



# CALL FOR PAPERS

## **FROM AFRO BEAT TO AFRO BEATS** History, Evolution and Dimensions of Africa's Music Revolution



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Afrobeat and Afrobeats music genres has risen to the global stage as the new 'pop'. The historical materialism of this process is currently being debated in Africa and the West. Though a uniquely African Story, Africans and foreign scholars alike need to exhaustively interrogate this phenomenon from every perspective possible. The Evolution of the 'Beats' concept from Afro Beat reconceptualised the phenomenon into and African all inclusive cultural and musical revolution thus bringing into play the role of every possible music genre on the African continent. Through its evolution, it has also fused with all the major music genre's in the world (Hip Hop, Reggae, dancehall, R&B, Soul etc) and produced a revolutionary sound and cultural movement that is riding on cutting edge digital, IT and internet technology to secure a place where no other genre has secured beforehand. Afrobeat Artists are selling out stadiums and huge arenas outside the continent of Africa in locations that are the traditional strong holds of other music genres. This speaks to the heart of a phenomenon that is not only changing pop culture but may likely redefine the political and economic future of a continent that has a population that is 60% below 25 years.

This volume will examine not just origins, history and evolution, it will interrogate the way, purpose and manner in which afrobeats is created; its impact on society, psychology, religion, politics and globalisation will be central. Submission will cover but not be restricted to the following subthemes below.

# SUB-THEMES

## HISTORY

History of Afro Beat  
History of Afro Beats  
History of Key musical figures

## MUSICOLOGY AND PERFORMANCE

Evolution of musical styles  
Impact of digital tech on Afrobeats  
Music producers, DJ and dancers  
Influence of other music Genre's  
Afrobeats and theatre

## MUSIC INDUSTRY

The evolution of the African Music Industry  
Impact of Music Labels  
Music and Movies

## SOCIETY

Values and Socio-cultural Impacts  
Drugs and violence  
Cultism and gangs  
Globalization of African Music  
Psychology and social interactions  
Gospel Afrobeats

## MEDIA AND TV

Music Videos and dissemination  
Marketing and advertising  
Branding

## THEORY

Ideological conceptualizations  
Social tranformation theories.

## LANGUAGE

Evolution of linguistic forms in Afrobeats  
Use of Native Dialects  
Role of Pidgin English, Patwahs etc

## POLITICS

Afrobeats and activism.  
Afrobeats and politicians  
The politics of Afrobeats

## SUBMISSIONS SHOULD BE SENT TO

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