

A woman with short brown hair is singing into a microphone on a stage. She is wearing a blue and white patterned halter-neck top and a white skirt. The background is dark with several bright blue spotlights creating a dramatic effect. The text 'MESSAGE SONG:' is overlaid in large white letters on the right side of the image.

# MESSAGE SONG:

THE EXECUTIVE SUMMARY

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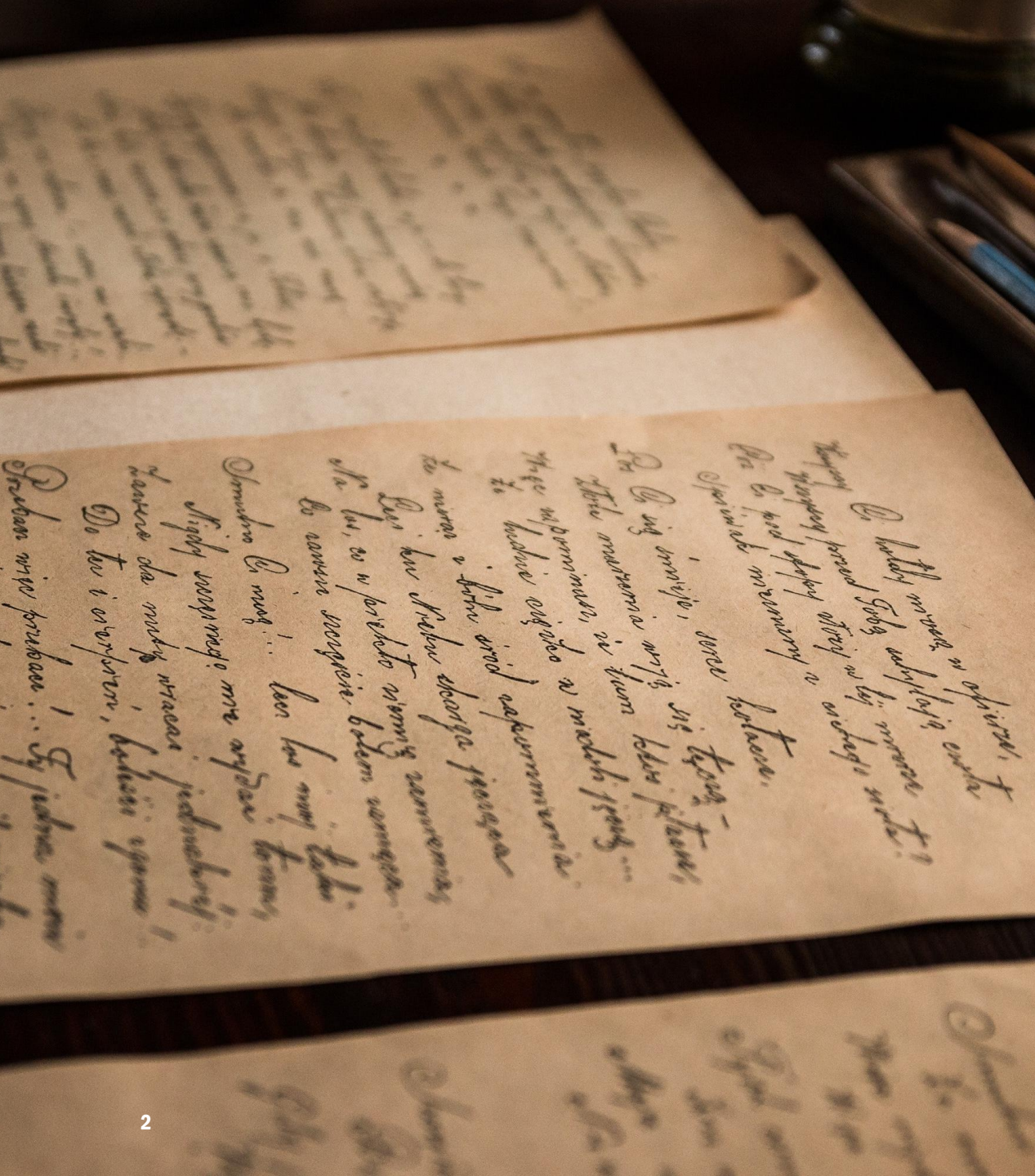
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# INTRODUCTION:

Words are thinking tools. They can be used to shape thoughts. Language is our major form of communication. How we use it shapes our identities. We understand, learn and pass on our social and familial roles and responsibilities through the language we use. Such communication can be influenced for the purpose of good through meaningful songs.

Since songs can potentially reach deep to all aspects of human being - i.e., physical, emotional, intellectual, and spiritual of the listeners, it is perhaps one of the most effective means of education and form of expression, where the music is not just listened to, but felt and understood.



## ENGAGEMENT:

Through exploration of lyrical words, songs become a practical medium to engage listeners in a meaningful conversation on social and humanity issues.

Because songs can evoke deep personal meanings, socially aware and responsible songwriters often use message songs to remind listeners of human integrity and social values.

Usually through such songs, they invite listeners to think, evaluate, contribute and get involved in important matters or those of historic moments.



## MESSAGE SONG:

Message songs can best describe and reflect **the social in the individual and the individual in the social**. It is naturally the most engaging type of song to establish dialogue, understanding and unity. A well-written message song has soft penetrating powers. It can prevent the use of hard power, and can encourage tackling crisis through dialogue and Cultural Diplomacy.





# SINGERS/SONGWRITERS AS DIPLOMATS:

Singers and songwriters are among the best who can play the role of a diplomat or an ambassador in their societies. The messages they can deliver, however informal in context, are highly effective in raising awareness.

Songwriters, lyricists in particular – are often dubbed as ‘wordsmith’. They are the ones who can craft words to push the ignorance away and facilitate awareness instead. They are the ones who can provide “thinking tools” to the masses and facilitate dialogue among communities.

# MESSAGE SONG AND SOCIETY:

Often message songs are pieces of recorded history. While many of them beautifully serve their purposes for raising bars for social awareness and social activism, some of them remain truly everlasting and engraved in the book of history.

Even as part of social sciences, popular culture, and research for humanity or arts, often such songs get the chance to be academically studied.

# MESSAGE SONG, POPULAR CULTURE AND SOCIAL WOUNDS:

Social movements, social activism, and progressive thoughts influence popular culture, and most certainly popular culture – music in particular is one of the best and most effective medium for recording and encapsulating such endeavors. Popular culture, especially popular songs are among the most effective tools for self-expression, communication, raising concerns or even healing social wounds.

Through exploration of lyrics, music becomes a tool that offers social studies an opportunity to engage in meaningful conversations about major social issues. Perhaps it is part of every responsible historian, social science educator and songwriter with interest in writing message songs to analyze the historical role that music has played in raising social consciousness.





# FINAL WORDS:

Writing lyrics/songs to communicate an important message is not an easy task. In general, writing lyrics can be the most frustrating and difficult aspect of the song writing process – especially for new songwriters who lack experience, and this could be even more challenging for authors who wish to write a powerful message song for the first time.

Delivering message songs is a great responsibility. Your voice may become the voice of those voiceless, and your words, the words of those inarticulate.

To find out more about this topic and learn how to craft a powerful messages song for social impact, consult my publication or refer to my critique (Cultural Diplomacy), which is available from University of Salford's research repository



# REFERENCES:

This presentation is an extract from the book:

Message Song: Delivering Important and Powerful Messages Through Lyrics and Music

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# ABOUT AUTHOR:

Mosi Dorbayani, is a Canadian entrepreneur, author, coach and executive consultant in international management and strategic leadership. He is author of numerous publications and is a well-published international songwriter. His passion for personnel / talent development has enhanced many organizations, and provided them with practical insights to face challenges of their constantly changing environment.

As an Economist, he created, developed and applied 'Coadunate Economic Model' - a strategic concept and practice that catalyzes Business Economics, Talent Management, Cross-cultures (arts & creative industry) and Philanthropy to impact Socioeconomic in an emerging multi-polar world.

Educated at Harvard, Aston, and Salford Universities, Mosi is specialized in Cultural Diplomacy, Management, Entrepreneurial Strategies, HR Development, Business Economics, Commercial / Contract Law, and is certified in Public Financial Management by International Monetary Fund - IMF, and is a Chartered Professional in Human Resources - CPHR.

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