HD HUMANUS DISCOURSE BOOK PROJECT

CALL FOR PAPERS

FROM AFRO BEAT TO AFRO BEATS

History, Evolution and Dimensions of Africa's Music Revolution

Volume will be edited By
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Afrobeat and Afrobeats music genres has risen to the global stage as the new 'pop'. The historical materialism of this process is currently being debated in Africa and the West. Though a uniquely African Story, Africans and foreign scholars alike need to exhaustively interrogate this phenomenon from every perspective possible. The Evolution of the 'Beats' concept from Afro Beat reconceptualised the phenomenon into and African all inclusive cultural and musical revolution thus bringing into play the role of every possible music genre on the African continent. Through its evolution, it has also fussed with all the major music genre's in the world (Hip Hop, Reggae, dancehall, R&B, Soul etc) and produced a revolutionary sound and cultural movement that is riding on cutting edge digital, IT and internet technology to secure a place where no other genre has secured beforehand. Afrobeat Artiste are selling out stadiums and huge arenas outside the continent of Africa in locations that are the traditional strong holds of other music genres. This speaks to the heart of a phenomenon that is not only changing pop culture but may likely redefine the political and economic future of a continent that has a population that is 60% below 25 years.

This volume will examine not just origins, history and evolution, it will interrogate the way, purpose and manner in which afrobeats is created; its impact on society, psychology, religion, politics and globalisation will be central. Submission will cover but not be restricted to the following subthemes below.

SUB-THEMES

HISTORY
History of Afro Beat
History of Afro Beats
History of Key musical figures

MUSICOLOGY AND PERFORMANCE
Evolution of musical styles
Impact of digital tech on Afrobeats
Music producers, DJ and dancers
Influence of other music Genre's
Afrobeats and theatre

MUSIC INDUSTRY
The evolution of the African Music Industry
Impact of Music Labels
Music and Movies

SOCIETY
Values and Socio-cultural Impacts
Drugs and violence
Cultism and gangs
Globalization of African Music
Psychology and social interactions
Gospel Afrobeats

MEDIA AND TV
Music Videos and dissemination
Marketing and advertising
Branding

THEORY
Ideological conceptualizations
Social tranformation theories.

LANGUAGE
Evolution of linguistic forms in Afrobeats
Use of Native Dialects
Role of Pidgin English, Patwahs etc

POLITICS
Afrobeats and activism.
Afrobeats and politicians
The politics of Afrobeats

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