EXPLORING GLOBAL MUSICAL DIVERSITY: ANALYSING THE FUSION OF STYLES, GENRES, AND TRADITIONS IN MODERN MUSIC

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Abstract: The topic is relevant in the current globalised and digitalised environment, where music is becoming an increasingly important tool for preserving cultural diversity and fostering mutual understanding. This research aims to examine the mechanisms of cross-cultural music interactions and identify the key factors that contribute to them. Research methods include comparative, content, historical, and system analysis. The findings show that cross-cultural interactions in music contribute to creating new musical forms, enriching the world's musical heritage and strengthening cultural ties despite the existing obstacles and challenges. In the context of the rapid development of digital technologies and global connectivity, music has become a powerful tool for connecting different cultures and strengthening cultural ties. The article examines the factors that facilitate the successful integration of musical cultures, identifies potential challenges in this process, and emphasises the importance of respecting cultural expression diversity and protecting musical traditions' authenticity in globalisation and digitalisation. Migration and Diaspora: Cuban music in the United States led to the creation of a new genre—salsa, which combines Cuban and American music elements. Technology and Globalisation: Virtual collaborations, such as the partnership between Norwegian DJ Kygo and American singer Selena Gomez, demonstrate how digital technologies facilitate the creation of joint musical projects. Fusion and Eclecticism: Jazz fusion, popularised by Miles Davis, combines elements of jazz, rock, funk, and R&B, creating new musical forms and enriching the global musical heritage. Intercultural Exchange: The international WOMAD festival, founded by Peter Gabriel, promotes cultural exchange and collaboration between musicians worldwide. Cultural Adaptations: Brazilian baile funk, which originated in the favelas of Rio de Janeiro, is an example of adapting American funk and hip-hop to traditional Brazilian music, creating a unique musical genre.

Keywords: cultural diversity, music, understanding, globalisation, digital age, cultural traditions, cultural exchange, socio-cultural relations, cultural diplomacy.

1 Introduction

The distinctions between styles, genres, and traditions are becoming increasingly indistinct in the contemporary musical world. The process of musical creation has become inextricably linked with cross-cultural interactions, which have the effect of enriching the musical landscape with a diversity of influences. This article examines how musical styles, genres, and traditions interact globally. The research encompasses several projects combining musical cultures and adapting traditional motifs into contemporary sounds. It helps to elucidate how these interactions shape the modern musical landscape and reflect the global cultural heritage. Contemporary music is distinguished by the interweaving of diverse genres and styles, resulting in novel hybrid forms. Genres such as jazz (which emerged in the early 20th century), rock (which appeared in the 1950s), and ethnic music (which originated in ancient times) mix, giving rise to fusion (which occurred in the late 1960s) and crossover genres (which arose in the 1970s).

Integrating traditional musical elements, such as folk melodies and rhythms, with modern technologies, such as synthesisers and digital sound processing, has led to innovative genres, including electronic folk music and ethno-techno. Combining vocal and instrumental techniques from different cultures (e.g., throat singing, flamenco guitar, African drums) enriches the musical palette. The influence of globalisation and digital technologies has accelerated this process, making music more accessible and diverse. For example, the number of streaming platform users has been increasing by 30% annually. The topic's relevance is because the musical environment becomes a platform for intensive cross-cultural interactions in the context of globalisation and the development of digital technologies. As a consequence of this process, musical practices are enhanced, and novel forms of musical terminology emerge, integrating elements from diverse cultural traditions.

The musical environment developed in the context of globalisation and the rapid advancement of digital technologies has fostered intensive cross-cultural interactions. These processes enrich musical practices and the emergence of new forms of musical expression that integrate elements from various cultures. Nevertheless, alongside the aforementioned positive changes, there are also several challenges, such as the risk of losing cultural authenticity and identity. The primary challenge lies in comprehending the impact of cross-cultural interactions on the perpetuation of cultural traditions, the evolution of musical styles, and the formation of musical identity in a global context. The contemporary musical landscape encompasses many genres and styles, including jazz, rock, ethnic, classical, and pop music and their numerous subgenres. The intertwining of these genres and styles, such as jazz fusion and ethno-fusion, as well as multi-genre projects, results in the creation of unique musical hybrids.

The impact of technologies and globalisation accelerates the interaction process, making music accessible to a broad audience and promoting further development. Furthermore, it is essential to acknowledge that cross-cultural music interactions can have positive and negative consequences. On the one hand, these interactions contribute to creating new musical forms and enrich the global musical culture. On the other hand, there is a risk of commercialisation and standardisation, which could result in the loss of unique cultural traits and the authenticity of musical traditions.

Consequently, it is imperative to devise methodologies and frameworks that mitigate potential risks and accentuate the beneficial aspects of cross-cultural interactions in music. It is of the utmost importance to create conditions conducive to preserving and protecting cultural heritage and supporting innovations and experiments that will facilitate the evolution of musical genres and styles. The findings of this research will assist in elucidating the intricate dynamics occurring within the contemporary musical milieu and formulating efficacious strategies for fostering cultural exchange and collaboration on a global scale.

This study aims to examine cross-cultural interactions in contemporary music to understand their impact on preserving cultural traditions, developing musical styles, and shaping musical identity globally.

The following tasks are set to achieve this goal:

1. To analyse the mechanisms of cross-cultural music interactions and identify key trends and factors that contribute to these interactions.
2. To study the consequences of cross-cultural interactions for different cultures and their musical traditions and identify this influence's positive and negative aspects.
3. To analyse the processes of adapting and mixing musical genres and styles in the context of the global communication network and identify the main trends in this process.
4. To offer recommendations for preserving cultural diversity and strengthening mutual understanding through music in the global digital era.

By analysing these tasks, we aim to gain a more comprehensive understanding of music in the modern world and its impact on shaping the cultural landscape of the global community.

2 Recent research and publication analysis

2.1 Current trends and methods in music education.

Roza A. Valeeva, Balwant Singh, Gulnara Ibragimovna Batyrshina, and Nelya Nurgayanova (2022) describe creating a multi-method platform for music educators, considering cultural

diversity through online competitions. Olena Batovska, Natalia Hrebeniuk, and Hanna Savelieva (2020) analyse 20th-century Italian vocal and choral music as a phenomenon of artistic traditions, emphasising the importance of understanding the development of Italian musical culture. The research by Şacov Inna (2020) offers a typology of violin concert music genres with classification criteria, helping to systematise and understand the diversity of genres and styles of violin music. The study by Sandra E. Trehub, Judith V. Becker, and Iain Morley (2015) presents cross-cultural perspectives on music and musicality, which is vital for understanding the universal traits of musical practice and its impact on human behaviour and culture. Yuliya Kapliyenko-Iliuk (2021) examines the process of forming a hierarchy of styles in musical art. This research contributes to understanding musical styles' evolution and influence on cultural dynamics. The study by Peter Vuust, Ole Adrian Heggli, Karl J. Friston, and Morten L. Kringelbach (2022) addresses the predictive coding of music and cross-cultural frameworks, contributing to understanding cultural transformation in musical practice.

Modern trends in music education include adapting contemporary methods and technologies for vocal training in the context of Ukrainian cultural traditions, creating a multi-method platform for music educators to consider cultural diversity, and analysing the hierarchy of styles in musical art. These studies emphasise the importance of cross-cultural perspectives and their impact on developing musical styles and practices.

2.2 Integrating traditional musical elements into contemporary practice

Nalin Shen (2021) explores the integration of Chinese opera traditions into new musical compositions, allowing an understanding of how traditional elements of Chinese music can be adapted and incorporated into contemporary musical practice. Tatiana Filatova (2021) examines modern reconstructions of genre traditions in Chilean guitar music, helping to understand the evolution of musical styles and their impact on cultural identity. Vadym Danylets (2020) analyses the characteristics of Hutsul music in the structural and stylistic context of folklorism, highlighting the unique features of the Hutsul musical tradition and its place in the context of Ukrainian culture. Saibjon Begmatov (2018) studies the national heritage of Uzbek music and its development in the modern context, emphasising the unique features of Uzbek musical culture and its influence on contemporary musical practice. WU Peng (2023) researches the cross-cultural effect of alerts in traditional Chinese music, highlighting the relationship between musical form and cultural context. Xin Wang, Yu-Jia Wei, Lena Heng, and Stephen McAdams (2021) conduct a cross-cultural analysis of the influence of timbre on the perception of emotions in music in the context of Western classical music and Chinese musical traditions, allowing an understanding of differences in the perception of musical parameters in different cultural contexts. Kaztuganova, A. Zh., Omarova, A.K., Stamgazyev, R.O., Karomat, D. F., & Nurbaeva, D. R. (2021) study ethnomusical aspects of music, ethnophore, and ethnography, helping to understand the relationship between musical practice and cultural context.

Integrating traditional musical elements into contemporary practice allows for preserving cultural identity and promotes the evolution of musical styles. The studies emphasise the importance of cross-cultural interaction in forming new musical forms and enriching global musical heritage.

2.3 Cultural evolution and cross-cultural studies of music

Patrick D. Savage (2019) investigates the cultural evolution of music, emphasising the importance of understanding the processes of change and development in musical practice amidst cultural shifts. Bobro N. (2024) explores digital aspects and the use of artificial intelligence in the digital environment, shaping an understanding of educational advancements, particularly in music. Arantxa Vizcaíno-Verdú and Crystal Abidin (2021)

examine cross-cultural approaches to notifications in TikTok music challenges, highlighting the role of social media in shaping musical culture and identity. Katherine O'Toole and Emőke-Ágnes Horvát (2023) study innovation and cultural evolution in contemporary popular music, emphasising the processes of cultural transformation in the music industry. Patrick D. Savage and Shinya Fujii (2022) provide a cross-cultural framework for the predictive coding of music, emphasising universal patterns in musical evolution and perception. Chris Chambers (2023) presents evidence of cross-cultural regularities in music and speech, highlighting universal musical and linguistic traits in different cultural contexts. Shlomo Dubnov, Kevin Huang, and Cheng-i Wang (2021) work on cross-cultural analysis using musical information dynamics, underscoring the relationship between musical structures and cultural context. Liliya Niemtsova (2021) investigates the history of specific musical movements in Ukraine in the 20th century, highlighting the development of Ukrainian musical culture and its impact on the global music scene.

Cross-cultural music studies underscore the significance of cultural evolution and transformation in the music industry. They reveal universal patterns in musical evolution and the impact of social media on the formation of musical culture and identity. These studies contribute to a deeper understanding of the processes of change and development in musical practice amidst cultural shifts.

2.4 Popular music and its interaction with other art forms

László Tőke (2020) reviews the book "Popular Music and the Moving Image in Eastern Europe", highlighting the importance of studying the relationship between popular music and cinema in the context of Eastern Europe. Anna Stoll Knecht (2021) examines the relationship between music and clowning in Europe in the 20th and 21st centuries, underscoring the role of music in theatre and performance art. Olga Zosim (2019) presents a historical typology of sacred music in the Christian tradition, highlighting the importance of understanding the development and evolution of musical forms in a religious context.

Research on popular music and its interaction with other art forms underscores the importance of studying the relationship between musical genres and cultural contexts. These studies cover musical styles' evolution, historical development, and their role in theatre and religious art. Identified patterns help better understand music's influence on cultural identity and artistic expression. Therefore, the literature analysis concludes that respect and understanding cultural contexts in cross-cultural interactions are essential for preserving the richness and diversity of musical culture.

3 Research methods

The following theoretical research methods are used in this article:

- *Comparative analysis:* comparing and contrasting data on musical genres and styles from different cultural contexts. It reveals similarities and differences in approaches to musical creativity and helps to understand how cross-cultural interactions influence the development of musical traditions.
- *Content analysis* involves studying song lyrics, musical compositions, and cultural contexts. It helps identify cross-cultural musical works' main themes and motifs and understand how they reflect cultural interactions. For example, an analysis of 20th-century jazz and blues songs in the United States shows how these genres reflected the social and cultural changes of the time.
- *Historical analysis* studies the evolution of musical styles and genres in the context of historical events and cultural change. It provides insight into how cross-cultural interactions have influenced musical traditions in the past and how they continue to influence them in the present. For example, a study of the influence of African rhythms on

American music in the nineteenth and twentieth centuries demonstrates how these interactions shaped unique musical genres such as jazz and blues.

- *Systemic analysis* considers musical interactions within a broader cultural exchange system. It helps understand how different elements (musical styles, genres, cultural practices) are interconnected and interact, forming a holistic picture of musical exchange globally.
- Using these theoretical methods, we can profoundly and comprehensively explore cross-cultural interactions in music, identify critical mechanisms and trends, and offer recommendations for preserving cultural diversity and strengthening mutual understanding through music.

4 Research results

Cross-cultural interactions in music are complex and multifaceted processes encompassing a range of mechanisms,

trends, and factors. Music has become an essential instrument for cultural exchange and interaction in the context of globalisation and the development of digital technologies. Migration and diaspora, technological advancements and global communications, fusion music and eclecticism, intercultural exchange and cultural adaptation shape a unique musical environment that fosters the interpenetration and synthesis of different musical traditions and styles. This text examines the fundamental mechanisms that facilitate cross-cultural interactions in music and analyses their impact on contemporary musical practice.

The mechanisms of cross-cultural interactions in music encompass many processes and phenomena influenced by various factors. To gain a deeper understanding of these processes, it is necessary to consider some of the fundamental mechanisms, trends, and factors that contribute to them.

Table 1. Mechanisms of Cross-Cultural Interactions in Music

Mechanisms	Examples
1. *Migration and diaspora.* Musical traditions migrate with people, creating opportunities for interaction and fusion of different cultural elements. The diaspora plays a vital role in preserving and transforming musical traditions.	• *Cuban music in the United States.* At the beginning of the 20th century, many Cubans migrated to the United States, especially New York City, bringing musical genres such as rumba and son. The interaction of Cuban musicians with American musicians led to the development of salsa, a new genre combining Cuban and American music elements. • *Reggae and ska in the UK.* In the 1950s and 1960s, many Jamaicans migrated to the UK, bringing genres such as reggae and ska. These musical trends have significantly impacted British pop and rock music, contributing to the development of genres such as British ska and two-tone reggae. • *Flamenco in Latin America.* Spanish migrants brought flamenco to Latin America, blending with local musical traditions to create new forms and styles, such as rumba flamenco in Cuba and Argentina.
2. *Technology and globalisation.* With the development of digital technologies and global communications, music has become more accessible and widespread. It allows musicians and artists to interact and collaborate more efficiently, regardless of geographical and cultural boundaries.	• *Virtual collaborations.* Platforms like YouTube and SoundCloud allow musicians worldwide to collaborate and create joint projects. For example, Norwegian DJ and producer Kygo collaborated with American singer Selena Gomez, even though they were on different continents, to create the hit song 'It Ain't Me'. • *Online concerts and festivals.* In the context of the COVID-19 pandemic, many musicians and bands have organised online concerts and festivals, such as Global Citizen's 'One World: Together at Home', which featured artists from around the world, including Lady Gaga, The Rolling Stones and Billie Eilish. • *Streaming services.* Platforms such as Spotify and Apple Music provide users access to music from different cultures and genres, helping to spread world music and discover new artists. For example, the Korean pop group BTS has achieved global success due to the popularity of their music on streaming platforms.
3. *Fusion and eclecticism.* Fusion music and eclecticism contribute to the fusion of different musical genres, styles, and traditions. It can happen at the level of performance and instrumentation, as well as at the level of compositional structure and musical content.	• *Jazz fusion.* This genre emerged in the late 1960s, combining elements of jazz with rock, funk and R&B. One of the pioneers of jazz fusion was Miles Davis with his album 'Bitches Brew' (1970), which became a landmark example of mixing jazz and rock music. • *Afrobeat.* This genre, popularised by Nigerian musician Fela Kuti, combines traditional African rhythms with jazz, funk and highlife elements. Afrobeat has become an essential trend in world music, influencing various modern genres. • *Latin American rock.* This genre combines elements of traditional Latin American music with rock. The band Santana, led by Carlos Santana, is a prime example, mixing rock with Latin rhythms and melodies in songs such as 'Oye Como Va'. • *K-Pop.* Korean pop music (K-pop) combines elements of Western pop, hip-hop, rock, and electronic music with Korean traditional music. Bands like BTS and Blackpink have popularised this genre internationally, demonstrating an eclectic music-making approach.
4. *Intercultural exchange.* The encounter of cultures and the exchange of musical ideas and practices contribute to developing new musical sounds and trends. Intercultural exchange can occur through concerts, festivals, recordings and digital platforms.	• *WOMAD (World of Music, Arts and Dance) Festival.* This international festival, founded by Peter Gabriel, is held in different countries and brings musicians worldwide together. WOMAD promotes cultural exchange by providing a platform for artists such as Youssou N'Dour from Senegal and Nusrat Fateh Ali Khan from Pakistan. • *Playing for Change* is a music project that brings together street musicians from different countries to create joint recordings and videos. One of the most famous examples is the interpretation of the song 'Stand by Me,' which involved musicians from the USA, South Africa, India, and other countries. • *Cultural programmes and residencies.* Programmes such as the Red Bull Music Academy provide a platform for musicians worldwide to share their ideas, collaborate, and learn from each other. They contribute to developing new musical trends and the mutual enrichment of cultures. • *Collaborations between musicians.* British singer and songwriter M.I.A. has collaborated with musicians from different cultures, including Diplo and AR Rahman, to create eclectic tracks that combine Western and Eastern musical elements.
5. *Cultural adaptations.* Musical traditions adapt to new conditions and contexts. It can lead to the formation of new genres and styles	• *Electronic dance music (EDM) and traditional instruments.* In recent years, many EDM producers have integrated traditional instruments into their tracks. For example, Swedish DJ and producer Avicii used elements of folk music in his song 'Wake Me Up', creating a unique sound that combines electronic beats with acoustic guitars.

and the reinterpretation and transformation of traditional musical practices.	• *Brazilian baile funk* originated in the favelas of Rio de Janeiro and is an adaptation of American funk and hip-hop mixed with traditional Brazilian music. Baile funk has become an important cultural phenomenon that reflects Brazilian communities' lives and cultures. • *Hip-hop and African traditions.* In South African hip-hop, traditional sounds and languages are integrated. Die Antwoord uses elements of South African culture, including the Afrikaans language and traditional rhythms, to create a unique style. • *Neo-soul* is an adaptation of soul and R&B influenced by modern hip-hop and jazz. Artists such as Erykah Badu and D'Angelo use elements of classic soul, mixing them with modern sounds and rhythms to create a new genre.

The following key trends have been observed in cross-cultural interactions in music: the growth of multicultural creativity, an increase in fusion projects, the expansion of the audience for world music, and greater attention to issues of cultural diversity and socio-cultural integration.

Cultural openness, tolerance, respect for differences, technological innovations, and information exchange contribute to these interactions. Nevertheless, it is also essential to consider the potential risks and challenges associated with the loss of authenticity, commercialisation, and cultural appropriation.

It is crucial to acknowledge that the positive and negative consequences of cross-cultural interactions in music can manifest in distinct ways in various contexts and across different cultures. The positive outcomes of cross-cultural interactions in music include enriching musicians' creative potential and creating new opportunities for cultural expression. It results in an expansion of the audience and draws attention to lesser-known cultures and musical traditions. However, negative aspects can include the loss of uniqueness and authenticity of musical genres and styles and the creation of unequal conditions for representatives of different cultures on the global stage.

In the context of the global communications network, the processes of adaptation and blending of musical genres and styles exhibit novel characteristics and dynamics. One of the most notable trends is the accelerated pace and heightened intensity of the exchange of musical ideas and influences. This phenomenon gives rise to the emergence of novel hybrid forms of musical expression, which combine elements from many genres and cultural traditions. An essential aspect of this process is the diversity of sources of inspiration, which include traditional musical genres and ethnic traditions, as well as contemporary popular trends and electronic music. This musical eclecticism reflects the diversity of cultural contexts and allows for creating unique soundscapes.

Another notable trend is the use of technology in adapting and blending genres and styles. Digital recording and music production tools have facilitated sound experimentation and the creation of new sound effects, thereby expanding the possibilities for creativity and innovation.

Nevertheless, alongside these positive aspects, there are also challenges. For instance, the unregulated blending of cultural elements may dilute originality and authenticity within musical traditions and the potential for cultural exploitation. Consequently, adapting and blending musical genres and styles in the context of the global communications network reflect the complex dynamics of cultural and technological interaction, influencing the formation of the contemporary musical landscape and enriching humanity's cultural heritage.

The successful interaction between musical cultures is critical in enriching and diversifying the musical landscape. Fostering openness and tolerance towards the diversity of cultural expressions is paramount in creating an environment conducive to cultural dialogue and cooperation. The education and understanding of the musical traditions of other cultures facilitate mutual understanding and inspire collaborative creativity. Joint musical projects and initiatives, supported by digital technologies and communications, present a unique opportunity for musicians from different cultures to learn from and inspire each other. Cultural festivals and events serve as platforms for the convergence of musicians and audiences from disparate cultural backgrounds, facilitating the exchange of experiences and ideas within the domain of music.

The factors that contribute to the successful interaction of musical cultures are presented in Figure 1.

Here are some factors contributing to the successful interaction of musical cultures.

Education and understanding:

▪ World music courses at universities: Many universities, such as Harvard and Oxford, offer world music courses. In these courses, students learn about different cultures' musical traditions, which helps reduce cultural barriers and stimulate dialogue.

Co-creation and projects:

▪ Paul Simon's album Graceland, created in collaboration with South African musicians, demonstrates the successful co-creation and synthesis of Western and African musical traditions.

Cultural festivals and events:

▪ Glastonbury Festival: This British festival invites musicians from different countries and genres, creating a platform for cultural exchange and understanding.
▪ South by Southwest Festival (SXSW): Held in Austin, USA, the festival brings together musicians, filmmakers and technologists worldwide to promote cultural exchange and collaboration.

In addition to the factors that facilitate the successful interaction of musical cultures, potential obstacles can complicate or hinder this process (Figure 2). Language and cultural barriers can impede the ability of musicians from different cultures to comprehend and interact with one another. Historical and political conflicts can have a detrimental effect on the relationship between cultures and complicate the process of intercultural cooperation in music. Cultural appropriation and the loss of authenticity can give rise to dissatisfaction and protest from cultural communities that are sensitive to preserving their cultural heritage. Furthermore, economic and structural obstacles can impede musicians from different cultures' access to resources and opportunities, thereby creating unequal conditions for collaboration.
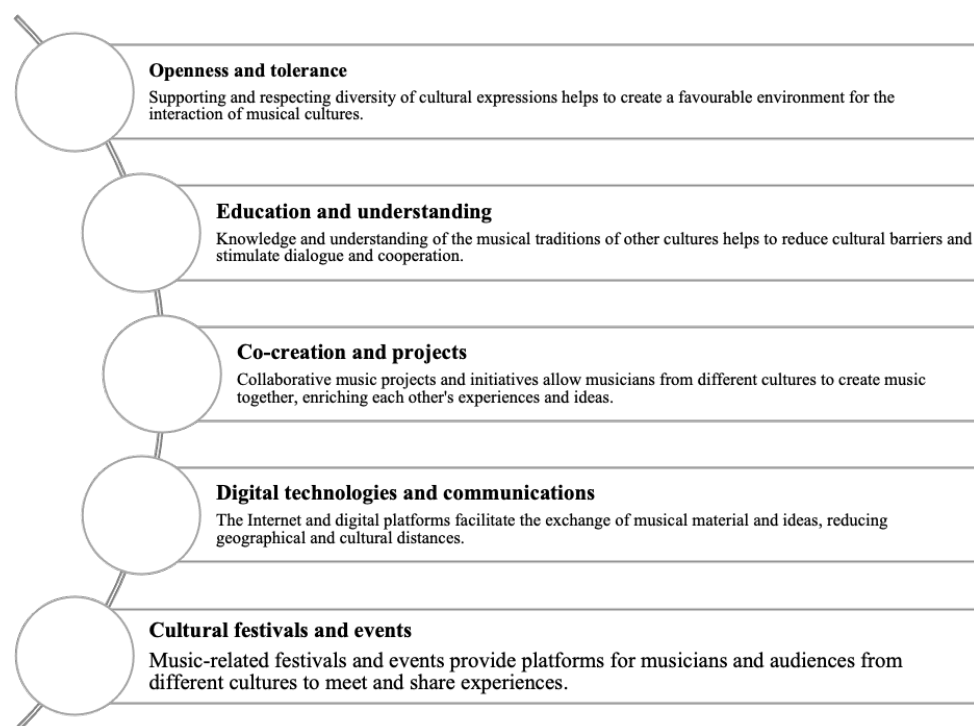
Openness and tolerance
Supporting and respecting diversity of cultural expressions helps to create a favourable environment for the interaction of musical cultures.

Education and understanding
Knowledge and understanding of the musical traditions of other cultures helps to reduce cultural barriers and stimulate dialogue and cooperation.

Co-creation and projects
Collaborative music projects and initiatives allow musicians from different cultures to create music together, enriching each other's experiences and ideas.

Digital technologies and communications
The Internet and digital platforms facilitate the exchange of musical material and ideas, reducing geographical and cultural distances.

Cultural festivals and events
Music-related festivals and events provide platforms for musicians and audiences from different cultures to meet and share experiences.

Figure 1. Factors Contributing to the Successful Interaction of Musical Cultures

Language and cultural barriers:
Differences in language, customs, and cultural beliefs can make it difficult for musicians from different cultures to understand and collaborate.

Historical and political conflicts:
Conflicts and tensions between different cultures can create obstacles to interaction and collaboration in music.

Cultural appropriation and loss of authenticity:
The uncontrolled use of elements of other cultures' musical traditions without respect for their history and context can lead to discontent and protest.

Economic and structural barriers:
Unequal access to resources, as well as restrictions on the mobility of musicians and their creative ideas, can make it difficult for musical cultures to collaborate and interact..
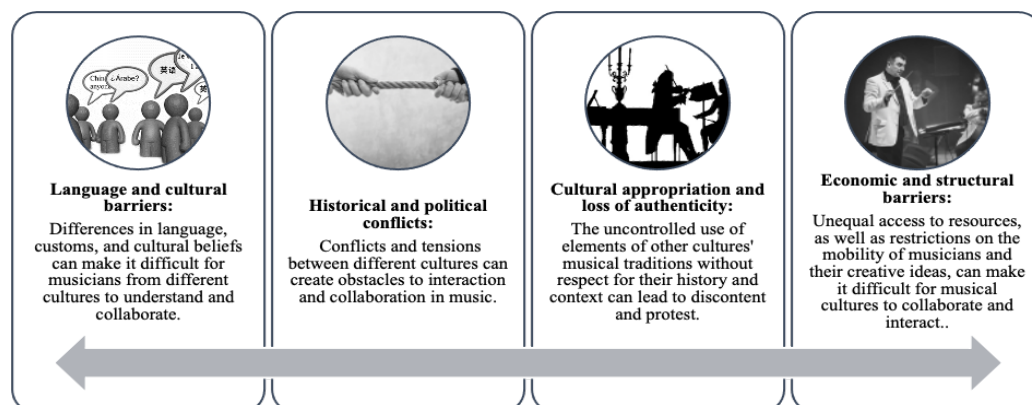
Figure 2. Potential Barriers to Successful Interaction of Musical Cultures

Here are some negative examples of cross-cultural mixing.

Cultural appropriation in popular music:

- *Katy Perry and Asian motifs.* In her performance at the American Music Awards in 2013, Katy Perry used images and costumes inspired by Japanese culture. This performance drew criticism for cultural appropriation, as many felt it used Japanese cultural elements superficially and without due respect.
- *Coldplay and Beyoncé's music video 'Hymn for the Weekend'* features elements of Indian culture, including traditional clothing and religious symbols. Many have criticised the video for exoticising and superficially using Indian cultural elements without a deep understanding of their meaning.

Commercialisation and loss of authenticity:

- *K-pop and the change in traditional music.* Korean pop music (K-pop) is widely popular around the world. However, at the same time, some traditional Korean musical elements are being changed and adapted to suit Western musical preferences. It can lead to the loss of original sound and the importance of traditional Korean music.

- *Commercialisation of reggae.* Reggae, which originated in Jamaica, has become popular all over the world, but the commercialisation of the genre has led to a change in its original sound and content. Many modern reggae artists adapt their music to the preferences of a broad audience, which sometimes leads to simplification and loss of the genre's uniqueness.

Misconceptions and stereotyping:

- *The use of African motifs in Western music.* In some cases, Western musicians use African rhythms and instruments but present them in stereotypical ways and without a deep understanding of the cultural context. It can lead to the creation and dissemination of simplistic and distorted representations of African music and culture.
- *Ethnic elements in the fashion industry.* Ethnic costumes and accessories are often used in music videos and on stage, which can lead to exoticisation and stereotyping. For example, the use of Native American headdresses as a fashion accessory in music videos has drawn criticism for disrespecting the cultural significance of these items.
- Cross-cultural mixing can enrich the musical palette, but it is essential to do so with respect and understanding of the cultural context. Misuse of cultural elements can lead to

appropriation, commercialisation and stereotyping, negatively affecting cultural relations and losing authenticity. Therefore, it is crucial to approach cross-cultural mixing with caution and respect for cultural traditions and the significance of the elements used.

For the successful interaction of musical cultures, it is necessary to consider and overcome these obstacles. It can be achieved through supporting education, raising awareness, creating platforms for cultural exchange, and ensuring respect for cultural traditions and differences. Addressing these issues promotes the creation of a more inclusive and prosperous musical landscape where the diversity of cultural expressions is valued and supported.

The following recommendations can be made to preserve cultural diversity and foster mutual understanding through music in the global digital age (Table).

Table 2. Recommendations for Preserving Cultural Diversity and Strengthening Understanding through Music in the Global Digital Age

Recommendations	Description
Promoting education and awareness	Supporting programmes and initiatives aimed at teaching and understanding the diversity of musical cultures promotes respect for differences and reduces cultural stereotypes.
Supporting music projects and initiatives	Financial and organisational support for collaborative music projects and exchanges will allow musicians from different cultures to meet and collaborate, strengthening cultural understanding.
Creating digital platforms for music sharing	Developing and supporting online platforms for exchanging music recordings, videos, and ideas helps spread the musical heritage of different cultures and increase access to it.
Organising cultural events and festivals	Organising cultural events, festivals and concerts dedicated to different musical traditions creates opportunities for musicians and audiences from different cultures to meet and exchange experiences.
Supporting and protecting authenticity	It is essential to ensure respect for the authenticity and integrity of musical traditions of different cultures and to prevent their commercialisation or distortion by the influence of popular culture.

Implementing these recommendations can help to preserve cultural diversity and foster mutual understanding through music in today's digital world.

5 Discussion

In the contemporary era, music is a pivotal medium for cultural exchange and interaction between disparate communities and cultural groups. Research on cross-cultural interactions in music indicates that contemporary music education and practice trends play a pivotal role in preserving and transforming musical traditions. For instance, T. O. Kulaha (2020) underscores the significance of adapting contemporary music education methodologies in the context of Ukrainian cultural traditions, prompting deliberations on the universality and cultural specificity of educational approaches. Studies by Nalin Shen (2021) demonstrate how traditional Chinese musical elements can be integrated into modern compositions, raising questions about the preservation and transformation of cultural traditions in the context of globalisation.

An analysis of the impact of timbre on the perception of emotions in music, conducted by Xin Wang and colleagues (2021), highlights the importance of cultural contexts in the perception of musical parameters. It prompts debate about how musical characteristics can be universal in different cultural contexts and how cultural features influence musical preferences and perceptions.

Blending different musical styles, genres, and traditions creates new musical forms and directions, enriching the global music culture. For example, jazz fusion and Afrobeat demonstrate how various musical elements can be combined to create unique genres. Jazz fusion, which emerged in the late 1960s, combines elements of jazz with rock, funk, and R&B, creating a new sound and expanding the boundaries of traditional jazz. Afrobeat, popularised by Fela Kuti, is a musical genre that blends African rhythms with jazz and funk elements. It has influenced contemporary musical trends and contributed to the development of the global music scene.

Nevertheless, while cross-cultural interaction can yield positive outcomes, it can also give rise to challenges such as cultural appropriation and the erosion of cultural authenticity. Examples of this phenomenon include the use of Asian motifs in Katy Perry's performances and the integration of Indian elements in Coldplay and Beyoncé's music video "Hymn for the Weekend," which was criticised for the superficial and disrespectful use of cultural symbols.

Consequently, research indicates the significance of respecting and comprehending cultural contexts in cross-cultural interactions. Mixing musical styles and genres creates unique forms, enriching global musical culture. Nevertheless, it is of the utmost importance to consider the potential risks associated with cultural appropriation and the loss of authenticity to preserve the richness and diversity of the musical heritage of different cultures.

6 Conclusion

The research findings indicate that cross-cultural interactions in music play a significant role in creating new musical forms and enriching global musical culture. The influence of globalisation and digital technologies accelerates the processes of musical exchange, making music more accessible and diverse. Despite the expectation that cultural interactions would be exclusively positive, the research has also identified risks of losing authenticity and cultural identity. The novelty of the results lies in the detailed analysis of the mechanisms of cross-cultural interactions, such as migration, diaspora, technologies, and globalisation, as well as fusion and eclecticism. The study's practical significance is in the potential application of its findings for developing strategies to preserve cultural diversity and support cultural exchange. During the research, we encountered limitations related to access to primary sources and the insufficient representation of some cultural traditions in digital archives. It indicates the necessity for further research in this field.

Based on the data, educational programmes should be developed to enhance cultural awareness and mutual understanding. Initiatives that promote cross-cultural musical projects should be supported. Promising directions for further research include an in-depth analysis of the impact of digital technologies on musical traditions and the study of the role of social networks in shaping musical preferences and cultural interactions.

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