

**P/J Music:**  
**Dr. John L. Vitale**  
**Session #1B: Sept. 06, 2018**



**Flying Suits**

# BRAIN TEASER ACTIVITY:

## Famous Movie Quotes:

A photograph of a movie theater marquee sign. The sign is illuminated and features the text "AND NOW..." in a bold, sans-serif font, followed by "IT'S" in a smaller font, and "Showtime" in a large, elegant cursive script. The background of the sign is dark, and the text is brightly lit. The marquee is set against a dark, possibly night-time, background.

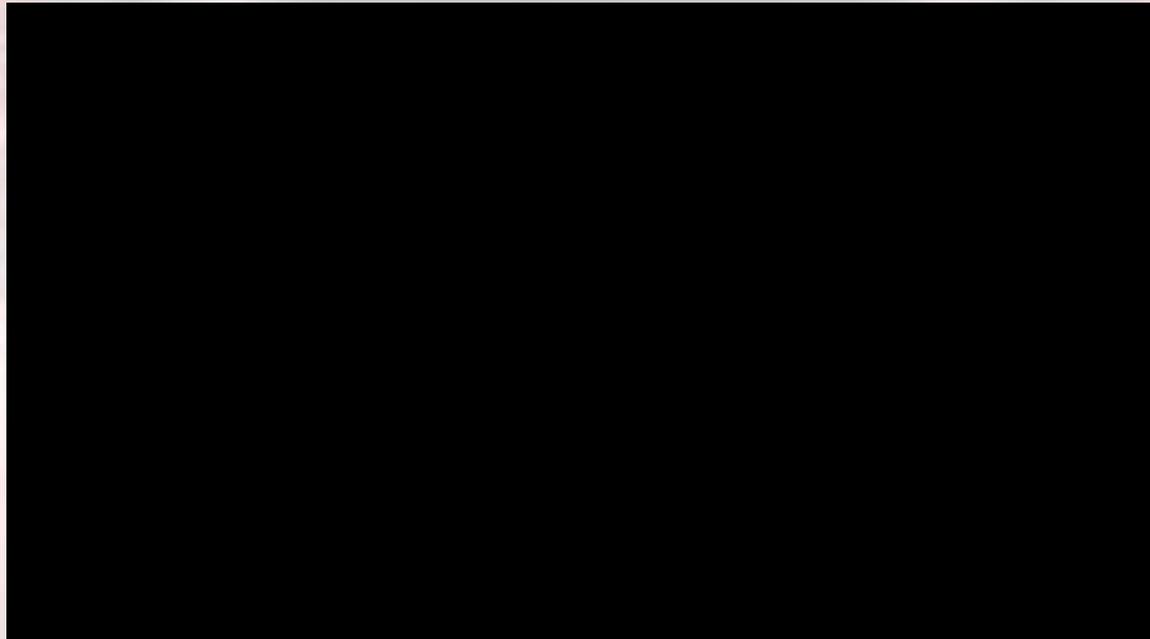
AND NOW...  
IT'S  
*Showtime*

# General Listening Activity

## **Fur Elise** **(For Piano and Orchestra)**

**Composer: Beethoven**

**URL: <https://www.youtube.com/watch?v=e4d0LOuP4Uw>**



# Musical Movements



**Rhythmic  
Independence**

# Session #2 Overview

- (1) Brainteaser Activity (famous movie quotes)**
- (2) Listening Activity**
- (3) Musical Movements**
- (4) Visual Vs. Auditory Processing (The Great Paradox)**
- (5) Music and Moving Images**
- (6) Active Vs. Passive Listening**
- (7) Educational Application**

# Preamble: Short Film Clip

URL: <https://www.youtube.com/watch?v=jU-cori12KU>

**We Will Come Back to the Meaning  
of This Film Clip in a Few Minutes!**



# Visual Vs. Auditory Processing

## (The Great Paradox)



**EYE**

**VS.**



**EAR**

Have You Ever Wondered . . .

Why do TV converters have a mute button for the sound but not for the image?



# Understanding the Visual Bias in Our World

## The Larry King Faux Pas

The Example of Larry King and Michael Hingson on CNN

September 20, 2001: Presidential State of the Union

Post Media Coverage



## September 20, 2001: Presidential State of the Union

### Post Media Coverage on Larry King Live

**KING:** *“Let's swing now to our New York bureau and Michael Hingson. He's been blind since birth. He guested with us a week ago last Friday, told a dramatic story of being guided down from the 78th floor of the World Trade Center, 78 floors down, by his dog, Roselle, who you see with him onset, and a colleague.* [REDACTED]

**MICHAEL HINGSON:** *[Smiles and Pauses]* [REDACTED]

Source: <http://transcripts.cnn.com/TRANSCRIPTS/0109/20/lkl.00.html>

**Larry King's faux pas validates how language clearly reinforces visual bias.**

## *Some Visually Biased Terms Used on a Daily Basis*

- **“In my mind’s eye.”**
- **“Seeing is believing.”**
- ***“I see what you are saying.”***  
**(telephone call)**
- ***“I am watching TV.”***
- ***“Out of sight, out of mind.”***
- ***“Can’t you see the answer?”***
- ***“Do you see what I mean?”***



### Stop & Think:

- (1) Can you think of any other visually biased terms?
- (2) Do these terms make sense?

## A Popular Wellerism . . .

Joke: Did you hear the miracle involving the blind carpenter?

Punch Line:



**A Wellerism:** Named after sayings of Sam Weller in Charles Dickens's novel The Pickwick Papers, make fun of established clichés and proverbs by showing that they are wrong in certain situations, often when taken literally.

# Proving the Visual Bias of Our World: The Colavita Effect (1974)

**Sight  
Stimulus**

**Sound  
Stimulus**

**Simultaneous  
Sight &  
Sound  
Stimulus**

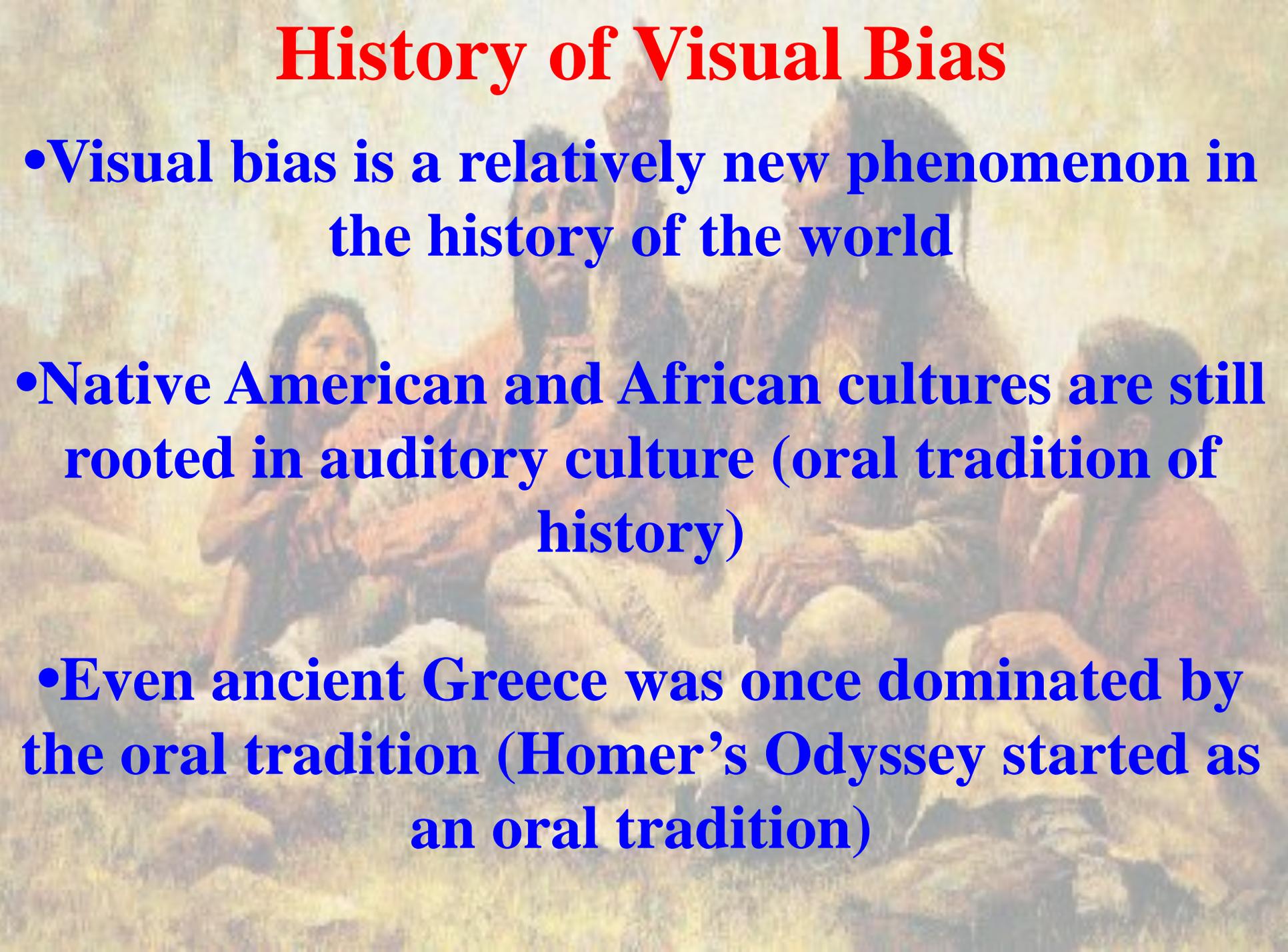


# Interesting Extension of Colavita's Study

- **The Colavita study was reproduced using participants who were blind in one eye**
- **Participants did not display the Colavita effect, as they rely on their hearing more to compensate for the loss of vision in one eye**

**Reference:** Moro, S.S., Steeves J.K.E. (2012). No Colavita effect: equal auditory and visual processing in people with one eye. *Exp Brain Res* 216: 367-373

# History of Visual Bias



- Visual bias is a relatively new phenomenon in the history of the world
- Native American and African cultures are still rooted in auditory culture (oral tradition of history)
- Even ancient Greece was once dominated by the oral tradition (Homer's *Odyssey* started as an oral tradition)

**How, then, did the  
Western World  
become visually  
biased?**

**Two Major Reasons . . .**



# Reason #1: Money



The evolution of a sophisticated economic system (bartering, trading, buying, selling are inherently visual).

Hence the expression:

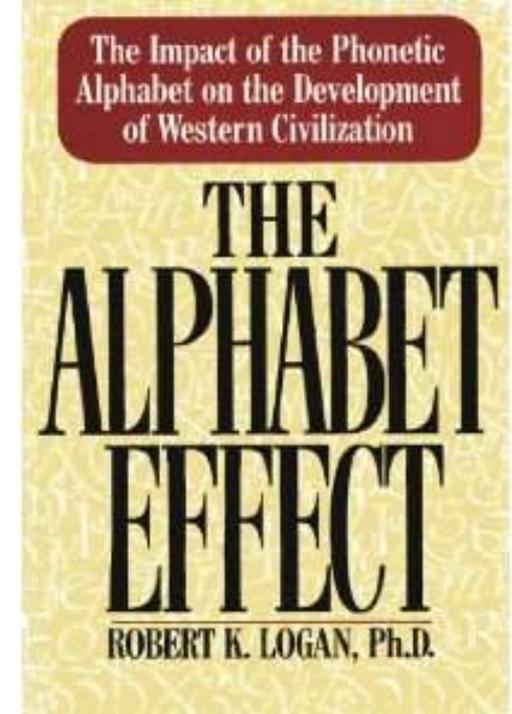


# Reason #2:

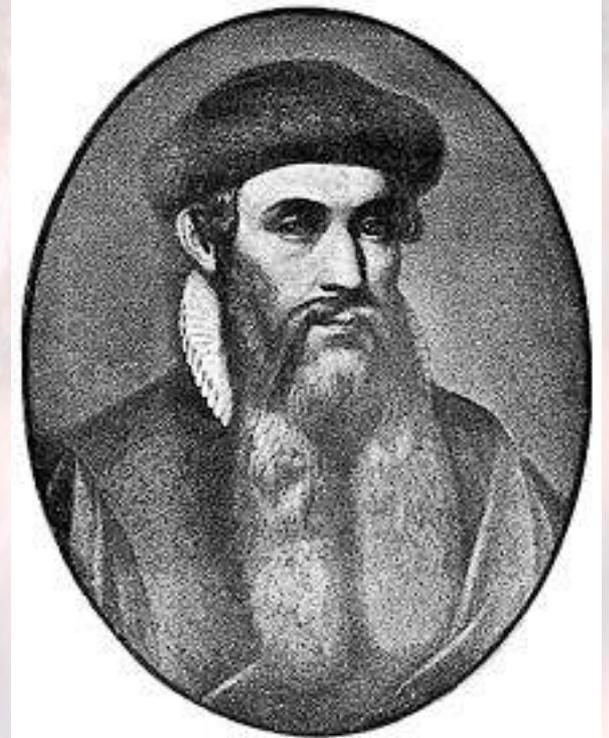


**The invention of the alphabet,  
the literary system, and the  
invention of the  
printing press by Gutenberg**

**Seeing is Believing! Generally,  
the printed word does not  
change form over the years.**

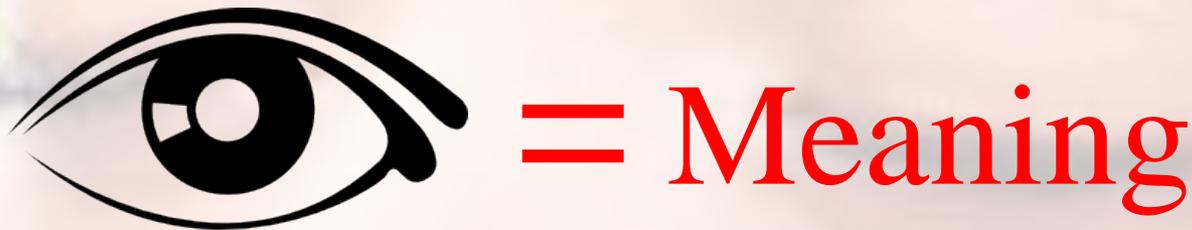


# The Original Gutenberg Press 15<sup>th</sup> Century



# The Great Paradox:

Despite a world that is inherently visual, it is actually our auditory sense that provides meaning and contextual framework for us in our everyday lives.



# The Power of Our Ears: The Unborn Child

- The Unborn Child (last trimester) has *fully functioning hearing*.
- An unborn can *recognize a mother's voice*, and can differentiate this voice from any other.
- An unborn child can even distinguish between *pitch* (high and low sounds) and *dynamics* (loud and soft)



# The Power of Sound Between Mother and Child

## Question:

**What biological phenomenon happens to a mother when her infant child cries?**



**Answer:**

**The mother begins to lactate.**



**Hence, the very building blocks of life (feeding a baby breast milk) is linked and connected to sound.**

## Research Confirms Baby's Cries Trigger Breastmilk Letdown

Hygeia II Medical Group has found new research showing what many breastfeeding moms already know: the sound of their crying baby can trigger milk letdown. Hygeia breastpumps feature a unique "cry button" which allows the mother to record her own baby crying, and then play back the sound before pumping so she can trigger the letdown.

CARLSBAD, CALIFORNIA USA (PRWEB) SEPTEMBER 11, 2009

Hygeia II Medical Group has found new research showing what many breastfeeding moms already know: the sound of their crying baby can trigger milk letdown. Letdown or "milk ejection reflex" is critical for transfer of the breastmilk from the breastfeeding mother to baby. Conventional thinking has postulated that the baby's suckling leads to the letdown, but this newly discovered study shows that the crying of the baby triggers a letdown in most mothers BEFORE suckling begins.

This paper was published by McNelly, et. al. in the British Medical Journal. It demonstrates that the initial rise in maternal oxytocin, the hormone associated with birth and breastfeeding, is caused by cues from the baby such as crying, as opposed to actual suckling. This implies that baby's cues are critical to milk letdown, and that the use of a crying stimulus may enhance breast pumping.

“Mothers tell us that the pump's ability to 'cry' or play back other sounds is helpful for milk letdown and efficient breastpumping.”

### Share Article



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Source: <http://www.prweb.com/releases/2009/09/prweb2865544.htm>

- Mothers, fathers, and caregivers are predisposed to interact with their infants by means of emotionally charged proto-musical vocalizations known as “*motherese*” (sometimes called baby talk, parentese, and so on).
- **Motherese combines variations of pitch (melodic-type contours), timbre, rhythm, and accents.**
- Putting babies to sleep through lullabies has always been an integral part of the human experience.





## Example: Early Literacy



Children learn the alphabet through music (the melody to *Twinkle Twinkle Little Star*) known as the “Alphabet Song.”

A quick visit to YouTube also reveals alphabet songs in a variety of other languages (Spanish, Russian, Italian, Turkish, etc.)

Music, therefore (the organization of sounds), is the primary vehicle for children to remember the sequential letters of the alphabet

Paquette & Rieg (2008) argue that “*enhancing literacy instruction through music is vital in today’s diverse early childhood classrooms.*” (p. 277)



# Alphabet Song in Spanish (Salsa/Meringue Version)



URL: <https://www.youtube.com/watch?v=MhYKuKA0qLo>

El Alfabeto en  
español



Ricalderon

# Let's Further Explore Music & Moving Images

- Consciously, music is employed to generally amplify and heighten moving images
- This is known as “**Mickey Mousing,**” which is a film technique that syncs the accompanying music with the actions on screen.
- The term comes from the early and mid-production Walt Disney films (*Mickey Mouse*), where the **music almost completely works to mimic the animated motions of the characters.**



# **Simple Example of “Mickey Mousing”**

**Soundtrack to “Popeye” by Ilan Goldfarb**

**YouTube URL: <http://www.youtube.com/watch?v=bFYQMd99DwI>**

# A Very Sophisticated “Mickey Mousing” Example

**Mickey Mousing: New Film Music for Pixar’s Short Film "For the Birds" by David Plate**

**YouTube URL: [http://www.youtube.com/watch?v=0\\_XX9c90PFQ](http://www.youtube.com/watch?v=0_XX9c90PFQ)**



# **“Mickey Mousing” Still Used in Modern Film**

**Tobey Maguire as Peter Parker in Spiderman (2002)**

**YouTube URL: <https://www.youtube.com/watch?v=p4QYcrR4KGU>**



# Music & Moving Images: The Subconscious

• Subconsciously, however, music is primarily used to allow the viewer to process the visual stimulus into a meaningful and realistic text.

*“Film composers have made a fine art of manipulating audience perception and emphasizing important events in the dramatic action without causing a conscious attentional shift.”*

Source: Lipscomb, S. D., & Kendall, R. A. (1994). Perceptual judgment of the relationship between musical and visual components in film.

*Psychomusicology*, 13(1), 60-95.

“Mickey Mousing” is not *readily apparent*.  
Musical accompaniment works on a  
*sub-conscious level*.

# IKEA Lamp Commercial

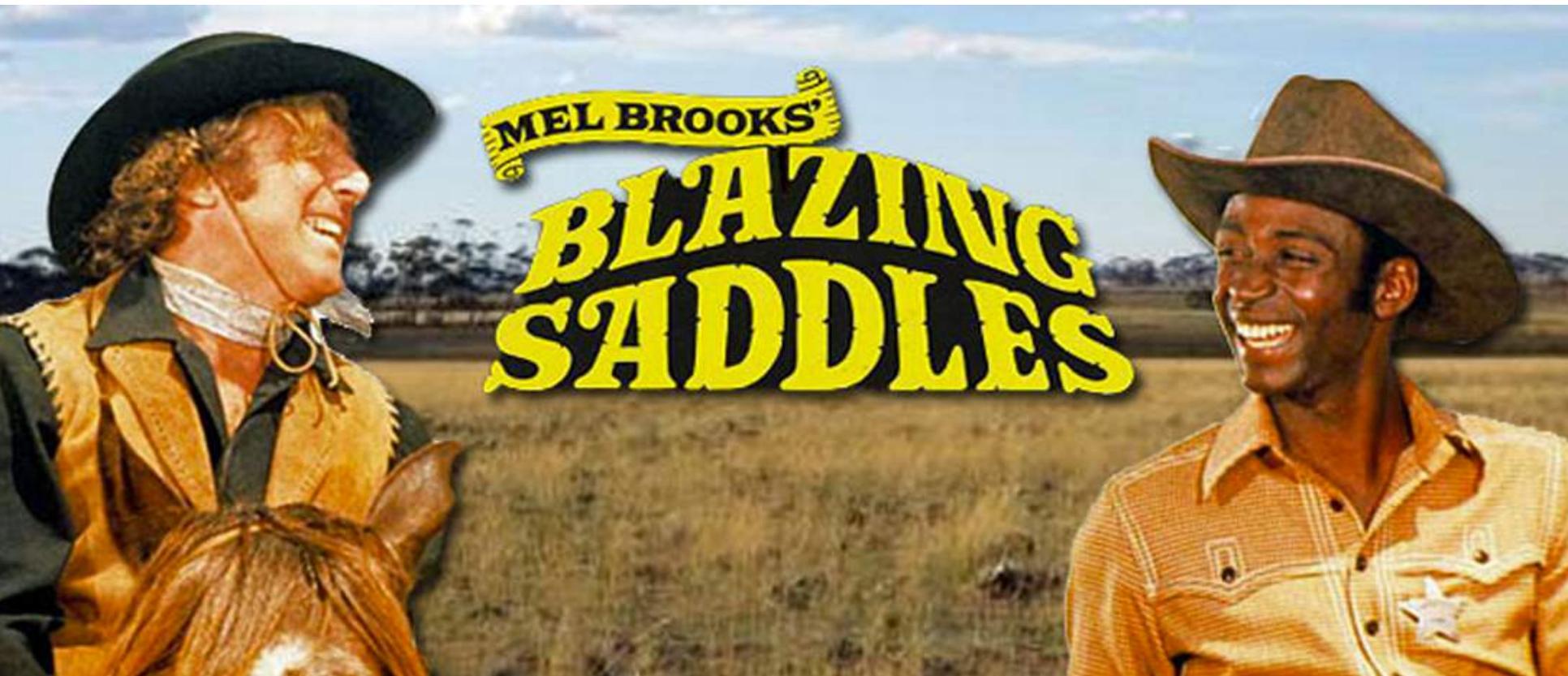
- Think of the IKEA Commercial (the lamp that was tossed out). *It was the music that dictated the entire meaning.*

A man with short blonde hair, wearing a brown jacket over a dark shirt, stands in a dimly lit room. He is looking directly at the camera with a neutral expression. The background is dark and out of focus.

*“Many of you feel bad for this lamp. That is because you’re crazy. It has no feelings, and the new one is much better.”*

## The Blazing Saddles Example: (Satire At Its Best)

- The subconscious perception of the film soundtrack is satirically brought to life in the 1974 film *Blazing Saddles*.



[http://www.youtube.com/watch?v=N2xYaL\\_Mheg](http://www.youtube.com/watch?v=N2xYaL_Mheg)

# The Power of Music

- Music can actually *change the meaning of a film sequence*, proving that music (the auditory world) is a *critically powerful and significant aspect the entire human experience*.



WHOEVER  
HAS THE  
MUSIC  
HAS THE  
POWER

# **The Notebook: Original Trailer**

**<https://www.youtube.com/watch?v=FC6biTjEyZw>**

# **The Notebook as a Thriller**

**<https://www.youtube.com/watch?v=NvfI8vUuJ04>**

# The Same Film Sequence With Different Music: *Lost in Translation* (Bill Murray)



**Psychopathic/Lunatic Music**

<https://www.youtube.com/watch?v=8mdmXFGBqfM>



**Delicate/Dreamy Music**

<https://www.youtube.com/watch?v=b7yq5llld34>



**Horror/Suspense Music**

<https://www.youtube.com/watch?v=yDR15qfJW-c>



**Jazzy/Bright/Playful Music**

<https://www.youtube.com/watch?v=llZiWhAWxfM>

# The Power of Music in Film

<https://www.youtube.com/watch?v=iSkJFs7myn0>



# Music Listening and Response

There are 2 types of musical listening:

(1) **Attentional Music Listening (AKA Active):** *Listening for Purpose*

(2) **Background Music Listening (AKA Passive):** *Music is accompanying another medium, such as film, television, eating in a restaurant, shopping, etc.)*

## Passive

### Hearing

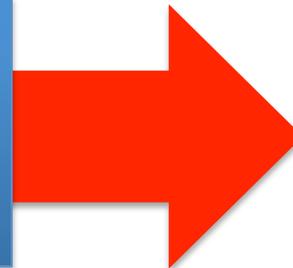
- Accidental
- Involuntary
- Effortless

## Active

### Listening

- Focused
- Voluntary
- Intentional

**3-year-old Mateo Makes His Case for Cupcakes: "Linda, honey, just listen."**



# Attentional (Active) Listening:

- When actively listening to a piece of music (live or recorded), attention is required to select, sort, retrieve, organize, and evaluate all aspects of the music.
- All active listeners will not derive the entire sense of meaning out of a piece of music intended by the composer, since it is impossible to process every detail involved in the music listening process.

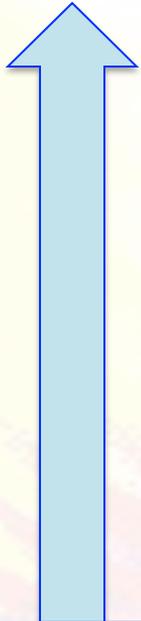
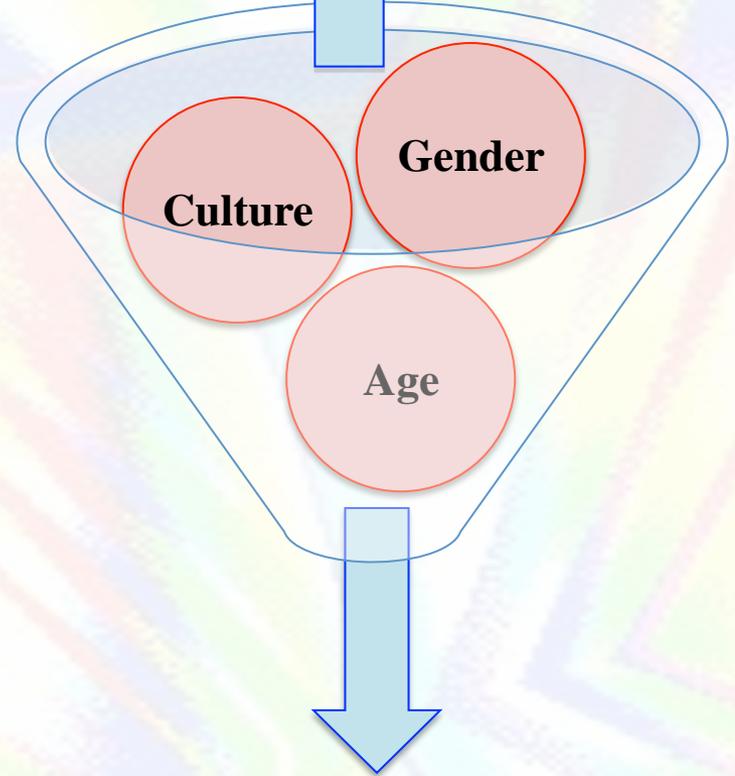


## Attentional (Active) Listening Cont . . .

- All listeners are unique in terms of their own conditioning (gender, age, culture, etc.), thus deriving a different meaning even if they are actively listening to music.
- Each of us filter music in our own way, and our filters are constantly changing based on new life experiences

*“One person’s favourite style of music is another person’s most hated style of music.”*

**Our Brain Filters Musical Sounds**



**Influences Future Musical Experiences**

**Musical  
Meaning**

# Quick Musical Style Survey

What is your favourite style of music and why?

(1) Classical

(2) Jazz

(3) Rap

(4) Rhythm and Blues

(5) Dance

(6) Rock

(7) Country

(8) Other

Musical filters  
(age, gender,  
culture, etc.)  
dictate what  
styles of music  
we find most &  
least appealing.

# Background (Passive) Music Listening

- **Most people in Western society today listen to a majority of music in a background setting**



**Can you think of any other passive listening examples?**

**(1) NHL Hockey Game**

**(music is played when there is a stoppage of play)**

**(2) Shopping Mall**

**(3) Fine Dining Establishment**

**(4) Elevator Music**

**(5) Telephone on Hold**

**(6) When Your Computer Boots Up**

**What is the purpose of  
music in these examples?**

# Educational Application:

## **Stop and Think . . .**

**Given the overall power and impact of sound (E.G. music can change the meaning of moving images), what does that say about the importance of music education in our public schools?**

**If music education is important,  
then what type of music education?**

**(a) A music education that teaches kids how to create, perform, and appreciate music.**

**OR**

**(b) A music education that concentrates on the intricacies of the auditory world and how humans use musical sounds as a principal way of knowing and understanding the world.**

**A Critical Question!**

# **Session #2 Summary**

- (1) Brainteaser Activity (famous movie quotes)**
- (2) Listening Activity**
- (3) Musical Movements**
- (4) Visual Vs. Auditory Processing (The Great Paradox)**
- (5) Music and Moving Images**
- (6) Active Vs. Passive Listening**
- (7) Educational Application**

## Next Session Preparation:

Course Readings: Vitale, John L. (2012). The eureka moment: Embracing the new paradigm of musical sounds through alternative pedagogy and curriculum in the music classroom. *The Online Journal of New Horizons in Education*. Volume 2(1), pp. 26-42.

Available as a PDF on the course website

# Food for Thought:

**Teaching music is not my main purpose. I want to make good citizens. If children hear fine music from the day of their birth and learn to play it, they develop sensitivity, discipline and endurance. They get a beautiful heart.**

**Shinichi Suzuki**  
*1898-1998*

