

Original Research

The Impact of Teej Songs/Music on Emotional Upliftment and Social Upliftment: A Cross-sectional Study

Pramila Thapa^{1*}, Alisha Rijal², Menuka Shrestha³, Prakash Sharma⁴, Onur Oral⁵

¹Yeti Health Science Academy Founder, Life Skill Education Institutes, Nepal, Orcid: 0000-0003-4950-9855.

²Yeti Health Science Academy, Orcid: 0000-0002-6605-1199

³Purbanchal University School of Health Sciences, Gothgaon, Nepal, Orcid: 0000-0002-9661-3447.

⁴Tribhuvan University, Butwal, Nepal, Orcid: 0000-0002-7197-4502

⁵University of Ege, Izmir 35040, Turke

*E-mail: pbrt426@gmail.com

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Abstract

Introduction

Music, as a universal language, evokes emotional and social responses that foster joy and bonding. Despite this, the impact of Teej songs on the emotional and social upliftment of Hindu women in Nepal is underexplored. This study investigates how Teej songs influence these aspects among women.

Methods

A descriptive cross-sectional design was employed with convenience sampling to gather data through an online survey of 427 females. Ethical approval was obtained from IRC-YHSA. The semi-structured questionnaire collected sociodemographic information, social media usage, song preferences, and included 5 items on emotional upliftment and 9 items on social upliftment. Descriptive and Chi-square tests were performed using SPSS.

Results

Chi-square tests indicate that Teej music significantly enhances emotional upliftment ($\chi^2 = 9.61$, $p = 0.037$) and social connectivity ($\chi^2 = 6.68$, $p = 0.035$). The data show a strong preference for both traditional and modern Teej songs, which play a key role in increasing social awareness. The predominant use of digital platforms like YouTube highlights changing music consumption trends.

Conclusion

The study confirms that Teej songs substantially boost emotional and social well-being. Both traditional and modern Teej music effectively promote emotional upliftment and social connectivity. The high engagement with digital media underscores the need to blend cultural traditions with modern technology. Teej music remains an essential cultural asset, enhancing community bonding and personal upliftment. Ongoing promotion and research are crucial for maximizing its impact on social cohesion and emotional health.

Keywords: Emotional Upliftment, Celebration, Cultural Music, Hindu Women, Social Upliftment, Teej Songs/Music.



Introduction

Music, a universal language, has the profound ability to evoke deep emotional and cognitive responses, making it an essential component of human life. Research highlights music's capacity to generate joy and emotional depth through rhythm and melody [1]. Beyond mere enjoyment, music provides valuable insights into various brain functions, as noted by ancient Greek scholars [2]. Its unique ability to foster social bonding and communication underscores its importance in promoting social well-being. This recognition has led to the development of music therapy, which seeks to leverage these benefits to improve mental health and social cohesion.

According to Lia Peralta, music has shaped cultures and societies worldwide for generations. It possesses the power to alter moods, shift perceptions, and inspire change. While the personal nature of music might obscure its broader cultural impact, its influence on society is profound and historically rooted.

In Nepal, the Teej festival exemplifies the significant role of music in cultural and social practices. Celebrated by Hindu women who observe fasting, worship Lord Shiva, sing songs, and perform dances, the Teej festival integrates both traditional and contemporary music forms. This annual event showcases vibrant performances that bring together different generations, fostering joy and solidarity through cultural expression. The festival not only serves as a cultural celebration within Nepal but also extends to some parts of India, instilling renewed vigor and strength in participants and offering a respite from daily challenges. Studies, such as those by Monsoon et al. (2014), reveal that Teej, a vibrant monsoon festival in Rajasthan, India, remains cherished for its rituals, customs, and celebration of nature, emphasizing its role in connecting and maintaining relationships through shared cultural values [3].

With the advent of digital technology, the dissemination of Teej songs has expanded through platforms like YouTube and other online media. This technological advancement enables women to share their musical expressions and social messages more widely, promoting cultural heritage and community solidarity. The performance and sharing of Teej music not only serve as a means of cultural preservation but also enhance social cohesion and collective identity, fostering empathy, supporting networking, and building resilience within communities. This contributes to both cultural enrichment and economic growth.

This research aims to explore the role of Teej music in cultural preservation, community building, and individual well-being in the context of Nepal. Contemporary Teej songs, however, sometimes face criticism for diminishing traditional values due to modern influences and inappropriate elements. Studies, such as Niraula (2023), reveal that modern lyrics in Teej songs often focus on fashion and lifestyle, contrasting with traditional themes of marriage and longing, thereby shifting the tension between tradition and modern consumer influences [4].

The primary focus of this study is to investigate the impact of Teej music on emotional and social upliftment. It addresses questions regarding the importance of the Teej festival for Hindu women, how it is celebrated, and the influence of modernization and technology on this tradition. The study will examine how contemporary practices affect emotional well-being and social connections, highlighting the need to maintain and sustain traditional practices while adapting to modern influences. This research aims to contribute insights into women's emotional awareness, social awareness, and overall well-being, offering valuable perspectives for national development, women empowerment, and interpersonal relationship skills.



Theoretical Perspective, Review of Literature, and Hypothesis Development: Teej Songs/Music and Emotional Upliftment Theoretical Perspective

The theory of Emotional Contagion posits that emotions can be transferred from one person to another through nonverbal cues, such as music [5,6]. During Teej, the communal experiences of singing and listening to traditional songs lead to a shared emotional state among participants, thereby enhancing overall emotional upliftment [7,6]. Social Identity Theory suggests that engaging in cultural rituals [8] like Teej, reinforces group identity and strengthens social bonds [6,1]. The collective participation in Teej songs and music fosters a sense of belonging, which contributes to emotional well-being and community cohesion [2,7, &8].

Empirical Research Studies

Research by Rickard, (2011) found that music significantly influences emotional responses by engaging underlying psychological mechanisms. Their study demonstrated that music could evoke strong emotional reactions, enhancing mood and emotional well-being [9]. Similarly, another study by Zaatar et al. (2024) revealed that music profoundly influences brain regions involved in sensory, cognitive, and emotional processing [1]. It underscores music's potential for therapeutic applications in cognitive disorders and enhancing social bonding [3]. Moreover, a study by Yi and Kim (2023) revealed that community music activities promote well-being through diverse and flexible approaches, emphasizing social components and musical accomplishments [10]. Researchers findings indicate that participation in music activities promotes social cohesion and collective emotional experiences [9,10]. Thoma et al., (2015) investigated everyday music listening as a powerful tool for emotional regulation and enhancing social interaction [11]. Together, these studies provide empirical support for

the hypothesis that participation in Teej songs and music can lead to significant emotional upliftment among festival participants.

Hypothesis Development

Based on the theoretical and empirical foundations, the hypothesis that participation in Teej songs and music significantly enhances emotional upliftment among participants during the festival is developed. The theory of Emotional Contagion explains how shared emotional experiences through music can elevate individual moods, while Social Identity Theory underscores the importance of cultural rituals in fostering a sense of belonging and social connection. Empirical evidence from studies on music's emotional and social impact further supports this hypothesis, suggesting that communal music activities during Teej can lead to improved emotional well-being and strengthened community ties. Thus, researchers proposed hypothesis; H1: Participation to Teej songs and music significantly enhances emotional upliftment among participants during the festival.

Theoretical Perspective

Social Identity Theory

Social Identity Theory, proposed by Tajfel and Turner (1979), posits that individuals derive a sense of identity and self-esteem from their membership in social groups [12]. Participating in cultural activities such as Teej songs and music can reinforce this group identity, fostering a sense of belonging and unity among participants. This theory suggests that through shared cultural practices, individuals reaffirm their social identity, leading to stronger social bonds and community cohesion [12,5,9]. The communal nature of Teej celebrations, where music and dance play a central role, can thus enhance participants' identification with their cultural group, promoting social solidarity and cohesion



Social Capital Theory

Social Capital Theory, as discussed by Putnam (2000), emphasizes the value of social networks and the benefits derived from them [13]. Participation in Teej song and music activities can be seen as a form of social capital that strengthens community ties. These activities provide opportunities for interaction, cooperation, and the building of trust among community members [13, 4, 8]. By engaging in collective musical experiences, individuals can form and reinforce social networks, fostering a sense of mutual support and collective identity. This theory underscores the role of cultural activities in generating social capital, which in turn enhances social cohesion and community well-being.

Literature Review

There is considerable evidence supporting the idea that Teej song and music activities can strengthen community bonds by providing shared experiences that promote social interaction and solidarity. For instance, a study by Van der Merwe & Morelli (2022) found that community music engagement fosters social cohesion by addressing power disparities and promoting unconditional welcome [14]. Joyful musical rituals create hope, which encourages cooperation, trust, and a sense of belonging, ultimately enhancing social cohesion and improving quality of life [14].

Similarly, a Nepal-based study highlighted that Nepal's Teej festival fosters joy and happiness among women, providing a sense of freedom and reunion with family within patriarchal societies [7]. Another study by Dalzell et al. (2015) emphasized the importance of cultural practices in the construction of social identity [15]. Dalzell et al. (2015) noted that participation in traditional music and dance helps individuals connect with their cultural heritage, reinforcing their social identity and fostering group cohesion. This aligns with the

notion that Teej songs and music, as integral parts of Nepali cultural heritage, can enhance social upliftment by strengthening participation, cultural identity, and a sense of belonging [15]. A study by Grootaert et al. (2004) on social capital underscores the role of cultural activities in creating social networks and building trust. Similarly, a study by Laing & Mair (2015) found that music festivals can foster inclusion by enhancing participation, skill development, and education about social justice [16]. However, organizers often focus on attendees rather than local residents, limiting broader community engagement. This perspective supports the hypothesis that Teej music activities can foster stronger social connections and community bonding, as well as uplift through the creation of social capital [7,17].

Hypothesis Development

Based on the theoretical perspectives and literature, the following hypothesis can be developed:

Hypothesis: Participation in Teej song and music activities fosters stronger social upliftment, connections, and bonding within the community. The theoretical focus provided by Social Identity Theory suggests that engaging in cultural activities like Teej songs reinforces social identity, leading to stronger social bonds. Social Capital Theory further supports this by highlighting the role of such activities in building social networks and trust. Empirical evidence from studies on community cohesion, cultural practices, and social capital indicates that participation in communal musical activities enhances social connections and a sense of belonging. Therefore, it is hypothesized that participation in Teej song and music activities will significantly contribute to social upliftment and stronger community bonding.

Hence, the proposed hypothesis in this study is:



H2: Participation in Teej song and music activities fosters stronger social connections within the community.

Conceptual Framework

This study explores the influence of Teej songs and music on emotional and social dimensions through two hypotheses. **H1** posits that participation in Teej songs and music significantly enhances emotional upliftment among participants during the festival,

suggesting that the cultural experience fosters positive emotional states. **H2** proposes that such participation strengthens social connections within the community, highlighting the role of shared cultural activities in building social bonds. The framework connects cultural engagement with individual well-being and community cohesion, aiming to show how Teej activities contribute to enhanced emotional health and stronger social networks.

Impact of Teej Songs /Music on Emotional Upliftment and Social Upliftment

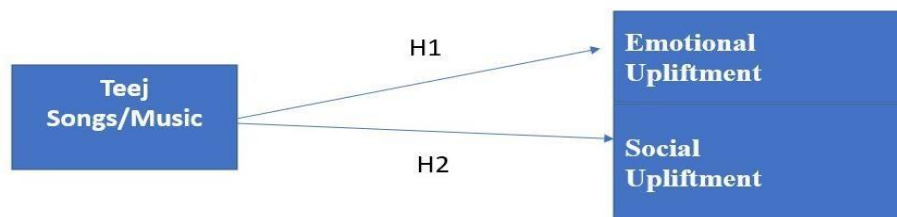


Figure 1: The Impact of Teej Songs and Music on Emotional Upliftment and Social Connection among Participants.

Methodology

Descriptive cross-sectional design was adopted to collect data from June to July 2024.

Sample and sampling method

Female population, active in social media and residing in Nepal were included in the study and who did not complete the survey or provided inconsistent responses were excluded from the study. A convenience sampling method was deployed by sharing the Google document link on various social media platforms, including Facebook, Twitter, and LinkedIn. Google form was used as due to its user-friendly interface and wide acceptance for academic [18]. The total number of respondents was 427. Sample size was estimated as including 10% non-response rate and the total sample were 427 with response rate of 50%.

Data Sources and Measurement

Semi structured questionnaire was designed to gather comprehensive information on the impact of teej songs/music on emotional upliftment and social upliftment. Part one includes: Sociodemographic information includes age, marital status, religion, family structure, occupation. Part two includes: use of social media and preference of music. Part three includes 5 items to measure emotional upliftment with 5-point Likert scale, ranging from 1(strongly agree) to 5 (strongly disagree). Part four includes 9 items to measure social upliftment with 5-point Likert scale ranging from 1(strongly agree) to 5 (strongly disagree). It takes around 15 mins to fill up the form. Data were analyzed by using descriptive analysis and inferential analysis including chi-square test in SPSS.

Ethical consideration

Ethical approval was taken from Institutional



review committee of Yeti Health Science

Committee Participants were required to read and agree to an informed consent attached to Google form that explains the purpose of the study, their rights as participants, and the measures taken to protect their privacy. All responses were stored securely on Google form encrypted servers and downloaded for analysis using a unique participant ID to ensure anonymity. To ensure confidentiality, all survey responses were stored on encrypted servers accessible only to the research team.

Representation and Bias:

While our sample includes a diverse range of ages, genders, and occupations, it may not fully represent the general population due to the convenience sampling method. Potential biases include a higher representation of individuals interested in health topics and those with internet access.

Validity and Reliability of instruments

Emotional Upliftment

Reliability Test

The Cronbach's Alpha of .817 and .820 (based on standardized items) for 5 items indicates high internal consistency. This significant value confirms that the instrument is reliable for measuring the intended constructs.

Factor Analysis

The factor analysis indicates that the reliability test is significant. The communalities, ranging from 0.466 to 0.676, suggest a moderate to high level of variance explained by the factors. The total variance explained by the principal component analysis is 58.326%, with an initial eigenvalue of 2.916 for the first component. The component matrix shows loadings between 0.683 and 0.822, indicating strong correlations. Therefore, the factor analysis is significant,

demonstrating that the items measure a common underlying construct effectively.

level of variance explained by the factors. The total variance explained by the principal component analysis is 58.326%, with an initial eigenvalue of 2.916 for the first component. The component matrix shows loadings between 0.683 and 0.822, indicating strong correlations. Therefore, the factor analysis is significant, demonstrating that the items measure a common underlying construct effectively.

Social Upliftment

Reliability Test

Cronbach's Alpha of .884, consistent across standardized items, indicates high internal consistency for 9 items. This significant value confirms the instrument's reliability and suitability for the study.

Factor Analysis

Communalities range from 0.429 to 0.565, and component loadings vary from 0.655 to 0.752. These values demonstrate moderate to high factor loadings, indicating that the instrument effectively measures the intended construct. The significance of these results supports the instrument's reliability for the study.

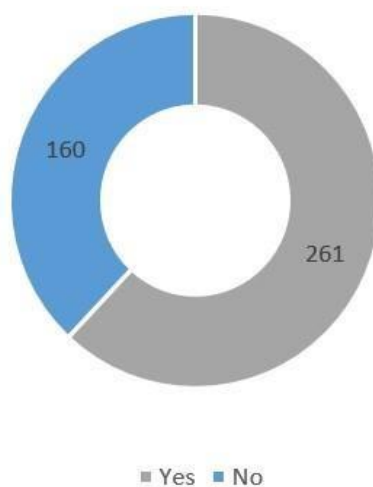
Results

In a study examining the impact of Teej songs and music on emotional and social upliftment, reliability and validity tests were conducted, demonstrating significant values for the instruments used. Descriptive and chi-square tests were applied to analyze the association among traditional songs and music, modern songs and music, and both (traditional and modern) among participants.

**Table 1: Descriptive Analysis of Social Demographic Variables among Participants**

Variables	Frequency	Percent
Age		
18 to 34	218	51.4
35 to 49	109	25.7
50 to 65	97	22.9
Mean Age=27.07; Std. Deviation=7.71; Minimum=18.00, Maximum=65.00,		
Marital Status		
Single	258	61.1
Married	163	38.6
Divorced/Widowed	1	.2
Religion		
Hinduism	373	88.0
Buddhism	39	9.2
Christianity	12	2.8
Family Structure		
extended family	109	25.8
nuclear family	314	74.2

The majority of participants are aged 18 to 34 (51.4%), followed by 35 to 49 (25.7%) and 50 to 65 (22.9%). Most are single (61.1%), with Hinduism being the predominant religion (88%). Additionally, 74.2% live in nuclear families, while 25.8% live in extended families. The mean age is 27.07 with a standard deviation of 7.71.

Teej Songs Raise Social Awareness*Figure 2: Teej Songs and Social Awareness among Participants*

261 participants believe Teej songs raise social awareness, while 160 do not. A majority of respondents see Teej songs as effective in promoting social awareness

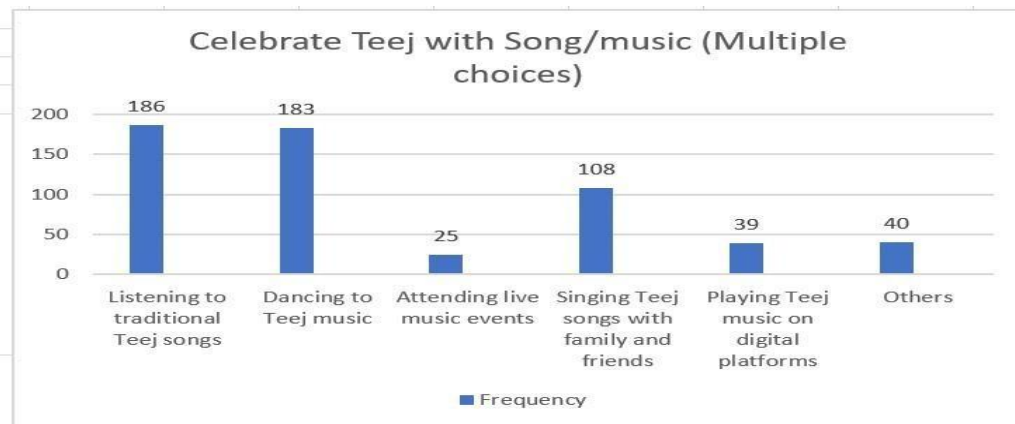


Figure 3: Frequency of Celebrate Teej with Song/music among Participants.

Listening to traditional Teej songs (186) and dancing to Teej music (183) are the most popular ways to celebrate. Other activities include singing with family and friends (108), attending live events (25), playing music on digital platforms (39), and other methods (40).

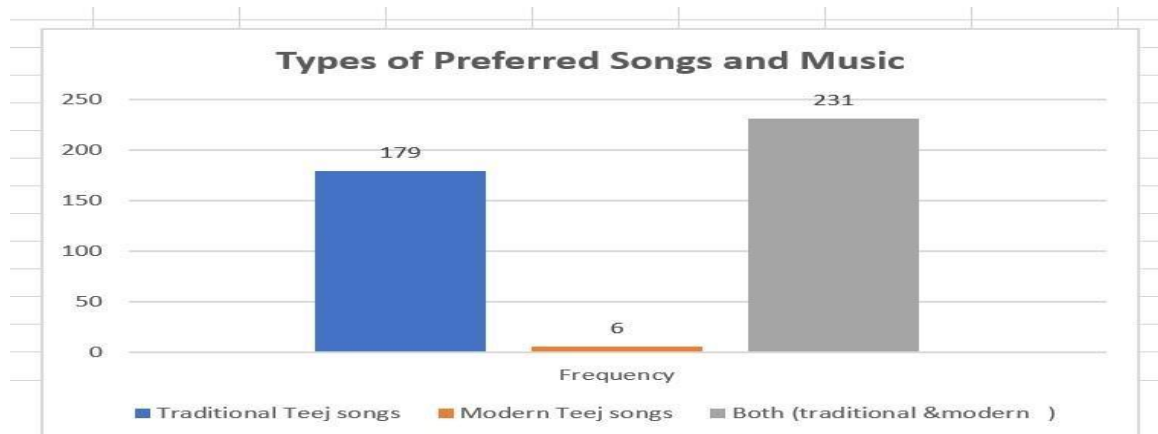


Figure 4: Illustrate the types of Preferred Songs/Music among Participants.

The data shows the following preferences: Traditional Teej songs are preferred by 179 participants, while 6 favor modern Teej songs. A significant number, 231 participants, enjoy both traditional and modern Teej songs. This indicates a strong inclination towards traditional Teej music, but also a notable appreciation for a mix of both traditional and modern styles.

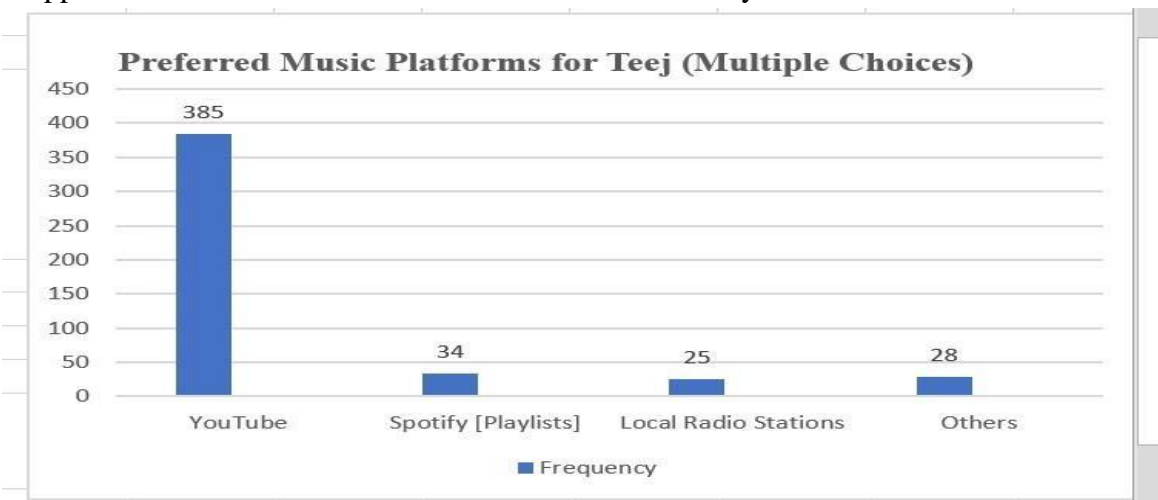


Figure 5: Frequency of Preferred Music Platforms for Teej among Participants.



YouTube is the most popular platform with 385 selections, followed by Spotify playlists (34), local radio stations (25), and other platforms (28), reflecting diverse listening preferences.

Table 2: Association between Group (Traditional, Modern, & Both Teej Songs/Music) among Participants

Variables	Traditional Teej songs/Music	Modern Teej Songs/Music	Both (Traditi & Mode: Songs/N	Chi-Square	P-Values
Emotional Upliftment					
Low Level of Emotional Upliftment (Median)	108	3	111	6.618 ^a	.037
High Level of Emotional Upliftment (Median)	63	3	110		
Social Upliftment					
Low Level of Social Upliftment (Median)	111	3	115	6.684 ^a	.035
High Level of Social Upliftment (Median)	60	3	106		

This study discovers the influence of Teej songs and music on emotional and social dimensions through two hypotheses. **H1** posits that participation in Teej songs and music significantly enhances emotional upliftment among participants during the festival. The chi-square value for emotional upliftment is 6.618 with a p-value of .037, indicating a significant difference. Therefore, **H1** is supported. This suggests that Teej music, regardless of type, positively impacts emotional upliftment.

H2 proposes that such participation strengthens social connections within the community. The chi-square value for social upliftment is 6.684 with a p-value of .035, also indicating a significant difference. Thus, **H2** is supported, suggesting that Teej music activities significantly enhance social connections. Based on these results, it is recommended to promote participation in both traditional and modern Teej music to enhance emotional and social upliftment within the community. Further research could explore the specific elements of Teej music that most effectively contribute to these benefits.

Discussion

The study supports both hypotheses regarding Teej songs/music. Significant Chi-square values (9.61 for emotional upliftment, $p = 0.037$; 6.68 for social upliftment, $p = 0.035$) validate that Teej music enhances both emotional and social dimensions. Previous research aligns with these findings: Viola et al. (2023) highlighted that music, whether listened to or actively performed, promotes personal and social well-being [19]. Similarly, Miranda and Gaudreau (2011) found a responsive relationship between music and emotional health, noting that music listening improves positive affect and reduces stress [20]. Rickard (2021) supports this, showing that both experimental and everyday music exposure effectively boosts emotional states [9].

The study reveals that Teej music significantly enhances social connections, with a chi-square value of 6.68 ($p = 0.035$). This corroborates previous evidence indicating that music fosters community cohesion [21,22,9&23. Hallam (2010) highlights that active music engagement benefits social development, helping individuals understand societal values and norms while enjoying the process [22]. Savage et al. (2021) argues that music's evolution



primarily served social bonding, integrating archaeological, biological, and psychological evidence to demonstrate music's role in enhancing social cohesion and cultural evolution [23]. Additionally, Forbes (2024) notes that singers, as community leaders, can address social connection crises through group singing, reinforcing music's role in promoting positive social interactions and well-being [23]. According to Neupane (2022), during Teej, women dress in vibrant red sarees and traditional jewelry, symbolizing love, passion, and marital bliss [24]. The festival includes singing traditional Teej songs and performing dances that express devotion and joy. In Nepal, Teej songs, celebrated annually in September and August, are integral to sharing personal experiences and addressing social issues [25]. Promoting Teej music can thus strengthen emotional well-being.

In this study, the discussion centers around the role of Teej songs in fostering personal and social awareness. The data reveals a predominantly young demographic, with a mean age of 27.07 years ($SD = 7.71$), consisting mainly of single individuals and those from nuclear families. This demographic profile aligns with previous research indicating that younger adults are more engaged in cultural and social activities [20].

A significant finding is that 261 participants believe Teej songs enhance social awareness, reflecting a widespread perception of these songs as a vehicle for promoting social values. This supports earlier studies suggesting that music can serve as a powerful tool for socialization and awareness [7,26, &16]. The preference for traditional Teej songs among 179 participants, along with the enjoyment of both traditional and modern songs by 231 participants, highlights a dual appreciation that bridges cultural heritage and contemporary influences. This aligns with findings by Ashforth & Mael (1989) and Niraula (2023), who noted that traditional music often retains

cultural significance while adapting to modern tastes [8,4].

The popularity of YouTube as the primary platform for accessing Teej songs, with 385 selections, underscores the role of digital media in contemporary music consumption. This trend is consistent with research by Marzo et al. (2024) and Thapa et al. (2023), which observed a significant shift towards digital platforms for music listening and entertainment [27,28]. The high engagement with both traditional and modern Teej songs suggests a dynamic interaction between maintaining cultural traditions and embracing modernity, reinforcing the idea that cultural practices evolve while retaining core elements [3,9,27].

Overall, the findings suggest that Teej songs effectively contribute to social and personal awareness, connection, bonding, and upliftment. The blend of traditional and modern elements in these songs resonates with a broad audience, indicating their continued relevance and impact in the digital age. This underscores the importance of integrating both traditional and contemporary elements in cultural practices to foster greater social connectivity and awareness [28,29,30,&4].

Recommendation

Based on the findings, it is recommended that cultural organizations and community leaders actively promote Teej songs and music to enhance both emotional and social well-being. Given the significant values indicating that Teej songs and music foster emotional upliftment and social connectivity, efforts should be made to encourage its continued practice. This includes integrating Teej songs into community events and digital platforms to reach wider audiences. Additionally, since the majority of participants scored well with both traditional and modern songs and music, it is important to consider incorporating both types while reflecting cultural values and minimizing



excessive modernization. It is essential to avoid inappropriate lyrics in songs and to respect cultural and traditional norms. These findings suggest that celebrating Teej festivals with songs and music can preserve traditional culture, enhance personal and social branding, and help spread cultural practices within wider communities, potentially increasing tourism, business etc. Moreover, it provides an opportunity for women to express their feelings, experiences, and demonstrate their singing and dancing abilities. Overall, the findings suggest that this is one of the best ways to deliver meaningful messages. Future research should explore how different types of Teej songs and music can be used to address specific social issues and emotional needs, enhancing the effectiveness of music in community cohesion.

Limitations

The study is limited by its reliance on self-reported data, which may introduce response biases. Additionally, the focus on a specific demographic (students, teachers, and others) may not fully represent the impact of Teej songs and music across all groups. Furthermore, the study exclusively utilized a female population, which limits the ability to generalize findings to the male population. The study's cross-sectional design also restricts the ability to assess changes in socio-emotional well-being over time.

Conclusion

This study highlights the significant role of Teej songs and music in enhancing both emotional and social dimensions of well-being. The data, with a mean age of 27.07

years, revealed a young demographic predominantly engaging with both traditional and modern Teej music. The Chi-square analysis confirms that Teej music significantly promotes emotional upliftment and social connectivity, aligning with previous research on music's impact on well-being. The preference for traditional Teej songs, along with a strong inclination towards both traditional and modern music, underscores a blend of cultural heritage and contemporary influences. The high engagement with digital platforms, especially YouTube, reflects a shift in music consumption habits, reinforcing the importance of integrating traditional cultural practices with modern technology. Overall, Teej songs play a vital role in fostering social awareness, community bonding, and personal upliftment, making them a valuable cultural asset in the digital age. This underscores the need for continued promotion and research into the effects of Teej music on social cohesion and emotional health.

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Conflict of Interest: None.

Data privacy has been maintained and respected in accordance with the wishes of participants and the organization

Task Distribution

Overall Management: Pramila Thapa
Data Collection: Ms. Manuka Shrestha
Ethical and Legal Clearance, as well as **Data Collection:** Alish Rizal.



ტიჯის სიმღერების/მუსიკის გავლენა ემოციურ და სოციალურ ამაღლებაზე: ჯვარედინი კვლევა

პრამილა ტაპა^{1*}, ალიშა რიჯალი², მენუკა შრესთა³, პრაკაშ შარმა⁴, ონურ
ორალი⁵

¹იეტის ჯანდაცვის მეცნიერებათა აკადემიის დამფუძნებელი, ცხოვრებისეული
უნარების განათლების ინსტიტუტები, ნეპალი, ორქიდი: 0000-0003-4950-9855.

²იეტის ჯანდაცვის მეცნიერებათა აკადემია, <https://orcid.org/0000-0002-6605-1199>

³პურბანჩალის უნივერსიტეტის ჯანდაცვის მეცნიერებათა სკოლა, გოთგაონი, ნეპალი,
ორქიდი: 0000-0002-9661-3447.

⁴ტრიბჰუვანის უნივერსიტეტი, ბუტვალი, ნეპალი, ორქიდი: 0000-0002-7197-4502

⁵ეგეს უნივერსიტეტი, იზმირი 35040, თურქეთი

*ელფოსტა: pbrt426@gmail.com

აბსტრაქტი

შესავალი

მუსიკა, როგორც უნივერსალური ენა, იწვევს ემოციურ და სოციალურ რეაქციებს, რომლებიც ხელს უწყობს სიხარულსა და კავშირების დამყარებას. აღნიშნულის მიუხედავად, ტიჯის სიმღერების გავლენა ნეპალში ინდუსტრი ქალების ემოციურ და სოციალურ ამაღლებაზე არასაკმარისად არის შესწავლილი. წარმოდგენილი შრომა იკვლევს, თუ როგორ მოქმედებს ტიჯის სიმღერები აღნიშნულ ასპექტებზე ქალებში.

მეთოდები

427 ქალის ონლაინ გამოკითხვის საშუალებით, მონაცემების შესაგროვებლად გამოყენებულ იქნა აღწერითი ჯვარედინი კვების დიზაინი, მოსახერხებელი შერჩევის გამოყენებით. ეთიკური დამტკიცება მიღებული იქნა IRC-YHSA-სგან. ნახევრად სტრუქტურირებული კითხვარი აგროვებდა სოციოდემოგრაფიულ ინფორმაციას, სოციალური მედიის გამოყენებას, სიმღერების პრეფერენციებს და მოიცავდა 5 პუნქტს ემოციური ამაღლების და 9 პუნქტს სოციალური ამაღლების შესახებ. აღწერითი და ბი-კვადრატ ტესტები ჩატარდა SPSS-ის გამოყენებით.

შედეგები

ბი-კვადრატ ტესტები მიუთითებს, რომ ტიჯის მუსიკა მნიშვნელოვნად აძლიერებს ემოციურ ამაღლებას ($\chi^2 = 9.61$, $p = 0.037$) და სოციალურ კავშირს ($\chi^2 = 6.68$, $p = 0.035$). მონაცემები აჩვენებს ძლიერ უპირატესობას როგორც ტრადიციული, ასევე თანამედროვე ტიჯის სიმღერების მიმართ, რომლებიც მნიშვნელოვან როლს ასრულებენ სოციალური ცნობიერების ამაღლებაში. ციფრული პლატფორმების, როგორიცაა YouTube, უპირატესი გამოყენება, ხაზს უსვამს მუსიკის მოხმარების ტენდენციების ცვლილებას.



დასკვნა

კვლევა ადასტურებს, რომ ტიჯის სიმღერები მნიშვნელოვნად აუმჯობესებს ემოციურ და სოციალურ კეთილდღეობას. როგორც ტრადიციული, ასევე თანამედროვე ტიჯის მუსიკა ეფექტურად უწყობს ხელს ემოციურ ამაღლებას და სოციალურ კავშირს. ციფრულ მედიასთან მაღალი ჩართულობა ხაზს უსვამს კულტურული ტრადიციების თანამედროვე ტექნოლოგიებთან შერწყმის აუცილებლობას. ტიჯის მუსიკა კვლავაც აუცილებელ კულტურულ აქტივად რჩება, რაც აძლიერებს საზოგადოებასთან კავშირს და პიროვნულ ამაღლებას. მუდმივი პოპულარიზაცია და კვლევა გადამწყვეტია მისი გავლენის მაქსიმიზაციისთვის სოციალურ ერთიანობასა და ემოციურ ჯანმრთელობაზე.

საკვანძო სიტყვები: ემოციური ამაღლება, ზეიმი, კულტურული მუსიკა, ინდუისტი ქალები, სოციალური ამაღლება, ტიჯის სიმღერები/მუსიკა.

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