

TECHNOLOGY/SOCIAL MEDIA IN MUSIC EDUCATION



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INTRODUCTION

With the consistent development of technology, especially with the current trend of social media marketing and AI integration in our society, incorporating these new modern-day practices can help advance the overall efficiency of the collective in a multitude of ways. Taking a look at technology and social media in music education, educators can find value in using the tools if used intentionally.



PAST, PRESENT, FUTURE

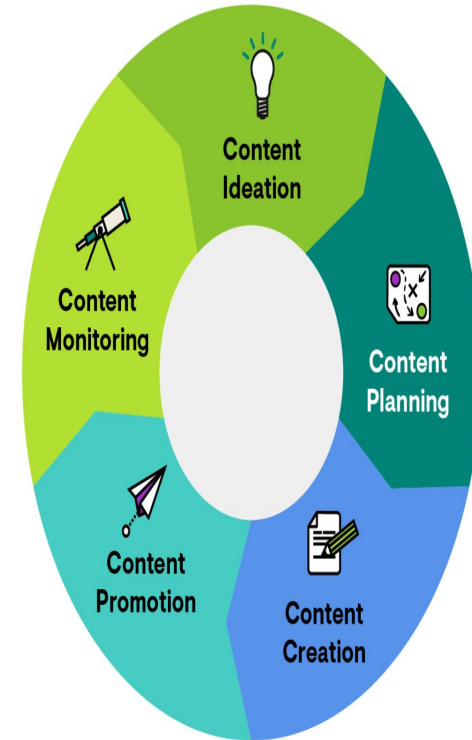


Traditionally, music classes discuss the basics of music and primarily focus on teaching and learning the basics of music, such as sharps, flats, key signatures, time signatures, tempo markings, etc., as well as basic performance repertoire showcasing those learnings. If music educators on a wide scale focused on incorporating more techniques/practices outside the standard music education curriculum, students would be able to see more opportunities that music can offer in this day and age.

CONTENT CREATION

With the evolution of social media, people, influencers, and businesses, there is a natural need for more musicians in the world. In business, copyright prohibits other people or businesses from using the same copyrighted materials, such as images and sounds. With copyright being a concern for businesses and business owners, it is beneficial to have original works/materials to create an identity for branding purposes. As a result, this concern creates a need for more original music and creates opportunities for musicians to get work

The Content Lifecycle



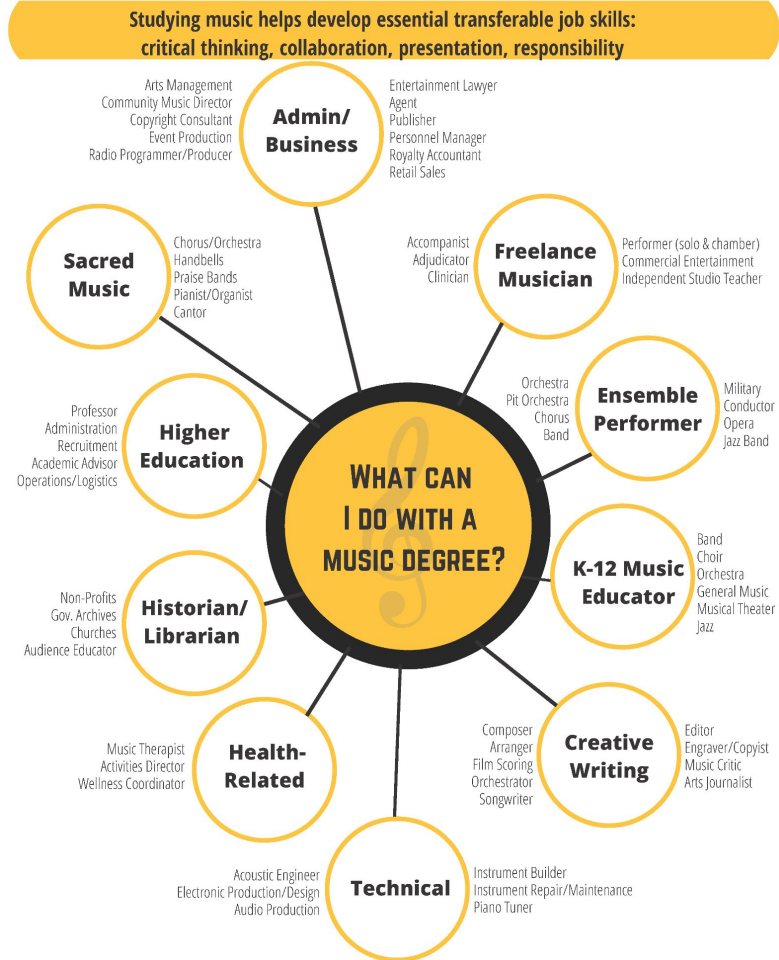
Patronage in the Past

During the ages of early music, such as the Baroque, classical, and Romantic periods, prestigious composers such as Francesca Caccini, Beethoven, Mozart, and many more would receive patronage and be compensated for creating fresh material for events or gatherings typically from royalty. Today, history is still repeating itself. Celebrities are contacted to help market their business, drive sales, and promote new products or promotions. If music educators created a space in their curriculum that explained the doors/ opportunities that could open in doing music as a career, there would be more musicians and less of people taking jobs that they don't have a passion for.



Music Careers

what typically stops young teens pursuing music that has a passion for it is the fear of doing music from as a well-paid career. Music educators could drastically alter this stigma with corresponding changes. Music education currently is geared more toward performance, music theory, and vocal performance. Since music plays a massive role in the entertainment industry, it would be beneficial to teach students how to immerse themselves in the field earlier as opposed to when they get to college or find out on their own.



MUSIC EDUCATION WITH TECHNOLOGY



During the 60s-70s era of music outside of instruments, music gear was harder to come by due to the equipment being expensive and less accessible. Back then, artists involved in the making of their craft, musicians, people in radio, and audio engineers were usually the main culprits in being able to work and/or own studio equipment. Today, there are free Digital Audio Workstations (DAWs) that allow anyone with a computer to be able to produce their material.

THE STUDIO TODAY

Every MacBook computer/laptop/desktop brings the application “GarageBand” to every Mac user. The software allows users to fulfill their music production needs, providing free stock sounds for new producers to get acclimated with. The application also comes with a mixer that allows mix and master capabilities to process and clean the audio. Grammy award-winning artist Steve Lacy is known for using GarageBand to release music.

Don't own a Mac? No worry, BandLab is a new emerging free DAW that has been popular with new up-and-coming music producers and enables a safe, free way to explore music creation from a web browser. BandLab is available in app stores, so the option to create music wherever you go is available to its users. The application also comes with free effects such as reverb, compression, delay, and more. As long as you have internet access or a phone, any BandLab user can explore the world of music creation at the palm of their fingertips.



 BandLab

MUSIC MARKETING

- Virginia's own Pusha T is credited for co-writing "I'm Lovin It" McDonald's longest-running market campaign in November 2003. If the skill of marketing music were a part of the curriculum of music, the number of musicians could possibly double and lead to more individual fulfillment, raising quality of life.





LEARNING WITH MUSIC PRODUCTION

Integrating music production and DAWs into the music curriculum allows for more opportunities for music students to learn music. With programs such as Sibelius or Noteflight, students have the opportunity to further explore composition. Using DAWs in the classroom, early music students have the opportunity to see a number of music symbols and build recognition of the language of music



MUSIC PRODUCTION IN THE CLASSROOM

Creating lessons using music production could also be a refreshing and creative experience for teachers and students. In Using any DAW of choice, the instructor could create songs/music with their students and make the experience interactive. Students could create their own projects and display their works for the class to see and be potentially shared with other students and faculty.

The music department of a school using music production and/or composition DAWs have the opportunity to create new or updated versions of their school's anthems or fight song. The experience could bring students and faculty together creating more school pride in large.

