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## **AN EXAMINATION OF THE MUSIC CHOICE OF THE YOUTH OF RAIPUR WITH SPECIAL REFERENCE TO PUNJABI SONGS**

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**Abstract-** People in India love music and want to dance to upbeat melodies. This research, which looks at the impact of Punjabi songs on young viewers, is being undertaken since music is the lifeblood of any film or work of cinematic art. The songs in Punjabi are appealing to a lot of young people. The primary components of Punjabi music's huge appeal are its melody, rhythms, and composition. Even when listeners either partially or totally understand the lyrics, these qualities make people want to dance to the music. The entire song is fantastic for lifting your spirits. These songs are the ones that are played the most at clubs and parties, even in regions where Punjabi is not spoken. Punjabi lyrics combine well with Hindi and English vocabulary. You'll notice that many well-known Hindi soundtracks also include some Punjabi content. Similar to this, the voids in many contemporary Punjabi songs are filled with English rap music and lyrics. Generally speaking, the Punjabi language and its people are known for their vibrancy and diversity. Despite being extraordinarily deep and rich, The

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Hindi Belt population is ignorant about it. Perhaps this is so because Punjabis and Punjabi culture are so easily portrayed by the oppressed and conservative people as liberal, entertaining or loud music, abundant, and idealistic. This is true because young people prefer listening to and dancing to energetic party dance tunes in Punjabi music. This study is being done to better understand how Punjabi music affects young people. This study employed a questionnaire and used 20 persons as a sample who viewed Bollywood movies and listened to music. And we discovered that, sure, the effect of Punjabi music has a favourable impact on viewers and youngsters. Songs with a Punjabi flavour are more enjoyable, and consumer demand is more evidence of this.

**Introduction-** Most Indians today are obsessed with Punjabi music, and this obsession is reflected in the audience. There has been an upsurge in young people watching Punjabi songs between 2021 and 2022. People enjoy the Punjabi flavour in entertainment media. There are many more massive singles in Punjabi music in 2022 that dominated the charts for an extended period of time. Punjabi songs used in Bollywood films were sung by main vocalists Guru Randhawa, Badshah, and Diljit Dosanjh. And "Youngest in Charge," "The Final Ride," and "Mitra re" were some of the biggest successes. Studies on the Punjabi language and some of the songs have been done, but none of them have examined how well they are received by young people. Even if you don't understand the lyrics, the majority of Punjabi songs are pretty groovy and encourage you to just move your body to the beat.

The success of the song might also be attributed to the Punjabi and Hindi languages' minor linguistic similarities, which enable listeners to grasp parts of the lyrics even if they are unable to fully comprehend them. This justification, however, must be supported by the fact that numerous languages resemble Hindi but do not have the melodic effect of Punjabi. Because to the original songs' catchy voices, rhythm, and rhythms, Punjabi music are enormous hits both locally and internationally, according to flying pepper.

**Research Area-** According to information provided by the Indian government for the 2011 Census, Raipur is an Urban Agglomeration that belongs to the Million Plus UA/City category. Municipal Raipur City, a subdivision of the Raipur Urban Area, is managed by the Corporation. The total population of the Raipur UA/Metropolitan region is 1,123,558. Among the population, there are 545,566 females and 577,992 men. Naya Raipur is quickly rising to the top of the list of greatest cities in the globe. Nandan Van Zoo and Safari is home to Asia's largest artificial jungle safari. In Gypsy, there are a variety of live things to study. Raipur, the state capital of Chhattisgarh, is one of the cities in India that is

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expanding quickly. All young people are drawn to Punjabi music, whether they live in a metropolis or a little place like Raipur. The youth's tastes are evolving in Raipur, a large city in and of itself, whether it be in music or fashion. Perhaps this is due to the ease with which the oppressed and conservative masses present Punjabis and Punjabi culture as liberal, entertaining (and loud), abundant, and idealistic. This is true because young people prefer listening to and dancing to energetic party dance tunes in Punjabi music. A random sample of 20 persons, ages 18 to 30, who watch and listen to music.

**Study Duration-** 1st February 2023 - 8th February 2023

**Research Methodology-** The primary tool used in survey research for data collection is the questionnaire. examination of literature reviews.

**Analysis-** There are many Punjabi Songs came up in 2022 in which there are top 10 Punjabi songs which became the trend. they were in the chartbuster for very long time.

### Most Viewed Punjabi Songs on YouTube 2022

NO.	SONG	SINGER	VIEWS
1.	Youngest In Charge	Sidhu moose wala	26,032,442
2.	YKWIM	Karan Aujla	45,785,463
3.	We Rollin - Video	Shubh	67,342,256
4.	Vadde Bande	R Nait	77,189,812
5.	VAAR	Sidhu Moose Wala	28,603,428
6.	Udd Gya	B Praak	45,996,422
7.	The Last Ride	Sidhu Moose Wala	178,015,145
8.	Teri Jatti	Ammy Virk	77,294,585

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9.	Punjabiyan Di Dhee	Guru Randhawa Ft Bohemia	38,602,882
10.	Pent Straight	Gurnam Bhullar & Baani Sandhu	51,310,525

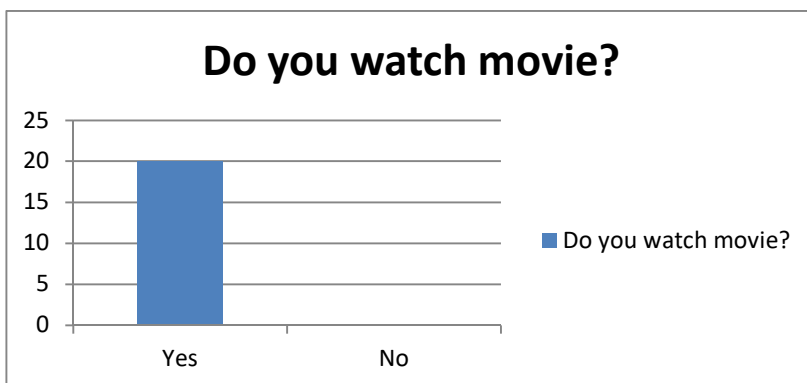
Punjabi music is well-liked on social media, as seen by the number of YouTube views, music platform streaming, and social media activity. From the time of Imran Khan's Amplifier to AP Dhillon's Excuses, listeners of many languages have continued to adore Punjabi music. The music business has carved out a space for itself in a country where languages change every few kilometres.

The most-watched Punjabi song on YouTube in 2022 was "Teri Jatti / Ammy Virk feat. Tania | Mani Longia | SYNC | B2gether", according to Pros. It received over 77,334,842 views. The most popular Punjabi song on YouTube as of 2021 is "Harrdy Sandhu's song Bijlee Bijlee ft. Palak Tiwari, Jaani, BPraak, and Arvindra Khaira." It has received over 452,000,773 views.

**In order to conduct this study, the researcher created a questionnaire, employed 20 participants as a sample, and asked some of these questions of them.**

Q1. Are you a moviegoer?

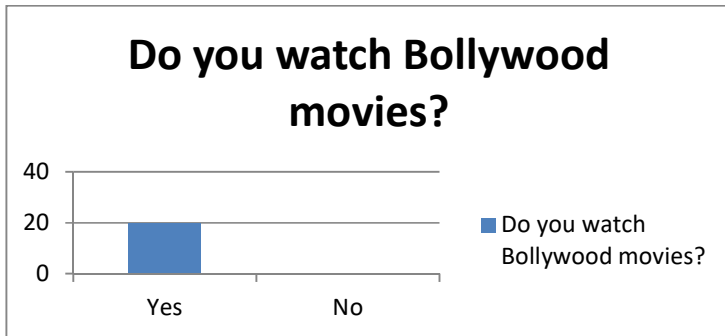
(a) Yes ( ) (b) No ( )



Q2. Are you a fan of Bollywood films?

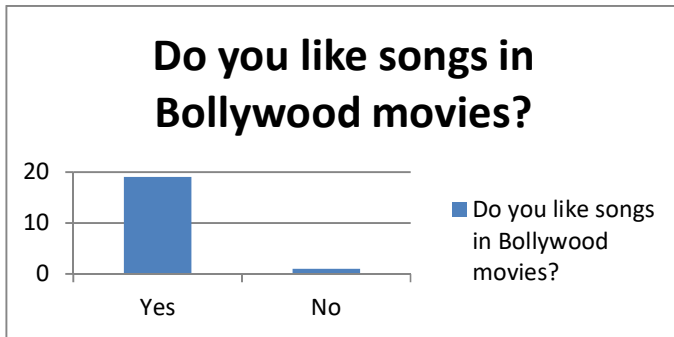
(a) Yes ( ) (b) No ( )

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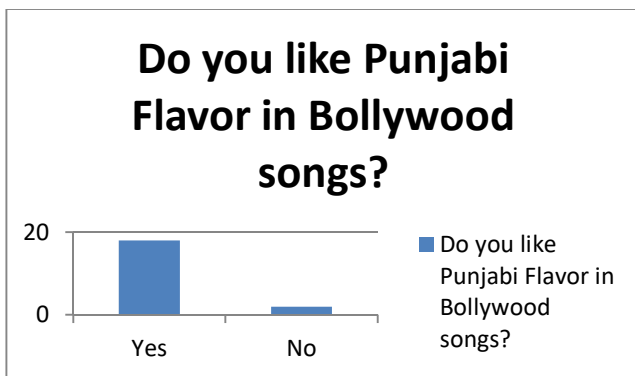
Q3. Do you enjoy the music in Bollywood films?

(a) Yes ( ) (b) No ( )



Q4. Do you enjoy the punjabi influences in bollywood songs?

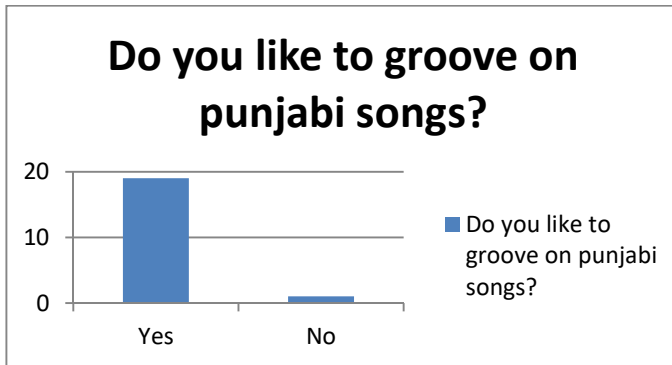
(a) Yes ( ) (b) No ( )



Q5. Do you enjoy grooving to punjabi music?

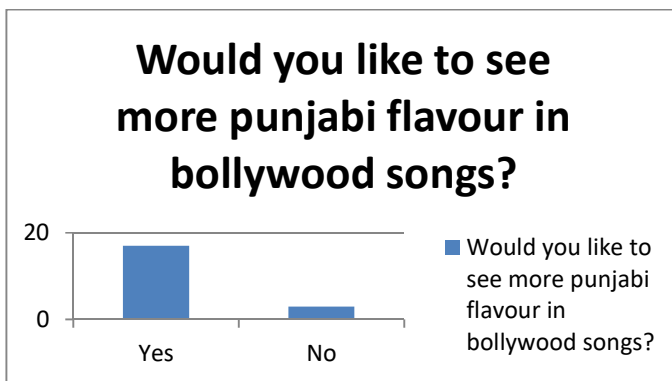
(a) Yes ( ) (b) No ( )

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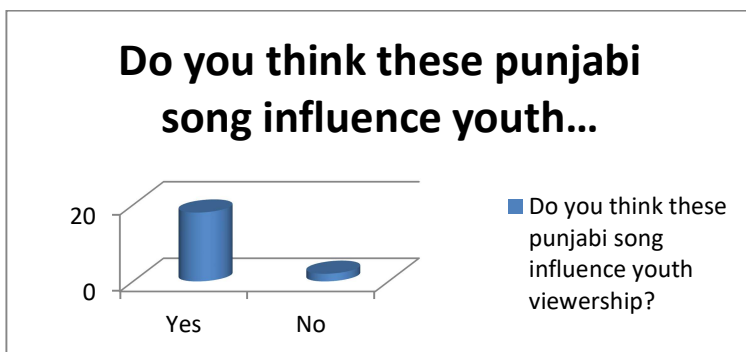
Q6. Do you like to hear more punjabi-influenced bollywood songs?

(a) Yes ( ) (b) No ( )



Q7. Do you believe that these punjabi songs have an impact on young viewers?

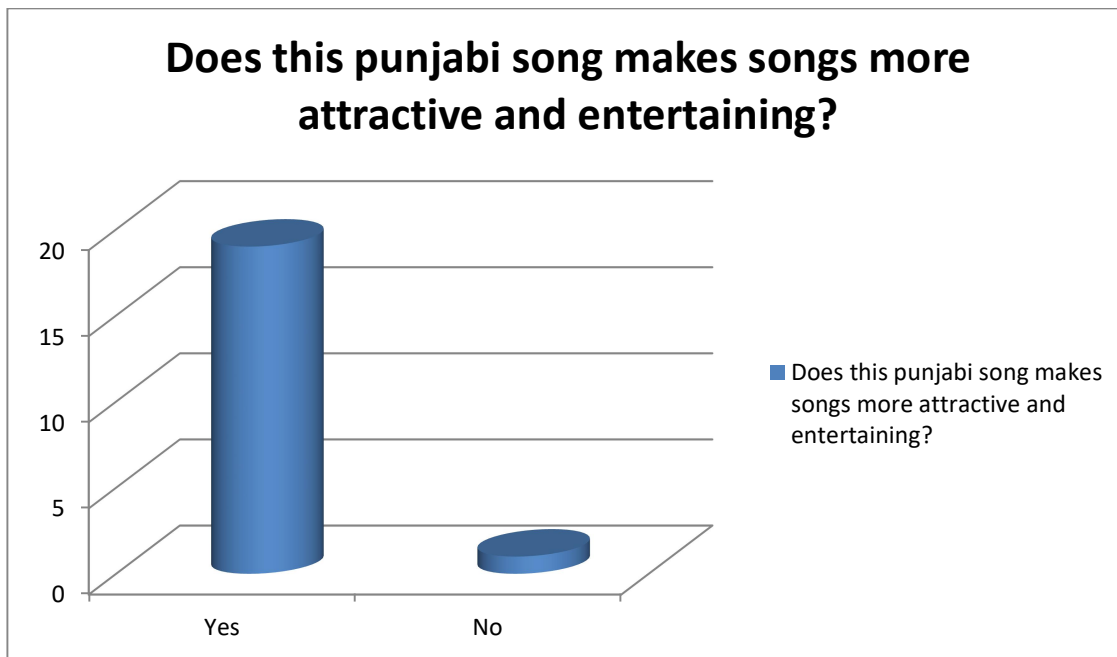
(a) Yes ( ) (b) No ( )



Q8. Does this punjabi song make music more alluring and fun ?

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(a) Yes ( ) (b) No ( )



**excessive acceptance** – Almost all regional languages in India have music created in them. On the other hand, the popularity of the Punjabi music scene is unmatched. Punjabi music is the most well-known in-country music and is equally famous with Hindi music. The song is popular among the Indian diaspora, especially in the US, Canada, and UK. Punjabi is a language spoken in a particular region of North India, yet it is among the most well-known. The Punjabi music industry is the biggest non-film music sector in India. The song is being listened regularly across the country even though a substantial section of the populace does not comprehend it. In reaction, international music and foreign recording studios have a significant effect on the good music in Punjabi songs. Throughout the 1990s and the beginning of the 2000s, the bulk of Punjabi musicians either lived overseas or had just returned from there. Most Punjabi artists and musicians are still based in the US, Canada, or the UK. Not just these musicians, but also Dr. Zues, a British Indian who worked in the 2000s and wrote the music for a number of well-known Punjabi songs. In the 1990s and 2000s, a separate British Indian musician named Bally Sagoo contributed to a large number of well-known songs. Another well-known talent who gained notoriety in the 2000s was Bohemia, a Punjabi rapper and singer who resides in California.

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With the assistance of his blend of hip-hop, popular music, and Punjabi lyrics, he was able to amass a loyal audience that still exists today. Who could possibly forget the time of Honey Singh? Almost everyone has Honey Singh songs on their phone. The Indo-Canadian singer AP Dhillon, whose bizarre tunes have taken the music business by storm, is up next. Desires, Insanity, and Brown Munde Four of his songs are among the top 15 on Spotify. He wrote the tune Excuses, which is routinely heard on at least three of the main music streaming services and virtually every other reel.

**Conclusion-** Most Punjabi song lyrics deal with current affairs. The song is very relatable to young people. In their daily lives, they constantly go through the experiences that the songs about romance, branded apparel, friendship, and college portray. The study's author discovered that Raipur's youth are greatly influenced by Punjabi music. Punjabi music is popular among listeners and viewers, and young people are drawn to it. They like the entertaining and alluring tastes of Punjab. They contend that this type of music encourages dancing. Punjabi flavour gives entertainment a tiny amount of flavour. Today's young prefer Punjabi music, which is why we now witness one or two Punjabi songs in practically every movie. Punjabi music features lively rhythms and uplifting sounds. The music is played in places where people gather and spend time, such salons, bars, and gyms. Punjabi music is very well-liked during weddings and other social events. Even people who are too shy to dance will find it hard to hold back from bopping along to the energetic music. The national dance of all Punjabis worldwide is the bhangra, a style of music that has attracted international renown. The music and dance genre known as "bhangra" originated in Punjab, India. It all started with Punjabi farmers dancing in honour of Visakhi, or the Harvest Festival. Formerly exclusively well-known in Punjab and Assam, it is now well-known throughout the entire world. Due to its growing popularity, bhangra is currently seen in the bulk of Bollywood movies as well as many dance performances



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throughout the globe. the music played on traditional instruments in and around the state of Punjab. The origins of every musical style and genre may be found in folk music. Punjabi folk music includes a variety of dances and melodies that are associated with different life phases. There is music to commemorate births, birthdays, marriages, and deaths. Songs for every feeling, from pleasure to despair, may be found in Punjabi folk music. The culture, history, and way of life of the Punjabis are revealed via the folk music of Punjab. On the battlefield, the Punjabi troops showed courage and a strong work ethic, which are shown in the music. Like any other folk music genre, Punjabi folk music is known for exhibiting its rich culture, history, festivities, and a variety of other things. Most respondents agreed, after investigation, that Punjabi music are more beautiful and enjoyable. Punjabi songs like "Sadi galli," "Rola pe gaya," "Laung da lashkara," and "Ainvayi Ainvayi" are highly-liked on Bollywood music charts as well as in nightclubs and weddings. Punjabi music has long been well-liked since it frequently features funk and foot-tapping beats. People of all ages are readily caught up with.

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