

## INNENANSICHTEN ZUM BALKANISMUS IN GEGENWÄRTIGER POP- UND WELTMUSIK

Malik Sharif

### Abstract

Starting in the early 1990s, there has been an increasing interest outside of south-eastern Europe in music associated in one way or another with the Balkans. Being originally a World Music trend connected to musicians like Boban Marković or Goran Bregović, this musical Balkan fashion reached the popular musical mainstream at the beginning of the 21st century with artists like Shantel or Miss Platnum. This phenomenon can be analysed as a form of balkanism, a variety of musical exoticism that constructs an imaginary Balkan world of hedonistic dionysian excess. In this article I explore musical balkanism from an emic perspective by way of three subject-centered musical ethnographies of people involved in this phenomenon: the amateur DJ and fan Jacobo Belbo as well as the two singers Vesna Petković and Irina Karamarković.