

Music in the marketplace

[Art & Culture](#), [Music](#)



Music in the Market Place Listening to music is one of the most interesting phenomena that create a revolution in the sphere of the human heart.

Different music has messages that impact on the populace differently to the extent that varied set of satisfaction is achieved (Solie 124). The aim of this paper is to offer a comparative analysis of music played in two different clubs visited in the recent past.

The first club played romantic songs, and the presence of married couples stimulated the environment with soft music playing in the background. The couples interacted positively with the environment, as the music seemed to put a message of love directly to the audience. The place smelt fresh with flower scents all over the environment setup. Drinks were served to the couples as it seemed as though the event was sought of a festival. There was no other sound audible in the environment and the space was sufficient to ease movement or a dance. The music in this setting is important in defining the space and aids in crafting the identity for the brand. The music made me feel refreshed, and the other members of the audience felt relaxed, especially due to the smell of the environment and the smooth romantic music.

The other club visited a few miles away had a direct contrast with the place where romantic songs were being played. The second club played rock music with a big number of people in attendance. The place was stuffy, and no one seemed to enjoy the serenity of the environment. On the other hand, there was an audible sound coming from a construction site a factor that affected the music. Essentially, the club had limited space due huge number of people. Though the rest of the audience mostly seemed to enjoy the moment

and the music, I did not.

Work Cited:

Solie, Ruth A. *Music in Other Words: Victorian Conversations*. Berkeley:

University of California Press, 2004. Internet resource.