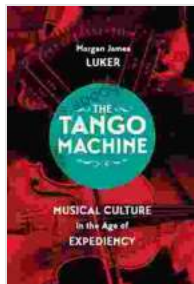


# Musical Culture in the Age of Expediency: Navigating the Evolving Landscape of Music



## The Tango Machine: Musical Culture in the Age of Expediency (Chicago Studies in Ethnomusicology)

by Jane Ross Fallon

★★★★★ 5 out of 5

Language : English  
File size : 1560 KB  
Text-to-Speech : Enabled  
Screen Reader : Supported  
Enhanced typesetting : Enabled  
Word Wise : Enabled  
Print length : 234 pages  
Lending : Enabled



In the ever-evolving digital landscape, music has undergone a profound transformation. The advent of streaming platforms, social media, and music production software has revolutionized the way we create, distribute, and consume music. 'Musical Culture in the Age of Expediency' delves into this dynamic world, offering a comprehensive exploration of the impact of technology, globalization, and social media on the music industry.

## The Rise of Digital Music Platforms

The emergence of digital music platforms like Spotify, Apple Music, and YouTube has reshaped the music landscape. These platforms have made vast libraries of music accessible to listeners worldwide, democratizing access and breaking geographical barriers. However, they have also raised

concerns about artist compensation and the impact on traditional music distribution channels.



## The Role of Social Media

Social media has become a powerful tool for musicians to connect with their fans, promote their music, and build communities. Platforms like Instagram, TikTok, and Twitter provide artists with direct access to their audience, allowing them to share their creative journey, behind-the-scenes content, and interact with their followers. Additionally, social media has become a major platform for music discovery, with users sharing and recommending new music with their networks.



## **The Impact on Music Production**

Advances in music production technology have made it easier than ever for musicians to create and record their own music. Digital audio workstations (DAWs) and music production software have democratized music production, enabling aspiring artists to produce professional-sounding tracks without the need for expensive studio setups. This technological democratization has fostered a diverse and vibrant music scene, with musicians from all backgrounds and locations contributing to the global music landscape.



## **The Challenges of Expediency**

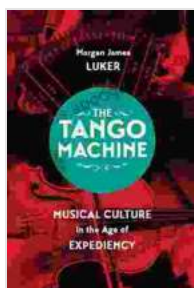
While technology has undoubtedly empowered musicians and expanded the reach of music, it has also brought challenges. The constant pressure to release new music quickly and efficiently has led to a culture of expediency, where artists may prioritize quantity over quality. Additionally, the algorithms and curation practices of digital platforms can influence music consumption patterns, potentially limiting diversity and discovery.

## **The Future of Musical Culture**

As technology continues to evolve, the music industry will undoubtedly face further transformations. 'Musical Culture in the Age of Expediency' explores the potential implications of emerging technologies like artificial intelligence (AI) and virtual reality (VR) on music creation, performance, and

consumption. By examining these trends, the book provides insights into the future of musical culture and the challenges and opportunities that lie ahead.

'Musical Culture in the Age of Expediency' is an essential read for anyone interested in the transformative power of music in the digital age. Through its comprehensive analysis, the book provides a roadmap for navigating the evolving landscape of music, offering invaluable insights for musicians, industry professionals, and music enthusiasts alike. As the digital revolution continues to unfold, this book serves as a timely reminder of the profound impact of technology on the art and culture of music.



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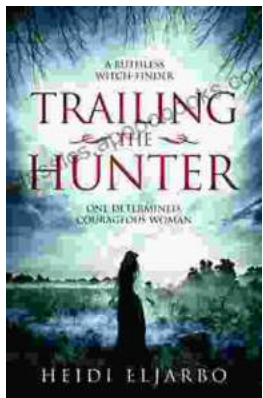
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