

SECTION F
MUSIC, CREATIVE ARTS AND ENTREPRENEURSHIP

CHAPTER FORTY-NINE

APPRAISING POPULAR MUSIC BUSINESS IN NIGERIA AND JOB CREATION: A STUDY OF SELECTED YOUTHS IN AGO- IWOYE, OGUN STATE

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Abstract

The efficacy of Nigerian Popular music in Nigerian society spans beyond mere entertainment, education, communication and relaxation. Popular music is a reflection of different ethnic groups in Nigeria but with the influence of western culture. Its broad scope makes it inevitable and highly intrinsic as to its benefits to society and more specifically, Nigerian Nation. Nigerian Popular music business refers to any money-making venture associated with Nigerian popular music. The study evaluates how Popular Music Business in Nigeria has created job opportunities and a means of livelihood among selected Youth in Ago Iwoye, Ogun State. It elucidates aptly the development of Nigerian popular music. The study employs a quantitative method. Both primary and secondary data were used for this study. The Primary data used was a well-structured questionnaire administered to selected 80 youths between the age of 18- and 29 in Ago- Iwoye. The Data collected from respondents were analysed using frequency distribution and percentage. The study concludes that popular business has helped to drastically reduce the rate of unemployment in Nigeria as many Nigerians who are musically inclined do not bother looking for jobs. Music automatically serves as a means of livelihood for them. Music jobs range from the playing of musical instruments, Composer/Song Writers, Record Label Entrepreneur, Recording Engineers, Music producers, vocalists, music managers, DJs, Dancers, Singers, Backup singers and a lot more. The study recommends that government and private sectors should invest more in music, in training youth to acquire creative skills such as music to spur self-employment and job creation. Music should be made a compulsory course in all citadels of learning from primary schools to higher institutions in Nigeria.

Keywords: Appraising, Popular music business, Nigeria, Job creation

Introduction

Music exists everywhere in daily activities. People listen to music when driving, studying, or relaxing as well as in commercial arrangements. Music can move people in many mysterious ways. (Enoh, 2006) opined that almost every sector in this country uses music for one purpose or the other because music is accessible to all. Nnamani (2004) opines that music is an integral part of the traditional culture of the people of Nigeria. It plays a very significant role in every aspect of traditional and modern societal lives from birth to death. Music is a general phenomenon that cuts across racial, cultural, social, educational, and economic barriers, which enhances cultural appreciation and awareness. Its symbol systems are important as letters and numbers. Music integrates mind, body, and spirit as well as provides opportunities for self-expression, bringing

the inner world into the outer world of concrete reality, which in turn offers the avenue to "flow states" and peak experiences. Some Nigerian youth have seen popular music as a career worth depending on as a means of livelihood. Omoruyi (2008) opines that a multi-dimensional process of development includes changes in structure, growth, the reduction of inequality and the eradication of absolute poverty.

A Nigerian youth who had acquired some skills in music which varies from the playing of musical instruments both (African and western) instruments as the playing of Keyboard, Saxophones, Trumpet, Gangan, Bata, Guitars and others feature in some popular music performances. Some who are well trained in Voice and dance also play important roles in various popular music bands and studios. Also, some major the brass instruments such as the Trumpet as it is usually used in bands, brigades and Orchestra. Other brass instruments played by Nigerians include the Trombone, Tuba, Euphonium, Cornet, Bugle and French horn. Some Nigerians acquire skills in playing percussion instruments such as the tenor drum, bass drum, Drum set, Kettle drum and others. The African musical instruments are also represented in the varieties of instruments played by Nigerian Youths. Apart from the use of those instruments in various bands, they are also played during festivals, ceremonies and religious gatherings. According to PwC's Global Entertainment and Media Outlook 2017-2021 forecasts, the revenues from the music sector will hit US\$73m by 2021 (Iweka, 2018).

Nigerian Popular Music

The music of Nigeria includes many kinds of folk and popular music, some of which are known worldwide. Styles of folk music are related to the ethnic groups in the country, each with its techniques, instruments, and songs. The earliest styles of Nigerian popular music were palm-wine music and highlife, which spread in the 1920s among Nigeria and nearby countries of Liberia, Sierra Leone and Ghana. In Nigeria, palm wine became the primary basis for juju, a genre that dominated popular music for many years. During this time, a few other styles such as Apala, derived from traditional Yoruba music, also found a more limited audience. By the 1960s, Cuban, American and other styles of imported music were enjoying a large following, and musicians started to incorporate these influences into juju. The result was a profusion of new styles in the last few decades of the 20th century, including waka music, Hip-pop and Afrobeat.

Highlife which depicts the musical acculturation of African American style of music which has taken place in Nigeria is called one the popular music because it became widely accepted by neighbouring counties. Highlife originated in Ghana, is a Nigerian musical phenomenon by it and through it, other musical genres came to play. As Nigerian music is said to be always functional it is no surprise how highlife music began to flourish especially in the Yoruba land and Lagos state in particular highlife brought in a social musical context of a nightclub. Lagos became a centre of attraction at the time as neighbouring countries came in to visit and enjoy Nigerian Highlife. The key composers and beneficiaries of the advent of Highlife music were Adeolu Akinsoju and Victor Olaiya, they were pioneers of the Nigerian Highlife style and they organized concerts and performances where gate fees were charged and the prices were normally very high and it was for the high class, these became a means of livelihood for them. According to (Forchu,2009) Apart from entertainment and relaxation, Nigerian popular music contributes significantly to other areas of human endeavour. The impact of popular music on the national economy cannot be overestimated. Nigerian popular music has been able to raise the standard of living by creating more job opportunities in the Nation.

The palm wine style of music was also fast rising with the fusion of brass instruments, and percussion and it was called the Lagos-born palm wine style. Tunde King being one of the notable

composers of this music rebranded its name and called it JUJU according to the sound of one of the instruments used in creating the style of the music, it was however argued that the name was coined by the French colonial masters who expressed dislike for the style of music by calling it a 'jou jou' meaning nonsense. British record labels soon began to record the palm wine style of music anyway but artists like Tunde King, Speedy Araba and so on established the core of the juju style and it became more popular through the 20th century. Nigerian music became a source of pride to Nigeria and it was sung in 1967 on the battlefield of the Nigerian civil war to lift the morale of the federal troops. After the second world war, juju and Highlife continued to grow more strongly and several musicians began to come up. Juju music also incorporated more African American instruments like Gangan, electric guitar and accordion which was recognised by I.K Dairo and his band. I.K Dairo took juju music to an international level spreading its fame as far away as Japan and he became the first Nigerian to be honoured by receiving membership into the British empire in the United Kingdom. More musicians emerged from the band of some of these notable musicians. Music was passed on as several people took their interest to study abroad and brought the knowledge home to establish a band, a record label and start different styles of music that began to unfold.

The music of Nigeria was also greatly influenced by the likes of canon J.J Ransome Kuti and Nigerian Arts musicians such as TKE Phillips who began to write Yoruba hymns for churches and they also began to expand and create Nigerian music. As they served as an inspiration to other upcoming musicians, thus people were inspired by music either through formal, semi-formal or informal and passed on to younger generations. The acquisition of musical skills then is an essential ingredient for the building of a self-reliant individual capable of employing himself. Popular music is socially related and appeals mainly to the youth in the urban areas and on the electronic media. It is device-oriented and finds its expression in pops and nightclubs. It is used for entertainment (Okafor,2005).

Nigerian Music Industry and Examples of Youth Beneficiaries of Job Creation

The Music of Nigeria has excelled in times past because of its uniqueness and diversity. Nigeria's internal population is estimated at 200 million citizens and still growing. The Nigerian Music industry is so diverse consisting of many genres, each kind of song is so distinctive with each having its techniques, instruments, and language. Which makes it a veritable avenue for moulding or engineering Nigeria's economy. The industry is so dynamic that it is known worldwide, and this attracts different foreign artists who come to sing or perform in Nigeria. It has not only attracted foreign musicians but also other platforms and foreign industries have come to invest in the musical talent of Nigeria like the MTN Project Fame.

Project Fame, also known as Project Fame West Africa or MTN Project Fame West Africa (for sponsorship purposes), is a music talent TV reality show filmed in Lagos and aired in the West African subcontinent. It is a regional version of the Star Academy reality series that was developed and is licensed worldwide by Endemol. The show used to feature contestants from Ghana, Liberia, Nigeria and Sierra Leone, but Liberia and Sierra Leone have been dropped since the 2014 Ebola Outbreak. The show is broadcast by networks in these four countries and across the African continent.

The show is broadcast by networks in these four countries and across the African continent. The jury is formed by three judges; Praiz, Bibie Brew and Tee-Y Mix, and Faculty members of the Academy which include: Joke Silva, Lovette Otegbola, Dupe Ige and Ben Ogbeiw. It's has succeeded in producing many musical talents and made production for employment with music

some of its beneficiaries are Iyanya (2008) (2009) Mike Anyasodo (2010) Chidinma (2011) Monica Ogah (2012) Ayoola (2013) Olawale (2014) Geoffrey Oji (2015) Jeff Akoh (2016) Okiemute Ighorodje and many more. To date majority of these contestants are still in the music industry making a living for themselves. A very good example is Chidinma, who won the contest in 2010.

Chidinma Ekile, a Nigerian Youth (born 2 May 1991), popularly known as Chidinma, is a Nigerian singer and songwriter. In 2010, she rose to stardom after winning the third season of Project Fame West Africa. Chidinma worked as a business promoter in Lagos before auditioning for the third season of Project Fame West Africa. She initially declined her admission to the University of Lagos due to her advancement in Project Fame West Africa. Chidinma and the other contestants were coached by music professionals: voice coaches, inspirational speakers, established musicians, and music business service providers. Moreover, contestants were taught choreography and several rehearsal drills. Chidinma was announced as the competition's winner on 26 September 2010. She won several prizes, including ₦ 2.5 million, a 2011 Toyota RAV4, and a production deal. In May 2013, Chidinma signed an endorsement deal with MTN Nigeria. This and many more platforms have used music in raising many Nigerians from penury to being self-employed.

Many Nigerian musicians today are being sustained by their musical knowledge and talent in the music industry the likes of Dbanj, 2face, the Sound sultan who are now legends in the music industry with more rising stars like Wizkid, Davido, Olamide P-square and the female artists are also not left out they are Asa, Yemi Alade, Waje, Mo'Chedda and many more. Expanding the cost of employment in the Nigerian economy. There is therefore a huge economic potential in the popular music industry which if fully tapped, can replace crude oil as the mainstay of Nigeria's economy (Ogunrinade,2015). The music business has so much been so enterprising especially now in the entertainment world. A single show or concert opens opportunities for many other business specialists to include videographers, photographers, decorators, sound engineers, food vendors, security outfits, printers, event planners, stage and set design, costumiers, fashion designers, Music journalists, Make-up artists and a lot more. These alone generate a lot of money for Nigerian youths who are skilful in those areas.

Looking at popular music and its perspective, it is a huge channel not only for national development but for providing job and wealth creation to several numbers of people ranging from songwriters, music publishers, composers, arrangers, producers, music recording and marketing companies, printing companies, cassette, CD, VCD, DVD manufacturers, wholesalers and retailers of musical recordings, dealers on musical instruments, studio and stage sound engineers, musicians, singers, dancers, promoters, talent scouts, entertainment writers, stage designers, lighting crew, structural engineers, advertising practitioners, media houses and many more professionals, income generation and distribution in the popular music industry is broad-based and far-reaching. Not to mention monies accruing to the government through various taxes across professional lines (Emielu, 2008).

Okafor (2001) opines that the music industry moves a lot of money in any country even outside Nigeria. He noted that everybody that was associated with the production and marketing of music by 'the Beatles' was virtually a millionaire. The system is an aggregation of several activities and organisations working towards specific ends but united in the common objective of distributing music for profit. As a result, the beneficiary is several centres – the composer, the artist, the industrialist, the agent, the producer, the marketer and the user. The implicated services

would include advertising, banking, promotional services and public relations. The industry, therefore, offers an opportunity for several disciplines, talents, organizations and persons. (Okafor,2001).

This reveals enormous opportunities Popular music creates among Nigerian youth. It then means that as long as the music is continuously produced and live performances are staged, the jobs created will be sustained and many who depends on such jobs as a means of livelihood will be sure of job security. To also note is the possibility of expansion as new popular music artists continue to emerge, the music industry also experiences expansion and more job opportunities are open to people.

Analysis of Data

Table 1

Music Performance creates other business opportunities

SD	D	SA	A	TOTAL
1	0	62	17	80
1.25	0	77.5	21.25	100%

In the above table 62 (77.5%) and 17 (21.25%) of the respondents strongly agreed and agreed that Music Performance creates other business opportunities.

Table 2

Popular Music business enables people to do other available other jobs

SD	D	SA	A	TOTAL
0	1	52	27	80
0	1.25	65	33.75	%

The above table shows that 52 (65%) and 27 (33.75%) respondents Strongly Agreed and Agreed, which is far above the percentage of respondents that disagreed and strongly disagreed. This shows that a good number of Nigerians believe that the Popular music business enables people to do more other available jobs

Table 3

Music fuels tourism and development in Nigeria.

SD	D	SA	A	TOTAL
2	4	23	51	80
2.5	5	28.75	63.75	%

The table above presents that 51 (63.75%) and 23 (28.75%) respondents Strongly agreed and agreed, which is far above the number of respondents who Strongly disagree and disagree. This

shows that a good number of people Agree that Music fuels tourism and development in Nigeria.

Table 4

Music businesses created through Popular Music are on the increase in Nigeria.

SD	D	SA	A	TOTAL
2	5	24	49	80
2.5	6.25	30	61.25	100%

The table above presents that 24 (30%) and 49 (61.25%) respondents Strongly agreed and agreed, which is far above the number of respondents who Strongly disagreed and disagreed. This shows that a good number of people Agreed that the Music business, created through Popular Music is on the increase in Nigeria.

Table 5

Music is an unbeatable source of wealth to some Nigerian Youth

SD	D	SA	A	TOTAL
0	7	20	59	80
0	8.75	17.5%	73.75	100%

The table above presents that 14 (17.5%) and 59 (73.75%) respondents Strongly agreed and agreed, which is far above the number of respondents who Strongly disagreed and disagreed. This shows that a good number of people agreed that Music is an unbeatable source of wealth for some Nigerian Youth.

Table 6

Musical events provide a means of livelihood to some youths in Nigeria.

SD	D	SA	A	TOTAL
2	7	20	51	80
2.5	8.75	25%	63.75%	100%

The table above presents that 51(63.75%) and 20 (25%) respondents Strongly agreed and agreed, which is far above the number of respondents who Strongly disagree and disagree. This shows that a good number of people agreed that Musical events provide a means of livelihood to some youths in Nigeria.

Table 7

Popular Music attracts business investment and investors to Nigeria.

SD	D	SA	A	TOTAL
2	12	34	32	80
2.5	15	42.5	40	100%

The table above presents that 34 (42.5%) strongly agreed, while 32 (40%) respondents support the claim that Music attracts business investment and investors to Nigeria.

Table 8

Musical career increases the population of the employed in Nigeria

SD	D	SA	A	TOTAL
2	12	25	41	80
2.5	15	31.25	51.25	100%

The table above presents that 25 (31.25%) and 41 (51.25%) respondents strongly agreed and agreed, which is far above the number of respondents who Strongly disagreed and disagreed. This shows that a good number of people Agree that a Musical career increases the population of the employed in Nigeria.

Table 9

Music is used to advertise goods and services in Nigeria

SD	D	SA	A	TOTAL
0	0	40	40	80
0	0	50	50	100%

The table above presents that 40 (50%) respondents Strongly agree and agreed, which is far above the number of respondents who Strongly disagree and disagree. This shows that a good number of people Agree that Music is used to advertise goods and services in Nigeria.

Table 10

Musical Album sales contribute to the development of the Nigerian economy.

SD	D	SA	A	TOTAL
2	8	11	59	80
2.5	10	13.75	73.75	100%

The table above presents that 59 (73.75%) and 11 (13.75%) respondents Strongly agreed and agreed, which is far above the number of respondents who Strongly disagreed and disagreed. This shows that a good number of people Agreed that Musical Album sales contribute to the development of the Nigerian economy.

Table 11

Popular Music business empowers Nigerians to be self-employed.

SD	D	SA	A	TOTAL
0	4	60	16	80
0	5%	75%	20%	100%

The table above presents that 60 (75%) respondents strongly agreed, which is far above the number of respondents who Strongly disagree and disagree. This shows that a good number of people Agreed that Popular Music empowers Nigerians to be self-employed.

Table 12

Music is another viable medium for empowering Nigerian Youth.

SD	D	SA	A	TOTAL
1	5	24	50	80
1.25%	6.25%	30%	62.5%	100%

The table above presents that 50 (62.5%) respondents agreed, which is far above the number of respondents who strongly disagreed and disagreed. This shows that a good number of people agreed that Music is another viable medium of empowering Nigerian youth

Discussion of Findings

From the analysis, it is crystal clear that music plays a significant role in creating jobs and empowering Nigerian youths. Many Nigerians depend solely on the music business. This corroborates the view of (Anuforom,1984) who rightly observed that music has as one of its objectives the development of the child's talent, physical skills as well as the acquisition of specific vocational training that could enable one to develop a healthy attitude towards honest labour. Nigerians who are fully trained do not need to begin to look for a job elsewhere. This automatically contributes to national development in Nigeria and reduces the rate of unemployment.

Nigeria's popular musicians have, at one time or the other, been invested with prestigious international and national honours in recognition of their contributions to society as cultural ambassadors of the nation (Onwuegbuna,2012). This supports the claim in table 5 that some Nigerian Youth became wealthy through popular music. Such are those who had in one way invested in their Nation. A recent example was Davido who raised two hundred million and added fifty million for the sake of children in Motherless homes in Nigeria. Table 3,4,5,6,7 shows that music fuels tourism attracts business investments, and opens doors to several jobs. Table 9 shows that music is used in advertising goods and services. According to these scholars, music is used everywhere and it is extremely important in advertising. Stout and Leckenby (1988) found out that music in advertisements can influence the information retrieved by consumers and also, the purchase intention of the consumers was higher with the advertisement with music in them. According to Stewart and Furse (1986), purchase intent was higher with advertisements that had music in them, and generally, subjects had more negative attitudes towards advertisements without music. This shows that music is very effective in the advertising of goods and services.

Conclusion

There is no gainsaying that the Popular music business contributes immensely to creating job opportunities for Nigerian Youth. Its pivot role cannot be undermined both in the Economy and by making some youths self-employed. It has helped to drastically reduce the rate of unemployment in Nigeria as many Nigerians who are musically inclined do not bother looking for jobs. Music automatically serves as a means of livelihood for them. Music jobs range from the playing of musical instruments, Composer/Song Writers, Record Label Entrepreneur, Recording Engineers, Music producers, vocalists, music managers, DJs, Dancers, Singers, Backup singers and a lot more. It is not in doubt that music has the capacity of equipping its beneficiaries with the necessary skills and attitude with which to be self-reliant. When people are self-reliant, they will contribute in no small measure to their immediate community and Nigeria at large. Music is a contributing factor in the development of Nigeria's economy which has in no small way impacted the lives of various individuals in the society these contribute in no small measure to the self-empowerment and livelihood of Nigerian Youths.

Recommendations

This study recommends that music should be financed more by the government. Music training centres should be set up to further musical skill acquisition and knowledge amongst young elites in Nigeria. Private business sectors can also support music by raising self-reliant musicians just like MTN Project Fame has produced several musicians like Chidinma Ekile, Waje and many

more who are well to do with the knowledge of music. A strong music sector cannot emerge without strong leadership and management. The need for management skills permeates all aspects of the music industry. Good governance based on a sound economic and political programme is the recipe to keep Nigeria one. To curb the menace of unemployment, the government, policymakers and implementers should ensure that music is made compulsory in schools as a compulsory subject and course right from the elementary to the university level so that those opting to venture into music on graduation would do so from a position of knowledge, skillful and professional know-how. The government should guarantee loans for the production of recording projects (expert products), through meaningful dialogue with the industry to determine how best it could be of assistance. They should also help the music industry in the reduction of tariffs for imported musical instruments. If this is done, and almost everyone can acquire the instrument of his choice, it could make life easier for youth venturing into music as a career. National honours should be given to nationalist composers regularly. This will encourage them all the more to compose more.

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