

## **“The little things that bring us together...”**

### MUSIC

Music exists, and persists, regardless of geographic location. Its traditions can be passed down from generation to generation regardless of access to modern day technology. Music is arguably something that makes us unique in the animal kingdom; we create melodies, harmonies, and rhythms for pleasure and celebration not only communication. In many cultures it unites communities and is essential to their lives (e.g. the Gamelans in Bali and Java). Even cultures (i.e. religions) that ban music have elements of music in their worship or rituals (chants, prayers, etc.). Whether you like or dislike music or a particular type of music, it inevitably provokes a *reaction* in human beings.

What is particularly interesting about music in the context of International Business is its globalization via the internet. **Globalization of music has set the recording industry on its heels and revolutionized the way people in the industrialized world discover music.** With musical globalization comes the issue of intellectual property rights and misappropriation of works that are not subject to copyright law in their country of origin. (e.g. Deep Forest [http://www.deepforestmusic.com/dfpress\\_00-00-00sweetlullabyforworld.htm](http://www.deepforestmusic.com/dfpress_00-00-00sweetlullabyforworld.htm) ) Increasingly people from very diverse backgrounds are appreciating each others music and the potential for cross pollination of music has never been greater or more relevant than it is today.

Side note:

This leads me to suspect that another thing that we, industrialized humans have in common (across all cultures) is our “gadgets” - computers, stereos/iPods/walkmans, cell phones, televisions, etc. - without which, many of us believe we could not survive.

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