

## **Global Sonic Cultures Essay: A critical contextualisation and analysis of a sonic case study of your choosing.**

This essay is an exploration of the song Shum by Go\_A. I will go into detail about the historical background, cultural significance and the impact the song had on Eurovision. I will also discuss the background of the artist and the meaning of some lyrics to the song are. I will briefly go over the Eurovision Song Contest and how the song was distributed across various media platforms.

The song was released for the 2021 Eurovision song contest, an international song writing competition. This is how the European broadcast union describes Eurovision: "Every year, nations from all around Europe and beyond compete in the Eurovision Song Contest, a music competition. The first Eurovision Song Contest was held on May 24, 1956, and saw seven nations compete: the Netherlands, Switzerland, Belgium, Germany, France, Luxembourg and Italy." (EBU, 2022)

The Ukrainian band Go\_A's performance of "Shum," which was released by them on January 22, 2021, was one of the contest's more memorable tracks in 2021. The video was published on Go\_A's individual YouTube account. In the video, the lead vocalist and supporting dancers are performing in front of an extremely foggy Kyiv. They filmed the dancers performing in Kyiv's foggy streets, and the video was subsequently edited. An iPhone was used to record and edit the videos. The video also included the playing of traditional the ukrainian instrument the Sopilka. Encyclopedia of Ukraine calls a Soplika; "A wind folk musical instrument of varied construction made of wood or bark. Generally cylindrical, blocked at one end, and with 6 to 8 finger holes" (Struk, Sopilka 1993)

Incorporating traditional Ukrainian folk music in "Shum" is a key component. A traditional Ukrainian folk chant known as "Kolomyjka," which is distinguished by its quick tempo and intricate rhythms, is included into the song. The inclusion of traditional folk music in "Shum" is crucial since it contributes to the presentation of Ukraine's distinctive cultural traditions. The inspiration came from ukrainian folk songs and mythology the band themselves say; The inspiration came from the original Ukrainian folk song and dance. Our ancestors used them to wake up the spirit of the forest and spring. The title of the song "SHUM" is a game of words. In Ukrainian mythology, "Shum" is the spirit of the forest but its literal translation is "noise". So they are making noise to bring 'shum'" (N/A, Go\_a 2023) .The cultural heritage of many countries should be acknowledged and preserved in an increasingly globalised society.

However, "Shum" is more than just a tribute to traditional Ukrainian music. The song has a contemporary edge because of the addition of contemporary electronic beats. This blending of the ancient and the contemporary shows wider cultural changes in Ukraine and elsewhere. Countries all around the world are debating how to embrace

modernity and retain their traditional legacy. "Shum" illustrates how traditional music may be modernised and reinterpreted for a new generation.

It's also important that "Shum" was sung at the Eurovision Song Contest. People from many nations and backgrounds now come together during the competition, which has become into a cultural institution. Go\_A gave a performance at the Eurovision Song Contest, giving Ukrainian culture a chance to be seen by a large audience. This exposure can foster an awareness for and understanding of various cultures, which is more crucial than ever in the modern world.

N, A. (2022) *The origins of Eurovision, Eurovision Song Contest*. European Broadcasting Union. Available at: <https://eurovision.tv/history/origins-of-eurovision> (Accessed: April 26, 2023).

Struk, D.H. (1993) Sopilka. Available at: <https://www.encyclopediaofukraine.com/display.asp?linkpath=pages%5CS%5CO%5CSopilkaT.htm> (Accessed: April 27, 2023).

N, A. (2023) Go\_a, Go\_A. Available at: <https://go-a-band.com/about-us/> (Accessed: April 27, 2023).