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GBLD 194.07: Seminar: Music, Meaning and Manipulation

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GLBD 194.07
Music, Meaning, and Manipulation
Fall 2022: 3 Credits

Instructor: Dr. James Randall
Office/phone: 214 Music Bldg.

E-mail: james.randall@umontana.edu
Hours: Wednesday, 10-12 (or by appt.)

Required Texts:

Weekly readings and viewing materials will be posted to our Moodle course shell.

Description:

We are inundated with music in our daily life, but few of us consider how it influences our thoughts and behaviors. In the media, music is used in sophisticated ways to sell us products, political candidates, and belief systems. We are being manipulated. While music may seem like magic, there's a careful process and intention behind it. This course examines research in the fields of musicology, neuroscience, anthropology, psychology, advertising, and film studies to better understand the tricks of the trade. Assignments include short essays, class presentations, and group creative projects.

Assignments will include written analyses of music's role in media, politics, film, and advertising, as well as creative projects in which students use music to craft their own messages in the form of mock advertisements, short film scoring exercises and other creative works. No prior musical experience is required.

Learning Outcomes

- Identify ways that music is used in media to influence and to persuade
- Recognize and describe theories of musical meaning
- Apply theories of musical meaning in analytical short essays, class discussion, and creative projects

Evaluation:

Grades will be based on your performance on the following:

Musical Identity Essay	10%
Quizzes	10%
Essay II	10%
Essay III or Creative Project	10%
Small Group Presentations	20%
Homework/Attendance/Participation	40%

Paper extensions will only be permitted with a valid excuse—family illness, medical emergency, etc.

Students with special needs or disabilities should see the instructor for accommodations.

Grading scale is as follows:

A	93-100%	C	73-77%
A-	90-92%	C-	70-72%
B+	88-89%	D+	68-69%
B	83-87%	D	63-67%
B-	80-82%	D-	60-62%
C+	78-79%	F	59% and below

Academic Misconduct and the Student Conduct Code:

All students must practice academic honesty. Academic misconduct is subject to an academic penalty by the course instructor and/or disciplinary sanction by the University. All students need to be familiar with the Student Conduct Code. The Code is available for review online at www.umt.edu/SA/VP/SA/Index.cfm/page/

Course Topics

Musical Boot Camp: Listening to music; how to talk about it

Is music a universal language? If so, how?

How does music communicate meaning?

Music and Identity

Music and Advertising

Music in Social Movements

Music and Film

Music and Propaganda

Course Schedule

See Moodle for weekly topics, readings, viewings, and assignments.