

Shanice Watters
MUS349 Music Business
Professor Autumn-Carol Nova

The Art of Music

1. Discuss the evolution of music into a formal “business”, from church choirs of the Middle Ages to the Modern enterprise in the 21st century.

The evolution of music is a beautiful insight into the history of music. Today we can always hear superstars saying that they started singing in the church. Only that in the past singing in the churches resulted in the act of worship and was not considered for industrial gain. In the Middle Ages several publishing firms had developed which created steps to generate weekly salaries to work and write music and they later developed the merchandising methods. However, in the 20th century the modern enterprise experienced a paradigm shift and music became a stream for marketing and monetization in society. The mental capacity changed from only having music in the church, but to creating record labels that maximizes the music industry into being a multibillion framework.

2. What are some of the changes that have come about in the music industry because of new technology?

After reading chapter one, “Overture”, we can say that technology has been a key component in the music industry. If we could create a timeline of inventions that contributed significantly to the music business it would be the following: radio, film, TV, vinyl LPs, CDs, and the web. This statement leads to the aspect that as the world evolves with new technologies so does the music industry. The 19th and 21st century create a consistent flow of evolution in the music industry and the technologies are beneficial to the enterprises and marketing campaigns. The music industry became a means of how to connect with their audiences to generate profitable income at the same time.