

## Model Development of Isan Country Song Compositions for Economic, Social and Cultural Value-Added

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**Abstract: Problem statement:** Country Song was related to history, society, culture and economic. The objectives of this study were: (1) the historical background in composing the Isan Country Song, (2) the current situation and problem of composing style of Isan Country Song and (3) the development of composing pattern the Isan Country Song for elevating the economic value. **Approach:** The research area consisted of Isan Region including Chiaya Phume, Ubon Rachatani, Amnat Charoen and Sri-Sa-ket Provinces. The samples providing information included 170 persons. The instruments using for collecting data included: The Survey Form, Interview Form, Focus Group Discussion and Participatory Workshop. The data were classified into groups. Qualitative data were analyzed according to the specified objectives. The research findings were presented in descriptive analysis. **Results:** The research findings found that the historical background of Isan Country Song, reflected lifestyle, social situation, ideal, and Thai Culture with the rhyme developed from traditional Country Song blending with Big Brand Music Band mixing with the local singing words and rhythm. The current situation and problem after listening to the Country Song was more increasing popular since there were many song composers and chords. There were advertisements through the media as radio, television, mobile phone and internet network. Therefore, the buying and selling of song were easier and quicker. For the song composing, the text of a song didn't focus on the rhyme and lacked of morality enhancement. The supplementary music sometimes lacked of beauty based on aesthetic principle. For the commercial problems, there were many violations of right. Consequently, the entrepreneur sometimes faced with the lost. For development, the good points of Isan Country Song were analyzed both of the text and rhyme. The composed song model was created by bringing Pentatonic scale mixing with message of Dorian Mode. The musical instrument using for playing consisted of Isan Country Song and Western Music. **Conclusion/Recommendations:** Isan Country Song was still necessary for opposing the entertainment like the villager representatives. Besides, it could be developed for beauty based on music principle. In some viewpoints, it could be used as commercial usefulness. Therefore, in order to maintain the identity of Country Song which needed to be studied for knowing the development of song work, it would be good. This research could be able to be a model for new style Country Song.

**Key words:** Development, Isan country song, compositions, economic, social, cultural, value-added

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### INTRODUCTION

Country Song or country song was a song with evolution from local song or villager song. The theme of Country Song reflected Thai lifestyle, although the western musical instruments were used for playing rhythm. Considering the local song, origin of Country Song, found that the local song was a literary work with text of a song in real society and life of Thai People in each locality in simple musical tune. The song content showed the thought with worldview toward society,

culture and environment. The text of a song, rhythm and music were in simple style.

It could be concluded that Isan Country Song had continuous Thai Cultural Development. Isan Country Song was easy to understand and remember. The audiences listened it not many times, could sing it in general. As a result, Isan Country Song was popular only in a short time, or famous only from one song in a short time, or was declined of popularity in very short time. Consequently, it was boring and people would search for new things in Isan Country Song. The causes

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of prominent Isan Folk Singers gaining or decreasing popularity consisted of: The factors of producer artists and creators of Isan Country Song including the composer of singing words, rhythm and singer, the business owner of song band. For the singing word composers, they weren't delicate in composing the singing content. They produced too much songs for the singers without considering the quality of song. As a result, the text lacked of power in motivating the audiences. Some singing word composers composed the song text by using impolite or impertinent words, pornography, some words with ambiguous especially the words conveying ambiguous in sense. Some words were impolite and pornography in order to be joyful, attractive, tasteful. It was very concern that since it affected on the good image of Country Song. In addition, the composer of content and rhythm was the same person. Some of them didn't have knowledge in music. So, they composed song by their feeling. Consequently, the rhythm wasn't smooth based on principle of music academic. For the folk singers, some of them were not trained from the school teaching in singing Country Song. Most of them came from contest stage in singing Country Song, or applied for participating in music band of Country Song travelling in the provinces. The song business owners were too much trading benefit oriented by producing new songs continuously. As a result, the performance and quality were lower down. In the present, Country Song and string would be more blending together until it was difficult to identify which one was Country Song or string.

According to the above reasons, the researcher was interested in studying and conducting research in "Development of Song Composing Model in Isan Country Song in context of development in Thai Entertainer from new viewpoint in future.

#### **MATERIALS AND METHODS**

The studied area was the Isan Region by selecting 4 provinces including: Chiayapume, Ubon Rachatani, Amnat Charoen and Sri-Sa-ket Provinces. Qualitative Research Method was administered in this study. Data were collected from samples by Purposive Sampling including: 33 experts, 50 key informants, 60 general villagers, total of 143 persons. The instruments using for collecting data were: the Interview Form, the Observation Form, Focus Group Discussion and Participatory Workshop. Data were investigated by using the Triangulation Technique based on specified issues in the study and presented in descriptive analaysis.

#### **RESULTS**

The findings were as follows:

- The historical background of Isan Country Song might develop from Mo-lam and local song from other regions as well as traditional Thai Song. It started to play its role after the second world war by Isan Composers and Singers in 1957 which was more well-known in 1971-1981. It was a prominent period being very much popular which might involve with population playing role in economic in big city. Most of singing words and rhythm was Isan Identity. There were many singers and song composers
- For current situation and problem in model of Isan Country Song Composing, the song composing in both of singing content and rhythm were not based on the artists. But, it was related to the market need. Therefore, there were more complex entertainment business units. There were competitions in seeking an opportunity for both of composers and singers. Besides, there were changes of the audiences' taste. The used language for composing wasn't smooth, with simple rhythm by using electronic music in many song styles including joyfulness, love and disappointment and expression in frustration of livelihood. Most of the songs depended on social value
- The model development of Isan Country Song for increasing the economic value in composing the Isan Country Song, the standardized language principle and villager language should be emphasized by considering the prosody of Isan Country Song as well as the model in developing the Isan Country Song Rhythm by using 3 techniques: (1) the song content should be composed first, (2) the rhythm should be composed later, (3) the singing words and rhythm should be simultaneously composed. Moreover, Isan Song Rhythm and International Song Rhythm should be harmonious by considering most of Isan Country Song Model as A, B, A or A, A, B, A which needed the high experience chord composer. For the creation of additional value, the song value, the work standard, as well as capital and profit, should be considered

#### **DISCUSSION**

According to the research titled "Development of Model in Isan Country Song Composer for increasing the economic value, there were issues for discussing the findings as follows:

For historical background in composing Isan Country Song, it was developed from Mo-lam and local songs in other regions. The composed song content showed material relating to the approach in religion and belief, lifestyle, working, nature, value and love in life, spouse and country. So, the song was a representative of society and culture being able to convey the human beings' understanding in the same culture.

Chaiyatorn *et al.* (2010) described a model for setting the cultural tourism as Home Stay in future including the economic, social and cultural aspects with sustainable existence as well.

The purposes of the later study were to: (1) the history and background of Reed Mouthorgan Musical Instrument, raw material in manufacturing Reed Mouthorgan in Esan Region. (2) The State of problems in conserving, rehabilitating and developing the raw material and manufacturing Reed Mouthorgan in recent time. (3) The application of local wisdom in rehabilitating and developing the raw material and manufacturing Reed Mouthorgan for creating the additional cultural value (Sithisak *et al.*, 2009).

The songs consisted of various and broad content since the composer was optimistic. So, he didn't have bias worldview toward the person or thing. For the composed art, most of them was like the verse. For the use of wordings and eloquence, it was appropriate, causing the inspiring words according to the conveyed language style. Therefore, it was valuable in literary work. Furthermore, there were various songs with the useful content and material for people, society and country. In the past, ancient people who mastered this field did not hand down to the public but only handed down to the members of family or relatives so it was un appeared in case of nobody carried on it (Chansuwan *et al.*, 2009).

For current situation and problem of model in composing the Isan Country Song, the song composing was related to the economic. So, the song composing was profit oriented. So, there was a search for identity of each locality as presented thing through the song both of singing words and rhythm. It could be seen from brining the identity of ethnic group. Later on, it would be composed with chord blending with traditional Thai Song, global song rhythm and the composed content in trend. It was supported by Sooksuwan (1978) conclusion of findings of the study in "Country Song Literary Work," the findings found that: (1) Thai Song extended to be different kinds of song with cultural reasons. There were 5 kinds of Thai Song: (1) Local Song was the song using during the recreation during professional working or leisure time of Thai People in former time, (2) Traditional Thai Song, (3) Thai Song, (4) Universal Song, (5) Life Song,

(2) the Country Song occurred by searching for warmness of country people entering for earning their living in the capital in order to deceasing their home sick, (3) the Country Song as mixed Traditional Thai Song and local song and other songs, (4) the content of Country Song consisted of every kind: stating for love both of public love including: Country, religion, the King and love between male and female which led to happiness and misery, interesting moral teaching, stating for country life in different aspects, social problem, recent situation, some situations in some parts of History, as well as sense of humor, (5) there were different types of Country Song including: The word use, easy words to be greatly satisfied were used, imitation of natural sound and exclamation words, repeated words, playing on words, the use of new adjective, sweet sounding words, saying and proverb, idiom. Consequently, the audiences had common understanding as the composer's need, (6) there was a close relationship of society and Country Song because the Country Song was influenced by society. So, it was quickly and broadly disseminated many values to people in society and (7) the Country Song congruent with the audiences' taste included the song including content in love, different situations in society and sense of humor.

For development of the compose in Isan Country Song for increasing the economic value, development of song pattern, various styles would be studied. The modern technology was brought in. The value was studied which led to development of song pattern. So, it was indispensable for the development in improving to be adequate with the age or period. It was supported by Komkrish (1999) findings that Pog-lang was developed from Lo Clapper or Ko-lo, which was an instrument using for hitting for informing different signs of villagers as well as for chasing the bird and crow in the farms. At the beginning, there were 6 balls. Then they were developed into 9 balls and 12-17 balls respectively. There were 3 parts of Pong-lang: Pong-lang Piece, Pong-lang stand and Pong-Lang hitting stick. There were 2 steps of production: The step in preparing the material and instrument and the step in producing Pong-Lang including the picture raising, the cutting of Pong-Lang Ball, the comparing of sound, the drilling hole for string threading and the hitting for sound test. For keeping Pong-Lang, it had to be kept in ventilation place. Pong-Lang could played in 2 styles: Single playing and 2-person playing. For 2-person playing, the first one had to play the song rhythm called "Mo-ko" or "Mo-sep". Another one had to hit for making rhythm as a chord called "Mo Serb". Pong-Lang combined with the other musical instruments.

Pong-Lang made from Ma-had wood consisted of 17 balls, one band including the sound C, D, E, F, A and B. The one consisted of 13 balls, two bands, including 6 sounds as C, D, E, F, G and A. The one with 12 balls, one band, including 5 sounds as C, D, E, G and A. The structure of the stripes consisted of pattern led by the ball, repeated playing and ending ball. The movement of rhythm used steps as: Pair 2 and movement of jumped in pair for 3 pairs and 4 and 5 pairs respectively. The pair 6 and 7 were very few. The direction of movement, it gradually high up until reaching the highest level of sound in playing the short string. Then, it was moved down meet with the playing at sound A. The falling ball or important sound in playing included E sound (Mee) and A (La). It was supported by Aesthetic Theory, Science of Beauty aiming to revealing and eliminating the orders or principles of beauty. There were 2 techniques in searching for beauty: Objectivism and subjectivism:

- Aesthetic included the technique as objectivism since it was focused on different objects such as architecture, printmaking, music etc. On behalf of beautiful thing, it searched for general beautiful characteristic and other characteristics of those objects as well
- Aesthetic included the technique as subjectivism since it attempted to search for the meaning of what was called the audience's aesthetic experience. It attempted to find the differences and relationship between aesthetic experience and other kinds of experience

### **CONCLUSION**

According to this research, both of public and private sectors should play role in being responsible, encouraging and promoting the academic by determining the policy in order to take part in moving the activity of city development for being peaceful city, peaceful community in cultural dimension and local administrative organization which would appropriately affect the local administrative organization in managing the culture based on academic principle as well as community need as well as expansion into the other regions.

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