

NAILA CERIBAŠIĆ: *Glocalizing the archive of 78 rpm records: IASA and ICTM in alliance*

ABSTRACT

This paper starts from two premises: that commercial 78 rpm records make the world's greatest sound archive (Gronow 2014), and that ethnomusicologists need to approach them accordingly, for the benefit of their scholarship, their fieldwork collaborators, and public good. First I shall examine the reasons for the prevailing neglect of historical commercial recordings in ethnomusicology, along with important changes happening for some years now. I shall also share experiences gained through an ethnomusicologically-based project on Croatian and Yugoslav record industry in the era of electrically recorded 78 rpm records.

Based on these grounds, in the central part of the paper I'll probe to outline some of the ways IASA and ICTM could cooperate productively on glocalizing the archive of 78 rpm records worldwide, taking advantage of the capacities of the other organization and its already existing structures, and strengthening the impact in the broader social world when acting in alliance. These ways concern seven concepts – music as culture, preservation, sustainable development, access, intellectual property rights, participatory, bottom-up approaches (here in particular what can be termed "curasearching", composed of collecting, curating, and researching, all at once), and decolonization of music studies; one structure – ICTM World Network; two relevant agencies – UNESCO and WIPO; and a method of nurturing an agonistic-antagonistic relationship (Born 2010) between the two organizations.

