



Accredited Africa Training Institute for Capacity Development

Unit FO409, Hatfield Plaza · 1122 Burnett St, Hatfield 0028 · Pretoria, Gauteng · South Africa

Tel: +27 12 004 8389 · Mobile: +27 65 077 6310

Email: apply@aatikd.co.za · Website: www.aatikd.co.za

COURSE BROCHURE

Music and Society Relationship Analysis

Culture and Arts / Music

Unit Standard 253336 · NQF Level 5 · 30 Credits · 27 Days

COURSE OVERVIEW

This course equips learners with the analytical tools to critically examine the dynamic relationship between music and society. It explores how music reflects, shapes, and challenges social structures, cultural identities, and historical moments, enabling learners to contextualise musical practices within broader societal frameworks.

Category	Culture and Arts
Subfield	Music
Unit Standard	253336
Accreditation	SAQA Accredited · NQF Level 5 · 30 Credits
Duration	27 days
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS – verifiable online

LEARNING OUTCOMES

- Analyse the ways in which music reflects and influences social values, norms, and power structures.
- Evaluate how different musical genres and practices are shaped by historical, political, and economic contexts.
- Demonstrate the ability to critically discuss music's role in identity formation and social cohesion.
- Apply theoretical frameworks to interpret the relationships between music and social change.
- Assess the impact of globalisation and technology on musical traditions and contemporary music scenes.
- Design a small-scale research or community project that uses music to address a social issue.

WHO SHOULD ATTEND

- This course is designed for music educators, cultural analysts, arts administrators, and anyone interested in understanding the social dimensions of music.
- It is ideal for professionals working in community arts, heritage, or media who seek to deepen their insight into music's role in society.

COURSE OUTLINE

Day 1: Introduction to Music and Society

- What is music? Definitions and functions
- Overview of music as a social phenomenon
- Key theories: functionalism, conflict theory, symbolic interactionism
- Historical overview: from tribal rituals to digital streaming

Day 2: Music as Cultural Expression

- Music and cultural identity
- Traditional vs. contemporary music
- Case studies: African drumming, Indian raga, Western classical
- Music as a tool for cultural preservation

Day 3: Music and Social Identity

- Music and self-concept
- Subcultures: punk, hip-hop, goth, etc.
- Gender and music: representation and stereotypes
- Socioeconomic class and musical taste

Day 4: Music and Politics

- Protest songs and social movements
- Censorship: historical and contemporary examples
- National anthems and state-sponsored music
- Music in wartime and political campaigns

Day 5: Music and Religion

- Music in Christianity, Islam, Hinduism, Buddhism
- Gregorian chants, Qawwali, Bhajans
- Ritual music and trance states
- Modern gospel and praise music

Day 6: Music and the Economy

- The music industry: labels, publishers, streaming platforms
- Revenue models: sales, streaming, live performances
- Copyright law and piracy
- Economic challenges for artists

Day 7: Music and Technology

- From analog to digital: recording and production
- Streaming services and algorithmic curation
- Social media and viral music trends
- VR concerts and interactive music

Day 8: Music and Media

- Film scores and soundtracks
- Music in advertising and branding
- Music journalism: print to digital
- Video game music and interactive audio

Day 9: Music and Education

- Cognitive and social benefits of music learning
- Suzuki, Orff, Kodály methods
- School music programs and community choirs
- Informal learning: busking, online tutorials

Day 10: Music and Health

- Music therapy: techniques and populations
- Music for stress reduction and pain management
- Music in hospitals and hospices
- Neuroscience of music and emotion

Day 11: Music and Social Change

- Civil rights movement and freedom songs
- Anti-apartheid music in South Africa
- Music for environmental and human rights campaigns
- Community music projects and social cohesion

Day 12: Music and Globalization

- World music and cross-cultural collaborations
- Fusion genres: Afrobeats, Reggaeton, K-pop
- Global music festivals and touring
- Cultural appropriation vs. appreciation

Day 13: Music and Urban Life

- Urban music scenes: New York, London, Lagos
- Music and neighborhood identity
- Gentrification and displacement of music venues
- Busking and public space regulations

Day 14: Music and Youth Culture

- Music and identity formation in teens
- Youth subcultures: mods, punks, ravers
- Moral panics about music (e.g., heavy metal, rap)
- Music and risk behaviors: substance use, violence

Day 15: Music and Gender

- Gender stereotypes in lyrics and visuals
- Female musicians and barriers to success
- Queer musicians and LGBTQ+ anthems
- Feminist musicology and critique

Day 16: Music and Race

- Blues, jazz, and African American identity
- Hip-hop as a voice for marginalized communities
- Racial segregation in music and audiences
- Music and anti-racism movements

Day 17: Music and the Law

- Copyright law and music publishing
- Licensing for performances and recordings
- Sampling and fair use controversies

- Artist contracts and royalty disputes

Day 18: Music and Ethics

- Ethical sourcing of music: fair trade music
- Cultural appropriation and respect
- Ethical streaming: artist compensation
- Exploitation in the music industry

Day 19: Research Methods in Music and Society

- Ethnography of music scenes
- Surveys and interviews about musical taste
- Content analysis of lyrics and music videos
- Case study design and ethical considerations

Day 20: Synthesis and Future Trends

- Review of major themes: identity, politics, economy
- Emerging trends: AI-generated music, virtual concerts
- Future research agendas
- Final project presentations and feedback

ASSESSMENT & CERTIFICATION

Delegates are assessed through exercises and a final test. A mark of **50% or above** earns an **AATICD Certificate of Completion**, issued digitally with a unique verification code. This course carries **30 NQF credits** at **NQF Level 5**.

PRICING (PER DELEGATE, EX-VAT)

Delegates	Training Method	Price per Delegate	Total
1	Online	R 83,400.00	R 83,400.00
1	In-House	R 108,400.00	R 108,400.00
1	On-Campus (Pretoria)	R 125,100.00	R 125,100.00

UPCOMING SESSIONS

Start	End	Method	Venue
10 Aug 2026	15 Sep 2026	On-Campus	Durban, South Africa
10 Aug 2026	15 Sep 2026	On-Campus	Mauritius
11 Aug 2026	16 Sep 2026	On-Campus	Cape Town, South Africa
12 Aug 2026	17 Sep 2026	On-Campus	Dubai, UAE
13 Aug 2026	18 Sep 2026	On-Campus	Pretoria, South Africa
14 Aug 2026	21 Sep 2026	On-Campus	Abu Dhabi, UAE
17 Aug 2026	22 Sep 2026	On-Campus	Shenzhen, China
18 Aug 2026	23 Sep 2026	On-Campus	Dubai, UAE

Contact us if no suitable date is listed – on-demand sessions can be arranged for groups.

HOW TO GET A QUOTE OR APPLY

1. **Get an instant quotation online:** visit www.aaticd.co.za, open the page for this course (Unit Standard 253336) and click **Get A Quote / Apply**. Select your training method and number of delegates – your quotation is generated immediately and emailed to you with the course brochure attached.
2. **Apply by email:** send the course title, your preferred training method (Online, In-House or On-Campus Pretoria), the number of delegates and your preferred dates to apply@aaticd.co.za – our team will reply with a formal quotation.
3. **Apply by phone or WhatsApp:** call +27 12 004 8389 or WhatsApp +27 65 077 6310 and we will prepare your quotation and reserve your seats.
4. **Confirm your booking:** accept the quotation and settle the invoice. As soon as payment is confirmed your delegates are enrolled and receive their AATICD LMS login details by email, along with joining instructions for their chosen training method.

Group discounts apply automatically – the more delegates you enrol, the lower the price per delegate. No payment is required to request a quotation.

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