

TRANS-ATLANTIC SLAVE TRADE, SOCIAL CHANGE AS CATALYSTS TO YORÙBÁ POPULAR MUSIC

Presented at the 6th J.A Atanda lectures and Conference,

Date: 21-23rd June 2021

Venue: Babcock University, Ilisan, Ogun State

BY

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ABSTRACT

- African-American cultural practices and Its influences on popular music culture of the Yoruba people.
- Using an ethnomusicological approach, the paper relies on archival and ethnographic sources to extrapolate data
- The study samples genres of music like Highlife, Juju, Afro-beat, including recently introduced hip-pop in Yoruba land
- The paper expands discussions on identity formation beyond that of African-Americans to consider how the American experience of slave returnees has shaped Yoruba identity.



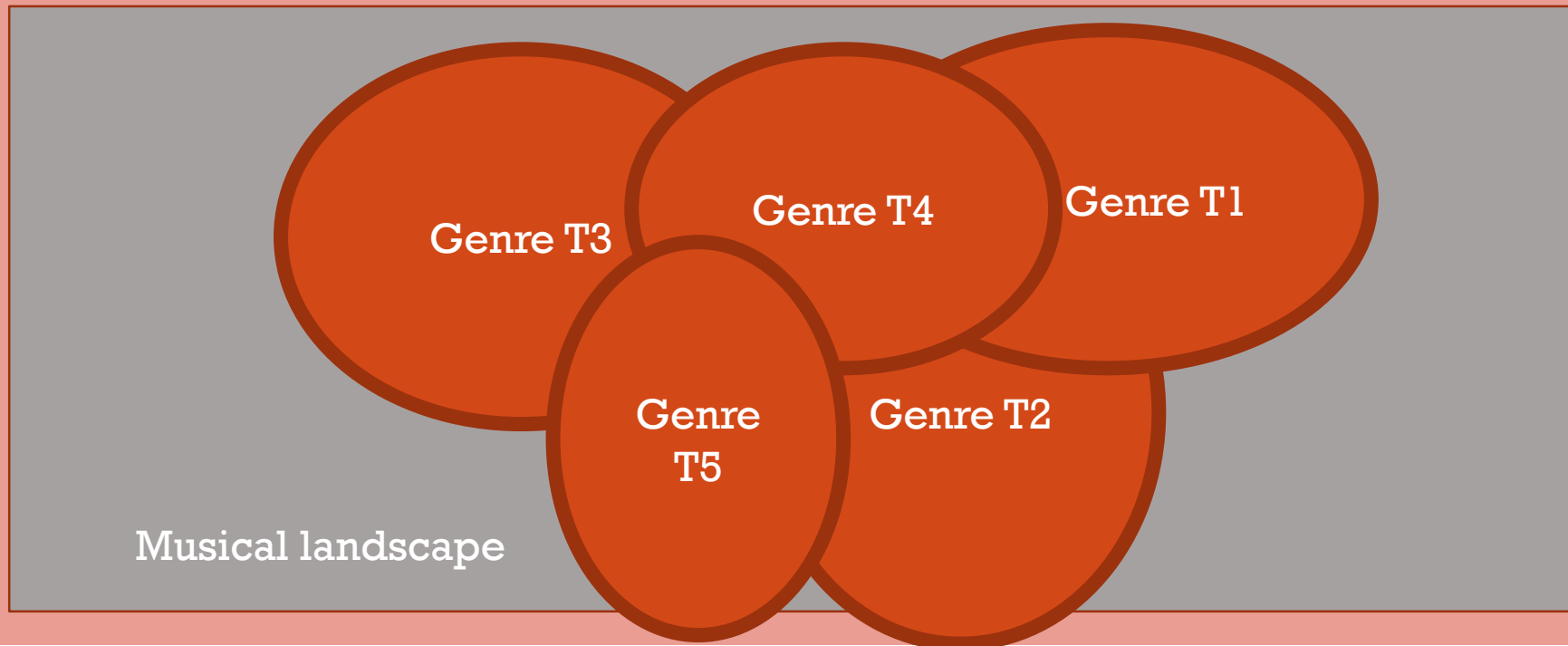
BACKGROUND TO THE STUDY

- Are all about Slave trade Negatives?
- Are the reverse influence of Slave trade been adequately explored?
- How has the Slave trade experience influenced the Yoruba popular music from the early 20th C till today.
- This paper examines the Origin, development of some genres of popular music in Yoruba land and their connection with slave trade.
- Of more importance to the paper is how the genres have been moving forth and back from Yoruba land to the diaspora and transforming in the process



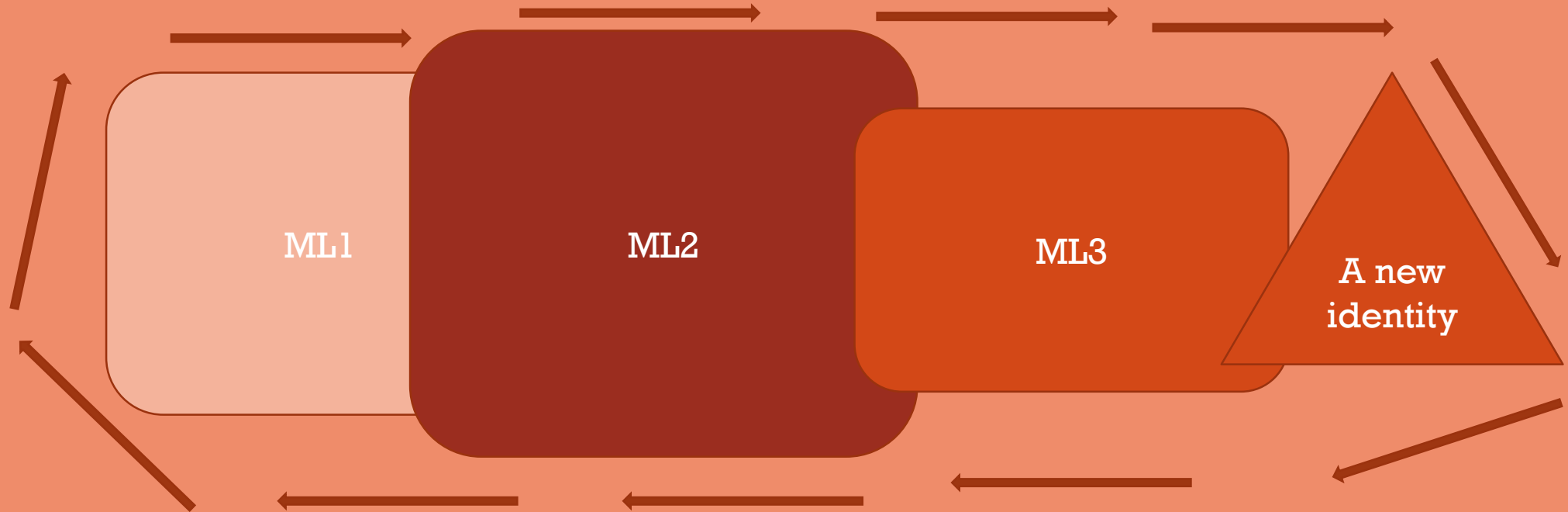
THEORETICAL FRAMEWORK

Inter-Culturalism theory by Akin Éubà.



SUMMATION

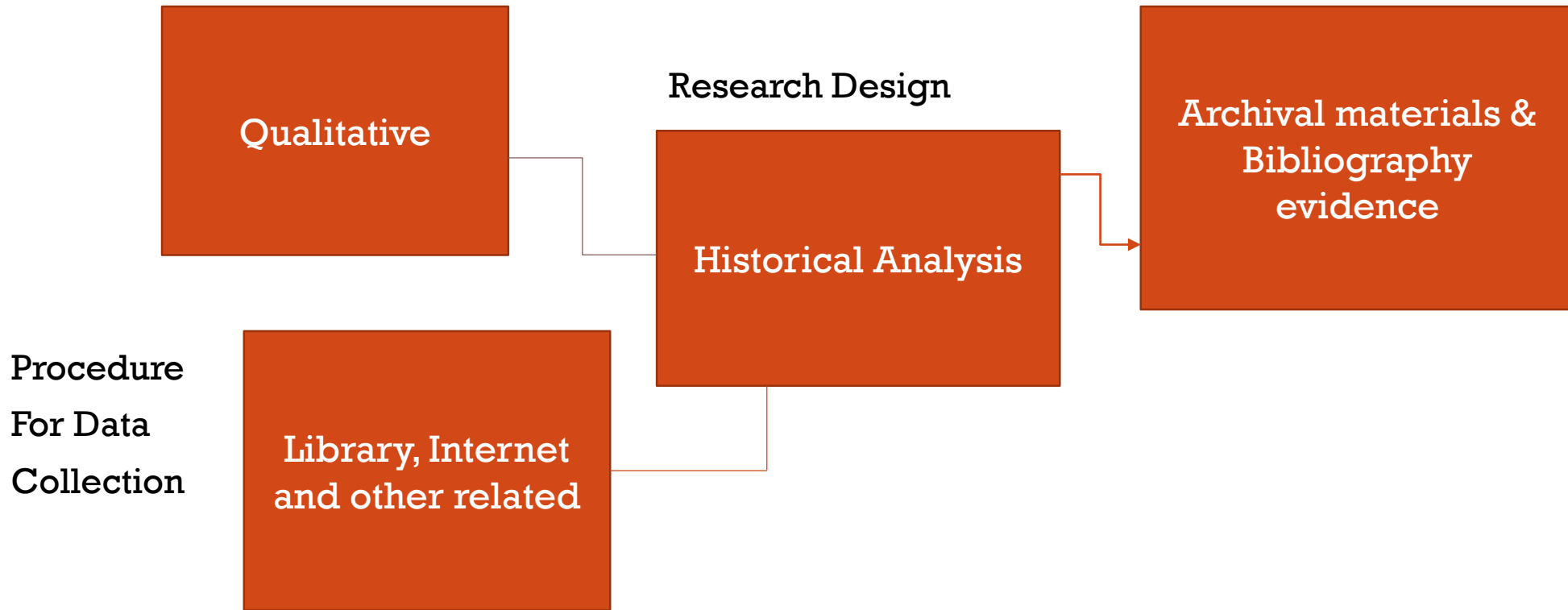
▪ $T1+T2+T3+T4+T4= ML$



METHODOLOGY

- Research Type

Data Collation methods



FINDINGS

- The Yoruba People



Traditional Yoruba Town



Modern Yoruba city



MUSIC IN TRADITIONAL YORUBA TOWN



MUSIC IN MODERN YORUBA TOWN

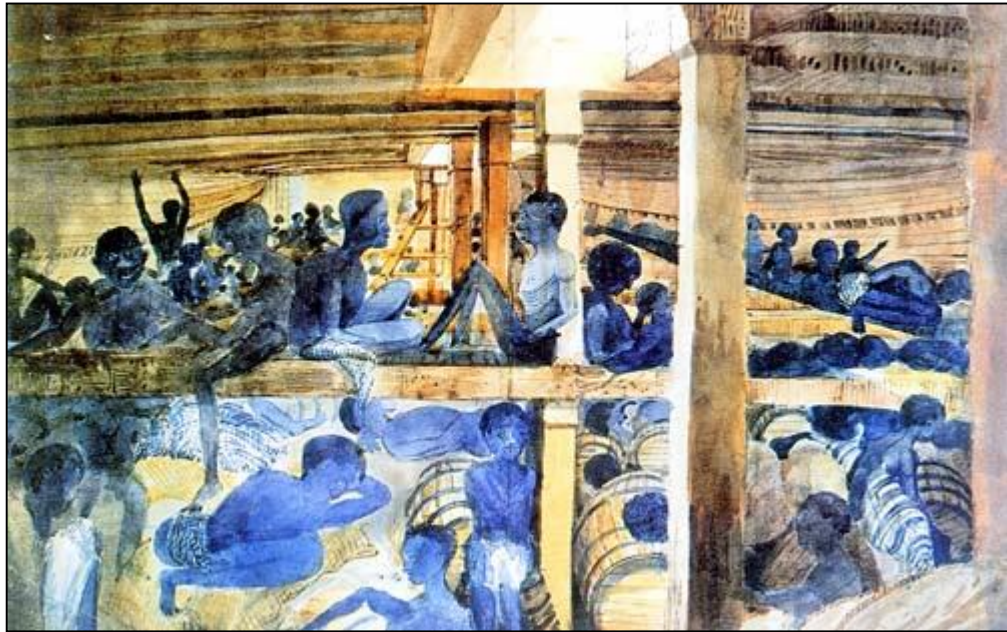


FACTORS THAT SHAPED YORUBA MUSIC

- Intercine wars
 - Trans Atlantic Slave Trade
- Influx of European Explorers & Missionaries



TRANS-ATLANTIC SLAVE TRADE



THE METAMORPHOSIS

At Departure

- ❑ Traditional Music and Varied musical Cultures

Slave land

- ❑ Folk- Ring shout
- ❑ Popular Minstrel
- ❑ **Work-song**
 - ❑ Gospel
 - ❑ Hymn
- ❑ Spirituals
 - ❑ Blues
 - ❑ Swing
 - ❑ Jazz

Return Trip

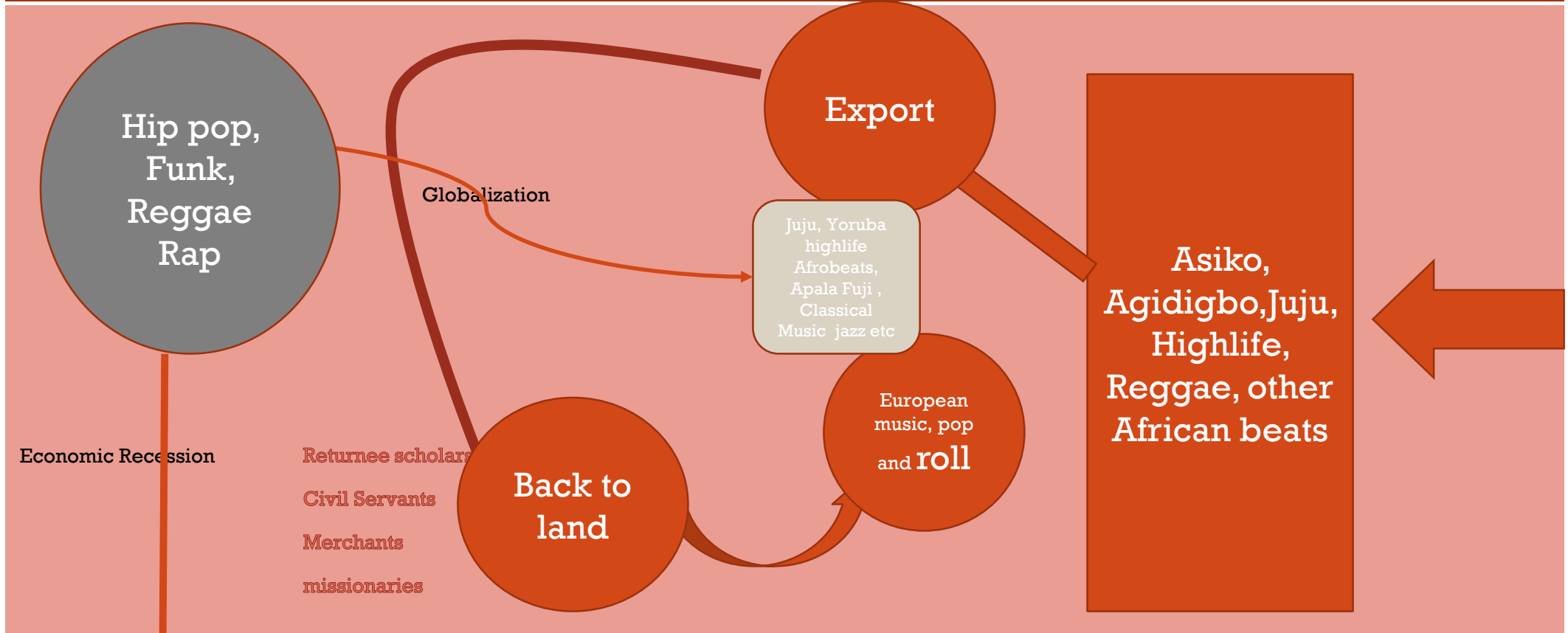
- ❑ Brazillian Carnival
 - ❑ Carreta
- ❑ Hymn Singing
- ❑ Concerts
- ❑ Theatrical Performances

Result

Highlife. New evolving cultures. Imitative life



Globalization and the African Music Industry



A NEW BIRTH & BACK TO THE WORLD

▪ a

Decree
38 of
August 4
1992

Hip pop, Afro
funk,

World Music



YORUBA POPULAR MUSIC EMERGENCE @ THE WORLD STAGE

- World Tour by
- Isaac Kehinde Dairo
- Ebenezer Obey
- Sunny Adeniyi
- Fela Anikulapo kuti
- Wasiu Ayinde
- Barrister Ayinde
- Julius Ekemode
- Fem Kutt



Orlando Owoh

Sina Peters

Kolington Ayinla

Salawa Abeni

Victor Olaiya



ACCOLADES AND AWARDS FOR YORUBA POPULAR MUSIC

- I.K Dairo
- Sunny Ade
- Femi kuti
- Seun Kuti
- Whizkid
- Burna boy



CONCLUSSIONS

- The paper has been able to trace the tripartite movement of Yoruba musical cultures to the diaspora, back and now making a re-entry
- The paper reinforces the impact of social interaction in the formation of musical identity which eventually determines the social biases of a people
- The paper detailed the factors responsible for these movements that had culminated in the emergence of new musical cultures for the people
 - The paper equivocally positioned Yoruba musical culture as an international brand equal to her counterparts world overall



RECOMMENDATIONS

- Further In-depth scholarly study of this subject



THANK YOU



