

# THE IMPACT OF INTERCONTINENTAL CONCERTS IN PROMOTING HARMONY AND SYMPATHY DEVELOPMENT AMONG PEOPLE

Shahed MOHSENI ZONOOZI<sup>1</sup>, Sam MOSALLAEIPOUR<sup>2</sup>, Ramtin NAZERIAN<sup>2</sup>

1- Visual Arts & Visual Communication Design, Faculty of Communication Studies

Corresponding Email: [info@shahedmohseni.com](mailto:info@shahedmohseni.com)

2- Eastern Mediterranean University – Department of Industrial Engineering

**ABSTRACT** - This article reports the impact of a series of cultural programs known as "InterContinental Concerts" in developing a mutual understanding among people with different ethnicities as well as cultural backgrounds and ideologies. Considering the fact that scientific and purposeful use of art contributes to initiating and developing mutual emotional connection among people and stimulates them to be more cooperative, understanding, and sympathetic; the purpose of the projects was to support the idea of a world without discrimination, oppression, and violence using music and performing arts as the most effective means.

## 1 THE IMPACT OF MUSIC ON HUMAN BEHAVIORS

The positive effect of music on human behavior is a proven phenomenon which is why investigating the impact of music in humans' life has continuously been the subject of many pieces of research up to the present day<sup>1-4, 6</sup>.

The findings of central and peripheral research suggest that music leads to a positive attitude towards the advertisement and transfers it to the brand<sup>5</sup> which means, the effective, stimulating aspects of music can be utilized as a persuasive tool to help to encourage the audiences<sup>7</sup>. Having the message of music emotional and effective rather than cognitive; the greatest impact of music on individuals' behavior emerges in low-involvement co-operational conditions<sup>8</sup>. Researchers now suggest that the emotions guide individual's behaviors much more than assumed in traditional findings<sup>7,9</sup>. The mentioned characteristics of music make it an elemental component in entertaining industries. Music creates positive feelings by activating emotional memories with the media's primary message. For instance, the films contain both auditory and visual elements that work together for delivering the message of the film<sup>10</sup>. In another word, music is one of the particular aspects of the auditory side of a film that is incorporated into the background of the movies and helps to establish the context of the movie<sup>11</sup>.

## 2 MUSIC AND SYMPATHY

The world of today's suffers from discrimination, oppression, violence, and war. Most of these conflicts are the direct outcome of lack of knowledge of human in the understanding of one another<sup>12</sup>. If the human being understood and accepted each other as who they truly are, it would be much easier to conclude to the fact that all people have the same right to live, enjoy the life, and benefit from the resources with equal opportunities<sup>12,13</sup>. Fortunately, there are solutions for treating the problem of lack of empathy among the people that go through building an emotional connection among people with different backgrounds as making the perception is way more difficult as the first step<sup>14</sup>. On one hand, the best way to motivate people to cooperate and help each other is to combine their abilities and pursue them to work together achieving a mutual goal<sup>8, 15, 17</sup>. On the other hand, the best medium for creating

such emotional connection is to use the music as it is well-understood among all people regardless of their race, gender, society, and money<sup>16</sup>.

Having in mind the impact of arts and management skills in making sympathy among people with different roots, beliefs, and origins as well as improving the synergy and teamwork in such environment, InterContinental Concerts Organization produced music and visual art products aiming to combine the maximum international elements in them to represent how different people with different mindset and philosophy may cooperate to one another complementarily for creating something meaningful to all. Having international people working together in such a tender subject as music not only helps the participant to get to know each other better but also helps them to know one another's cultures, roots, and background more thoroughly. Moreover, this activity sends a strong message to the crowd magnifying the beauty of cooperation and sympathy among the human beings. The implementation of the project started in the multi-cultural environment of Cyprus and continued to Hollywood, California.

InterContinental Concerts invited international talented artists from different nationalities to participate in the preparation of the related components for the project according to their professions and skills (musicians, songwriters, dance choreographers, dance performers, visual media producers, video recording crew, audio engineers, scene directors, scriptwriters, project manager, art director, and etc.) to creating unique music and show the beauty of PEACE, LOVE, and LIFE through the language of music and performing arts.

### **3 THE OBJECTIVES AND ACHIEVEMENTS**

Although modernity is associated with great changes and improvements, it has its own downsides and negative consequences. The new world suffers the most from lack of sympathy and missing of the life values as well as a strong feeling of emptiness more than any other time in the history due to lack of cognition<sup>19</sup>. This phenomenon has taken people apart from one another and caused them to be afraid of getting to know the others as they are. In such situation, InterContinental Concerts aimed for the following developments:

1. Creating an infrastructure to help different people with different background get to know each other.
2. Presenting an excellent music to show the beauty of music itself
3. Delivering this message to the public that there are many other important issues in life which are totally forgotten through the language of music and performing arts. Issues such as peace, love, environment, friendship, life and generally human values versus commercial visualization.
4. Introducing the concept to the world to motivate and inspire everybody who cares about such issues.

The following results were expected:

1. Developing peace, friendship and love among participants
2. Providing an infrastructure for representing the creativity
3. Discovering talents and providing them the opportunity of presenting themselves

InterContinental Concerts produced the music combining the maximum international elements in them with the aim of using the available expertise in favor of the concern about a dream world with more beauty and meaningfulness. The initial idea of the project led to a continuous chain of themed events known as InterContinental Concerts; Reunion of the legends, Cyprus station, Eternal Love, and Bring Love as well as several music videos and award-winning music tracks and albums produced with the same mindset and theme<sup>20-26</sup>.

The outcome of these events together with the other products of the team can be found on the web page of InterContinental Concerts ([intercontinentalconcerts.org](http://intercontinentalconcerts.org)).

#### **4 CONCLUSIONS AND ACHIEVEMENTS**

Performing several successful events in Cyprus and California is a unique experience which can open a new prospect for our future activities<sup>18</sup>. The 1<sup>st</sup> and 2<sup>nd</sup> InterContinental Concerts were a real-life workshop for developing cognition and understanding among different people from different parts of the world. The successful implementation of the project in a small real-life society approved that music and visual media have successfully cooperated for gathering people with different background together in order to perform a successful teamwork for a common concern, representing the power of love, peace, and empathy in practice.

From another perspective, the aspects of these events investigated in terms of the impact of producing high-quality cultural contents which are as important as the move itself. The latter is particularly important since an integral part of making the world a better place is mind developing for which a key element is providing proper input (i.e., high-quality cultural products). It concluded that such programs could draw the attention to the mentioned concepts and improve the public taste for cultural programs as an important part of cultural development. In this regard, not only performed InterContinental Concert successfully but also expanded its activity horizon in larger scales<sup>27</sup>. Nevertheless, the effectiveness of the idea in larger scales is still a topic for future studies and works that can be measured and evaluated in further projects.

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