

P/J Music

Dr. John L. Vitale: Session #2A

Food Court Musical: Musicals In Real Life Episode 1



BRAIN TEASER ACTIVITY:

Identify the name and date of the following major historical events.



Listening Activity

**See with your ears,
Hear with your eyes.**

SYNESTHESIA:

The fusion of all senses

Example #1

(5 minutes long – 1 playing)

Claude Debussy
First Arabesque

Example #2

(2 minutes 40 seconds – 2 playings)



Carl Orff

FORTUNA IMPERATRIX-MUNDI

O Fortuna

What's It Like To Hear Colors? - A VR 360° Synesthesia Experience

<https://www.youtube.com/watch?v=obrBAysVef0>



Musical Movement: Lectura rítmica musical "Sleigh Ride"

<https://www.youtube.com/watch?v=JWHolFvsc38>

The image shows a YouTube video player interface. The main video area displays the title "Sleigh Ride" in large green letters and the composer "Leroy Anderson" in red. Below the text is a circular logo featuring a cartoon character with a white hat and a red coat, with the text "Pedroven Morales" around it. The video player controls at the bottom show a play button, a progress bar at 0:00 / 2:09, and various settings icons. The right sidebar shows a list of "Up next" videos, including "Che Che Koolay ~An Orff Arrangement~", "Angry Birds (Lectura rítmica)", "Eram sam sam unísono canon", "Forte Piano - MusicK8.com", "In the Hall of the Mountain King - E. Grieg - Rhythm practice - ...", and "Musicograma 'La cara del sol'".

Lectura rítmica musical "Sleigh Ride" Leroy Anderson (Rhythmic Reading)

74,087 views

134 12 SHARE

Session #2A Overview

(1) Brainteaser Activity (historical events)

(2) Listening Activity (synesthesia)

(3) The New Paradigm of Musical

Experiences:

(i) The Digital Revolution

(ii) The Ubiquity of Music (ringtones, video games, and television)

Today's Session In Three Points:

1

2

3

(1) ****In the last 10-15 years, musical experiences (particularly children and youth) have changed drastically, creating a new paradigm. **Music is essentially free, music is everywhere (ubiquitous), and music is mostly heard in a background setting. ******

(2) Given the new paradigm of musical experiences, **a new paradigm of music education curriculum must ensue.**

(3) Why should there be a new paradigm of music education curriculum? **Because curriculum is (and should be) a reflection of society.**

****** The primary focus of today's session******

Excerpt from The Eureka Moment . . .

“Within seconds of opening the package to a brand new MP3 player, my 8-year-old son installed the batteries, connected his headphones and starting searching for songs. He soon realized that there was no music and said: “Dad, the store ripped us off, they sold us an MP3 player with no music on it.” This was a Eureka moment for me when I truly realized that a major paradigm shift in music listening had transpired -- a new digital paradigm where musical sounds are expected to be ubiquitous and gratis.”

EUREKA!

The Digital Revolution:

Live music is basically non-existent in the daily lives of youth because access to recorded music in a digital format (primarily free from online applications) *is at its highest point in the annals of human history.*



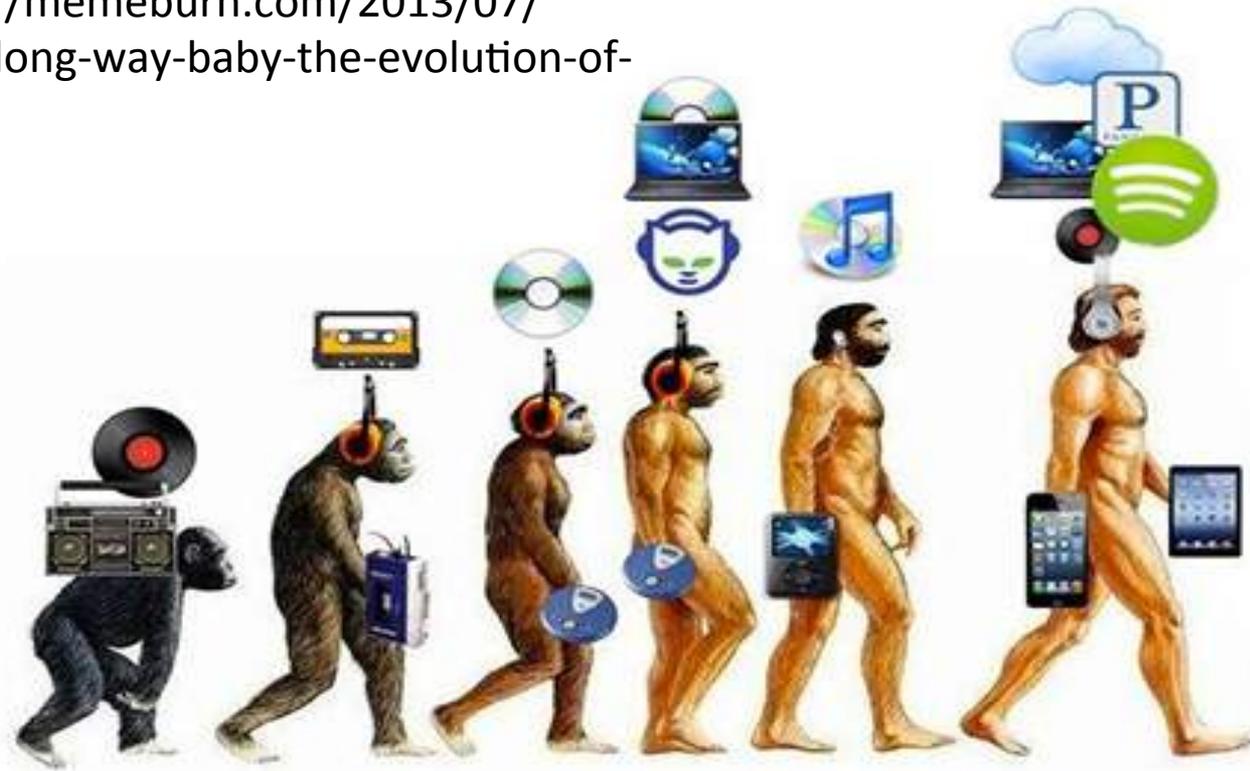
Digital
Revolution

The New Paradigm of Musical Experiences

DIGITAL MUSIC

- **Digital music (sometimes referred to as digital audio) is a method of representing sound as numerical values.**
- **Digital music is often synonymous with MP3 music since that's a common file format that digital music exists in**

Source: <https://memeburn.com/2013/07/weve-come-a-long-way-baby-the-evolution-of-listening/>



- **This is an image comparing the advancement of music technology to human evolution.**
- **The image covers everything from the early days of vinyl and boomboxes, through to the Sony Walkman, the birth of Napster and the iPod, and finally the emergence of streaming music services such as Pandora and Spotify.**

Remember:

It was not that long ago when live music was the only way one could hear music!



19th Century Barn Dance

The DJ Concert



Even Concerts Today Are Void of Live Music . . .

David Guetta Miami Ultra Music Festival 2014

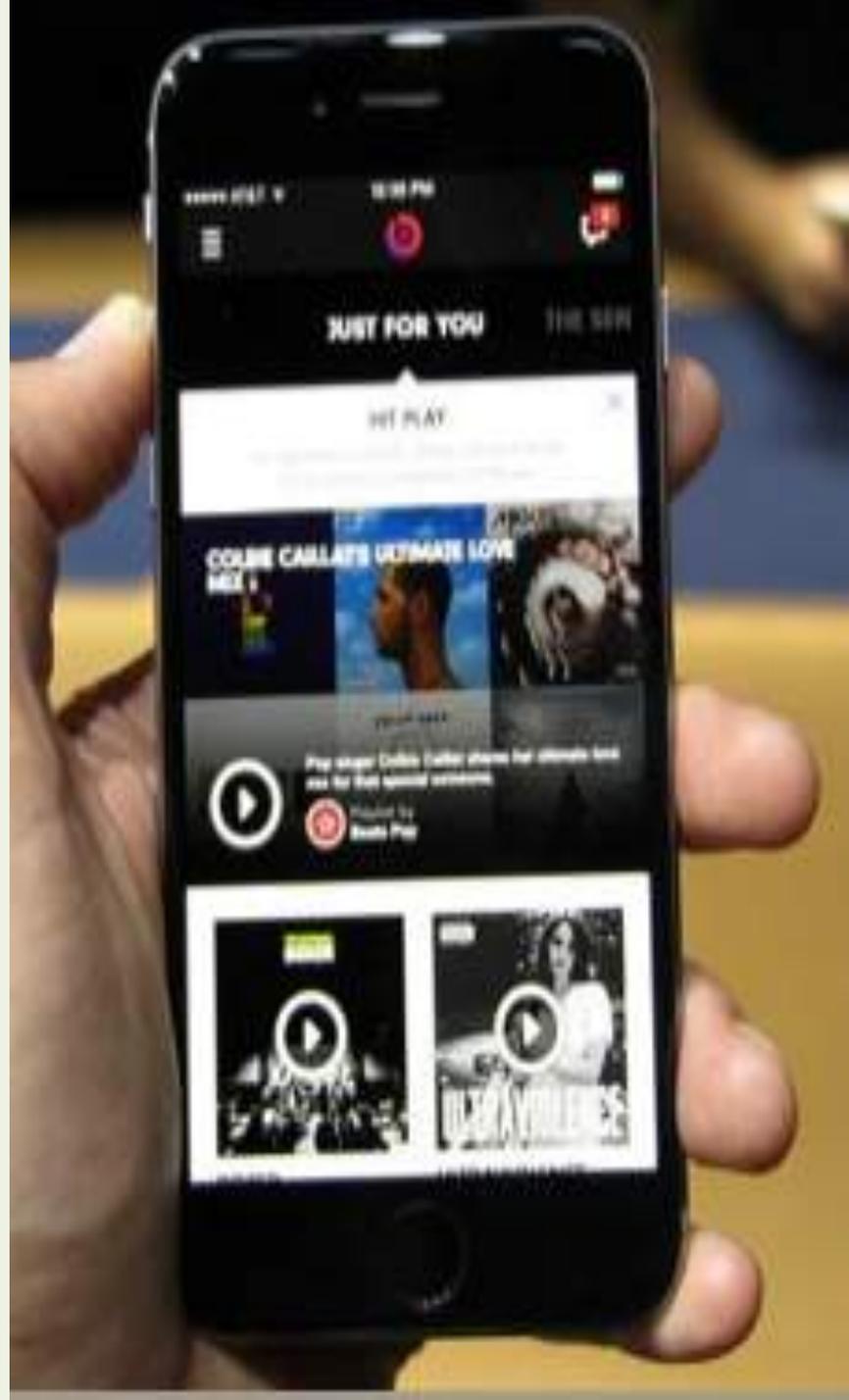
133, 717, 146 views as of September 07, 2018

Source: <https://www.youtube.com/watch?v=P2x3-b6JEj8>



Does anybody have any digital music files on them right now (smartphone, iphone, ipod, etc.)?

How many songs do you have?



The Effect of Ubiquitous Music

- In 2009, Toshiba released a 240 Gigabyte iPod Hard Drive, which can hold up to **70,000** songs in the palm of your hand



**70,000
Songs**

240 Gigabyte iPod Hard Drive

- **When I think back to my youth, that would have been approximately 7,000 vinyl albums or a cost of \$70,000.00 to \$105,000.00 at \$10.00 to 15.00 dollars per album.**
- **Even if I had the money to purchase all of these albums, I would not have had the storage space, or the ability to select one song and play it within seconds.**





**1000
Albums**

From the MP3

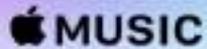
to

Music Streaming

Music Streaming: The Ultimate Musical Experience



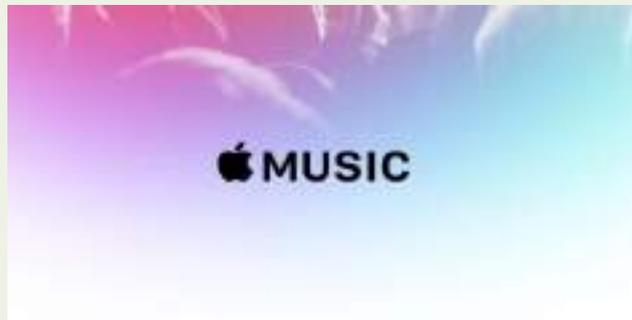
**We now have
access to virtually
unlimited musical
selections through
music streaming
services.**



Number of Songs



30 Million Songs



30 Million Songs





Listen free or subscribe to Spotify Premium.

Spotify Free

0.00 CAD / month

- ✓ Shuffle play
- ✓ Ad free
- ✓ Unlimited skips
- ✓ Listen offline
- ✓ Play any track
- ✓ High quality audio

GET FREE

Spotify Premium

CAD9,99 / month

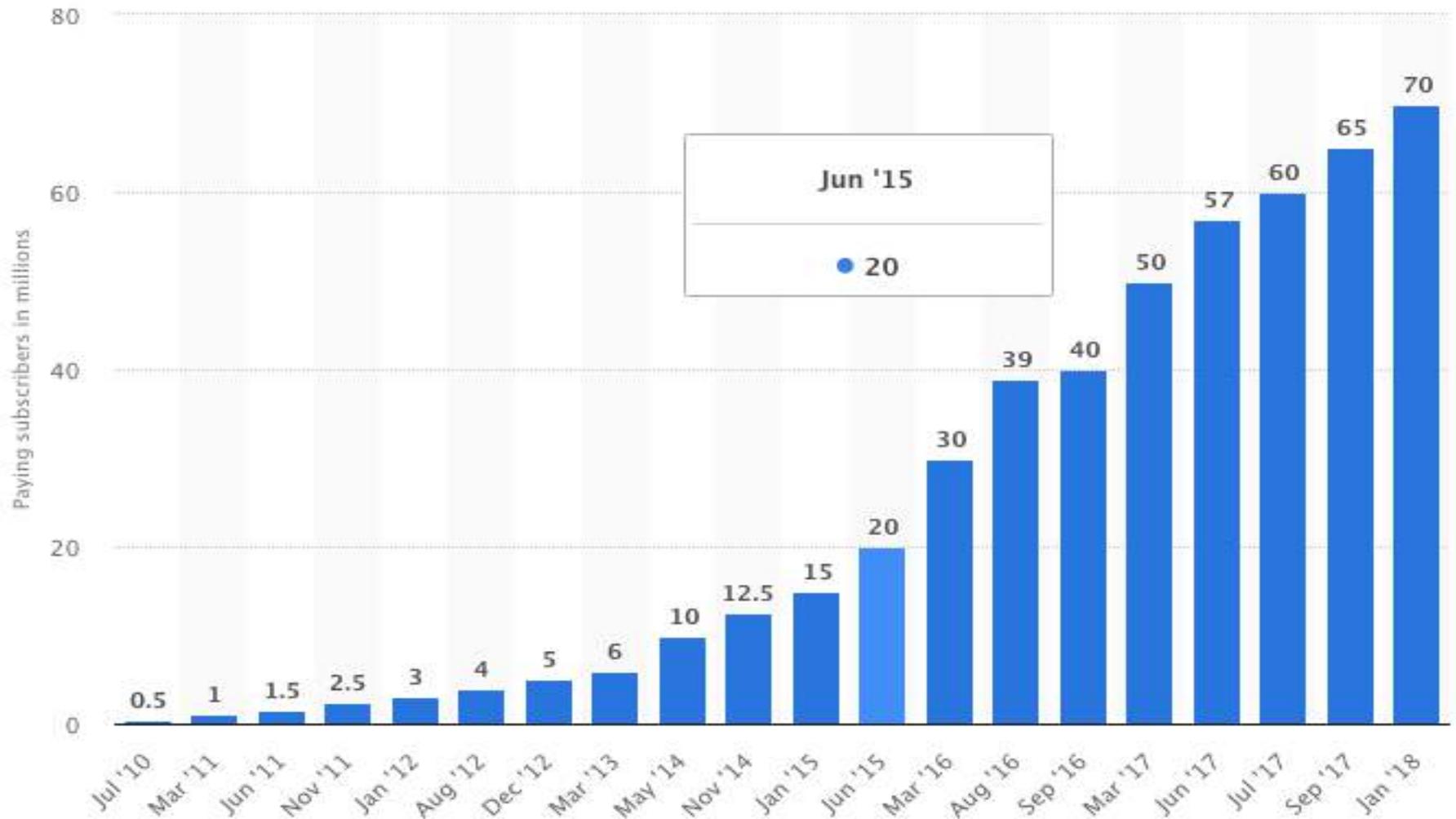
Start your 30 day free trial*

- ✓ Shuffle play
- ✓ Ad free
- ✓ Unlimited skips
- ✓ Listen offline
- ✓ Play any track
- ✓ High quality audio

GET PREMIUM

* Terms and conditions apply. Offer not available to users who already tried Premium or to users in Quebec.

Number of Paying Spotify Subscribers Worldwide From July 2010 to January 2018 (in millions)



Source: <https://www.statista.com/statistics/244995/number-of-paying-spotify-subscribers/>

Spotify hits 83 million paid subscribers

Still the biggest subscription music service around

By Chaim Gartenberg | @cgartenberg | Jul 26, 2018, 8:58am EDT

f t SHARE



**Projecting
90 million
paid
subscribers
by the end
of 2018.**

Source: <https://www.theverge.com/2018/7/26/17616404/spotify-paid-subscribers-83-million-streaming-music-quarterly-results>

YouTube Now Competing With Spotify



YouTube Music

Open the world of music.
It's all here.

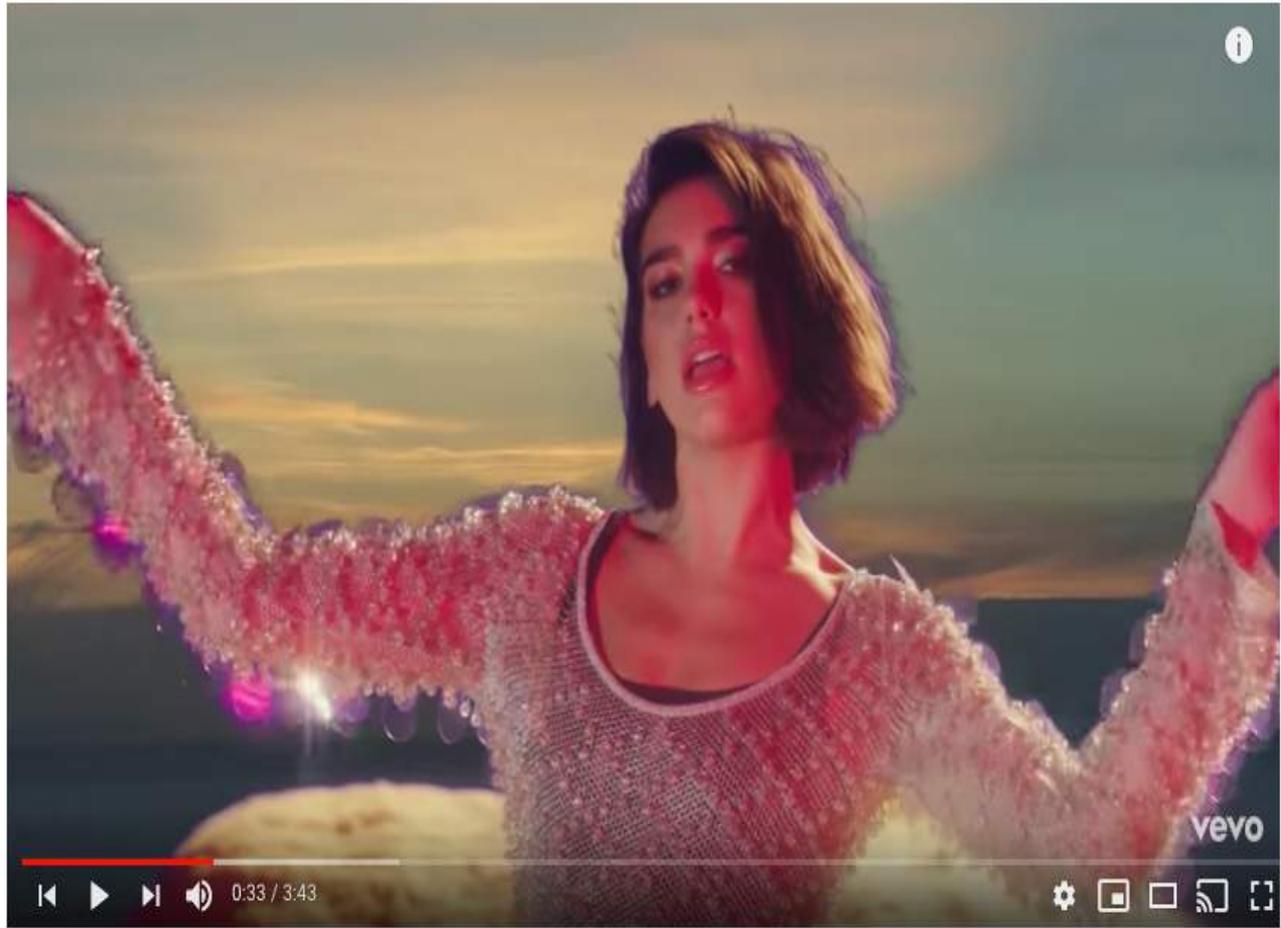
GET MUSIC PREMIUM

Get 1 month on us • CA\$9.99/month after

Or save money with a [family membership](#)

[Restrictions apply. Learn more here.](#)

Music Streaming on Regular YouTube is Free



#CalvinHarris #OneKiss #vevo
Calvin Harris, Dua Lipa - One Kiss (Official Video)
339,968,131 views

2.2M 109K SHARE

- Mix - 2018 hits playlist
- ▶ Calvin Harris, Dua Lipa - One Kiss (Official Video) Calvin Harris 3:44
 - ▶ Maroon 5 - Girls Like You ft. Cardi B Maroon 5 4:31
 - ▶ DJ Khaled - No Brainer (Official Video) ft. Justin Bieber, Chance DJ Khaled 4:26
 - ▶ Ariana Grande - no tears left to cry Ariana Grande 3:59
 - ▶ Clean Bandit - Solo feat. Demi Lovato [Official Video] Clean Bandit 3:44
 - ▶ Bebe Rexha - I'm A Mess (Official Music Video) Bebe Rexha 3:23
 - ▶ Cardi B, Bad Bunny & J Balvin - I

Mix - Calvin Harris, Dua Lipa - One Kiss (Official Video) 50+ YouTube

Class Question:

**What Effect
does instant
and anytime
access to 30
million songs
have on us and
our world?**



NOW AVAILABLE ON AMAZON ECHO



My Answer (with a touch of sarcasm):

A series of seven horizontal bars of varying shades of green, intended for writing an answer. The bars are arranged vertically, with the top bar being the lightest shade and the bottom bar being the darkest shade.

My Answer (with a touch of sarcasm):

(1) Listening to Music is too easy

(remember, music could only be heard in a live setting a century ago)

(2) The art of music listening, and the appreciation for music has significantly diminished

(3) Respect for music making and music education, therefore decreases

(4) Since music is an ART form, respect for ART also decreases

(5) When respect for ART decreases, civilization and society breaks down, since the notion ART is one of the principal aspects/components of a civilization

What are the Scholars Saying?

Jacque Attali

(French economist and philosopher)

Noise: The Political Economy of Music published in 1985



“Society is silenced or deafened by music because of its ubiquity.”

In other words, we are really not listening to, or feeling the music because it is everywhere.

“Vinyl Records Are Making A Comeback.”

USA Today: June 30, 2017

URL:

[https://www.usatoday.com/videos/life/2017/06/30/vinyl-records-making-comeback/
103320796/](https://www.usatoday.com/videos/life/2017/06/30/vinyl-records-making-comeback/103320796/)

“Why Is Vinyl Making A Comeback?”

The Los Angeles Times: January 03, 2017

URL:

<http://www.latimes.com/opinion/op-ed/la-oe-sax-analog-nostalgia-20160103-story.html>

How Ironic!

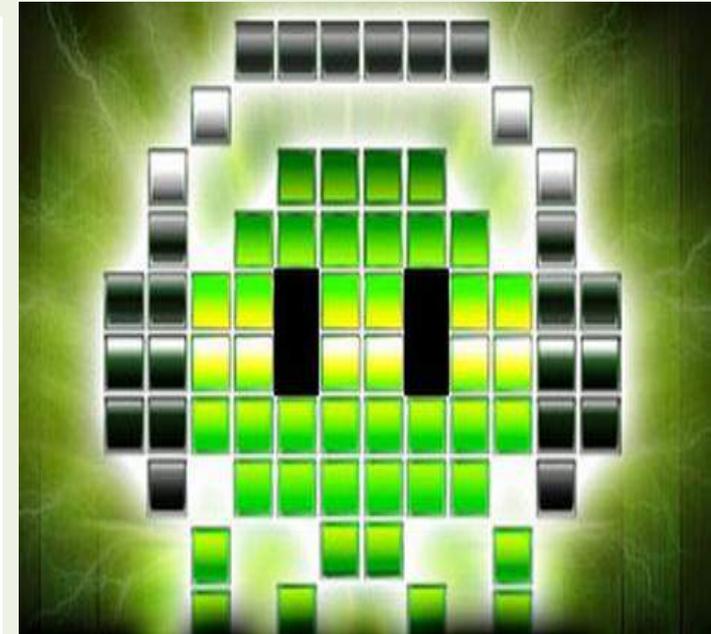
**Is Society Realizing the Dangers of
The Digital World?**



Top Selling Album of All Time: Over 110 Million Copies Sold

The Ubiquity of Music

Ring Tones, Video Games, & Television



The Personal Ring Tone

What Does it Say About Us?

What Does it Say About Music?

Can We Hear Some Examples?

**Text
Message**

**Phone
Call**

Alarm

**Specific
People**

Email

**Calendar
Reminder**

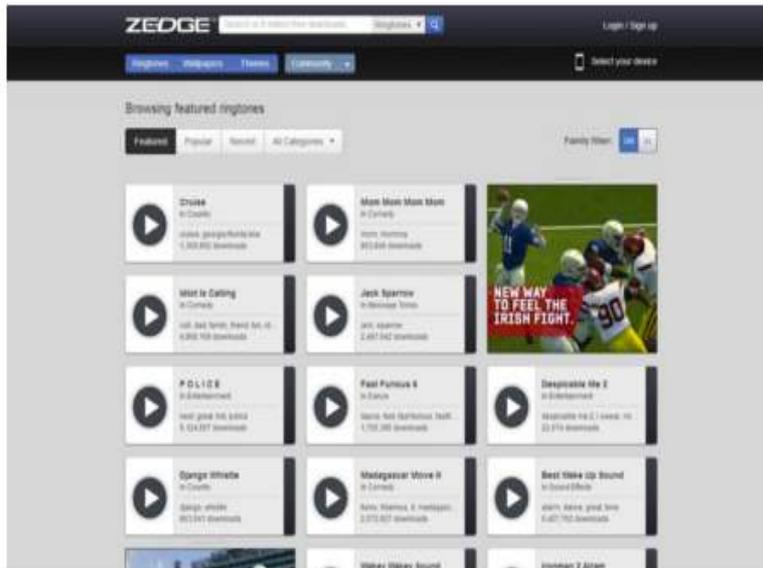


Top 5 Free Ringtone Websites

URL: <https://www.iskysoft.com/topic-iphone/free-ringtone-websites.html>

Top 5 Free Ringtone Websites to Download Free Ringtones

Regardless of which phone you have, you constantly have the urge to change certain aspects of the phone to match your own personal style. Many agree that there is no better way to do this than to change the ringtone. There are plenty of ringtones to choose from and plenty of places to source the best as well as the worst of ringtones. Here are the top 5 free ringtone websites.



#1 Free Ringtone Website - Zedge.

Perhaps, the most popular free ringtone website is Zedge.net. Zedge, known for much more than just ringtones such as free mobile wallpapers, themes, etc., has some of the best collections of ringtones. From ringtones that will place a smile on your face to those that will make your heart skip a beat, Zedge.net has it all. Moreover, all the ringtones advertised as free are actually free unlike a number of other websites which ask you to pay a small fee for the ringtones marked as "free." Zedge makes it very easy to download their ringtones. There are two ways of doing so: you could download the ringtones directly to your mobile phone through the Zedge mobile website or download them on your computer and transfer them to your phone later.

Video Game Music



Interesting Fact:

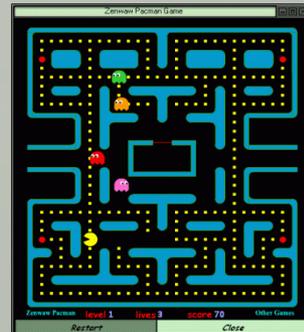
“66% of college students polled can hum its melody [Super Mario Bros.], even though many of them haven't played the game for years.”

Belinkie, Matthew. Survey of 47 college students taken at the Trumbull dining hall. 12/13/99



Preface & Contextualization

- As with film, and other visual mediums, music is often the forgotten element in video game design.
- Even early games like Space Invaders earned much of their addictive appeal by getting into your head with thumping, repetitive sound schemes. As the aliens got faster and closer, the music got faster and louder.
- Pac-Man relied on superb digital sound schemes to provide us with ditties, melodies, beeps, and buzzes we'd never heard before.



Original Pac Man: 1980

<https://www.youtube.com/watch?v=-CbyAk3Sn9I>

1320

HIGH SCORE
1320

200



- With the introduction expanded storage capabilities of compact discs, video game music includes **full orchestral arrangements** of both original compositions royalty free classical music
- Video game soundtracks now constitute their own category in music outlets both online and off.

- In 2000, the National Academy of Recording Arts and Sciences (NARAS) decided to let interactive games compete in the annual Grammy awards.
- Individual composers or record labels can submit video game soundtrack music independently in one of three general categories:

(1) Best Soundtrack Album

(2) Best Song

(3) Best Instrumental Composition for a Motion Picture, Television, or Other Visual Media.



- Since video game music has been accepted as a serious musical genre, orchestras around the world are incorporating “video game songs” into their repertoire

Video Games Live Orchestra: Classic Themes

<https://www.youtube.com/watch?v=xi29u68ZVpA>



Let's Visit the Video Games Live Website . . .

VIDEO GAMES LIVE

WWW.VIDEOGAMESLIVE.COM



[Home](#) [News](#) [Press](#) [What is VGL?](#) [Tour Dates](#) [Festival](#) [Images](#) [Videos](#) [Our Team](#) [Sponsors](#) [FAQ](#) [Contact](#) [Forum](#) [Store](#)

WELCOME TO THE VIDEO GAMES LIVE WEBSITE

An immersive event created by the game industry featuring the best game music performed by top orchestras and choirs combined with synchronized lighting, video, live action and audience interactivity. The first and most successful video game concert tour in the world.



 [VIEW TRAILER](#)

"Beautiful debut performance"
- USA Today



the
ONLINE STORE
[CLICK HERE](#)

◆ [VGL IN THE PRESS](#) ◆ [MORE INFO](#)

- » [Blu-Ray.com review](#)
- » [NY Times review](#)
- » [FOX News](#)
- » [CCTV \(China\)](#)

ULTIMATE GAMER V.I.P. BACKSTAGE EXPERIENCE PACKAGE

TOP GAME TITLES
LIVE ACTION
ELECTRIFYING
LIVE ENTERTAINMENT

MAILING LIST

Email:

City:

State:

Zip:

Country:

 [LEVEL 5 KICKSTARTER!](#)

VIDEO GAMES LIVE™

VOLUME ONE



Released 2008

Track Listings

1. Kingdom Hearts
2. Warcraft Suite
3. Myst Medley
4. Medal of Honor (Live)
5. Civilization IV Medley
6. Tetris
7. God of War Montage (Live)
8. Advent Rising Suite
9. Tron Montage
10. Halo Suite
11. Castlevania

VIDEO GAMES LIVE™

LEVEL 2



**VOLUME
2**

Released 2010

Track Listings

Disc: 1

1. The Legend of Zelda Suite
2. Baba Yetu [Duet Version] [Version]
3. Revenge and Redemption
4. Chrono Trigger & Chrono Cross Medley
5. Lament of the Highborne
6. Mario Solo Piano Medley
7. Super Mario Brothers Medley
8. Warcraft Montage
9. Staff Credits
10. Overture
11. Megaman Montage
12. Wings of Liberty Theme
13. Final Fantasy Solo Piano Medley
14. Halo Montage
15. Castlevania Rock Overture
16. One Winged Angel [Rock Edition] [Version]



Full Album Available on YouTube

[https://www.youtube.com/watch?](https://www.youtube.com/watch?v=ZyvwODEjmXw&list=RDZyvwODEjmXw#t=624)

[v=ZyvwODEjmXw&list=RDZyvwODEjmXw#t=624](https://www.youtube.com/watch?v=ZyvwODEjmXw&list=RDZyvwODEjmXw#t=624)



14:30: Angry Birds

**Released in 2011:
Debuted #23 on Billboard Top CD
Sales**

Track listing [edit]

1. Advent Rising: Muse
2. Legend of Zelda: Suite
3. Call of Duty: Modern Warfare 2 Theme
4. Angry Birds: Main Theme
5. Final Fantasy VIII: Liberi Fatali
6. Super Mario Bros.: Themes
7. Uncharted: Drake's Fortune: Nate's Theme
8. Grand Theft Auto IV: Soviet Connection
9. World of Warcraft: Seasons of War
10. Metal Gear Solid 2: Sons of Liberty Theme^[A]
11. Tetris Theme (Korobeiniki)
12. Battlefield 2: Theme
13. The Elder Scrolls IV: Oblivion^[B]
14. Call of Duty 4: Modern Warfare Main Menu Theme
15. Mass Effect 2: Suicide Mission^[C]
16. Splinter Cell: Conviction
17. Final Fantasy: Main Theme
18. BioShock: The Ocean on His Shoulders
19. Halo 3: One Final Effort
20. Fallout 3: Theme
21. Super Mario Galaxy: Gusty Garden Galaxy
22. Dead Space: Welcome Aboard the U.S.G. Ishimura [Amazon Exclusive]
23. Final Fantasy XIII: Hanging Edge [iTunes Exclusive]

Released in 2012

Track listing [\[edit \]](#)

1. [Assassin's Creed: Revelations](#) – Main Theme
2. [The Elder Scrolls V: Skyrim](#) – Far Horizons
3. [The Legend of Zelda: Wind Waker](#) – Dragon Roost Island
4. [Final Fantasy VII](#) – One-Winged Angel
5. [Mass Effect 3](#) – A Future for the Krogan/An End Once And For All
6. [Halo](#) – Never Forget/Peril
7. [Sonic the Hedgehog](#) – A Symphonic Suite
8. [Chrono Trigger](#) – Main Theme
9. [Luigi's Mansion](#) – Main Theme
10. [Kingdom Hearts](#) – Fate of the Unknown
11. [Super Metroid](#) – A Symphonic Poem
12. [Diablo III](#) – Overture
13. [Batman: Arkham City](#) – Main Theme
14. [Deus Ex: Human Revolution](#) – Icarus Main Theme
15. [Fez](#) – Adventure
16. [Portal](#) – Still Alive
17. [LittleBigPlanet](#) – Orb Of Dreamers (The Cosmic Imagisphere)



THE GREATEST VIDEO GAME MUSIC

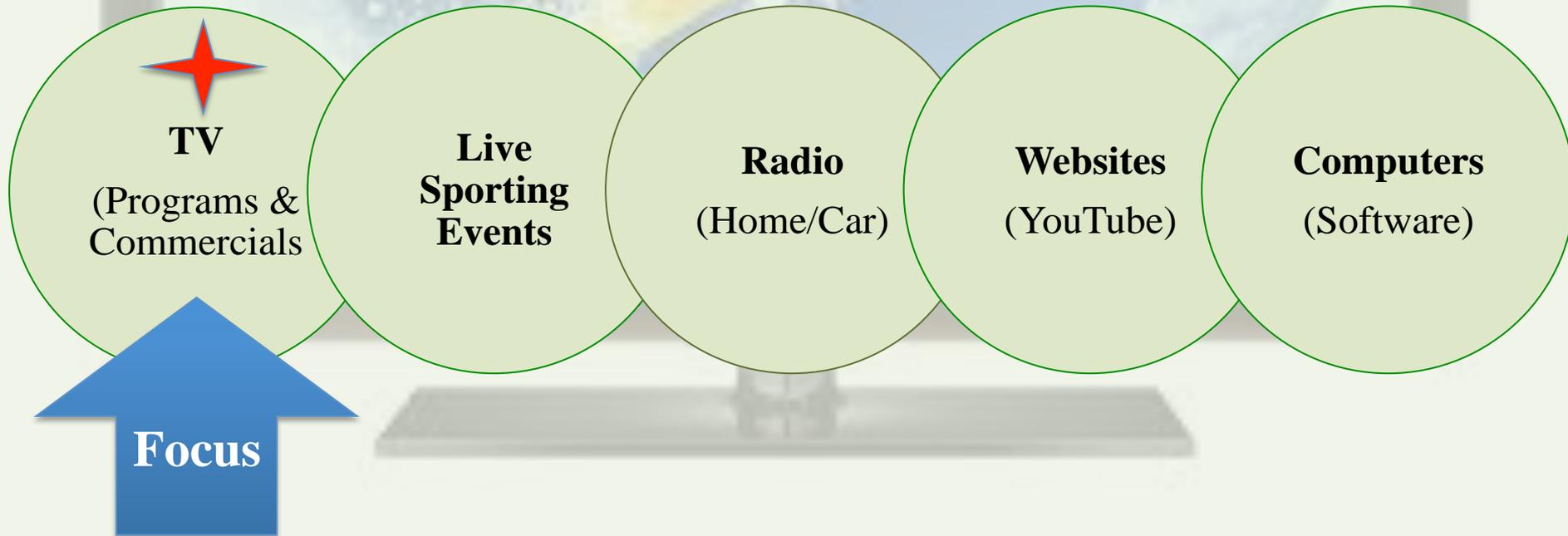
2

PLAYED BY

LONDON PHILHARMONIC ORCHESTRA

Many more sources of ubiquitous musical experiences in our digital world . . .

But . . . not enough time to discuss all of them in a 24-hour course



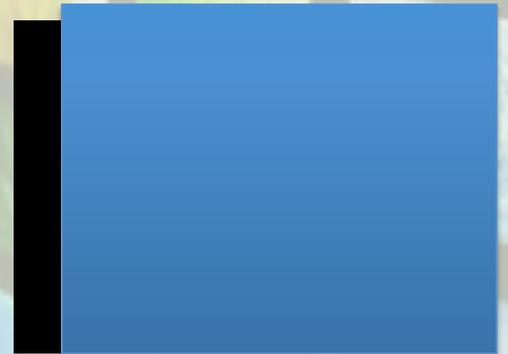
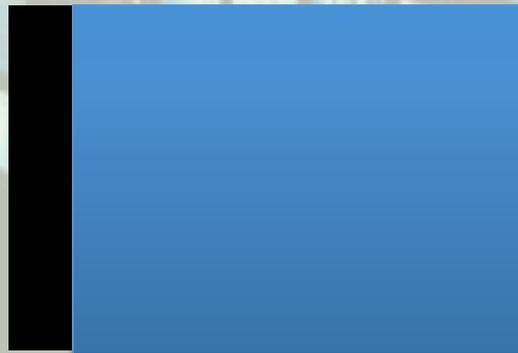
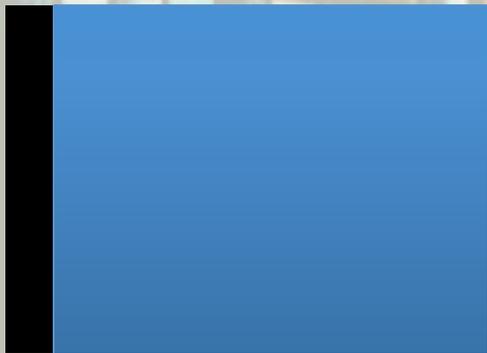
TV Theme Music: Etched in our Brains

- The average Canadian household has two or more televisions, and television viewing/listening averages almost 23 hours per week **Source:** www.media-awareness.ca
- Unlike theme music from film, television theme music is much more ubiquitous over a longer period of time
- On average, film music is experienced a few times
- Successful television shows are always on TV, whether they are new episodes or re-runs.

TV Theme Music: Etched in our Brains

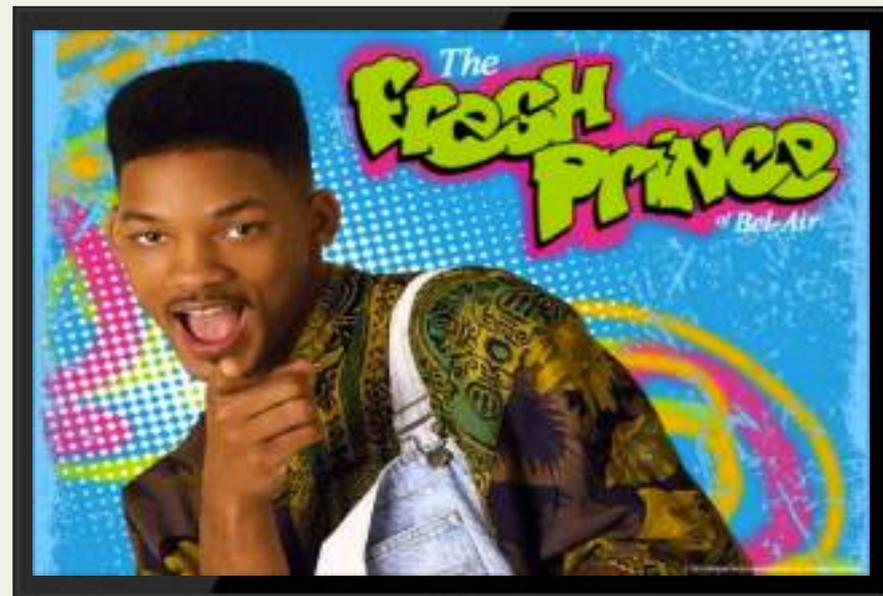
- Thus, we come to intimately know and understand the music from our favourite TV shows
- It is even possible to memorize some of the background orchestral music used underneath dialogue in certain television shows, or the transition bumpers
- Familiar music can bring back a memory, a time, a place, and a scenario including smell.
- TV Theme Music connects us to our culture, our heritage, and our past

Name That That TV Show Theme



AS SEEN ON

TV



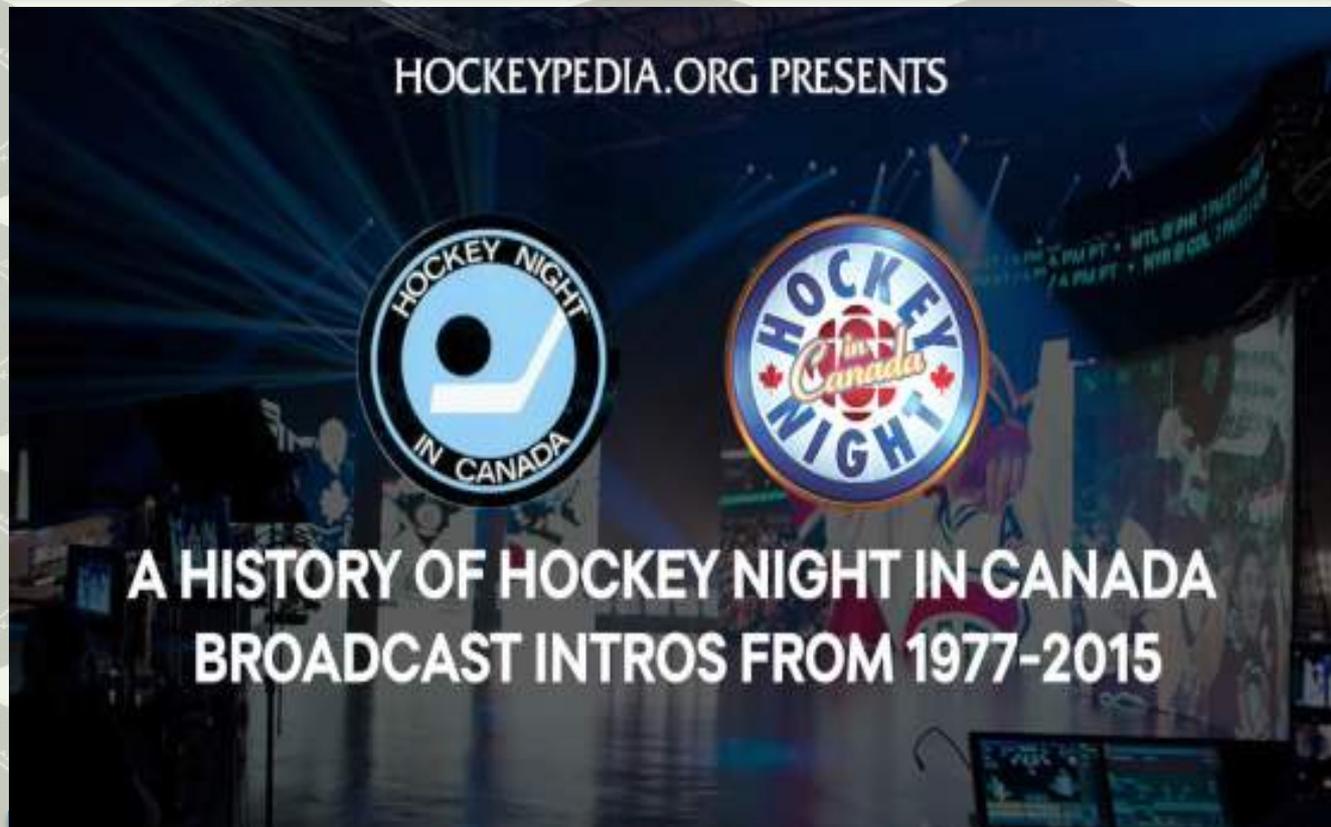
AS HEARD ON

TV

TV Theme Music Connects Us To Our Culture, Our Heritage, And Our Past.

https://www.youtube.com/watch?v=YsU_Q6xwcAw

Original Hockey Night in Canada Theme



Officially terminated on June 06, 2008

The Reaction of Canadians When CBC Announced it Would Drop the “Hockey Night in Canada Theme:

Online Blogs from 2008 found at CBC.CA

“CBC, You have hurt Canada, You have hurt everyone who grew up with the "Hockey Night in Canada Theme" song. You have taken our Tradition and replaced it with an "American Idol like" contest. Just a total and complete shame.”

“CBC has a mandate to protect Canadian culture. Have they forgotten their role?”

“The Hockey Night In Canada theme IS Hockey Night In Canada. In our house, when HNIC starts we blast the theme. . . CBC is making a big, big mistake. I don't know if it will be the same. There is 40 years of history behind that song.”

Dolores Claman Composed the Hockey Night in Canada Theme Song



The New Hockey Night in Canada Theme Song

https://www.youtube.com/watch?v=99sKYB_IrNU



Music in Television: Beyond Theme Music

- **Music is used in a lot of Television Programming the same way that it is used in film – to establish meaning**
- **Some aspects of television are very different, particularly:**
 - (1) Commercials, (2) Sporting Events, &**
 - (3) Information (News & Talk Shows)**



TV Commercials



Coca-Cola



Coca Cola Commercial aired in 1971

- Music from TV commercials have been so successful, that they have become songs in their own right
- Example: **Coca Cola**, “I’d like to Teach the World to Sing” is a pop song which originated as an advertising jingle 1971 as a TV commercial.



The commercial featured young people from around the world singing on a hilltop outside Rome, Italy.

https://www.youtube.com/watch?v=_zCsFvVg0UY

Coca Cola Commercial Cont . . .

- The was so popular that the song was re-issued without the Coke reference by *The New Seekers* called “I’d like to teach the world to sing” and became a hit in its own right, climbing to **UK #1** and **US #7** in 1971 and 1972.
- The song's melody was later used as the basis of the song “Shakermaker” by the rock group *Oasis*. They were successfully sued for the unlicensed use by *The New Seekers* and had to pay out **\$500,000US**.

Sporting Events



NFL on CBS Intro:

Very Powerful and Dramatic Music!

<https://www.youtube.com/watch?v=VZpQzyyig7k>



NFL on CBS - Broncos vs. Chargers Intro 2015

Information Television (News and Talk Shows)

- News Themes are significant and integral components of a nightly newscast, particularly for large networks, as they attest to the quality of programming one can expect from the newscast.
- Music is also used as a “buffer” (called a bumper in the industry) to come in and out of commercial breaks.
- Talk shows rely on music in much the same way

NBC Nightly News with Brian Williams: March 20, 2014

<https://www.youtube.com/watch?v=Z3mLb5qmXCU>



John Williams conducting the NBC News Theme in Studio with Live Orchestra

<https://www.youtube.com/watch?v=l7kIgcYgIQk>



A New Paradigm of Musical Experiences

- Music teachers must accept the reality that students of all ages are experiencing music in a vastly different manner than just a generation ago.

*Music is Ubiquitous
(anytime, anywhere, 24-7)*



The Bottom Line . . .

(1) Given the new paradigm of musical experiences in the digital era (mp3s, ring tones, video games, TV, etc.), a new paradigm of music education curriculum must ensue.



The Bottom Line . . .

REVISED

(2) Why should there be a new paradigm of music education curriculum?

Answer:

Curriculum is (and should be) a reflection of society.



Questions to be Discussed (Think/Pair/Share):

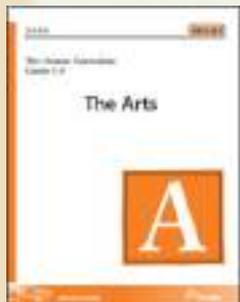
- (i) If curriculum is a reflection of society, then why does our current music curriculum (for the most part) not look, feel, and sound like the new paradigm of musical experiences?**
- (ii) How do we get our music curriculum to look, feel, and sound like the new paradigm of musical experiences?**
- (iii) How do we get our students to authentically hear the music in an age of anytime, anywhere, musical experiences?**

Session #2A Summary

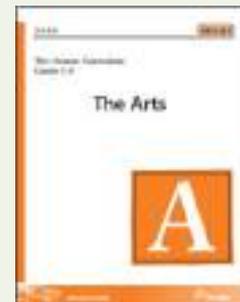
- (1) Brainteaser Activity (historical events)**
- (2) Listening Activity (synesthesia)**
- (3) The New Paradigm of Musical Experiences:**
 - (i) The Digital Revolution**
 - (ii) The Ubiquity of Music (ringtones, video games, and television)**

Next Session Preparation

Course Readings:



(1) *The Ontario Arts Curriculum*
(Music Component).



(2) *Curriculum Dis-chord: Exposing Inequality
in Music Education.*

**Both Documents Available as a
PDF on the course website**

Have a
Great Day!