

The Role of Folk Singing in Promoting Eco-Conscious Behavior

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The rich and diverse nature of Indian Cultural Heritage encompasses various forms of indigenous dance, music and arts forms, in which, practice of folk singing acts as means of preserving cultural heritage and traditions amidst societal transformations. The comprehensive character of folk music evolves over time and incorporates contemporary elements while maintaining its relevance. Folk singing has the power to convey environmental messages and to raise awareness about environmental issues. Music can serve as a tool to foster an emotional connection between communities and nature. It provides an avenue for connecting with diverse audiences and fostering a sense of environmental responsibility. The present study addresses the role of folk singing practices in encouraging individuals for environmental conscious behaviour. This study includes seasonal folk songs of Uttar Pradesh (Purvanchal region), India. Conventional literature is used for data collection and textual data is utilized to employ content analysis method to understand the contemporary themes of regional folk songs and their role in environmental conscious behavior. Through lyrics, themes, and even musical genres, artists can inspire listeners to become more environmentally conscious and engaged in sustainable practices. The present research holds significance in several aspects, contributing to our understanding of both the natural world and human experiences. It sheds light on how societies perceive, adapt to, and shape their natural surroundings. By studying the impact of music on human attitudes towards the environment, researchers can contribute to the development of strategies for promoting ecological restoration and conservation efforts.