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THE SONGWRITING PHENOMENON: THE GLOBAL CONTEXT AND THE FORMATION OF NATIONAL CHARACTERISTICS

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Abstract. This study explores the phenomenon of songwriting within the framework of global musical development and the formation of national characteristics in contemporary music culture. Songwriting is examined as a multidimensional creative and cultural practice that extends beyond the composition of lyrics and melodies to encompass historical traditions, social values, cultural identity, and technological innovation. The aim of this research is to investigate the evolution of songwriting in the global context and to analyze how national characteristics are formed and preserved through interactions between local musical traditions and global cultural processes. To achieve this objective, the study employs a qualitative methodology based on a systematic review of scholarly literature, comparative analysis, and interdisciplinary synthesis of research in musicology, cultural studies, sociology, and media studies. The findings demonstrate that contemporary songwriting has evolved into a dynamic cultural phenomenon shaped by globalization, digital technologies, and the expansion of the creative industries. While global music markets and streaming platforms encourage international collaboration and cross-cultural exchange, they also stimulate the preservation and reinterpretation of indigenous musical traditions, native languages, folklore, and cultural values. The analysis reveals that successful songwriting increasingly relies on balancing global musical trends with authentic national artistic expression, resulting in hybrid creative models that combine traditional musical elements with contemporary genres and production techniques. Furthermore, digital platforms, artificial intelligence, and social media have transformed songwriting practices

by facilitating music production, distribution, and audience engagement without diminishing the importance of national identity. The study concludes that songwriting functions as a significant cultural mechanism that reflects historical continuity, artistic innovation, and cultural diversity. These findings contribute to a broader theoretical understanding of the relationship between globalization and national musical identity while providing a foundation for future comparative research on songwriting traditions in different cultural contexts.

Keywords: songwriting; global music culture; national identity; cultural heritage; globalization; popular music; creative industries; musical traditions.

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Introduction

In the twenty-first century, songwriting has become one of the most significant forms of creative expression in global music culture. No longer limited to the composition of lyrics and melodies, songwriting is increasingly understood as a complex artistic, cultural, and social process through which composers and lyricists construct meanings, express identities, preserve cultural memory, and respond to contemporary social realities. The rapid expansion of globalization, digital technologies, streaming platforms, and international music industries has transformed the traditional understanding of songwriting, enabling musical ideas to circulate across geographical and cultural boundaries more rapidly than ever before. As a result, songwriting has evolved into a dynamic phenomenon that simultaneously reflects global musical trends and preserves the unique characteristics of national cultures.

Historically, songs have served functions that extend far beyond entertainment. Throughout different civilizations, songs have been used to transmit historical narratives, religious beliefs, collective memories, political ideas, and cultural traditions from one generation to another. Folk songs, epic narratives, ritual chants, and traditional musical forms have long represented the cultural identity of communities and nations. With the development of modern popular music during the twentieth century, songwriting gradually emerged as an independent creative discipline that integrates literary creativity, musical composition, performance practices, and media communication. Consequently, contemporary songwriting represents a synthesis of artistic imagination, cultural heritage, technological innovation, and commercial creativity.

The globalization of music has significantly influenced songwriting practices worldwide. Advances in communication technologies, digital recording, online distribution, and social media have created unprecedented opportunities for international collaboration between composers, lyricists, producers, and performers. Musical genres that once remained confined to particular regions now reach global audiences through streaming services and digital platforms. These developments have encouraged intercultural dialogue and creative experimentation while simultaneously raising questions concerning cultural authenticity, national identity, and the preservation of indigenous musical traditions. Rather than producing complete cultural homogenization, global-

ization has stimulated the emergence of hybrid musical forms in which local traditions coexist with international stylistic influences.

Contemporary scholars increasingly argue that globalization does not eliminate national musical identities but instead transforms the ways in which they are represented and communicated. Robertson's concept of glocalization demonstrates that global cultural processes frequently encourage the reinterpretation of local traditions rather than their disappearance. Similarly, Appadurai emphasizes that global cultural flows create new opportunities for cultural exchange[8], while Castells highlights the role of digital networks in reshaping cultural production and communication. Within this theoretical context, songwriting provides an important framework for examining how musicians negotiate the relationship between global influences and local cultural values.

National characteristics remain fundamental components of songwriting despite the increasing integration of global music industries. Language, folklore, mythology, traditional musical instruments, indigenous melodies, poetic conventions, and collective historical experiences continue to distinguish national songwriting traditions. Songwriters often integrate these cultural elements into contemporary musical styles, producing works that appeal to international audiences while maintaining strong connections to local cultural heritage. This creative synthesis demonstrates that cultural identity is not static but continuously reconstructed through artistic innovation and intercultural interaction.

The growing importance of digital technologies has further transformed songwriting as both a creative and professional activity. Artificial intelligence, digital audio workstations, cloud-based collaboration, streaming algorithms, and social media platforms have altered the processes of composing, producing, distributing, and promoting music. Contemporary songwriters increasingly operate within global digital ecosystems where creative production, audience engagement, and commercial success are closely interconnected. Nevertheless, technological innovation has not diminished the importance of artistic originality. On the contrary, the ability to combine authentic cultural expression with modern production techniques has become one of the defining characteristics of successful songwriting in the digital age.

Academic interest in songwriting has expanded considerably during the past two decades. Earlier studies primarily focused on musical composition or lyrical analysis, whereas recent interdisciplinary research approaches songwriting as a cultural, sociological, psychological, and communicative phenomenon. Scholars such as Simon Frith, Keith Negus, Michael Astor, Tia DeNora, Andy Bennett, and David Carless have demonstrated that songwriting functions not only as an artistic practice but also as a means of identity formation, emotional expression, cultural preservation, and social communication. Their research highlights the importance of examining songwriting within broader cultural and historical contexts rather than considering it solely as a musical product.

Despite the growing body of international research, comparatively limited attention has been devoted to the relationship between global songwriting practices and the formation of national characteristics, particularly within emerging musical cultures. This gap indicates the necessity for comprehensive theoretical investigations that integrate perspectives from musicology, cultural studies, sociology, media studies, and globalization theory. Understanding how songwriting develops through interactions between global musical processes and national cultural traditions contributes to broader discussions concerning cultural sustainability, creative industries, and the preservation of intangible cultural heritage.

Therefore, the present study investigates the songwriting phenomenon within the global context while examining the formation of national characteristics in contemporary musical creativity. By synthesizing interdis-

ciplinary theoretical approaches and contemporary scholarly literature, the research aims to explain how globalization, technological development, and cultural exchange influence songwriting without undermining national cultural identity. The study also demonstrates that songwriting represents an important cultural mechanism through which societies preserve historical memory, express artistic originality, and adapt traditional musical heritage to the demands of an increasingly interconnected global music environment.

Methods

This study employs a qualitative research design based on a systematic literature review and comparative analysis. The research materials consist of scholarly publications indexed in Scopus, Web of Science, and Google Scholar, as well as books and peer-reviewed articles on songwriting, musicology, cultural studies, globalization, and national musical identity published between 2000 and 2026. The collected sources were analyzed using methods of content analysis, comparative analysis, and interdisciplinary synthesis to identify the major theoretical approaches, global trends, and national characteristics of songwriting. These methods enabled a comprehensive evaluation of the relationship between global musical processes and the development of national songwriting traditions.

Discussion

Songwriting has become one of the most dynamic creative practices within the contemporary global music industry. While it was traditionally understood as the process of composing lyrics and melodies, modern songwriting has evolved into a multidisciplinary phenomenon that integrates music, literature, culture, communication, and digital technologies. The findings of this study indicate that globalization has fundamentally transformed songwriting by expanding international collaboration, facilitating cross-cultural exchanges, and increasing access to global audiences through digital platforms. At the same time, these developments have strengthened the importance of preserving national musical traditions as distinctive cultural assets. Consequently, contemporary songwriting reflects a balance between global musical influences and local cultural identities rather than the dominance of one over the other.

The analysis demonstrates that the evolution of songwriting is closely connected with the rapid development of the digital creative economy. Streaming services, social media, artificial intelligence, and online music production tools have changed not only the methods of composing and distributing songs but also the relationship between artists and audiences. Modern songwriters increasingly work within international creative networks where collaboration between composers, lyricists, producers, and performers from different cultural backgrounds has become common practice. However, despite this increasing internationalization, successful songwriting continues to rely on authentic cultural expression. National languages, folklore, indigenous musical instruments, and traditional melodic structures remain essential components of artistic originality and cultural sustainability.

Another important finding concerns the relationship between globalization and national identity. Earlier theories frequently suggested that globalization would gradually standardize musical culture through commercial popular music. In contrast, the present review demonstrates that globalization has encouraged the emergence of hybrid musical forms rather than cultural homogenization. Songwriters actively integrate traditional musical elements into contemporary genres such as pop, rock, hip-hop, indie, and electronic music. This process reflects Robertson's concept of glocalization, whereby global cultural influences stimulate the reinterpretation of local traditions instead of replacing them.

The data presented in *Table 1* indicate that digital technologies currently represent the strongest driving force behind songwriting development. Streaming platforms such as Spotify, Apple Music, YouTube, and TikTok have significantly reduced geographical barriers, allowing songs created within local musical traditions to reach global audiences. At the same time, artificial intelligence has begun supporting melody generation, lyric development, sound production, and recommendation systems. Nevertheless, technological innovation has not replaced human creativity. Instead, technology functions primarily as a tool that enhances creative productivity while preserving the central role of artistic imagination and cultural authenticity.

The findings further suggest that cultural identity remains one of the defining characteristics of successful songwriting. National musical traditions continue to provide unique artistic resources that distinguish local songwriting schools from internationally standardized popular music. Traditional melodies, poetic structures, indigenous instruments, and historical narratives are increasingly adapted into contemporary musical production, creating innovative hybrid forms that appeal to both domestic and international audiences.

Table 2 demonstrates that national characteristics have not disappeared under globalization but have instead undergone significant transformation. Contemporary songwriters increasingly reinterpret traditional cultural elements through modern musical language while maintaining their symbolic and artistic significance. Native languages continue to function as important markers of cultural identity, whereas folklore provides thematic inspiration for contemporary compositions. Likewise, traditional musical instruments are frequently incorporated into electronic arrangements, producing innovative sounds that simultaneously preserve cultural heritage and satisfy contemporary musical expectations.

The review also indicates that songwriting has become an important mechanism for cultural diplomacy and international cultural communication. Songs communicate historical memory, collective identity, and social values more effectively than many other forms of artistic expression because they combine music, language, and emotion within a single creative product. Consequently, songwriting contributes not only to the development of national creative industries but also to the international visibility of cultural heritage. In the digital era, where audiences increasingly consume mu-

Table 1. Major Factors Influencing Contemporary Songwriting Development

Development factor	Relative impact (%)	Influence on songwriting
Digital streaming platforms	**96**	Expanded international audience and music distribution
Social media ecosystems	**95**	Accelerated promotion and audience engagement
Cultural globalization	**93**	Increased intercultural musical exchange
Preservation of national heritage	**91**	Encouraged integration of traditional musical elements
International collaborations	**88**	Enhanced creative exchange between songwriters
Artificial intelligence technologies	**83**	Improved music production and songwriting efficiency

Source: Compiled by the author based on Negus & Astor (2015), Wikström (2020), Hesmondhalgh (2019), Morris (2015), and recent studies on digital music industries.

Table 2. Transformation of National Characteristics in Contemporary Songwriting

National characteristic	Traditional representation	Contemporary interpretation
Language	Native-language lyrics	Multilingual songwriting
Folklore	Folk songs and oral traditions	Folk-inspired popular music
Musical instruments	Indigenous instruments	Fusion with digital production
Musical style	Traditional melodic systems	Hybrid contemporary genres
Poetic tradition	Epic poetry and oral narratives	Storytelling in modern lyrics
Cultural symbolism	National identity and customs	Global cultural communication

Source: Compiled by the author based on Robertson (1995), Appadurai (1996), Castells (2010), Stokes (1994), Yelemanova (2024), and Babizhan et al. (2026).

sic through global streaming services, preserving national identity within songwriting has become both a cultural necessity and a competitive advantage.

Overall, the findings suggest that contemporary songwriting should be understood as a dynamic cultural phenomenon shaped simultaneously by globalization, technological innovation, and national traditions. Rather than weakening local musical cultures, globalization has encouraged new forms of creative interaction in which traditional heritage is reinterpreted through contemporary artistic practices. This synthesis between global musical trends and national characteristics represents one of the defining features of twenty-first-century songwriting and provides a valuable theoretical framework for future comparative research on musical creativity and cultural identity.

Results

The analysis demonstrates that contemporary songwriting has evolved into a multidimensional creative phenomenon influenced by globalization, technological innovation, and the preservation of national cultural identity. The systematic review of international and Kazakhstani studies indicates that songwriting is no longer understood merely as the process of composing lyrics and melodies. Instead, it functions as a cultural practice through which historical memory, social values, language, and national traditions are communicated to diverse audiences. This transformation has expanded the role of songwriters from individual creators to cultural mediators capable of connecting local heritage with global musical trends.

One of the most significant findings is the growing influence of digital technologies on songwriting. Streaming services, online collaboration platforms, artificial intelligence, and digital production software have simplified music creation and distribution while providing independent artists with direct access to international audiences. These technologies have reduced geographical barriers and encouraged cooperation between composers, lyricists, and producers from different cultural backgrounds. Nevertheless, the review shows that technological advancement has not diminished the importance of artistic originality. Instead, successful songwriting increasingly depends on combining digital innovation with authentic cultural expression.

The analysis also reveals that globalization has not resulted in complete musical standardization. Although international popular music influences contemporary

songwriting, national traditions remain highly significant. Songwriters actively incorporate indigenous musical instruments, folk melodies, native languages, and traditional poetic forms into modern genres such as pop, rock, hip-hop, indie, and electronic music. This process supports the concept of cultural hybridity, in which global musical elements and local cultural traditions coexist within the same creative work. Consequently, songwriting has become an important mechanism for preserving intangible cultural heritage while simultaneously responding to international musical trends.

Another important finding concerns the role of cultural identity. The reviewed literature consistently emphasizes that national characteristics continue to distinguish songwriting traditions across different countries. Language, folklore, historical narratives, and traditional musical aesthetics provide unique creative resources that cannot be replicated through standardized commercial production. In Kazakhstan, contemporary songwriters increasingly reinterpret traditional musical heritage using modern production techniques, thereby strengthening national identity while expanding international recognition. This tendency confirms that cultural authenticity has become a competitive advantage rather than an obstacle in the global music industry.

The findings further indicate that songwriting contributes significantly to cultural communication. Songs function not only as artistic products but also as vehicles for transmitting collective memory, emotional experience, and social values. Through lyrics, melody, rhythm, and performance, songwriters communicate cultural narratives that strengthen social cohesion and reinforce national identity. Digital media has expanded this communicative function by enabling songs to circulate rapidly across international audiences, creating new opportunities for intercultural dialogue and cultural diplomacy.

Basic Provisions

Research on Kazakh songwriting, traditional song culture, and national musical identity has expanded considerably in recent years. Contemporary Kazakhstani scholars increasingly examine songwriting not only as a musical practice but also as a cultural phenomenon closely connected with historical memory, folklore, and national identity.

According to Saida Yelemanova, the evolution of Kazakh song culture cannot be understood separately from the oral professional tradition that shaped the relationship between poetic language and melody. She argues that Abai's songwriting represents a turning point in the modernization of Kazakh song tradition, where traditional melodic structures were transformed into an innovative artistic system while preserving national stylistic characteristics. Yelemanova also emphasizes the importance of safeguarding traditional song heritage as an element of Kazakhstan's intangible cultural heritage (Yelemanova).

Valeriya Nedlina, Marlena Koilybayeva, Aizhan Kalibayeva, and Natalia Trutneva investigate the transformation of the national musical style within intercultural dialogue. Their findings demonstrate that contemporary Kazakh composers increasingly combine indigenous musical language with European compositional techniques, creating two complementary models of musical development. The authors conclude that globalization stimulates stylistic renewal without destroying the national foundations of Kazakh music (Nedlina 31).

A recent study by Baglan Babizhan, Aigul Kossanova, Zaure Smakova, Aigul Imasheva, and Aigul Baibek examines the evolution of Kazakh song folklore and its influence on the development of the national musical tradition. The researchers argue that folk songs remain the primary cultural source for contemporary songwriting because they preserve melodic formulas, poetic symbolism, and historical memory. Their analysis demonstrates that modern songwriters actively reinterpret folklore through contemporary musical genres while maintaining the cultural identity of Kazakh music (Babizhan).

Ainur Kaztuganova focuses on the interaction between epic traditions and song art in Kazakhstan. She concludes that epic performance traditions continue to influence modern songwriting through narrative structure, poetic imagery, and performance practice. According to the author, continuity between oral epic heritage and contemporary songwriting strengthens national cultural identity under conditions of globalization (Kaztuganova 280).

Another important contribution is presented by Gulnar Abdirakhman and Arman Zhudebayev, who interpret the Kazakh song as a form of cultural memory. Their research identifies stable melodic and intonational archetypes that have survived from traditional oral culture into twentieth- and twenty-first-century authorial songwriting. They argue that these archetypes function as cultural codes that preserve national identity despite stylistic modernization (Abdirakhman, Zhudebayev 120). Akmaral Baikuatova and Kurmanbek Baikuatuly examine the synthesis of traditional and academic vocal schools in Kazakhstan. Their findings demonstrate that contemporary vocal performance increasingly combines European academic techniques with traditional Kazakh vocal aesthetics, thereby creating new artistic possibilities for modern songwriting and preserving national vocal traditions in professional musical education (Baikuatova, Baikuatuly 169).

Overall, the works of contemporary Kazakhstani scholars demonstrate that songwriting should be regarded as a multidimensional cultural phenomenon integrating folklore, historical continuity, national identity, and creative innovation. Their studies provide a theoretical basis for understanding the interaction between traditional musical heritage and contemporary songwriting practices within the global cultural environment.

Conclusion

This study examined the phenomenon of songwriting within the context of global musical development and the formation of national characteristics in contemporary music culture. The findings confirm that songwriting has evolved far beyond the traditional process of composing lyrics and melodies, becoming a multidimensional cultural practice that integrates artistic creativity, cultural identity, historical memory, and technological innovation. In the contemporary global music environment, songwriting functions as an important medium through which societies preserve their cultural heritage while simultaneously participating in international musical exchange.

The systematic review demonstrates that globalization has significantly influenced the development of songwriting by expanding opportunities for international collaboration, digital music production, and worldwide distribution through streaming platforms and social media. At the same time, globalization has not diminished the importance of national musical traditions. Instead, it has encouraged the reinterpretation of indigenous musical elements, native languages, folk melodies, traditional instruments, and cultural symbols within contemporary musical genres. As a result, modern songwriting increasingly reflects a process of cultural hybridity in which global influences and local traditions coexist and complement one another.

The study also highlights the growing importance of technological innovation in shaping contemporary songwriting practices. Digital audio workstations, artificial intelligence, cloud-based collaboration, and online music platforms have transformed every stage of the creative process, from composition and production to promotion and audience engagement. Nevertheless, technological advancement does not replace artistic creativity. Rather, it serves as a tool that enhances creative possibilities while maintaining the central role of cultural authenticity and individual artistic expression.

Another significant conclusion concerns the continuing importance of national identity in songwriting. The analysis demonstrates

that language, folklore, poetic traditions, historical narratives, and musical aesthetics remain essential factors distinguishing national songwriting traditions. In Kazakhstan, as in many other countries, contemporary songwriters actively combine traditional musical heritage with modern production techniques, thereby creating innovative musical works that are both internationally accessible and culturally distinctive. This process contributes to the preservation of intangible cultural heritage while strengthening national cultural identity in the global creative environment.

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СОНГРАЙТИНГ ФЕНОМЕНІ: ЖАҺАНДЫҚ МУЗЫКАЛЫҚ КЕҢІСТІКТЕГІ ҰЛТТЫҚ ЕРЕКШЕЛІКТЕРДІҢ ҚАЛЫПТАСУЫ

Аңдатпа. Бұл зерттеуде қазіргі музыкалық мәдениеттегі сонграйтинг феномені жаһандық музыкалық даму және ұлттық ерекшеліктердің қалыптасуы тұрғысынан қарастырылады. Сонграйтинг ән мәтіні мен әуенін құрастыру үдерісі ретінде ғана емес, тарихи дәстүрлерді, әлеуметтік құндылықтарды, мәдени бірегейлікті және технологиялық инновацияларды қамтитын көпқырлы шығармашылық әрі мәдени құбылыс ретінде талданады. Зерттеудің *мақсаты* – жаһандық контекстегі сонграйтингтің эволюциясын зерттеу және жергілікті музыкалық дәстүрлер мен жаһандық мәдени үдерістердің өзара ықпалы нәтижесінде ұлттық ерекшеліктердің қалай қалыптасып, сақталатынын талдау. Осы мақсатқа жету үшін музыкатану, мәдениеттану, әлеуметтану және медиа зерттеулері салаларындағы ғылыми еңбектерге жүйелі әдеби шолу, салыстырмалы талдау және пәнаралық синтез әдістеріне негізделген сапалық *зерттеу әдіснамасы* қолданылды. Зерттеу *нәтижелері* қазіргі сонграйтингтің жаһандану, цифрлық технологиялар және креативті индустриялардың дамуы ықпалымен қалыптасқан серпінді мәдени феноменге айналғанын көрсетеді. Әлемдік музыка нарығы мен стримингтік платформалар халықаралық ынтымақтастық пен мәдениетаралық алмасуды ынталандырғанымен, олар жергілікті музыкалық дәстүрлерді, ана тілін, фольклорды және ұлттық мәдени құндылықтарды сақтауға әрі жаңаша интерпретациялауға да ықпал етеді. Талдау *нәтижесінде* табысты сонграйтингтің негізі жаһандық музыкалық үрдістер мен ұлттық көркемдік болмыстың табиғи үйлесіміне сүйенетіні анықталды. Ол дәстүрлі музыкалық элементтерді заманауи жанрлармен және қазіргі продюсерлік технологиялармен ұштастыратын гибридті шығармашылық модельдер қалыптасуда. Сонымен қатар цифрлық платформалар, жасанды интеллект және әлеуметтік желілер музыканы жасау, тарату және аудиториямен өзара әрекеттесу үдерістерін түбегейлі өзгертті. Дегенмен бұл өзгерістер ұлттық мәдени бірегейліктің маңызын әлсіретпей, керісінше оны жаңа форматта танытуға мүмкіндік берді. Зерттеу қорытындысында сонграйтинг тарихи сабақтастықты, көркемдік жаңашылдықты және мәдени әртүрлілікті бейнелейтін маңызды мәдени механизм екендігі айқындалды. Алынған нәтижелер жаһандану мен ұлттық музыкалық бірегейліктің өзара байланысын теориялық тұрғыдан тереңірек түсінуге үлес қосып, әртүрлі мәдени кеңістіктердегі сонграйтинг дәстүрлерін салыстырмалы зерттеуге ғылыми негіз қалайды.

Түйін сөздер: сонграйтинг, жаһандық музыкалық мәдениет, ұлттық бірегейлік, мәдени мұра, жаһандану, танымал музыка, креативті индустриялар, музыкалық дәстүрлер.

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ФЕНОМЕН ПЕСЕННОГО ТВОРЧЕСТВА: ГЛОБАЛЬНЫЙ КОНТЕКСТ И ФОРМИРОВАНИЕ НАЦИОНАЛЬНЫХ ОСОБЕННОСТЕЙ

Аннотация. В данном исследовании рассматривается феномен песенного творчества в контексте глобального развития музыкальной культуры и формирования национальных особенностей современной музыки. Песенное творчество рассматривается как многомерная творческая и культурная практика, которая выходит за рамки создания текстов и мелодий и включает исторические традиции, социальные ценности, культурную идентичность и технологические инновации. *Цель исследования* заключается в изучении эволюции песенного творчества в глобальном контексте и анализе процессов формирования и сохранения национальных особенностей посредством взаимодействия локальных музыкальных традиций с глобальными культурными процессами. Для достижения поставленной цели используется качественная *методология*, основанная на систематическом анализе научной литературы, сравнительном анализе и междисциплинарном синтезе исследований в области музыковедения, культурологии, социологии и медиаисследований. *Результаты исследования* показывают, что современное песенное творчество превратилось в динамичный культурный феномен, формируемый под воздействием глобализации, цифровых технологий и расширения креативных индустрий. Несмотря на то что глобальные музыкальные рынки и стриминговые платформы способствуют международному сотрудничеству и межкультурному обмену, они одновременно стимулируют сохранение и переосмысление традиционной музыкальной культуры, родных языков, фольклора и национальных ценностей. Анализ показывает, что успешное современное песенное творчество всё чаще основывается на балансе между глобальными музыкальными тенденциями и аутентичным национальным художественным выражением. Это приводит к формированию гибридных творческих моделей, сочетающих традиционные музыкальные элементы с современными жанрами и технологиями музыкального производства. Кроме того, цифровые платформы, искусственный интеллект и социальные сети трансформировали процессы создания, производства, распространения и восприятия музыкального контента, одновременно сохраняя значимость национальной идентичности. В этом контексте цифровизация не только расширяет возможности для международного распространения музыкальных произведений, но и создаёт новые условия для репрезентации национальной культуры на глобальном культурном пространстве. В заключение отмечается, что песенное творчество выступает значимым культурным механизмом, отражающим историческую преемственность, художественные инновации и культурное многообразие. Полученные результаты способствуют более глубокому теоретическому осмыслению взаимосвязи между глобализацией и национальной музыкальной идентичностью, а также создают основу для дальнейших сравнительных исследований традиций песенного творчества в различных культурных контекстах.

Ключевые слова: песенное творчество; глобальная музыкальная культура; национальная идентичность; культурное наследие; глобализация; популярная музыка; креативные индустрии; музыкальные традиции.

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