

THE IMPACT OF MODERN MUSIC ON THE YOUNGER GENERATION

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Abstract: This article delves into the psychological impacts of various musical genres and music videos on adolescents. This topic is particularly relevant today, as teenagers engage with music daily, and watching the accompanying music videos is of significant interest to them. The act of listening to music and viewing these videos can profoundly influence an adolescent's mindset, yielding both positive and negative effects. This discussion explores the reasons behind teenagers' preferences for certain musical genres and examines how "positive and negative music videos" affect them.

Keywords: modern music, positive music videos, negative music videos, musical genres, the positive impact of music, the negative impact of music.

In today's world, music serves as a unifying force for millions across the globe, with certain genres significantly influencing lifestyles and behaviors, particularly among the youth. Each day, billions engage with music, often without realizing that the source of their melancholy mood may stem from a lyrical classical piece heard in the morning or a rap song that starkly portrays life's harsh realities. This article seeks to explore the impact of music videos on individuals, focusing particularly on teenagers. Adolescents are at a stage where they are psychologically vulnerable and highly susceptible to various environmental influences, which can have both positive and negative effects. They take great pleasure in watching videos featuring their favorite artists.

Music serves as a powerful means of conveying values and emotions, including those that may be unexpressed. Many individuals find it difficult to envision life without the sounds, rhythms, melodies, and harmonies that surround us. Classical music and the sounds of nature often provide us with a sense of peace and tranquility. Numerous scientific studies have investigated the effects of music on individual psychology, revealing that our brains respond differently to happy and sad compositions. Even brief snippets of joyful or melancholic melodies can have a significant impact on our mood. A particularly intriguing aspect of music's emotional influence is the notion of perceived emotions associated with it. This concept suggests that we can comprehend the emotional essence of a piece without genuinely experiencing the feelings it expresses. As a result, some people derive enjoyment from listening to sad music rather than feeling depressed. Unlike real-life situations, music does not present any actual threat or danger, enabling us to engage with emotions without fully internalizing them.

Let's explore the relationship between song lyrics and their visual representation in music videos. Each music video often contains a deeper meaning. In many cases, there is a direct correlation between the lyrics and the narrative presented in the video. Take, for instance, the video for "Wonderland" by Hermanos Inglesos, where we witness a bird consuming drugs in a

desperate attempt to escape its troubles. Just as drugs can provide a temporary detachment from reality, they offer a false sense of freedom. A teenager watching this video may resonate with the bird, as adolescence is a time of struggle, and many seek ways to flee from their problems. The portrayal of the bird reflects an illusory world, one devoid of issues and filled only with pleasure. However, the narrative takes a dark turn as the bird ultimately succumbs to death. This video powerfully conveys the message that drug use is not merely an innocent pastime but rather a perilous habit with grave consequences.

Additionally, I want to mention the Russian music video “The Bottle of Liqueur” by the Successful Group. At the beginning of the video, people sing about beer being a traditional drink for men, suggesting that they cannot go a single day without it. However, by the end of the video, the young men conclude that drinking is unhealthy and that engaging in sports is a better choice. This message has gained popularity, with the video accumulating over three million views and downloads on YouTube. Teenagers watch these clips and may try to follow the principles depicted in them. Continuing with the theme of bad habits, let’s consider LP’s song “Lost on You.” The lyrics describe a wounded soul, suggesting that alcohol and smoking are ways to cope with problems. However, in reality, we must avoid harming our health and find alternative solutions to our difficulties.

Furthermore, many music videos feature scantily dressed women, portraying their attire as fashionable and appealing. This may seem crude to some, but adolescents exposed to such imagery may begin to perceive it as normal, influencing their fashion choices and behavior. For instance, in the music video for “Rockabye” by Clean Bandit featuring Sean Paul and Anne-Marie, we see a young single mother striving to support her child by working as a dancer. While the lyrics convey a touching message, one might question why she chose this particular means of earning money. Dancing in bars to support a child is a harsh reality.

Today, many music videos present visuals that have little to do with their lyrics. We hear love words, yet the accompanying visuals often depict the opposite. This can be confusing and strange. However, some music videos succeed in conveying a deep message, allowing us to think, feel, and connect with the emotions of the characters, which may, in turn, stimulate our imagination. Of course, not all modern music videos carry negative messages. Let’s take “Mendirman O’sha” by Ozodbek Nazarbekov as an example. Both the song and its video inspire self-confidence, portraying the sacrifices of our ancestors in defending the homeland and highlighting their unwavering love for family and country. This message serves as a significant motivation for future generations, encouraging them to grow into intelligent, courageous, and patriotic individuals like their forefathers. This is crucial for teenagers, as every adolescent faces different challenges, but a meaningful song and video can help them reevaluate their lives.

In conclusion, I would like to emphasize that if we can analyze “positive and negative music videos,” watching them can be beneficial. In my opinion, positive videos are scarce in today’s music industry. In this article, I have described both “positive and negative” music videos based on my perspective. We can see that music’s influence can be both beneficial and harmful. The type of music we choose is up to us, as is the context in which we listen to it. Therefore, we should select music that evokes positive emotions, enhances productivity, stimulates creativity, and even boosts physical energy.

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