# Music Media and Markets

## Prof. Gianni Sibilla

***COURSE AIMS AND INTENDED LEARNING OUTCOMES***

The course aims to provide students with the key concepts for the analysis of media and popular music system, with a focus on digitalisation. The course thus examines the change in the socio-cultural, productive and media framework that encompasses artists, songs, performances, music media, digital technologies for the creation, distribution and consumption of sounds.

There will be a particular focus on the “live” aspect of music and the relationship between music, television/platforms and television series.

At the end of the course, students will be able to:

– Understand and appreciate the importance of popular music in production, narration, and communication mechanisms.

– Assess, with a high degree of autonomy, the communication processes at the basis of media texts in popular music: record productions, concerts, performances, music videos, and social media.

***COURSE CONTENT***

The languages, the communications and the technologies of popular music, from traditional to digital media.

1. An analysis of the traditional models for media broadcasting of music: the story of popular music.
2. The digital platformisation of music: the transformations of the market and of consuming, from possession to access, from downloading to streaming,
3. The different forms of music and media performances: from concerts to television, from social media to digital livestream.
4. Songs in TV series: forms of storytelling and the relationship between the audio-visual and musical industries.

***READING LIST***

*Required reading*

G. Sibilla, *L’industria della canzone,* Laterza, Roma-Bari, 2024 (available in late April 2024).

D. Cardini, G. Sibilla, *Le canzoni nelle serie tv. Forme narrative e linguaggi produttivi. Patròn, Bologna, 2021.*

G. Sibilla, “The concert will be televised. Il “live” come modello narrativo e produttivo nella musica pop e nei media”, Comunicazioni Sociali (https://comunicazionisociali.vitaepensiero.it/scheda-articolo\_digital/gianni-sibilla/the-concert-will-be-televised-il-live-come-modello-narrativoe-produttivo-nella-musica-pop-e-nei-media-001200\_2020\_0002\_0254-370330.html)

***TEACHING METHOD***

Lectures, with aid of audio-visual and IT supports. Support materials and reading materials for further study will be provided to students through the Blackboard platform.

***ASSESSMENT METHOD AND CRITERIA***

Written exam. Students will be assessed on their ability to engage with, summarise and elaborate on the topics presented in lectures, providing examples that demonstrate their understanding and independent analysis of content.

***NOTES AND PREREQUISITES***

Students enrolled in this course are expected to have a basic knowledge of the media communication system.

Further information can be found on the lecturer's webpage at http://docenti.unicatt.it/web/searchByName.do?language=ENG or on the Faculty notice board.