

# Media analysis

Literature, Russian Literature



Effects of Music on Media Production Today, one realizes that when they are watching a movie, listening to a commercial on radio or television, or viewing and listening to other digital and audio media production, there is always music involved. Since this trend of featuring music in media productions continues to grow, there has been a concern whether the use of musical accompaniment in media production is beneficial or not. For instance, in an instructional slide show, will music boost the audience's concentration, or will it cause distraction? Some studies have shown that musical elements such as the tempo, rhythm, harmony, modality, among others, are crucial as they participate in the process of disseminating message in the media production to its intended audience. This essay discusses how music influences media production in both the positive and negative ways, if there is any.

When music is used as an accompaniment in high-definition slide sets, television, motion pictures, and films productions, both the media producers and commercial producers accept and recommend this. In this case, music will be in the form of background, or mood music. However, there has been a debate whether this kind of music in media production results in increased motivation, enjoyment, and more learning for the people receiving the message in the media production (Seidman WEB).

Some people believe that if the media production is meant exclusively for learning or education purposes, then the inclusion of background or mood music is unnecessary. This is because it lowers the concentration of the audience, and instead of paying attention to the educative material in the media, most will concentrate on the music alone. Various experimental

evidence also point to this fact. Other scholars have argued against use of music in educational media because music produces different moods on the people, therefore, their mood of learning might be messed up, such that they will not benefit from what was meant to be an educative media session. This includes both instructional films and educational television programs.

However, in media productions with other goals apart from educational goals, it is right to use the music. These include entertainment media productions, where people have entertainment as their sole purpose.

Whether they concentrate or not, it will not cost them much, as music is also meant for entertainment (Seidman WEB).

There are different roles music plays in media productions. For instance, in movies, background music gives the audience some relaxation and sets the mood for the movie. If it is a sad movie, the sad background music will set in a sad mood for the audience to relate with the movie. During a commercial, music will make the audience to pay more attention to the commercial.

Although a majority of people argue against music in educational media, Kuehn argues that instrumental music helps in the studying process, as it helps clear out disruptions (WEB).

Conclusively, music in media productions plays different roles. However, there are more positive roles than there are negative roles. Most scholars have argued against music in educational media productions such as educational television programs, as the music will be a distraction to the message recipients. However, music is accepted and encouraged in other media productions that are meant for pure entertainment. Nonetheless, music mainly sets the mood for its audience, which is a vital factor in

determining the outcome of any activity.

#### Works Cited

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