SUMMARY

THE ROLE OF CHORAL SINGING IN THE IDENTIFICATION OF THE YOUNG

In this paper the author studies the role of choral singing which is a special form of playing music that has an exceptional social component. The influence that choral singing has on various age groups, especially on teenagers, has been analysed. The examples and the author's experience illustrate the immediate influence of songs to the identity of young participants and to directing their energy towards a positive course. Developing identity through songs has been recognised in Lithuania as well and developed through the campaign to save the young. Singing in the choir "Ažoulikas" and in numerous other choirs that joined in allowed the young to develop and create life values in choral environment. The project "Azra", within which Bosnian and Herzegovinian refugees in Norway were gathered, giving them a new dimension of community in a foreign country, shows how singing can also stimulate and strengthen national identity and interest in their own culture. Manipulative force of media that creates public opinion and influences the beliefs and choices of the young has been exemplary demonstrated in TV shows "Do posljednjeg zbora" and "Maestro". Media influences through counting the number of "likes" in Facebook create illusory quality and dictate the value scale in accordance to marketing goals, thus leading to the identity crisis of the young. The question is, however, when and to what extent the experts have to prevent the negative selection in creating respectable educational norms with the young. Many countries are strongly engaged in developing choral singing, which is hardly imaginable in the present conditions for singers and choral conductors in Croatia. In this paper the author indicates other practices and tested models of effective activities to youth identity through singing.

Key words: the role of the choral singing, influence on the crisis of teenage groups, identification, "Ąžuoliukas", project "Azra", the role of the choral singing