by sharing insights of their practice sessions, behind-the-scenes photos, or thoughts on their artistic path.

2) **Preserve culture:** Carnatic musicians can use Instagram to support the promotion and preservation of their cultural legacy. They may introduce a wide range of people to the rich customs, background, and subtleties of Carnatic music through blogs, tales, and live performances.

3) **Revenue generation:** With the help of Instagram services like Instagram Shopping, musicians can make money and build stronger relationships with their fan base by selling their concert tickets, goodies and signature products directly to their fans.

6. DISCUSSIONS

According to the literature reviews conducted and referring many materials for this study the following discussion is placed. It is imperative to acknowledge that there exist possible obstacles and hazards linked to the use of Instagram, including the management of unfavourable remarks and the preservation of equilibrium between personal and professional information. Instagram gives musicians a direct channel to followers, but it also exposes them to the vitriol that sometimes accompanies virtual environments. For artists, negative comments, critiques, or even trolling can be difficult. It takes careful planning to overcome these challenges; some artists choose to dismiss criticism, some respond tactfully, and still others use it as a tool for development. It has also raised issues with how to strike a balance between commercialism and artistic integrity, as well as the possible drawbacks of internet communication. It takes great thought to find the ideal balance between encouraging professional aspirations and disclosing personal details of life. It is up to musicians to determine how much of their personal lives they feel comfortable releasing and how much fits in with their brand and image as a whole. In spite of these obstacles, Carnatic musicians have surely experienced significant changes, thanks to Instagram. The platform has created new opportunities for interaction, teamwork, instruction, and marketing. Artists have the opportunity to interact directly with their listeners, provide glimpses into their creative process, and take

part in international discussions about Carnatic music. Instagram gives Carnatic musicians a platform to highlight the depth of their heritage, which is a vital tool for cultural preservation. Artists can help their audience develop a greater appreciation and understanding of Carnatic music by educating them about its subtleties through posts, tales and live sessions. Instagram has grown to be a crucial tool that greatly affects how Carnatic artists go about their careers. To preserve and advance the age-old tradition of Carnatic music in the digital era, it calls for a calculated and planned strategy that balances taking advantage of the platform's positives with managing the difficulties presented by online interactions. Instagram continues to be a key instrument in this dynamic story of how tradition and technology interact to change the landscape of cultural expression.

7. CONCLUSION

The advent of social networking sites and modern technology has transformed traditional modes of communication and social frameworks. Social networking sites have emerged as a novel platform for interaction and communication, catering to a wide range of individuals, although their influence is particularly pronounced among the youth. With the continual addition of features, these social media platforms effectively meet the diverse needs of users, encompassing areas such as education, research, socialising, fostering new connections, and various other activities. The evolving landscape of technology and the rise of social media platforms have significantly impacted the traditional realm of Carnatic Music, transforming the way musicians connect with their audience. Chennai, renowned as the epicentre of Carnatic Music, has witnessed a paradigm shift in promotional strategies, with musicians leveraging Instagram, Youtube and Facebook as crucial marketing arenas. The influence of these platforms became particularly pronounced during and after the Covid-19 pandemic, where online concerts, reels, short videos, and photoshoots emerged as integral components of musicians' promotional activities. Instagram stands out as a captivating and powerful tool for community building, content creation and drawing in a vast audience. While it possesses its own set of advantages and drawbacks, musicians are increasingly leveraging Instagram as a prominent medium to showcase their talents and steadily amass a larger fan base. The platform has effectively spawned a market for various businesses within the music and arts sectors. Instagram's distinctive "hashtag" feature plays a pivotal role in helping musicians and music enthusiasts discover relevant content, fostering creativity, and inspiring innovative ideas. Music schools and online academies particularly benefit from this social media platform, offering valuable opportunities for music educators and enthusiasts alike. The noteworthy positives associated with Instagram for musicians encompass its global reach, the creation of visually appealing content, opportunities for collaborations, avenues to monetise and enhanced visibility. However, challenges exist, including the perpetual need to keep fans engaged, manage negative comments, address privacy concerns and navigate the delicate balance between artistic expression and commercialisation. This study sheds light on the overarching objectives of traditional Carnatic musicians who have embraced Instagram as a means to connect with a wider audience, promote their musical endeavours, and preserve the essence of their art form. Simultaneously, it highlights the primary motivations of the current generation of budding musicians, who utilise Instagram to carve a niche for themselves in the competitive music landscape, establish a dedicated fan base, and create their own space within the platform.

CONFLICT OF INTERESTS

None.

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