Transcultural Beats:

Resonant Rhythms From Around the World

The Science Circle

Steven R. Van Hook, PhD Educare Virtual World Campus



Abstract & Bio



The Science Circle

West: September 17, 2022 / 10:00 AM SLT East: September 24, 2022 / 9:00 PM SLT

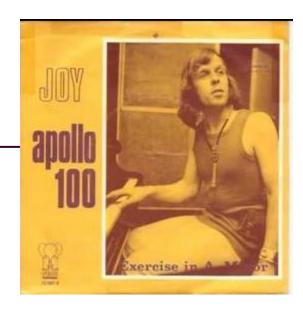
- **Abstract:** There may be many means to bridge and calm cultural differences beyond transcultural themes and images. This presentation considers how musical rhythms can strike a common beat among multicultured gatherings. Sample audio clips demonstrate 20 years of observable rhythmic resonance in culturally-diverse international classrooms.
- **Presenter:** Steven R. Van Hook has a doctorate specializing in transcultural teaching. He is an educator for international communication and business programs at UCLA, UCSB, National University, and elsewhere. He develops virtual world learning, and his research has been published by SAGE and UNESCO journals. http://wwmr.us

Joy



"Joy" is a 1971 instrumental pop hit record by Apollo 100. It is a contemporary rendition of a 1723 composition by Johann Sebastian Bach entitled "Jesu, Joy of Man's Desiring" shortened to simply "Joy."

The song reached number 6 on the U.S. *Billboard* Hot 100 in January 1972 and number 2 on the Adult Contemporary chart. In Canada, "Joy" reached number 24. It is ranked as the 71st biggest U.S. hit of 1972.

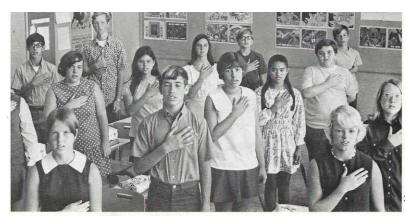






<u>Link</u>

Music & Culture Breakthrough



La Cumbre Jr. High Yearbook / 1970



Church Choirboy / 1972



Full Hippy / ~1974

Motown and the Impact of The Jackson 5

St. Olaf College

'Foot-slapping drum parts were played on percussive instruments, but emulate the liveliness and excitement of pattin' juba ... The Jackson 5 broke past performance practices of viewing black performers as 'exotic' or 'other'... Indeed, the comments are on their performance ability rather than their racial identity.'



1971 TV Special



Passages

- CLIMATE JUSTICE!

- \$30-trillion in wealth transferred to millennials downward over next decade
- Low wages and poor job prospects
- Access & Inclusion
- Authentic Learning& Purpose
- Special care for special circumstances



They're Young, Unemployed & Facing Bleak Prospects

The Rich Kids Who Want to Tear Down Capitalism

Children of Covid



Youth Mental Health Crisis

Portland police trained to see young protestors as 'dirty hippies' that would be left 'stitched and bandaged' New York Times



Moonwind Stardancer



Flower power, peace, love, and bongos



National Guard fires on university students at Kent State May 4, 1970

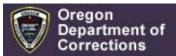
Nonprofit / Social Work

- VISTA
- **USAID**
- **UNESCO**
- **Head Start**
- **IREX**
- Educare Research
- Crisis Counselor
- Saylor Foundation
- Corrections Intake
- **Domestic Violence Group**























Steven Van Hook :: Media Work ::



TV Anchor Circa 1987







Russia TV Bureau Chief Circa 1990





Radio Reporter Circa 1985















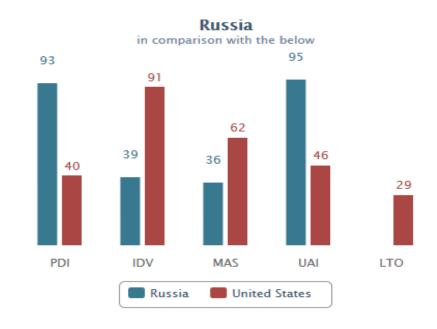
1980s -

Newspaper Writer

Background in Eastern Europe



Moscow TV Bureau Chief



Russians and Americans are cultural polar opposites

Courses Designed / Developed / Taught BA & MA On-Ground, Online, & Mixed

Steven R. Van Hook, PhD http://wwmr.us steven@wwmr.us

UCLA / UCSB Extension

- EmpowerEd Course Designer
- Writing for Marketing & Advertising
- Working with the Media
- Marketing Principles & Practice
- Writing for Public Relations
- Integrated Marketing Communications
- Global Communication Management
- Fundamentals of Global Management & Marketing
- Principles of Business Administration & Management
- Global Economies & Issues
- Speaking Skills for the Global Marketplace
- Communications Skills for the Business Professional
- Fundamentals of International Advertising

California Lutheran University

- Principles of Marketing
- International Marketing
- Cross-Cultural Marketing Communications
- Global Issues

UCLA Extension



California Lutheran



National University

- Campaign & Program Management
- Campaign & Program Evaluation
- Legal & Ethical Issues
- Integrated Marketing Communications
- Strategic Writing
- Mediated Messaging
- Communication Technologies
- Persuasion
- Art of Public Speaking



Transcultural Themes & Images

- Babies & Children
- Pets & Animals
- Sports
- Love, Marriage,Relationship Conflicts
- Self-image
- The Birth-Life-Death Cycle
- Water



Dissertation

Articles on Transcultural Learning

UNESCO Journal "Prospects"

Van Hook, S.R. (2012, June). Hopes and hazards of transculturalism.

Article

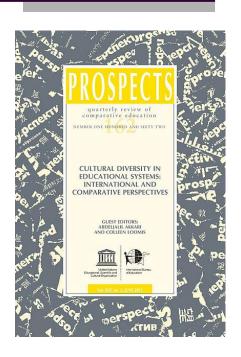


Journal of Research in International Education

Van Hook, S.R. (2011, April).

Modes and models for
transcending cultural differences
in international classrooms.





International Students





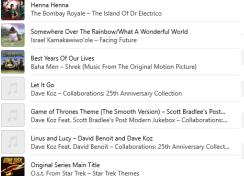
- 40+ Countries
- 1,000s Students
- Several universities and international programs over 20 years

Sample Playlists



International

67 songs • 4 hours, 27 minutes







The Next Generation Main Title O.s.t. From Star Trek - Star Trek Themes



California Dreamin' (2007 - Remaster) The Beach Boys - The Warmth Of The Sun [+digital booklet]



Phil Regan - Original Irish Tenors: The Legendary Voices Of Celtic Song



Mark Forster - Karton [+video]



When Irish Eyes Are Smiling (Album Version) Phil Regan - Original Irish Tenors: The Legendary Voices Of Celtic Song



Pata Pata (Album Version) Miriam Makeba - Pata Pata Spyat ustalve igrushki

Labanakt - Unknown



Jazz - Soul Bossa Trio - Simply Sound - 03 - Bayu, Bayu Unknown - Unknown



Buena Vista Social Club - Buena Vista Social Club



Edith Piaf - Global Divas: Voices From Women Of The World (Disc 2)





Presentation Music

8 songs • 37 minutes

	^	Name	Time	Artist
1		Clockwork	6:27	Alex De Grassi
2		Behind The Waterfall	3:32	David Lanz & Paul S
3		Dolphins	4:17	Mike Marshall & Da
4		Near Northern	4:14	Darol Anger
5		Valley in the Clouds	3:38	David Arkenstone
6		Siwa	4:56	Samite
7		Udu Chant	3:41	Mickey Hart
8		Island Groove	5:44	Mickey Hart

- ✓ Clockwork
- ✓ Behind the Waterfall
- ✓ Dolphins
- ✓ Near Northern
- ✓ Valley in the Clouds
- ✓ Siwa
- ✓ Udu Chant
- ✓ Island Groove



Tuuli (Wind Raising)

Hedningarna- The Heathens - Fire



Millions Of Stars

Jean Michel Jarre – Metamorphoses



Dorogoi Dlinnayu Nina Bregvedzye - Unknown





Magyarország Oláh Ibolya - Unknown



Porushka-Paranya

Bering Strait - Bering Strait



Everybody's Got To Learn Sometime

Beck - Eternal Sunshine Of The Spotless Mind



Perfidia (Vocal Version)

Paul James - Perfidia



Koni priveredlivye

Vladimir Vysotsky - Izbrannoye



Ballero

War - The Very Best Of War



The West Title Theme Reprise (Instrumental)

Black Elk Voices: Matthias Gohl - The West - Soundtrack



The West Title Theme (Instrumental)

Black Elk Voices: Matthias Gohl - The West - Soundtrack



Libera/Robert Prizeman - Eternal: The Best of Libera [+digital booklet]



L'internationale

Rosalie Dubois - Chants de révolte



Little Organ Fugue, BWV 578

The Swingle Singers - Bach/Mozart: The Swingle Singers



Buena Vista Social Club - Buena Vista Social Club



Charles C. Trenet - La mer



Water No Get Enemy

Fela Kuti - Best Of The Black President

Hotel California (Spanish Mix)

Gipsy Kings - !Volare! The Very Best of the Gipsy Kings

Israeli/Arab Orchestra Harmonizes



The West-Eastern Divan Orchestra plays in Seville, Spain

The New York Times

Article

Oboists Meirav Kadichevski of Israel and Mohammed Saleh Ibrahim of Egypt.

Jazz Camps for Girls Spread

Girls Are Outnumbered in Jazz. At This Summer Camp, They Run the Show.

The New York Times

Article

Jazz Camp for Girls, a four-day program in Denmark, has expanded to Finland, Poland and Sweden this year, giving young musicians a space to play music and build friendships.









Plenty of art forms have a gender imbalance, but in jazz, where men heavily dominate the industry's production, consumption and education, the inequality is especially pronounced.

International Scales

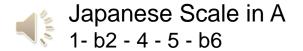
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"Generic"

Culturally Diverse Scales

International Scales











Presto: Octopus' Garden



Pages in category "Radio formats"

The following 115 pages are in this category, out of 115 total. This list may not reflect recent changes.

· Radio format

- AC Active
- AC Pure · Adult album alternative
- · Adult contemporary music
- · Adult hits
- · Adult rock and roll
- · Adult standards
- · Adult-oriented pop music
- · All-news radio
- · Ambient music
- · Americana (music)
- · Anthology series

- . Best Country Today
- Blues
- Bob FM
- Boom FM
- Boss Radio
- · Bright AC

- · Campus radio
- CD Country
- · Children's radio
- · Christian adult contemporary
- · Christian contemporary hit radio
- · Christian country music
- Christian media
- Christian radio
- · Christmas music
- · Classic alternative
- · Classic country
- · Classic hip hop
- · Classic hits
- · Classic Hits/Pop
- Classic rock
- · Classic soul
- · College rock
- · Community radio
- . Conservative talk radio
- . Contemporary Christian music
- · Contemporary hit radio
- · Country music
- · Country Today

- · Progressive talk radio
- · Public broadcasting

- · Easy listening
- Énergie • Exa FM

· Dance radio

Drive FX

Е

- · Free-form radio
- · Full-service radio

- · Genuine Classic Rock
- · Good Time Oldies

- · High school radio
- · Hip hop music
- · Hispanic rhythmic
- · Hot adult contemporary
- · Hot Hits
- Hurban

· Interview (journalism)

- Jazz
- · Jones Standards
- · Jones Variety Hits

- · Latin music
- · Live radio

- · Mainstream Country (radio network)
- · Mainstream rock
- · Mainstream urban
- La Mejor
- · Mexican pop music
- . Middle of the road (music)
- · Modern adult contemporary
- · Modern adult contemporary radio
- · Modern rock
- · Music radio

- Oldies
- Oldies Plus

· Progressive rock (radio format)

Q

· Quiet storm

R

- · Radio audiobook
- · Radio comedy
- · Regional Mexican
- · Rejoice! Musical Soul Food
- · Rhythmic adult contemporary
- · Rhythmic contemporary
- · Rhythmic oldies
- Rock 2.0
- · Rock and roll
- · Rouge FM
- · Rythme FM

S

- . S.A.M.: Simply About Music
- · Sentimental ballad
- · Singing News Radio
- · Smooth Jazz (radio network)
- · Smooth jazz radio
- · Soft adult contemporary
- Soft rock
- · Soul music
- · Space music
- · Sports radio
- · Stunting (broadcasting)

- · Talk radio
- · Talk show
- Top 40
- · Travelers' information station
- · Tropical music
- Tropipop
- . The True Oldies Channel

U

- . U.S. Country
- · Urban adult contemporary
- · Urban adult contemporary radio
- · Urban contemporary music

· Variety (radio)

- . The Word In Praise
- · World music (term)



Radio Station Formats

Sample of 100+ Formats



Culture and Beats





Cross-cultural influences on rhythm processing: reproduction, discrimination, and beat tapping

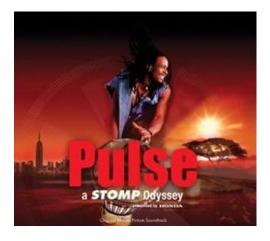
"Music exists in every known culture in history, suggesting that human perception of musical rhythm may be innate and universal ... due to common human cognitive processing, and/or physiological dynamics. ... resonance in systems of neural oscillations underlie the perception of regularity in musical rhythms. Some cultural influence on perception of rhythms: music and language from a given culture share rhythmic properties ... learning a second language with different rhythmic characteristics than one's first language improves perceptual discriminability of rhythmic tone sequences."

Article

The Rhythms of the World Pulse: A Stomp Odyssey

"We started out making a film about rhythm and it evolved into a film about humanity. Every culture has music, but the root of every form of music is rhythm, and rhythm is common to everyone."





Video

Percussive rhythms and dancing from five continents of the world

"Everyone has a heartbeat ... fundamentally there is a rhythm that binds everything and everyone together. It is not just crossing rhythms; it is crossing cultures."

- Steve McNicholas

- Steve McNicholas

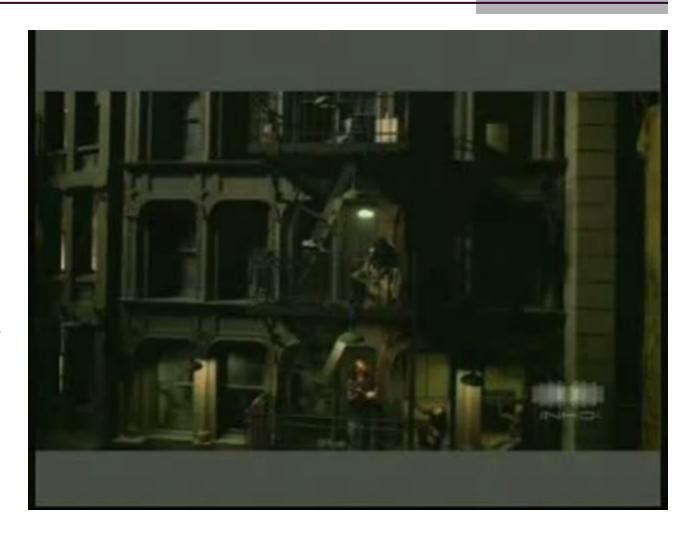
Article: A Stomp Odyssey

The Rhythms of the World

"Every culture has music, but the root of every form of music is rhythm, and rhythm is common to everyone."

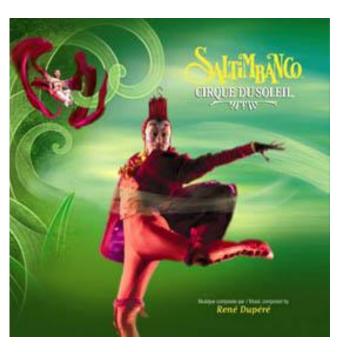
- Steve McNicholas

<u>Video</u>

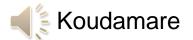


Pulse: Stomp 1:50

Cirque du Soleil's "Cirquish"



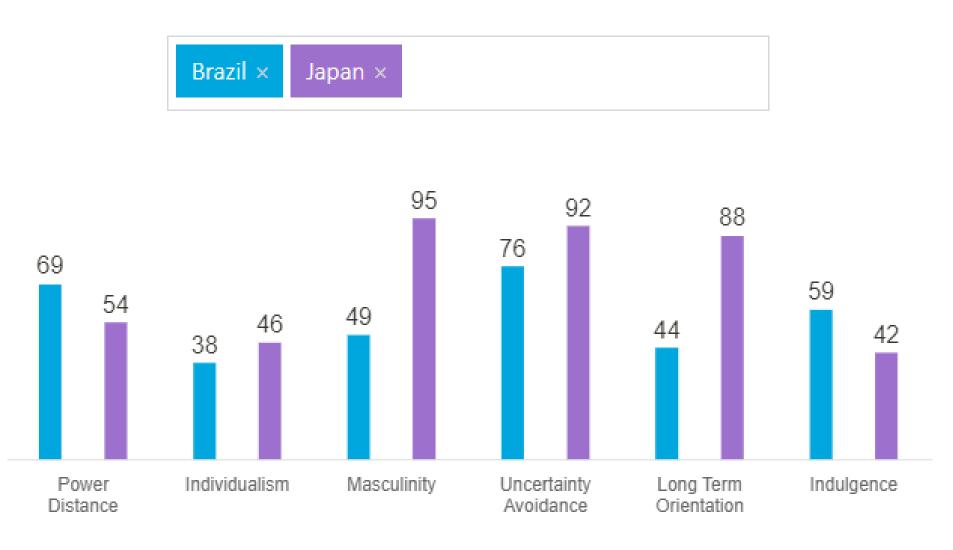




Most of Cirque du Soleil's lyrics are in Cirquish, a language totally invented by the composers, so they don't have a special meaning. Link

Drawing inspiration from the diversity of cultures and languages characteristic of our cities, composer René Dupéré has developed a language which brings together sounds and words from all over the world. Link

Culture Comparisons: Japan & Brazil



Hofstede Insights













Turkey: DuDu 🐠 George of the Jungle 🍕

Sample Playlists



International

67 songs • 4 hours, 27 minutes

	Henna Henna The Bombay Royale – The Island Of Dr Electrico	
	Somewhere Over The Rainbow/What A Wonderful World Israel Kamakawiwo'ole – Facing Future	
SHREK L	Best Years Of Our Lives Baha Men – Shrek (Music From The Original Motion Picture)	
П	Let It Go Dave Koz – Collaborations: 25th Anniversary Collection	
Л	Game of Thrones Theme (The Smooth Version) – Scott Bradlee's Post Dave Koz Feat. Scott Bradlee's Post Modern Jukebox – Collaborations:	
J	Linus and Lucy – David Benoit and Dave Koz Dave Koz Feat. David Benoit – Collaborations: 25th Anniversary Collect	
STIME TREE	Original Series Main Title O.s.t. From Star Trek – Star Trek Themes	



Presentation Music

8 songs • 37 minutes

^	Name		Time	Artist
1	Clockwork		6:27	Alex De Grassi
2	Behind The Waterfall		3:32	David Lanz & Paul S
3	Dolphins		4:17	Mike Marshall & Da
4	Near Northern		4:14	Darol Anger
5	Valley in the Clouds		3:38	David Arkenstone
6	Siwa		4:56	Samite
7	Udu Chant		3:41	Mickey Hart
8	Island Groove		5:44	Mickey Hart

- ✓ Clockwork
- ✓ Dolphins
- ✓ Near Northern
- ✓ Valley in the Clouds
- ✓ Siwa
- ✓ Udu Chant
- ✓ Island Groove

- ✓ Behind the Waterfall







L'internationale

The Swingle Singers - Bach/Mozart: The Swingle Singers



Buena Vista Social Club - Buena Vista Social Club



Charles C. Trenet - La mer

Tuuli (Wind Raising)

Millions Of Stars

Dorogoi Dlinnayu Nina Bregvedzye - Unknown

Magyarország

Porushka-Paranya

Oláh Ibolya - Unknown

Bering Strait - Bering Strait

Perfidia (Vocal Version) Paul James - Perfidia Koni priveredlivye Vladimir Vysotsky - Izbrannoye

War - The Very Best Of War

The West Title Theme Reprise (Instrumental) Black Elk Voices: Matthias Gohl - The West - Soundtrack

Black Elk Voices: Matthias Gohl - The West - Soundtrack

Libera/Robert Prizeman - Eternal: The Best of Libera [+digital booklet]

The West Title Theme (Instrumental)

Rosalie Dubois - Chants de révolte

Ballero

Everybody's Got To Learn Sometime Beck - Eternal Sunshine Of The Spotless Mind

Hedningarna- The Heathens - Fire

Jean Michel Jarre – Metamorphoses

Water No Get Enemy Fela Kuti - Best Of The Black President





Hotel California (Spanish Mix) Gipsy Kings - !Volare! The Very Best of the Gipsy Kings



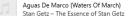
Labanakt - Unknown

Jazz - Soul Bossa Trio - Simply Sound - 03 - Bayu, Bayu Unknown - Unknown Buena Vista Social Club - Buena Vista Social Club

The Next Generation Main Title O.s.t. From Star Trek - Star Trek Themes

California Dreamin' (2007 - Remaster)

Edith Piaf - Global Divas: Voices From Women Of The World (Disc 2)





Stand By Me: Playing for Change

5:20



Nine years ago while walking down the street in Santa Monica, CA, the Playing For Change crew heard Roger Ridley singing *Stand By Me* from a block away. His voice, soul and passion set us around the world to add other musicians to his performance.

This song transformed <u>Playing For Change</u> into a global movement for peace and understanding. Over 35 musicians play on this track together from all over the world. While they may have never met in person, in this case, the music does the talking.

"Lux Aurumque" Eric Whitacre's Virtual Choir

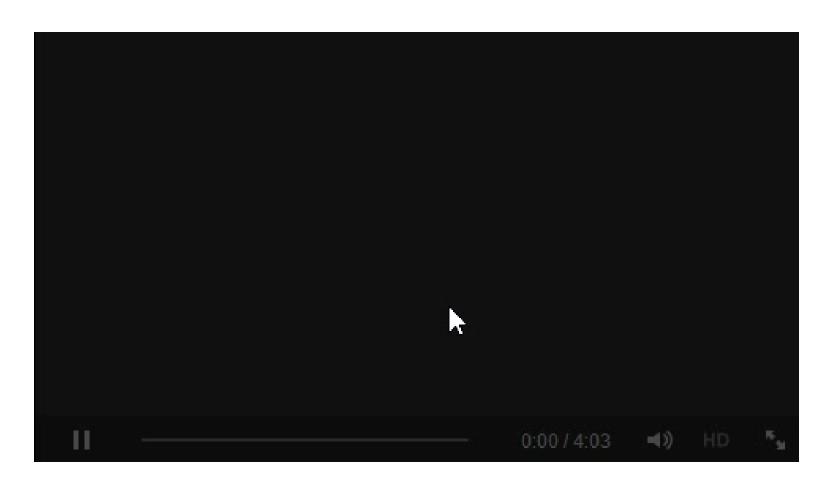


YouTube

Gimme Shelter

Playing for Change

https://playingforchange.com/



Gimme Shelter

Lyrics

Rolling Stones Mick Jagger / Keith Richards

Oh, a storm is threat'ning My very life today If I don't get some shelter Oh yeah, I'm gonna fade away

War, children, it's just a shot away It's just a shot away War, children, it's just a shot away It's just a shot away

Ooh, see the fire is sweepin'
Our very street today
Burns like a red coal carpet
Mad bull lost its way

War, children, it's just a shot away It's just a shot away War, children, it's just a shot away It's just a shot away



Rape, murder! It's just a shot away It's just a shot away

Rape, murder! It's just a shot away It's just a shot away

Rape, murder! It's just a shot away It's just a shot away

The floods is threat'ning My very life today Gimme, gimme shelter Or I'm gonna fade away



War, children, it's just a shot away It's just a shot away

I tell you love, sister, it's just a kiss away Kiss away, kiss away

Let It Bleed / 1969

The Rhythms of the World

"Everyone has a heartbeat ... fundamentally there is a rhythm that binds everything and everyone together. It is not just crossing rhythms; it is crossing cultures."

- Steve McNicholas



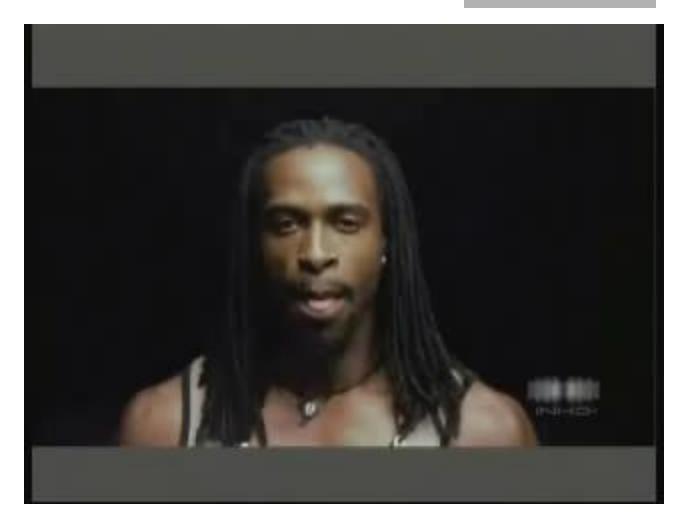
<u>Video</u>

Pulse: Stomp Montage 1:40

The Rhythms of the World

"If we can take an audience from Manhattan to Brazil to Africa to India and just do it through rhythm and movement and colors, I think that can send a strong message."

- Steve McNicholas





Pulse: Stomp Montage-2 1:40

How does it work?

Application & benefits of transcultural tactics for multicultural groups could include:

- Comfort give group something familiar in an alien setting.
- **Bonding** group members relate better to each other through common ground.
- Integration groups interact better through common ground.
- Content relevancy e.g., present concepts illustrated with familiar metaphors and ryhthyms
- Attraction tools to attract attention front and center.



Food













Presentation

Trans-Denominational Beliefs



Common beliefs across the world's religions



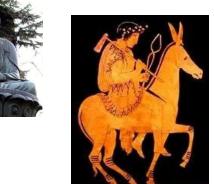


















Educare VW Island

- Nonprofit educational NGO
- Simplified experience
- Orientation for educators
- Introduction to VW teaching

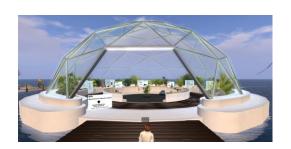


Educare Research inc Non-profit 501(c)(3)

Free Access

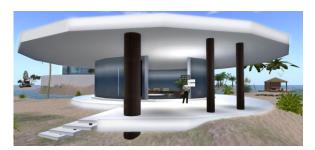


Landmark





Presentations



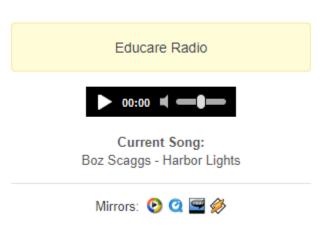
:: Play 'Audio' Stream In-World ::

Educare Radio



- Over 1,000 favorite world songs
- Educare region-wide 'audio' stream
- Free no-commercial radio play: https://station.voscast.com/624e3a1aac8d2/
- Feel free to stream to your own regions: http://s1.voscast.com:11298/stream





Contact

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- steven@wwmr.us

