

# IMPACT OF SOCIAL MEDIA PLATFORMS ON THE GLOBAL DISSEMINATION OF INDIAN CLASSICAL MUSIC: A STUDY OF YOUTUBE, INSTAGRAM, AND FACEBOOK.

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## ABSTRACT

Indian classical music, encompassing traditions such as Hindustani and Carnatic music, has historically been transmitted through oral traditions, live performances, and the guru–shishya parampara. However, the rapid rise of digital technology and social media platforms has transformed how these art forms are produced, distributed, and consumed globally. This research paper examines the impact of social media—specifically YouTube, Instagram, and Facebook—on the global dissemination of Indian classical music. By analyzing digital content practices, audience engagement patterns, and the role of algorithms and networked communities, the study explores how social media has expanded access to traditional music while also introducing new challenges such as commercialization, shortened attention spans, and cultural dilution. The findings suggest that social media platforms have democratized access to Indian classical music, enabling global reach, interactive learning, and cross-cultural collaborations, while simultaneously reshaping performance styles and audience expectations. **Keywords:** Indian classical music, Guru–disciple lineage, Digital technologies, Social media, Global audience, Online performances, Internet penetration, Smartphone adoption, Digital platforms.

## Introduction

Indian classical music represents one of the oldest and most sophisticated musical traditions in the world. It is broadly categorized into two main traditions: Hindustani music of North India and Carnatic music of South India. Traditionally, the dissemination of this music relied on live concerts, cultural festivals, recordings, and the guru–disciple lineage system.

The emergence of digital technologies and social media has significantly altered this landscape. Platforms such as YouTube, Instagram, and Facebook now function as key spaces where artists showcase performances, conduct teaching sessions, and engage with audiences globally. Social media has enabled artists to transcend geographical boundaries, reaching audiences far beyond traditional concert halls and academic institutions. With increasing internet penetration and smartphone adoption, digital platforms have become a primary medium for discovering and experiencing classical music, especially among younger audiences. This shift raises important questions about how social media is reshaping the production, distribution, and reception of Indian classical music.

## Objectives of the Study

The study aims to:

- Examine the role of social media platforms in promoting Indian classical music globally.
- Analyze how YouTube, Instagram, and Facebook facilitate audience engagement and music dissemination.
- Identify opportunities and challenges associated with digital platforms for classical musicians.
- Evaluate the impact of social media on the preservation and evolution of Indian classical music traditions.

## Literature Review

Several researchers have studied how social media connects with traditional performing arts. Their studies show that digital platforms help artists gain global visibility and interact directly with audiences. Social media platforms also increase the exposure of traditional cultural forms because they allow artists to share performances, tutorials, and collaborative projects easily with people around the world.

Another study on Indian performing arts explains that platforms like YouTube, Instagram, and Facebook help musicians reach audiences beyond traditional venues such as concerts and cultural festivals. Research on Carnatic musicians using Instagram shows that short-form videos like reels are an effective way to attract younger audiences and build online fan communities.

Technological developments have also made music more accessible. Through streaming and social media, people from different parts of the world can now discover and engage with Indian classical music.

This paper was presented at the 'Swar Sanskar National Seminar', organized by Swar Sanskar Sangeet Gurukul  
Seminar Convener: Dr. Yash Sanjay Dewale (Co-Founder: Swar Sanskar Sangeet Gurukul, Assistant Professor: MSU Baroda)

However, some scholars warn that social media algorithms often promote short and visually attractive content. This may reduce attention to longer and more complex classical performances that require deeper listening.

## Research Methodology

This research adopts a qualitative approach based on secondary data sources including academic journals, online publications, and digital platform analyses.

### Data Sources

- Academic articles on digital media and classical music
- Studies on social media engagement in performing arts
- Reports on digital cultural dissemination
- Case examples of musicians and online initiatives

### Method of Analysis

The study applies content analysis and comparative analysis to examine how each social media platform contributes to the dissemination of Indian classical music.

## Role of Social Media in Disseminating Indian Classical Music

### Democratization of Access

One of the most significant impacts of social media is the democratization of music access. Previously, experiencing Indian classical music often required attending concerts or accessing physical recordings.

Digital platforms now allow global audiences to watch performances instantly. Musicians can upload recordings, tutorials, and lecture demonstrations, making knowledge accessible to students worldwide.

This digital accessibility has contributed to the expansion of international audiences and increased interest in Indian classical music.

## Platform-Specific Analysis

### YouTube

YouTube has emerged as the most influential platform for the dissemination of Indian classical music.

- Key Features
- Long-form video performances
- Archival recordings
- Educational tutorials
- Monetization opportunities

YouTube's video-sharing infrastructure has enabled musicians to build global followings and distribute performances without relying on traditional music institutions.

Artists frequently upload:

- Full-length concerts
- Raga explanations
- Online workshops
- Fusion collaborations

These videos often attract audiences from multiple countries, thereby expanding the international reach of Indian classical music.

### Instagram

Instagram plays a crucial role in short-form music promotion and audience engagement.

Key Features

- Reels and short performance clips
- Behind-the-scenes practice sessions

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- Live streaming concerts
- Interactive audience engagement

Research shows that many Carnatic musicians increasingly use Instagram reels to reach younger audiences and maintain active engagement with followers.

Short videos often highlight:

- Raga improvisations
- Instrument demonstrations
- Music challenges
- Collaborative performances

These formats introduce classical music to audiences who may not otherwise seek out traditional performances.

## Facebook

Facebook serves as a platform for community building and event promotion.

Key Uses

- Live streaming concerts
- Cultural event promotion
- Music groups and fan communities
- Educational discussions

Musicians and institutions use Facebook pages and groups to build communities of learners and enthusiasts. The platform also facilitates the sharing of concert announcements and collaborative projects.

Facebook Live concerts became particularly popular during the COVID-19 pandemic, allowing artists to continue performing despite restrictions on live gatherings.

## Impact on Artists and Audiences

### Global Audience Expansion

Social media enables musicians to reach audiences far beyond their geographical location. Audiences from Europe, North America, and Southeast Asia can access performances instantly.

### New Career Opportunities

Artists can:

- Monetize YouTube channels
- Offering online classes
- Promote concerts internationally
- Collaborate with global musicians

These opportunities have transformed traditional career pathways for classical musicians.

## Challenges and Limitations

Despite the many benefits of social media, there are several challenges in using these platforms for the promotion of Indian classical music. One major issue is commercialization and algorithm influence. Social media algorithms often promote short, visually attractive content, which may encourage artists to simplify or modify traditional compositions to gain more visibility and engagement.

Another challenge is cultural dilution. Short video clips may not fully represent the depth, structure, and complexity of classical ragas, which can lead to a more superficial understanding of the music among audiences. In addition, attention span issues play a role, as many social media users prefer brief content, while traditional classical performances are usually long and detailed. As a result, artists sometimes create shorter versions of compositions to suit platform trends.

There is also a digital divide within the music community. Not all musicians have equal access to digital technology, reliable internet connections, or professional production tools. This inequality can limit the ability of some artists to share their work online and benefit from social media platforms.

## Discussion

The integration of social media into Indian classical music dissemination represents a significant shift in the cultural ecosystem. While traditional institutions such as music academies and concert halls continue to play important roles, digital platforms have created new pathways for cultural transmission.

Social media does not replace traditional learning systems but complements them by providing additional exposure and educational resources.

Artists who effectively combine traditional pedagogy with digital strategies are more likely to reach diverse global audiences while preserving the authenticity of the art form.

## Conclusion

The rise of social media platforms has fundamentally transformed the global dissemination of Indian classical music. Platforms such as YouTube, Instagram, and Facebook provide unprecedented opportunities for musicians to share their art with global audiences, promote cultural heritage, and develop sustainable careers.

While these platforms offer significant advantages in terms of accessibility, visibility, and engagement, they also introduce challenges related to commercialization, algorithmic bias, and cultural dilution.

Ultimately, the future of Indian classical music in the digital era will depend on how artists, educators, and institutions balance technological innovation with the preservation of traditional musical values.

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