

## **Exploring the Big Four production styles and the recording industry in Zimbabwe**

Nomazulu Crystal Malandu & Richard Muranda

### **Abstract**

This study identifies the key characteristics of the four music production styles mentioned by Owsinski (2014). The production styles can be traced back to four main origins, being London, Chicago, Nashville and New York. The study used a historical research paradigm, to trace the music production styles that gave birth to the Zimbabwe recording industry. The study endeavoured in the first place to trace the arrival of recording studios in Africa and, in particular, Zimbabwe. This effort assisted the researchers with important insights into the predominant production style found in Zimbabwean music. The pertinent music productions encompass both the analogue and digital eras. The pioneers of these styles were unveiled through various literature, and effects found in mixing and their main purposes were also documented for this study. It was noted that Gallo Records from London played an immense role in shaping and moulding Zimbabwe's music production, placing the roots of music production in line with the key tenets of the London model. Regardless of the dominance of the London music production style, there are traces of the Chicago, Nashville and New York models. It can be concluded that the Zimbabwe music production model borrowed from various production styles, especially as the dominance of digital technology is ever-increasing globally and locally. Further studies will benefit the academia if similar studies are engaged to examine other countries in Africa and other developing nations globally to see how London, Chicago, Nashville and New York impacted the recording industries thereof.

**Keywords:** Mixing, Model, Music genre, Music style, Recording industry