

**Title:** Music in Consumerism

**Meeting time:** The class will meet M,W, and every other Friday for one hour as part of a fine arts block.

**Instructors names:** Jessica Brummel, Abigail Huck, Abigail Giles, Bailey Eisenbraun, Alex Meek

**Purpose:** To identify the roles and influences of music in everyday life, particularly in the areas of movie scores, advertising, places of business, interpersonal relationships, etc. Students will distinguish how music in ads affect your shopping tendencies, then tie into how music affects relationships.

**Course overview:** Students in the course will explore music in ads, music in film, music in public places, and other spheres of influence.

**Text:** Required reading will include excerpts from;

- *Complete Guide of Film Scoring* by Richard Harding Davis
  - ISBN: 9781617743313
- *Reel Music: Exploring 100 Years of Film Music* - 2nd edition
  - ISBN13: 9780393937667
- *The Music of Nature and the Nature of Music*
  - [https://www.researchgate.net/publication/235232340\\_The\\_Music\\_of\\_Nature\\_and\\_the\\_Nature\\_of\\_Music](https://www.researchgate.net/publication/235232340_The_Music_of_Nature_and_the_Nature_of_Music)
- *Music and Consumer Experience* by John T. Lang
  - <https://onlinelibrary.wiley.com/doi/full/10.1002/9781118989463.wbeccs177>

**Objectives:** Students will show how music impacts their mood and daily lives by keeping a journal, composing a playlist for various activities, and analyzing musical selections through text. Students will also demonstrate the relationship between music and consumerism by pairing soundtracks with videos and advertisements, as well as analyzing music found in different types of public businesses.

## **Expectations:**

Professionalism- Students are expected to be on time to class and will show respect to their peers and teacher. They will work together towards a common goal.

Attendance- Attendance is required for this class. If a student is going to have a planned absence, it needs to be discussed either over email or in person with the teacher at least 24 hours beforehand. The absence is not excused unless the student hears so back from the teacher.

1 pt will be marked off of the final grade for each unexcused absence.

Assignments- All assignments will be presented in class and are listed on the syllabus. They are expected to on time and with quality work. Late assignments will receive a 10% deduction for each class period they are late.

Class Conduct- Students will follow all of the rules stated in the School handbook. These rules will be enforced throughout class.

## **Assignments:**

- Read, respond, and discuss texts given in class
- Create soundtrack for a video that adds to what is happening in the scene
- Explore shopping centers and take note of music
- Create an advertisement with background music
- Create a playlist for a place of business around town, extra credit if they bring this playlist to an employer with a rationale
- Create a playlist for an activity in life--sleeping, working out, driving, etc and provide a detailed rationale on why music was chosen
- Keep a journal of how music affects their life day-to-day (this would be their final, as well as a presentation to the class on their findings)

**Proposed Course Calendar:** (This section will be based on the number of units you propose to present, the order of presentation, and dates of the presentations.)

Course = 1 semester (January-May)

1 Unit = approx. 3 weeks

Unit Calendar

Music in Film - Weeks 1-3

Music in Places of Business - Weeks 4-7

Music in Ads - Weeks 8-11

Music and its Effect on Everyday Life - Weeks 12-14

Week 15= Update and compile projects for Final

(Week 16 = Finals week - Submit 5 projects together)

\*Large projects are due at the end of each unit. This will leave no final exam, but the students will revise their previous projects from each unit and compile them to submit all 5 projects as the final summative assessment.

### **Material Covered in Units**

Music in Film

Music in Places of Business

- Music in Shopping Centers
- Music in Restaurants

Music in Ads

Music in Everyday Life

### **Anticipated lessons:**

- Unit One- Music in Film
  - Lesson 1.1
    - Content- introduce journaling, discuss films, introductory film lesson
    - Homework due- journal entry 1 by end of period (eop)
  - Lesson 1.2
    - Content- Discussion/Lecture over Movie scores vs. Foley Artists
    - Homework due- exit ticket (eop)
  - Lesson 1.3
    - Content- GarageBand introduction activity
    - Homework due- GarageBand Loops (eop)
  - Lesson 1.4

- Content- Introduce Project 1, half student work day
  - Homework due- Video successfully chosen and approved by teacher (bop)
- Lesson 1.5
  - Content- GarageBand
  - Homework due-
- Lesson 1.6
  - Content- GarageBand Work Day
  - Homework due-
- Lesson 1.7
  - Content- GarageBand Work Day
  - Homework due- continual work on project 1
- Lesson 1.8
  - Content- Present Film Projects- Movie Day!
  - Homework due- Film Score Due (bop)
- Unit Two- Music in Places of Business
  - Lesson 2.1
    - Content- Introductory Lesson on Music in Places of Business
    - Homework due- journal entry 2 due by end of class (eop)
  - Unit Two A- *Music in Shopping Centers*
    - Lesson 2.2
      - Content- Lesson on how music in shopping centers choose the music that they play and how that affects buyers
      - Homework due-
    - Lesson 2.3
      - Content- Class Discussion: share what they learned in their observations about music in shopping centers.
      - Homework due- Students will turn in a journal reflection (#3) on what they learned about music in consumerism when they explored the shopping mall together. (eop)
    - Lesson 2.4
      - Content- Project 2 introduced (Students will make a playlist for a shopping center.) They will use their previous knowledge gained from doing hands-on research of music in the shopping center.
      - Homework due- Journal entry on class discussion in the last class and what they learned from the class discussion. What would you do differently or change?
    - Lesson 2.5

- Content- Students present their playlists and explain their rationale for this.
    - Homework due- Playlist for project 2.due
  - Unit Two B- *Music in Restaurants*
    - Lesson 2.6
      - Content-
      - Homework due-
    - Lesson 2.7
      - Content-
      - Homework due-
    - Lesson 2.8
      - Content-
      - Homework due-
    - Lesson 2.9
      - Content-
      - Homework due-
    - Lesson 2.10
      - Content-
      - Homework due-
  - Unit Three- *Music in Advertisements*
    - Lesson 3.1
      - Content- Introductory lesson on Advertisements- linking music with emotional aspects
      - Homework due- exit ticket
    - Lesson 3.2
      - Content- Introduce Advertisement Project, Socratic Circle discussion on advertising
      - Homework due- Journal entry on class discussion. What makes certain ads more convincing?
    - Lesson 3.3
      - Content- In-class activity: identifying underlying emotion based on context
      - Homework due- choose group for Advertisement Project, get it approved (eop)
    - Lesson 3.4
      - Content-Incorporate Speech class - invite speech teacher to come lecture about different forms of persuasion to help build intercurricular relations
      - Homework due- Product idea submitted for approval (bop)

- Lesson 3.5
  - Content- Activity: Creating a Storyboard, Group Collaboration
  - Homework due- Storyboard for Advertisement Project
- Lesson 3.6
  - Content- How to handle Technology lecture and activity
  - Homework due- completed modules on correct technology usage
- Lesson 3.7
  - Content- In-class Work Day (video/audio)
  - Homework due- continual work on Advertisement Project
- Lesson 3.8
  - Content-In-class Work Day (video/audio)
  - Homework due-continual work on Advertisement Project
- Lesson 3.9
  - Content- In-class Work Day (splicing)
  - Homework due- continual work on Advertisement Project
- Lesson 3.10
  - Content- Advertisement Presentation Day! Groups will present their video, along with their rationale which must include the form of persuasion being used.
  - Homework due- Advertising Project (bop)
- Unit Four- Music in Everyday Life
  - Lesson 4.1
    - Content- Discussion about Music Genres
    - Homework due- Journal entry on discussion
  - Lesson 4.2
    - Content- Integrate Social Studies- history teacher comes in to share about specific time period
    - Homework due- worksheet over in class experience (eop)
  - Lesson 4.3
    - Content-
    - Homework due-
  - Lesson 4.4
    - Content-
    - Homework due-
  - Lesson 4.5
    - Content- Student Work Day
    - Homework due- Continual work on Project

- Lesson 4.6
  - Content- Student Work Day
  - Homework due- Continual work on Project
- Lesson 4.7
  - Content- Present Day! Students will be presenting their chosen project for the class with a rationale.
  - Homework due- Project
- Final Project Block
  - Lesson 5.1
    - Content- Review Day- Remind about requirements for final
    - Homework due- n/a
  - Lesson 5.2
    - Content- Final Project revisions
    - Homework due- n/a
  - Lesson 5.3
    - Content- Final Project Revisions/ Work day
    - Homework due- n/a
  - Lesson 5.4
    - Content-Final Project Revisions/ Work day
    - Homework due- n/a
  - Lesson 5.5
    - Content-Final Project Revisions/ Work day
    - Homework due- Final Project due (eoc)