

## Popular music from Greenland – Globalization, nationalism and performance of place

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## The music in Greenland and Greenland in the music - Globalization and performance of place

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## Polar Bears, Eskimos, and Indie Music – Using Greenland and the Arctic as a co-brand for popular music

Certain Greenlandic popular music artists use the Greenlandic nation brand as a co-brand for their music when attempting to gain attention on the international music market. By examining various strategies for co-branding music together with the Greenlandic nation, this article discusses how the two bands Nive Nielsen and the Deer Children, and Nanook, articulate connections between their music, and Greenland and the Arctic, through narratives, symbols and sounds. Using existing narratives and stereotypes means acting within existing discursive fields, as well as the expectations of international music audiences, and though this may open up new opportunities for the artist, it may also limit the artist's agency, because the artist may then be expected to act in accordance with these expectations. But in terms of changing the Greenlandic nation brand image, which is very much caught up in narratives from the past, co-branding Greenland and modern popular music could be a strategy with great potential.

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