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## WHY DO WE NEED FESTIVALS WITH RHYTHMIC DRUMS?

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Rhythmic drums are given great importance in religious festivals and art forms in India. A variety of drums were invented and used in different parts of India. The well-developed rhythmic sound patterns produced by the drums make people dance to the sound with great enjoyment. Thrissur Pooram in Kerala is an example to show the importance, attraction and emotional attachment of rhythmic sound to people. It is a festival where thousands of people gather to celebrate cultural aesthetics and the event is a collective platform of colour, music and emotion. In this paper, we show how rhythmic sound affects people and also give an analysis of the psychophysics behind it.