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## Social values in musical art in the context of intercultural communication: international experience

### Valores sociales en el arte musical en el contexto de la comunicación intercultural: experiencia internacional

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#### Abstract

The purpose of the article is to analyse the role of Ukrainian musical art in the contemporary world cultural process and the integration of Ukrainian music into the European cultural space. The main method used to conduct the research was a survey. The methods of quantitative and qualitative analysis, synthesis, and content analysis used to study the scientific literature on the subject were used to reveal its results. The results demonstrate that in the context of Russian aggression, Ukrainian music has become a means of presenting Ukrainian culture at the international level and pointing out the uniqueness of the Ukrainian people from the Russians. The study showed that the vast majority of respondents listen to music several times a day or several times a week. This high popularity makes it possible to use music to convey important social messages and pointers to


#### Resumen


El objetivo del artículo es analizar el papel del arte musical ucraniano en el proceso cultural mundial contemporáneo y la integración de la música ucraniana en el espacio cultural europeo. El principal método utilizado para llevar a cabo la investigación fue una encuesta. Para revelar sus resultados se utilizaron los métodos de análisis cuantitativo y cualitativo, síntesis y análisis de contenido empleados para estudiar la literatura científica sobre el tema. Los resultados demuestran que, en el contexto de la agresión rusa, la música ucraniana se ha convertido en un medio para presentar la cultura ucraniana a nivel internacional y señalar la singularidad del pueblo ucraniano frente a los rusos. El estudio demostró que la gran mayoría de los encuestados escucha música varias veces al día o varias veces a la semana. Esta gran popularidad permite utilizar la música para transmitir importantes mensajes sociales y pistas

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solutions, including to audiences from other countries. The study also confirms the understanding of the role of music in intercultural communication, which is realised through listening to special musical compositions with an intercultural context or national (state) orientation. The conclusions emphasise that the understanding of music as part of cultural diplomacy remains an under-researched aspect in the Ukrainian context, as the global understanding of the role of musical art in the political arena still needs to be further developed. A promising area for future research could be to explore the possibilities of using music as an element of soft power in politics.

**Keywords:** Musical art, Ukrainian music, intercultural comunicación, spiritual values, survey.

### Introduction

Music has always been not only the most powerful means of expression but also the original sound bridge that has connected society into a universal unity. In a world that is becoming increasingly global and collaborative, the role of music in intercultural communication is of particular importance. This role is to help society understand and accept the social values of other cultures, to discover unknown perspectives, and to deepen our own knowledge of ourselves and the world around us.

The importance of music in the modern world is due to the processes of globalisation of intercultural relations, including practical technological capabilities for the creation, reproduction, and transmission of musical works. These several factors have led to the fact that since the second half of the twentieth century, music, in comparison with some other art forms, has become a leader in terms of the scale of broadcasting on television and in the media, digital space, etc. At some point in time, any person finds themselves in a musical and sound environment. At the same time, there is a need to turn to musical samples of the native cultural environment, as well as to musical trends from other countries, popular styles and genres, etc.

For this reason, it is extremely important to consider the role of music as a tool for expressing and perceiving social values in an intercultural context. It is also relevant to review international experience and research on how music unites cultures that are separated by geographical and cultural barriers. For this purpose, it is important to consider the stories of artists and bands that

de solución, incluso a públicos de otros países. El estudio también confirma la comprensión del papel de la música en la comunicación intercultural, que se realiza a través de la escucha de composiciones musicales especiales con un contexto intercultural o una orientación nacional (estatal). Las conclusiones ponen de relieve que la comprensión de la música como parte de la diplomacia cultural sigue siendo un aspecto poco investigado en el contexto ucraniano, ya que aún es necesario seguir desarrollando la comprensión global del papel del arte musical en el ámbito político. Un área prometedora para futuras investigaciones podría ser explorar las posibilidades de utilizar la música como elemento de poder blando en política.

**Palabras clave:** Musical art, Ukrainian music, intercultural comunicación, spiritual values, survey.

have managed to create music that has become a global phenomenon, as well as to determine what factors contribute to the success of this international unification through sounds. Deepening the understanding of how music becomes a language that crosses borders and unites people will facilitate the exchange of ideas, values, and cultural experiences. The process of musical influence on the modern perception of social values will help to establish links between nations and actualise the common cultural heritage. In particular, Ukrainian music helps to draw attention to Ukrainian culture in general. It promotes tourism and cultural exchange, which has a positive impact on the country's economy and international prestige and brings its unique ideas and approaches to the European music scene. Such integration facilitates the exchange of cultural values, promotes mutual understanding, and enriches musical experience.

The purpose of the article is to determine the role of Ukrainian musical art in the contemporary world cultural process and the entry of Ukrainian music into the European space. The realisation of this goal will require solving several important tasks: conducting a survey and interpreting its main results in accordance with the existing concepts of scientific literature.

### Theoretical Framework or Literature Review

Social values are the beliefs and attitudes that define what is considered important, acceptable, and desirable in a society. They are general norms and principles that define which goals and

ideals of a community are important and which behaviours are considered consistent with those goals and ideals.

Societal values can include various aspects such as morality, ethics, politics, religion, family relationships, economics, and culture. They are shaped by religion, tradition, history, political decisions, and cultural heritage. Modern scientific literature has shown that social values are an important part of a society's culture and shape behaviour, relationships, and accepted standards in that society. They can change over time and under the influence of socio-cultural changes, as well as as a result of globalisation and the joint interaction of different cultures (Bank, 2020). The methodological basis of the article is the work of contemporary scholars who highlight topical issues of the development of musical art. In particular, Camlin & Lisboa (2021) described the impact of digitalisation on the development of music. Also, the impact of globalisation on popular music is described in an empirical study by Favoretto (2018). In general, as demonstrated in the recent studies by Gebesmair (2022) and Hasegawa (2022), the globalisation of the music industry can facilitate the spread of music and cultural expressions between different countries and cultures. This can have an important impact on the perception and understanding of the societal values and cultural aspects explored in this paper. Heile (2017) and Touya (2018) also identified the impact of modern globalisation processes on the music industry and cultural exchange between different musical traditions and styles. Varriale (2016) traces the dynamics of cultural exchange through music. Zhang & Dai (2021) analysed the impact of globalisation on the creation of new musical genres, intercultural interactions between musicians and audiences, and dynamics. Thus, modern globalist trends have a decisive influence on the development of the contemporary music industry: they form certain trends, affect the intercultural spread of art.

At the same time, Dovzhynets et al., (2022) characterised the main musical projects in Ukraine in the twenty-first century as manifestations of contemporary art. The main musical trends in Ukraine are also described in Vashchenko et al., (2022). After the collapse of the Soviet Union, Ukrainian-language music faced some challenges, but it gained popularity, especially after 24 February 2022. Different genres of music are thriving in Ukraine, including pop, rock, rap, jazz, etc. However, the emergence of the Internet has opened up both new opportunities and hidden risks for

musicians, primarily related to piracy, which significantly reduces the income from their work (Vashchenko et al., 2022). Nevertheless, the digital age has facilitated the effective exchange of musical innovations. For a long time, Ukrainian music reflected Western trends in song themes, rhythms, and popular musical styles. It is worth noting that the demand for Ukrainian music increased after Russia's military aggression, as Russian music was banned. Recent studies, such as Dovzhynets et al., (2022) and Vashchenko et al., (2022), have shown that contemporary Ukrainian music promotes national unity and solidarity and contains some manifestations of pacifism.

Kholjurayevich & Madaminovich (2021) investigated the role of musical art in the process of rooting the concept of national independence in the minds of the younger generation. Krechko & Sokolova (2021) described the role of flash mobs as modern types of presentation of musical products that increase the interest of modern audiences in academic choral art. We believe that such events help to unite people, introduce them to the achievements of musical art, and promote the development of certain social values, such as solidarity and unity. Transformations in the attitude towards music as a cultural achievement of a particular national state tradition are described in Lum (2016). This researcher operates with such important social criteria as nostalgia, cultural heritage, and national identity, which have been important in music for centuries. The peculiarities of the development of Lithuanian musical art were described by Petrauskaitė (2023). This researcher described the role of Lithuanian societies as expressors of the development of national musical culture and statehood. Music has a significant impact on human development and life satisfaction, starting from early childhood. Music has been shown to have far-reaching neurological benefits, is ubiquitous in modern cultures, and leads to an integrative understanding of interdisciplinary concepts and symbolic systems (Scripp & Gilbert, 2019). Thus, from the perspective of 21st-century science, humans have evolved to the point where the universal ability to create and respond to music makes musical growth an inseparable category, and thus an important part of individual development.

## Methodology

### *Research design*

This study will use a mixed-methods research approach to characterise the social values

embedded in music and their role in intercultural communication. It will combine both quantitative and qualitative methods of data collection and analysis.

### *Participants*

#### *Sample Population*

The study will focus on people who are actively engaged in or appreciate the art of music in different cultures and age groups. A total of 130 people are included in the study. The emphasis was not on national respondents, but on diverse cultures. This was done to attract music lovers from different regions.

#### *Sampling Criteria*

Participants will be drawn from a variety of cultures, including musicians, music enthusiasts, and those involved in intercultural communication, ensuring broad representation.

### *Sampling procedures*

To ensure the diversity of the sample, a stratified random sampling method will be used. The stratification will be based on factors such as age, gender, cultural background, and level of involvement in music. Participants will be recruited through online platforms, music events, and social media.

### *Data collection*

Survey questionnaires. Quantitative data will be collected through online surveys with questions designed to measure participants' attitudes and perceptions about the role of music in intercultural communication. The questions may include multiple-choice tasks. In general, the questionnaire consisted of both open and closed questions. The questionnaire was distributed via social media and uploaded to Google forms (see Table 1).

**Table 1.**  
*Questionnaire template*

Section 1. Cultural background and musical experience	1.1. Your cultural background (country/ethnic group).
	1.2. How often do you listen to music from other cultures?
	Daily
	Several times a week
	Rarely
Section 2. Music and intercultural communication	Never
	1.3. Do you play any musical instruments or sing on your own? (Yes/No)
	If yes, please tell us more about your musical abilities and the instruments you use.
	2.1. Do you think that music can be a means of promoting intercultural communication?
	Yes
Section 3. Social values and the art of music	No.
	2.2. What musical genres or artists from other cultures do you like or are you interested in? (Name specific genres or artists.)
	2.3 Are there any songs or pieces of music that you consider particularly important for intercultural conversation?
	Yes
	No.
	Not sure
	2.4. How does music from other cultures influence your feelings and attitudes towards people from those cultures?
	Positives.
	Negative
	Neutral
	3.1. Do you think that music reflects the social values of a particular culture?
	Yes
	No.
	Not sure
	3.2. What social values, in your opinion, can be transmitted through the art of music? (Select all the answers that apply to you.)
	Tolerance
	Equality
	Diversity
	Respect for other cultures
	Solidarity
	Other (please specify)

	3.3 Has music changed your perception and understanding of the social values of a particular culture?
	Yes
	No.
	Not sure
Section 4.	4.1 Is there anything else you would like to add or say about the role of music and social values in intercultural communication?
Concluding comments	

Source: compiled by the authors

Interviews are also used in the study. Qualitative data will be collected through in-depth interviews with selected participants. These interviews will explore their personal experiences, emotions, and narratives related to the impact of music on their intercultural interactions. Open-ended questions will be used to facilitate extended responses.

#### *Data analysis*

Data analysis consists of quantitative and qualitative analysis. The survey data will be analysed using statistical software (e.g., SPSS). Descriptive statistics will be calculated to summarise the responses of the participants. Qualitative analysis means that the interviews and content analysis will be subjected to thematic analysis. This involves identifying recurring themes, categorising responses, and drawing models based on the qualitative data. This will be followed by integration. The quantitative and qualitative results will be compared and integrated to provide a complete understanding of how societal values in the music arts influence intercultural communication.

#### *Ethical considerations*

Informed consent. Participants will be informed about the purpose of the study, confidentiality, and their right to withdraw from the study at any time. In addition, the anonymity of personal data is ensured.

Following this methodology, the study aims to shed light on the social values embedded in the

art of music and how they contribute to intercultural communication, drawing on international experience and perspectives.

#### **Results**

Modern interaction between cultures is broad in nature and includes different levels of contact: individual cultures, regional cultures, individual cultures of nations, and even global socio-cultural systems of the West and the East (van der Hoeven, 2018). Thus, according to researchers, solving multidimensional problems of intercultural relations involves studying the mechanisms of their communication, communication, and mutual understanding (Farrell, 2019). Researchers of communication processes in culture and art note that culture is formed through communication (which is important to characterise as the transfer of information in time and space, the formation of meaning through the symbolic exchange, i.e., the possibility of communication), so communication as a phenomenon is constantly cultural (Haenfler, 2017). On the other hand, culture is a consideration of the mechanism of creating, retaining, and effectively disseminating socially important information in the process of accumulating social experience.

The question of how often you listen to music was answered daily by 47 participants. While several times a week - 50 participants. Rarely - 30 participants. At the same time, 3 people do not listen at all (see Table 2). Respondents mostly listen to national compositions, with preference also given to European and American artists.

**Table 2.**  
*Frequency of music listening*

Frequency	Quantity	%
Daily	47	36%
Several times a week	50	38%
Not often	30	23%
They don't listen at all	3	2%

Source: compiled by the authors

This shows that the majority of participants listen to music regularly, which is important for studying the impact of music on intercultural communication.

Most respondents agree that music is an important means of intercultural communication. This can be realised by listening to special musical compositions that have an intercultural context and national (state) orientation. This demonstrates interest and understanding of the importance of music in the context of intercultural interaction. Modern respondents

were mostly interested in classical music (people over 50). At the same time, young people preferred such genres as pop, rap, rock, and alternative music. This demonstrates the diversity of musical preferences depending on the age group.

Music from other cultures can have a significant impact on our experiences and attitudes towards people from those cultures. Taking into account the answers of the respondents, we can outline the main ways that explain this influence (see Table 3).

**Table 3.**

*Characteristics of the influence of music on the attitude of individuals*

The impact of music on individuals' attitudes	Explanation
Fostering empathy	Music from other cultures can evoke emotion and empathy. It can tell stories and convey emotions that help us to better understand the experiences and perspectives of people from that culture. It can help to expand our empathy and understanding.
Promoting cultural exchange	By listening to music from other cultures, we can learn new melodies, rhythms, and instruments. It promotes cultural exchange and helps us discover new aspects of different cultures.
Reducing stereotypes and omens	Music can break down stereotypes and preconceptions about other cultures. It allows us to connect with a culture through its creative expression and to feel a sense of community in art.
Promoting intercultural communication	Music is a universal language that can unite people from different cultures. It can serve as a bridge for communication and cooperation between different groups.
Increasing interest in other cultures	Listening to music from other cultures can make us more interested in learning about those cultures. This can influence our willingness to travel, learn languages, or even engage in intercultural interactions.
Enriching our worldview	Music can open up new aspects of the human experience and broaden our horizons. It can teach us about the history, traditions, and values of other cultures.

Source: compiled by the authors

In general, music from other cultures can be a powerful tool for promoting mutual understanding and sharing values between different cultures (Liashchenko et al., 2021). It can open up new horizons and help us learn more about the world and the people who live in it.

At the same time, music can reflect the social values of a culture. Music is used as an expression to communicate various aspects of culture, including social values, and this can occur on several levels (see Figure 1).



## Musical culture

Lyrics	Musical rhythms	Performers and their performances	Socio-cultural context
In musical works, lyrics reflect and reveal social values, ideology, history and other aspects of culture. Lyrics can express views on social justice, equality, traditions, etc.	The rhythms, melodies and instruments used in music can also reflect social values. For example, certain rhythms may be associated with dances or religious rituals that are important to a particular culture.	Music performers can be perceived as cultural representatives and influence the perception of social values. Their images, dress and appearance can reflect certain aspects of a culture and its values.	The socio-cultural context in which music exists influences its content and expression. Specific historical events, political movements and social changes can also be reflected in music as an expression of social values.

**Figure 1.** Ways to spread social values in the musical arts.

Source: compiled by the authors

Thus, music is an important cultural expression that can help us understand the social values and ideology of a particular society or culture. In particular, songs about freedom and the fight for rights are important examples of lyrics (Bahry, 2019). For example, “We Shall Overcome” is a song that became the anthem of the American civil rights movement. This piece reflects the values of equality, solidarity, and the fight for justice. Traditional religious hymns are also important in this context. For example, “Ave Maria,” a Catholic religious song, reflects the values of faith, worship, and spirituality. At the

same time, social values are also influenced by folk songs (even in their modern interpretation). We should also emphasise the existence of popular music that expresses social views. A striking example is the song “Imagine” by John Lennon. This song expresses the ideas of peace, unity, and rejection of violence.

It is important to divide musical compositions by cultural affiliation and to characterise their influence on the formation of social values in this respect (see Table 4).

**Table 4.**

*The influence of musical art on the formation of certain social values*

Title	Explanation
Mexican music and the value of family	Mexican music, particularly mariachi, often celebrates family values. The lyrics can talk about love for family, devotion to parents, and the importance of spending time together as a family.
Brazilian samba and the joy of life	Samba music in Brazil emphasises joy, energy, and the meaning of life. It reflects the social values of festivals, dancing, and good cheer.
African music and community	In many African cultures, music is not just entertainment, but a way of communicating and strengthening the community. Rhythmic drumming and choruses reflect the importance of shared experiences and activities.
American hip-hop and social justice	Many hip-hop songs, particularly in the United States, address social issues such as racism and the struggle for equality and justice. This music serves as

	a platform for expressing voice and social consciousness
Japanese traditional music and tranquillity	Japanese music, such as the koto (traditional harp), emphasises calmness, meditation, and harmony with nature. This reflects traditional Japanese values of a peaceful community with nature and other people
Indian classical music and spirituality	Indian classical music is well known for its spiritual orientation. It often reflects spiritual values such as the radiance of God and the search for inner harmony.
Flamenco in Spain and passion:	Flamenco is known for its expressive emotionality. This music reflects the deep feelings of individuals and highlights the Spanish social values of expressiveness and emotional communication.
Irish folk music and history	The songs and melodies of Irish folk music often celebrate historical events, the struggle for freedom, and national identity. This music reflects the Irish social values of solidarity and independence.
Ukrainian musical culture and historical heritage through the prism of folklore aspects	Ukrainian music has deep roots in national folklore. Folk songs and melodies reflect various aspects of Ukrainian culture, including religious holidays, rituals, and historical events. Traditional Ukrainian music often commemorates historical events and the exploits of the Ukrainian people. Ukrainian music is an important element of a unifying cultural heritage. Songs and melodies are used to express national identity, as well as to support social movements and public actions.
Ragga and reggae in Jamaica and the struggle for social justice	The genres of ragga and reggae in Jamaica often celebrate social issues, the struggle for equality and justice. The lyrics protest against inequality and oppression.

Source: compiled by the authors

These examples demonstrate how music can reflect the social values of different cultures and express them through music and lyrics.

According to the survey results, 34 respondents noted that social justice and equality are important social values that can be conveyed through music. Thus, music can reflect justice and the concept of equality by telling stories about the struggle for rights and equality. At the same time, 32 respondents mentioned tolerance and equality of cultures as important social values that can be expressed through music. Music can unite different cultures and reflect the diversity of the world. Also, 38 respondents emphasised the importance of ideals of love and loyalty that can be expressed in music. Love and loyalty songs can reflect these important aspects of interpersonal relationships. Finally, 26 respondents mentioned pacifism as a social value that can be expressed through music. Music can be a tool for communicating across language barriers and expressing a desire for peace and unbridled violence. Music can therefore play an important role in promoting peace and inter-

ethnic understanding. Music can be an important element in peaceful rallies, demonstrations, and joint events, encouraging people to come together and express their desire for peace. It can create a favourable context for communication, mutual understanding, and peaceful coexistence, and is therefore important in facilitating processes of peace and inter-ethnic understanding. These social values reflect the diverse aspects of society and culture, and music is a powerful tool for expressing them and promoting understanding and communication between different groups and cultures.

## Discussion

In the modern musical environment, processes of socialisation and inculturation of participants at the professional and amateur levels are taking place. A significant role in this is played by the ability of musical culture participants to effectively create a virtual musical space focused on the presentation of world and national musical heritage on the Internet, as well as on expanding opportunities for musical self-education through



the use of electronic technologies. We can agree with the researchers who believe that improving the communicative culture of music participants and activating their creative potential leads to the formation of the semantic content of the cultural space (Miyake, 2016). Spaces that do not constitute certain closed structures as a result of globalisation can also be considered dynamic. Contemporary researchers rightly point out that the Western European community is open to Ukrainian culture and art, as many musical performers and creative teams are actively performing outside Ukraine or are abroad due to various circumstances (Sinelnikov et al., 2023). First and foremost, this state of affairs was caused by the Russian aggression (Kuzio, 2021), which forced many cultural figures to start their activities from scratch outside Ukraine. On the other hand, it has also increased the public demand for Ukrainian music culture, which has led to its popularisation and mutual influence at the international level.

Therefore, according to researchers, the prerequisites are being formed for the tangible popularisation of Ukrainian musical art in all its manifestations (Sydorenko & Dubetska, 2022). The process of European integration, which is currently taking place at a very rapid pace, creates conditions for the promotion of Ukrainian music in the European space and its interaction with other musical trends (Roslon & Zavada, 2021). It is the language of art that allows us to overcome a number of barriers, find commonalities in the culture of other nations and, at the same time, identify its unique features. According to experts, in modern conditions, cross-cultural communication in the artistic dimensions provides people with opportunities to exchange artistic and cultural contexts and meanings (Suvorov et al., 2022). Music, above all, destroys stereotypes and views of one people towards another. Communication through art helps to expand the boundaries of specific styles and shape various phenomena.

Researchers believe that music unites people, allowing them to feel part of a single musical community. At concerts and festivals, music brings together thousands, even millions of people who share common moments of emotional feeling. Given the frequency of its use (as our survey also demonstrated), this instrument is turning into a powerful cross-cultural force capable of mixing diverse influences and societies. The music reflects the cultural heritage of each nation and speaks of its history, values, and traditions (Schevchenko, 2022). A sense of pride in one's own culture and

a desire to share it with others can be an incentive for international musical cooperation. The majority of respondents also confirmed the fact that music is an important means of intercultural understanding, which can be realised through the use and listening to special musical compositions that have an intercultural context and national (state) orientation.

Recent studies have further highlighted that music tours and musician exchanges facilitate the exchange of cultural experiences and create opportunities for mutual learning (Zinchenko et al., 2023). This helps to enrich the musical palette of each country. Expressions of protest and unity are also important. In particular, at important historical moments, music can be a tool for expressing protest and unity (Zavalko, 2021). Songs about freedom, human rights, or peace can unite people in the fight for common values. All these factors underline the importance of music as a means of international communication. It not only entertains and inspires, but also helps build bridges between cultures, brings people together, and contributes to a more united and understanding world. Respondents noted this trend, pointing out that music is an important tool that indicates relevant societal values. At the same time, an important element was left out of the survey: music diplomacy. Some states use music as an instrument of international diplomacy. Performances by musicians and orchestras can help improve relations between countries and create an additional bridge for dialogue and cooperation. In the context of the Russian-Ukrainian war, this phenomenon is prominent on Ukraine's cultural front. The lack of response from respondents can be explained by certain limitations of the survey. In particular, the fact that not all respondents could be sincere during the survey.

## Conclusions

Therefore, the social value of musical art in the context of intercultural communication is an important and relevant topic for research. The study has shown that contemporary music fans highly value its ability to organise intercultural dialogue. In the context of Russian aggression, Ukrainian music has become a kind of bridge for representing Ukrainian culture on a global level, demonstrating the separateness of the Ukrainian people from Russians, which the Kremlin regime openly denied. The study shows that the vast majority of respondents listen to music either several times a day or several times a week. This popularity allows important social issues to be relayed through music, and to point out their

solutions to international audiences as well. The study also confirms the understanding in the modern world of the role of music as intercultural communication, which is realised through listening to special musical compositions that have an intercultural context or national (state) orientation. At the same time, understanding music as a part of cultural diplomacy is a problem in the Ukrainian context, as this understanding of the global role of musical art in the political arena is still poorly understood. Therefore, the use of music as an element of soft power in politics, analysis of relevant methods and tools with an eye to the Ukrainian realities of its use can be considered a promising area for further research.

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