

## **Zimbabwean Music: Emulation and Imitation**

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### **Abstract**

The Zimbabwean music industry today is buoyed by a plethora of traits that originate from across the globe. The emergence of numerous social media platforms has opened doors for endless creativity and innovation in the music industry. It has also increased exposure to pervading trends that permeate from other cultures by expanding the sphere of possible listenership. Music listenership which traditionally relied mostly on radio and television broadcasting can now be experienced on a myriad of platforms proffered by digitalisation, among them Facebook, iTunes, Spotify TikTok, WhatsApp, and YouTube. This goes with the fact that music and video have become a common trend in the current times. This paper explores the various aspects that define the state of Zimbabwean music regarding influences from elsewhere.

**Keywords:** Digital, emulation, trends, themes, genre