

Argumentative essay on thinking about tv and popular music

[Business](#), [Industries](#)



Of all of the common evolution we have discussed in class, I think one of the most common is the evolution of music industry. The music path has been long, but finally in current days it seems to be in its final destination. "Video Killed the Radio Star" was the first video to be played. This was like magic in early 80s since there is no comparison of listening music on radio to watching music video. As I was reading "Assessing MTV's effect on music in the early '80s" I could vividly describe how the music was before the music video was discovered. I believe Michael Wells has come to his conclusions because of his own traumatic experiences while watching Video Killed the Radio Star (Prato, 2010).

According to his experience music itself was important, however visual enhancement added more value since it exposed the meaning and the theme of the song. We all know that technology is the father of invention, as time passed the video would employ the latest technologies, emphasizing special effects within highly elaborate productions. In the days before video would become mainstream, things were less difficult. Bands would make demo tapes and submit them to record companies. The emphasis was on image and less on music. The nature of the business was altered by the transformation of music by increase the sales. Michael Wells reviews that the music was less complicated and very easy to comprehend. Production was also easy and not complicated like current days (Levinson, 2005).

The article has interesting facts on evolution of music industries showed by the assessment that was done. I think video music is not the last evolution we will have in music industry. The target audiences of MTV are known to be young adults and adolescent teenagers. Finger pointing toward the media

giant since MTV held the fate of many artists in their hands. I feel holds a much higher level of legitimacy than many other stations that foster violent programming. Although they don't take sole ownership of violence over the television medium, MTV provides an abundant source of aggressive violence through their various music videos and shows (Gutman, 2008).

Reference

Prato, G. (2010). MTV ruled the world: The early years of music video. United States: Greg Prato.

Levinson, P. J. (2005). Tommy Dorsey: Livin' in a great big way: a biography. Cambridge, MA: Da Capo Press.

Gutman, M. (January 01, 2008). Glasbeni video kot marketinško orodje glasbene industrije =: Music video as a marketing tool of music industry. Monitor Ish, 10, 165-185.