



Remaking and Remixing of old Bollywood songs

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ABSTRACT

This study aims to understand that why bollywood industry is badly rushing over remaking and remixing practices of old and evergreen bollywood hits, wither the majority of the youth is liking or disliking it, what are their views and opinion regards to that an analysis has been done in regards to the increased practice of remixing and remaking practices of old evergreen bollywood hits by the bollywood industry. The number of remixing and remaking hits is increasing enormously, The research paper is conducted by the quantitative research method. The objective to conduct this research was to know the reasons behind current trending culture of remaking/remixing of old bollywood hits, the enormous change in the preferences / choices and taste of people, the audience opinion towards this changing trend. This study involves the reviews and analysis of audiences who were my friends, colleagues and family. This research include the structured questionnaire with demographic profile of the audience and to assess the attitude , changed behavior and increased number of remixes of old bollywood hits. A questionnaire was prepared for target audience for desired result .The research is conducted on a sample size of 100 people of age group18- 41. Result was assessed in percentage and presented in stastical analysis.

Introduction: BOLLYWOOD SONGS

Bollywood music, more explicitly referred as Hindi movie music or filmy songs, are songs featured in Bollywood films. Derived from the song-and-dance routines common in Indian films, Bollywood songs, in co-occurrence with dance, are a characteristic element of Hindi cinema which provides it with stand popular appeal, cultural value and context.

Hindi film songs form a leading element of Indian pop , and uproot their exposure from both traditional and contemporary core. Hindi film songs are now steadily implanted in North India's popular culture and frequently got grips in North India in marketplaces, shops, during bus and train journeys and various other situations.

Though Hindi films consistently contain many songs and a couple of dance routines, they are not musicals within the Western theatrical sense; the music-song-dance aspect is an essential feature of the genre like plot, dialogue and other parameters.

Rhetorically, Bollywood songs inclined to use dialect Hindus(ani), collectively intelligible to self-identified speakers of both Hindi and Urdu, while contemporary. Bollywood songs also progressively embraces elements of Hinglish. Urdu poetry has had a very powerful impression on Bollywood songs, where the lyrics draw steadily from Urdu poetry and therefore the ghazal tradition. Moreover, Punjabi is additionally occasionally used for Bollywood songs.

The Indian music industry is essentially dominated by Bollywood soundtracks, which account for nearly 80% of the country's music revenue. The industry was dominated by cassette tapes within the 1980s and 1990s, before transformation to online streaming within the 2000s (bypassing CD and digital downloads). The foremost song recorded by Gauhar Jaan in India in 1902 and hence the very first film made in Bollywood was 'Alaam Ara' in 1931. It were under Saregama India Ltd., RP Sanjiv Goenka Group of companies owned the India's oldest music label.

As of 2014, the most biggest Indian music record label is T-Series which has the world's most-observed YouTube channel. T-series shares upto 35% of the Indian market, along with Sony Music India the largest foreign-owned label with up to share 25%, then Zee Music which promotes a partnership with Sony.

As of 2017, two hundred and sixteen million Indians use music streaming services like YouTube, Hungama, Gaana and jio Saavn, wynk, spotify and many more.

1. According to this report of Indian express author Mimansha shekhar said that;

"I don't understand why they change the lyrics because at the end of the day people are listening to it only for that mukhda which was so popular. I can understand if you redo the music with the modern sound and all, that is fine. But, changing the antara, it is like there are two songs in one!" singer Shibani Kashyap, whose songs "Ho Gayi Hai Mohabbat" and "Sajna Aa Bhi Jaa" ruled the charts in the 90s, told

REMIXES/ REMAKES?

A remix feasibly a chunk of art which is reshaped from its native condition by adjoining, eliminating, and/or modifying pieces of the media.

A music, chunk of design or handiwork, publication, tape recording / motion picture, or still picture can all be remixed.

The sole characteristic of a remix is that it appropriates and changes other materials to make something new.

Pirated music remains illegal despite how easily it's to get. Obtain permission from the copyright holder. Each bit of recorded music has a minimum of two copyrights: one for the song and one for the master recording. You would like permission from both copyright holders so as to legally remix a copyrighted song.

A remake is an effort at duplication; playing the music an equivalent way it had been originally played. The remakers might put their own twist thereon or they could get very technical and check out to be exacting, but ultimately it is the same style because the original.

Objectives

A research is useless if it is done without objectives. This research has been taken focusing on the following objectives:



1. To know what are the audience views and thoughts ,their opinion regarding the remixes and remakes of old bollywood hits
2. To know that among all people, who the majority are that are more likely enjoying the remakes and remixes.
3. To know why industry is keep on continuing doing this culture.

METHODOLOGY

In the modern era of development humans as well as in tastes and preferences of humans have also changed a lot.

The aim to conduct this research had actually a reason behind, that why bollywood industry is kept on remaking/ remixing practices of old bollywood hits, what could be the reasons behind this continuous practice by industry.

Research methodology is the way a research study is undertaken. From the selection of sample size to constructing an instrument for data collection, methodology includes each step through which a researcher undergoes. Quantitative research highlights aim calculations and the analytical, arithmetical or commutative examination, of data collected through polls, questionnaire and surveys or by computational technique.

Before conducting a survey, the respondents must know why the survey is being conducted and the data being collected will be used by the researcher. Introducing the researcher and the purpose of the study in a survey questionnaire ensure higher response rate.

Once a questionnaire is formed the next step is collection of survey data. The data collection mainly depends on sampling. The sample of study decides

Therefore, to complete this research and come up with an valid data, the Quantitative Research methodology is followed in this study which is based on sample method of Questionnaire.

For the better categorization, a questionnaire was prepared, for the audience who were age grouped from 18-41, it helped me to get desired data.

The questionnaire for youth listeners consisted mixture of 12 open ended and close ended questions.

The aim was to conduct the questionnaire with 100 listeners /local public of Lucknow.

The participants were sent questionnaire in the Google Forms with the help of sharing of link to youth listeners in which only 77 respondents reverted

HYPOTHESIS

To follow research in an organized way, it is always important to shape workable Hypothesis.

- Bollywood is not even trying to be creative / innovative to produce something new by their own, as they are just busy in taking advantage.

- The soul of old lyrics is dying, as the real value is ending.
- Lack of dedication, efforts on the lyrical content, beats as well.
- Bollywood is following this remixing trend for revenue generation though.
- Remixes are these days centre of attraction in events, parties

SAMPLE AND IT' S SELECTION

To reach into an desired data , the data has been collected through the Quantitative research by conducting survey questionnaire methodology with the Non probability sampling by Judgmental /Purposive Sampling selection of sample size of 100 people aged between 18– 41 in which youth listeners were targeted most .

The primary thought in Purposive sampling is your judgment on people,
Who will give the most effective data to attain the objectives of your study?

We as a researcher only go to those individuals who in our belief are to be expected to have the required information and be inclined to share it with you. This type of sampling is extremely useful when you want to develop something about which only a little is known. This sampling strategy is more common in qualitative research, but when you use it in quantitative research you select a pre determined number of people who in your judgment, are best positioned to provide you the needed information for your study.

Advantages of Survey research:

- It is a great way to investigate realistic problems or to test behavioral patterns of the users of mass media.
- It is cost effective in comparison to other methods as the amount of information one gathers is lot.
- Surveys are not geographically bound and online surveys have an advantage of being circulated worldwide as well.

Problems with the survey research:

- Recall based questions are often problematic as the respondent sometimes fails to remember things.
- The lack of knowledge also becomes a barrier in conducting a survey.
- Sometimes, the respondents purposely give wrong information or biased answers.

PROCEDURE:

For this study, an initial sample of 100 people aged between 18 years to 41 years was thought. The definition of youth was derived from the BARC report of 'What young India watches?' A

sample of approx 77 youth listeners audience was collected via online Google survey in a period of one week.

Then, the data was represented in the pie charts by Google itself.

The final data collected and divided into sections in order to analyses properly and represented using charts and graphs.

STATISTICAL ANALYSIS:

This chapter deals with the analysis of the responses collected from the sample.

Through tabulation and graphic representation, the data collected through survey is presented with a detailed analysis.

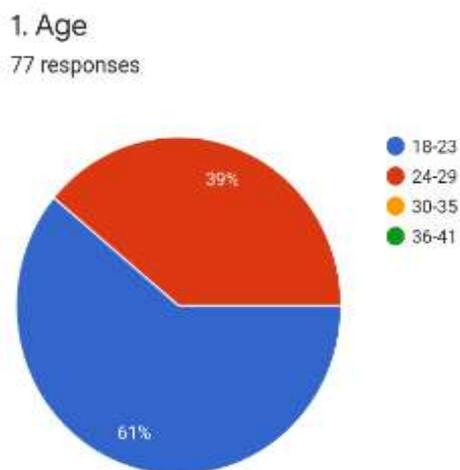


Fig.1.1

The above pie chart represents that among 77 respondents, the maximum number of interest in music listening is shown by the youth of age group 18-23 i.e. total 61% whereas 39% was covered by listeners of 24-29 age group. The interesting fact came out that, listeners of age group 30-41 were least interested in listening remaking /remixing of old bollywood hits.

2. Gender

77 responses

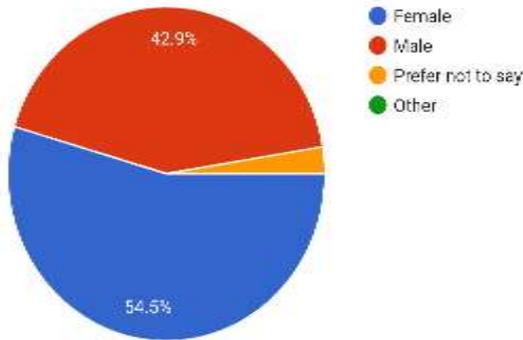


Figure 1.2

The above fig. 1.2 represents that 54.5% out of 77 respondents were female and 42.9% respondents were males and rest of respondents preferred not to say.

4. Remaking /remixing of old bollywood hits is a fair practice

77 responses

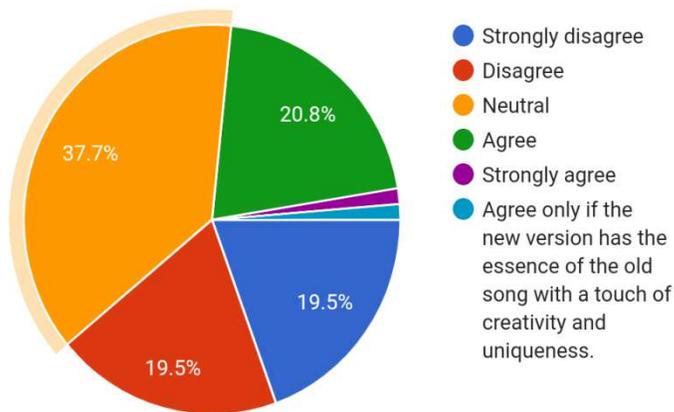


Fig 1.3

The above pie graph represents that out of 77 respondents 37.7% of respondents shared ideology that they do have a neutral point of view on an statement that remaking/remixing is an fair practice of bollywood industry and about 20.8% respondents responded that they have an agree opinion on this statement ,meanwhile the respondents sharing 39% (19.5% - 19.5%) respectively says that they disagree and strongly disagree to the statement and rest of respondents

agreed only when if the new version has the essence of the old song with touch of creativity and uniqueness.

5. Which songs are better

77 responses

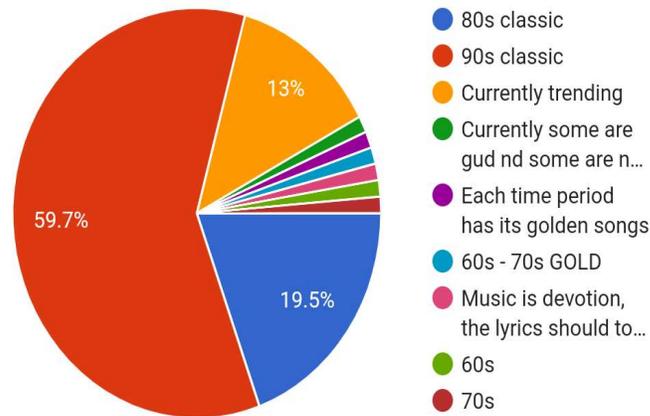


Fig 1.4

The above pie chart represents that out of total 77 respondents 59.7% respondents think that 90s classic were better, whereas 19.5% agree that 80s classic were better while 13% say that currently trending are way more better and rest of them think that each time period has its golden songs and currently some are good but some aren't.

6. The sudden rise in remaking / remixing of old songs in bollywood in...talent /lack of content
77 responses

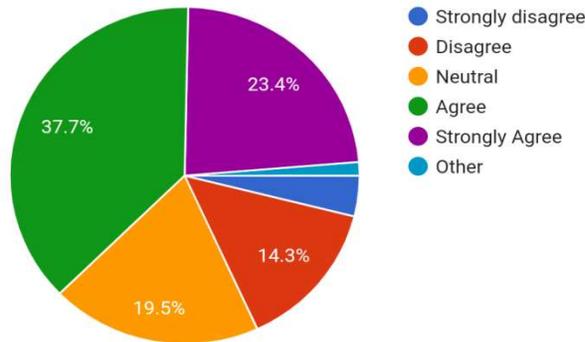


fig.1.5

The above pie chart represent that out of 77 responses 37.7% respondents agreed to the statement that the sudden rise in remaking/remixing of old bollywood songs is because bollywood is in lack of content and talent while 23.4% strongly agrees to this, whereas 19.5% respondents showed neutral response to the statement and 14.3% respondent showed disagreement with statement, rest were strongly disagreed and not interested.

7. If disagree, then what do you think could be the reason for remixing old songs
77 responses

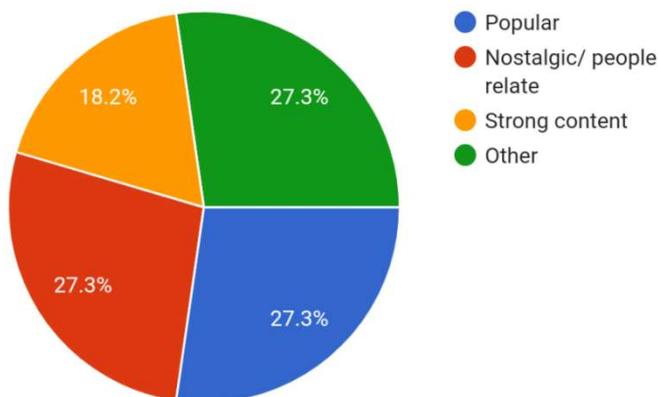


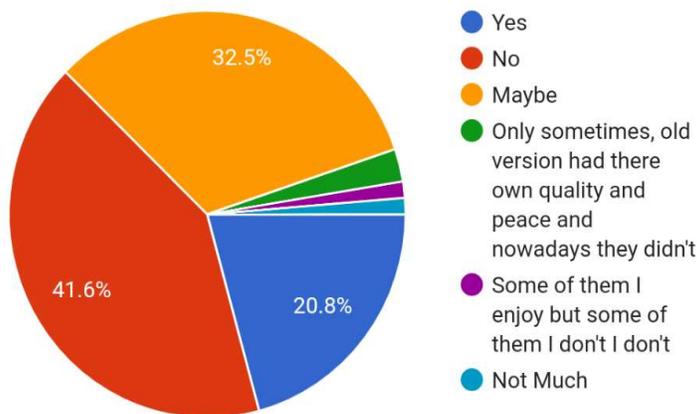
Fig 1.6

The graph represents that out of 77 responses 27.3% think that bollywood is remixing and remaking the old hits because the listeners could relate the new version with old ones and feel nostalgic, while another 27.3% respondents think that olds songs are still as popular as they were, meanwhile respondents who share 18.2% thinks that old songs .

Literally have strong content, rest 27.3% respondents think that there may any other reasons could be possible too.

10. Are you really enjoying new version of old bollywood songs

77 responses



Above pie chart represents that out of 77 responses 41.6% respondents do not at all enjoy the new remixed versions of old bollywood hits, whereas 32.5% thinks that maybe they do enjoy, while 20.8% says that Yes they are enjoying the new versions of old bollywood hits, but rest of them think that they do enjoy but only sometimes as they think that old versions had their own quality and peace which current generation don't have.

The above answers states that out of 77 respondents majority of the respondents on asking about opinion on the remakes/remix were very sad and angry and said its very unfair practice as old songs are losing its essence of originality, shouldn't be continued as its pathetic to hear, whereas others said its okay to remake if right efforts are shown and originality is not harmed, rest said bollywood needs to bring new and their own content as they are doing it for commercial profit as well.

ANALYSIS OF RESULT

According to my study on remixing/remaking of old bollywood hits as per the results by respondents which came out the most actively age group who took part were from 18-29, the age group of 30-41 showed least interest, they shared their viewpoints and opinions on this remixing trend of bollywood, talking about the result as a whole the maximum viewpoint on which listeners agreed was on that bollywood has made remixing as its current trend and fashion because with the change of audience taste , music also has changed its originality, simplicity and

lost its soul. As people are more party freak in today's generation accordingly, bollywood has captured this thing and they busy in remaking end number of remixes of bollywood hits which is neither liked by current generation nor by old generation. Even old people opinion on this is that this practice is like an curse to bollywood.

Also according to the very young generation they say that they do like few of remixes but only when if the song does not loses its essence of originality, the unnecessary DJ beats , vulgar raps , irrelevant lyrics makes old soul worst. It is pretty good practice if remake/remix can put soul in any old song and people can enjoy that creativity and innovation with new version, but doing same with every single evergreen bollywood hits is such a curse.

According to respondents , bollywood is doing such practice also for the commercial profits as people definitely attempt to listen remixes just even to check it that is it a good version or bad one, unfortunately its rarely that they do get something good , innovative and new and they do compromise. Bollywood is keeping on continuing it just because they do think that remixing the songs is successful because Indian audience is very nostalgic and they relate music with their era. Also remixes are day by day have become the centre of attraction of every party, every event, therefore composers are taking advantage from this and just by buying simple copyright, they don't have to even think of lyrics , they just remix it with the old song and earning money like anything.

References

1- "I don't understand why they change the lyrics because at the end of the day people are listening to it only for that mukhda which was so popular. I can understand if you redo the music with the modern sound and all that is fine. But, changing the antara, it is like there are two songs in one!" singer Shibani Kashyap, whose songs "Ho Gayi Hai Mohabbat" and "Sajna Aa Bhi Jaa" ruled the charts in the 90s

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copyright issue