Music Relay Effectiveness through Multimedia in Contemporary Nigeria

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Abstract

This paper discussed music relay effectiveness through multimedia in contemporary Nigeria. Television and Radio has been the medium for music relay in traditional fashion before the start of the 21st century. A shift to multimedia apparatus in recent times has given options to music relay. The multimedia combined the use of sound, video and text to relay music genre to choice audience. It is embraced by music audience' because it is virtually the most effective medium for the broadcast of music. The paper is hinged on Media dependency theory for its theoretical frame work. It is related to music broadcasting which this paper examined. This theory assisted the paper to explain the rationale behind the role of the multimedia in the broadcast of music in contemporary Nigeria society. The paper employed the secondary source methodology in processing of information relating to broadcast of music using the multimedia platforms. The study found that paradigm shift from traditional medium of broadcast of music to platforms of the multimedia is due to its cost

effectiveness, flexibility and efficiency in the broadcast of music by musicians as well as music producers. It is important that music broadcasters an music lovers understand the use of multimedia so that they can maximize its benefits. The paper concludes that effectiveness of music broadcast is made possible through the use of the multimedia. Therefore, the study recommends that broadcasters and producers should integrate the multimedia into the mainstream media in the relay of music, in order to optimize the gain of the multimedia in contemporary Nigeria.

Key Words: Music, Relay, Effectiveness, Multimedia, Contemporary, Nigeria

Introduction

The multimedia platforms have become a game changer in the broadcast of music in contemporary time in the 21st century Nigeria. The term, multimedia is a compound word. It is made-up of the words, multi and media. When the two words is jointly written, it produced the term, multimedia. The connotation implies that the word 'multi' means something that is many. The application of the platforms provided by each of the category of multimedia is useful for the broadcast of music. Faizal (2021) found that music content are easily and swiftly disseminated to the general listening and view audience when music is broadcast through a multimedia agency. According to Faizal, the platforms of the multimedia are very relevant for music broadcast because, the multimedia is an advanced technology that when it is deployed could facilitate the dissemination of musical information to the appropriate audience. Faizal revealed that in contemporary time, the use of the multimedia has become a very common method for broadcast of music because it is found to be more effective to broadcast music contents involving the use of multimedia for the fact that multimedia has wider and easier to spread. The multimedia use is a recent technology that is complementary to the radio and television.

The history of multimedia dates back to the early 1960 when researchers began experimenting with combining various forms of media, such as images, text and sound, into a single presentation. Multimedia use evolved from video game pong. It is believed to have been developed by Nolan Bushnell in 1972. According to Conway (2021) the emergence of advanced technology brought about the integration of the more traditional media such as the radio, and television to form

what is now referenced to as the multi-media technology. Thus, the multimedia became the amalgamation of some of the more traditional media and technology to communicate and express mass media. Conway identified multi-media to consist of animated videos, video podcasts, CDs, music, text, images, and films. Course Hero (2024) found that to describe a performance that combined music, lights, cinema, and performance art. Due to the evolving historical development of the term and with the influence of new technologies, most people now associate the system with product that contains several or different types of media. It relevance in the social world has made it to gain recognition and adoption for varied needs and concern in many phrases of industrial life.

The traditional media platforms have remained dominant for many centuries. The entrant of the multimedia is complementary and focus is shifting to the multi-media because it is becoming very relevant to the contemporary society globally. Individuals, group of individuals and organization are turning to multi-media use considering the benefit found in its platforms. Villocero (2021) encourages the adaptation and use of multi-media because of the benefits it has for its users. The study by Villocero found that the "multimedia is an interactive media and provides multiple way to represent information to the user in a powerful manner. It provides an interaction between users and digital information. It is a medium of communication". Based on this benefits, users are comfortable with its use when compare to their patronage with the more traditional media platforms.

Vismayam College of Art and Media (2024) advanced some reasons why the multimedia platforms have become suitable for use in daily communication in our society. The VCAM shows that, "today's world is heavily dependent on multimedia in daily life. All sectors of the profession use multimedia in daily life directly or indirectly to enhance and advance it". The report above suggests that the multimedia has become very important for daily transactions among members of the public society. The role of multimedia in society has made it a rally point for many organizations and institutions including the broadcast industry where music is a dominantprogramme. It is against this background that this paper examines the role of the multimedia in the broadcast of music in contemporary society in Nigeria.

Statement of Problem

The multimedia is a new technology that has been accessed by different organization because of its advantage in enhancing the developmental effect of their programemes. Since its advent in this 21st century, scholarly work as regard its use for music broadcast has not been sufficiently examined. This is despite the fact that many other sectors of the economy have being employing its platforms to advance their businesses. Multimedia has brought about a paradigm shift in the way people use to conduct their business as against the traditional means of using the radio and television for broadcast. Music broadcast using the platforms of the multimedia can encourage a wide range of audience being reached and makes them have access to all kinds of music genre available in the society.

Methodology of the Study

This paper is processed using secondary data sources drawn from various literatures related to the subject-matter, In the process information were gathered from textbooks, Journals, Newspapers, Interment sources. There were no primary sources used for this study. Hence, there were no field reports drawn from interview or questionnaires to form its finding.

Media Dependency Theory

The paper is hinged on Media dependency theory by Sandra Ball-Rokeach and Melvin DeFleur in (1976). This theory was adopted for the theoretical framework of this study. The theory is related to music broadcasting which this paper examined. This theory assisted the paper to explain the rationale behind the role of the multimedia in the broadcast of music in contemporary Nigeria society. The media dependency theory asserts that there is a link between media, the audience and broader social systems. It claims that all three of these participants rely on each other for information and to achieve their goals. Media dependency theory claims that dependence is as a result of factors like the audiences' need for understanding information or entertainment. The broadcast of music using the multimedia certified the stated condition postulated by the theory.

The Role of Multimedia in Contexts

The World of Broadcasting Industry is found to have increasingly utilized platforms driven by multimedia. Prior to the 21st century broadcasting services

depend solely on the traditional media of the television and radio. The dominance of these mass media seems to have been complimented with the advent of the multimedia technology. The role of the multimedia to the broadcasting industry is examined in the following section. Geeky (2024) revealed that the multimedia is a reliable broadcast media. This is because; the multimedia consists of feature for the broadcast of contents. It is used to audio and video content with a large audience. Streaming of contents via the use of video and audio on the multimedia platforms serves the same purpose like where the television and the radio is deployed for the broadcast of news, music and advertisement of goods and services. Broadcast involves sending out shows, news, and advertisements that people can watch or listen to.

Broadcast using the multimedia appears more cost effective when compare with the traditional media broadcasting of items. Hence, it has become a choice for many people. It is wepp understood that the television channels air various programmes, including news and entertainment, while most radio stations broadcast music, talk shows, and news updates. Thus, the rise of multimedia assists online streaming services. This experience in the broadcasting industry has added a significant dimension to the broadcast media. This has encouraged different group of people to access music contents over the internet networks. There is no information that is not conveyed via the multimedia platform that is not common to the traditional media, but since the multimedia is more accessible, focused and most valuable.

The World of Music Broadcast is an aspect found relevant in the use of multimedia. There are many multimedia platforms used for music broadcasting. These multimedia facilities are deployed for the transmission of music like broadcaster uses AM and FM radio and television networks. The study by Ho (2007) found that the use of the multimedia technology is a veritable tool for music broadcast. This finding by HO was supported in the Wikipedia (2024). It revealed that music is being broadcast through the five main building blocks of the multimedia, consisting of text, image, audio, video and animation. It also described how the platform operate, showing that the multimedia can be recorded for playback on computers, laptops, smartphones, and other electronic devices. The

aforementioned apparatus are media for music broadcast. One of the objectives for music broadcast on any platform is to promote that music genre of an artist. The multimedia from all indication enhance the promotion of artist by broadcasting their music without the aid of a third party, rather, the artist and fan can directly communicate through social media.

Influence of Multimedia on Music Broadcast

There is so much of the multimedia influence on broadcast of music globally. Grease Release (2024) indicates that with the advent of social media, people including music artists can broadcast through the share of their music tastes and help globalize the music industry due to the ease of communication and the ability to reach every possible corner of the world. The influence of the multimedia on music broadcast is noticed with the ease with which music is being listened to. Grease Release found that the platform of the multimedia gives artists a direct channel of broadcast. It discovers that broadcast through the multimedia channel enable artists to broadcast music updates, toilers, and exclusive music content immediately. Finding in the work by Grease Release shows that artists can now generate excitement for their new music, interact with listeners during live broadcast streaming, and build a sense of virtual community. Thus, users of multimedia for music broadcast device different method to ensure their music gets to the audience.

Methods of Music Broadcast through Multimedia Technology

A correlation can be established between music broadcast and the multimedia technology. This is because, music broadcast take different forms. The traditional media specializes in the use of Television and radio for the purpose of transmission. Music is said to have been broadcast when television or radio transmits contents of a music genre to a large audience. Streaming via internet and networking processing is a significant method of music broadcast. The multimedia employed different elements in the broadcast of music. As technology has improved, access to broadcast of contents including musical lyrics is made possible, through streaming work involving the multimedia. The music broadcast via streaming is often informed of an audio streaming. The process involves breaking down the audio file into small data packets that can be transmitted over the internet.

Harris (2021) found that music is broadcast through streaming in the internet. According to Harris, "Streaming music is a method of feeding audio content to your device directly without requiring you to download files from the internet." Example of this type of music broadcast involving streaming employ platforms such as spotify, pardon, and Apple-Music to deliver songs that viewers and target audience can enjoy from the devices, including the computer and other gadgets like laptops. In other words, streaming music to computers facilitate the broadcast of music. The process involves the use of apps. This is because, the apps according to Harris provided by streaming music providers are the best and usually the only way to enjoy their streaming music on mobile devices.

Zamora and Wilson (2024) found that music streaming is a simplified method of music broadcast. The researcher assumed that music streaming is an effective service delivery just the same way radio and television services are methods of broadcast of music. The authors have argued that broadcast of music via streaming provides ease of listening by viewers especially on the multimedia platform such as Spotify that has sweet and interesting tunes. The impact of music streaming which is, one of the acceptable methods of music broadcast have revolutionized the music industry. This is because, broadcast of music through streaming platforms including the Spotify and Apple have provided new revenue streams and democratize access to music for both major labels and independent artists who found these platform as paradigm for the broadcast of their music.

Another impact of broadcast of music by streaming via numerous multimedia platforms is that users have found that it increases accessibility of music contents by their target audience. Multimedia platforms such as the Apple Music, Amazon Music, and Spotify Music channels have made it easier than ever to access millions of songs being broadcast. It also allow end users to access some of these songs without having to purchase the physical records or needless to download music files. This experience which was brought about by the multimedia usage has shaped the broadcast of music against the backdrop of the traditional media use for broadcast of music.

Butler (2019) found that broadcast of music through streaming has benefited the music industry. The shift from the more traditional media for music broadcast,

according to Butler, "is a good thing for the music industry". The author observed that broadcast of music by streaming has made it possible for many people to get to the music of their choice. It has almost foreclosed physical sales. The effect is also seen in the reduce interest in music download by audience. Thus, due to available mechanism of the multimedia, downloads of music have been declining in recent times since music broadcast via streaming has become dominant as channel of broadcast of music as well as distribution of music. Butler was of the view that a majority of artists are able to broadcast their music to target audience without necessarily making use of the radio and television. This argument lean support to the veracity of the multimedia use for music broadcast. Based on the advantages found in the use of platforms created by the technology of the multimedia where streaming of music is seen as an advance development of broadcasting by using the various broadcasting channels. The rise of this method which found to be accessible and cost effective to music broadcast, hence it cannot be overemphasized.

The Challenge of Music Broadcast in Nigeria

Music broadcast for the greater part in Nigeria was dominated by traditional medium involving the radio and the television. Due to restriction and regulation by broadcasting stations, society is often denied the music genre of their choice. The public listen to the music that is relayed even when it is not to their best of their interest. This situation contributed to a majority of people not showing interest in listening to music broadcast on television or on radio. In another words, listening to broadcast of music could not be personalized. The rate at which individual and group of individual patronized the television and radio for the purpose of listening to relay music is not satisfying because of incessant power outage. Transition from traditional medium of music broadcast to multimedia powered technology has revolutionized the music industry to the point that broadcast of music has become simplified, seamless and cost effective as well as made personalized.

The impact of the multimedia on music broadcast in contemporary Nigeria society is discussed in a number of studies. The study by ChukwudebeluIzuchukwu Vincent (2024) investigated Impact of Digital Broadcasting on Level of Interactivity and Engagement of Audience in Television Industry in Lagos State.

The study found that digital broadcasting has significantly increased the level of audience engagement in Lagos State. The implication of this finding to this study indicates that through the multimedia, audience interaction and engagement is sustained, encouraged and achieved. This is against the backdrop of the traditional medium that looks impersonal with audience participation.

Jake Sartini (2024) discussed the Impact of Social Media on the Music Industry. This researcher maintained that "In an age where connectivity is paramount and digital landscapes continuously evolve, the symbiotic relationship between social media and the music industry has become increasingly profound." The indication from the above study is that multimedia benefits users because nearly everyone can access it by connecting to the Internet. Through it the individual can broadcast his or her music to a global audience. This is not possible with traditional means of music broadcasting. The study observed that from fostering direct artist-fan interactions to reshaping marketing strategies and redefining the notion of musical stardom, social media platforms have ushered in a new era of innovation and disruption within the realm of music. Therefore, multimedia has created an atmosphere for music to thrive in contemporary society.

Conclusion

The advent of the multimedia in the 21st century is phenomena. This is because; it provides multiple platforms for streaming music to a very large audience. This method of music broadcast is found to be effective, accessible and affordable. Music broadcast has found breakthrough due to the various streaming platform. Music is now being broadcast via platforms such as Spotify music, Apple Music, Amazon Music that is driven by the internet. The multimedia has encouraged musicians music audicence in a number of ways. For instance, via the multimedia platforms, music broadcast now has wide reach covering a global spectrum. It is found that the use of the platforms of the multimedia broadcast of music has been simplified, flexible and efficient. Therefore, the paper concludes that platforms of the multimedia are a veritable medium for broadcast of music in the 21st century in Nigeria.

Recommendation

The paper recommends as follows that:

1. Musicians and music producers should broadcast their music using the platforms of the multimedia. This media have shown how effective in the distribution of music content via streaming driven by the Internet.

2. Music Instructors in the different institutions should introduce their student to the broadcast of music involving the multimedia platforms. The far reaching effect of the multimedia platforms is capable of spreading their choice music genre.

3. Broadcast stations should incorporate the platforms of the multimedia in the broadcast of music. The various platforms of the multimedia have wide spread. Therefore, engaging any of the platforms for music broadcast will enhance the distribution of music contents beyond local context

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