

How djs communicate with club audience



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How do DJs communicate with club audience Communication is an inextricable aspect of our everyday life.

We engage in communication either as senders of messages or as receivers of messages. And in some cases it is within or to our self. (Beck, A. Bennett, P.

and Wall, P. 2005: 1). How DJs communicate with the club audience is without doubt a significant aspect of music entertainment.

This essay will focus on how a DJ engages in an effective communication with his/her club audience. It sought to investigate the significance of communication in appearance and performance within a given context (nightclub). In order to examine the communication skills between a DJ and club audience, this essay will briefly discuss a background of the acronym DJ in relation to the club context.

Thereafter it will delve into explaining the major communication skills used by DJs to communicate to the audience. A conclusion will then be made recapitulating the main ideas of the essay. According to Lippit (2006: 71), the acronym DJ stands for the words Disc Jockey but the phonetic version Deejay is often used to refer to DJ.

(Jones, 2007: 12). The club environment contains a lot of interaction.

Nightclub environments are playful spaces where the atmosphere encourages exploratory relationships with music, dance, visual elements, and performance. DJs exist in this space to facilitate these explorations with

their technical and performative presentation of a live mix or recorded music.

(Gates, 2006: 72). A DJ therefore acts as an intermediary that enhances these explorations through technical and performative presentation of a live mix of music. Generally speaking Interaction between the audience and the DJ significantly differs as a priority from DJ to DJ. This is because of certain qualities such as personal preferences, style, and environmental and social factors. Regardless the demands of selecting and mixing music, DJs endeavor to communicate effectively with their audience. Generally speaking a huge number of DJs collect much information in similar ways. Non-verbal communication is a distinctive way of communication between DJs and club audience.

Non-verbal communication in this perspective encompasses different ways of communication such as gesture, dancing, eye contact, facial expression and posture. Francis and Bacon (1884, 1947) recognized gesture as a medium of communication that coordinates with vocal and written language. (GORDON, R. Druckman, D.

Rozelle, Rand Baxter, J. 2006: 75). The audiences on the other hand engage in non-verbal communicative approaches to pass on messages to the DJ. Examples of these non-verbal behaviors include smiling, waving their hands, cheering, or dancing. The messages sent and received between DJs and audience are largely embedded in non-verbal communication style. Dancing is a form of non-verbal communication that plays an important role in the communication between DJs and club audience.

Dancing makes use of other ways of non-verbal communication ways such as codes of space, touch, facial expressions, and eye contact. Nevertheless, understanding the message in dancing is a way of communication between DJs and their audience. For instance, when the dance floor is crowded with active dancers the DJ immediately knows that he is brilliantly communicating with his/her audience. Social Interaction is another explicit way of exploring communication between DJs and club audience. By monitoring the social interaction in the audience, DJs can gather a wide variety of information. For example, when groups of people begin to dance around in circles while the DJ is performing, it clearly communicates to the DJ that the audience is having a great time. Another significant method of communication between DJs and club audience is by listening to the general hum of the audience. DJs are often trained to be able to recognize different sounds such as conversations, laughter, yelling, cheering, or even silence.

All these sounds in turn describe the particular communicative sign that exist at a particular time. Having said all these it is important to add that there are certain technologies that can be put in clubs to measure the communication skills. These technologies often work in terms of direct dance floor feedback, but this becomes misleading because not everyone who is enjoying the music expresses it in an energetic mode of dancing. Other technologies that measure communication between DJs and audience include HCI developments such as biofeedback mechanisms for crowd-based interactions. In conclusion, the communication between a DJ and his/her audience is considered in a range of scenarios from verbal and non-verbal communication skills.

This essay has tried to discuss the prevalent way DJs communicate with their audience. It focused on non-verbal behavior as communication approaches. This is because a huge fraction of effective communication between DJs and club audience is often non-verbal. Verbal skills such as listening skills and the use of modern technologies was also discussed as method of communication between DJs and their club audience. It is important to note that the success of these recent technologies cannot be matched to core communication skills such as verbal and non-verbal skills. Reference: * Beck, A. Bennett, P. and Wall, P.

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