

Name _____

Period _____

Date _____

Music and its Function in Society

Music & YOU

Think of all ways MUSIC connects to your LIFE. Write down a list of...

WHERE we experience music



WHAT WE DO while listening

PURPOSES Music Serves

Music & The World Around You: Some of the main PURPOSES and EVENTS music helps to enhance (make special):

1. _____: helps to create a sense of Group, Belonging
2. _____: helps to set a mood for certain emotions, focus
3. _____: helps to stay in our memory, share information

Next, we'll explore some specific examples of songs used for these reasons. We will be covering a broad spectrum of musical styles, genres, and purposes. Some will be familiar, some will be what you like; many others will be different and unusual. However, as a music consumer, you will be exposed to many different types of music your whole life; being open to new types is important to being a good music consumer.

Name _____

LOYALTY: Music can help to create a sense of belonging or group.

History of United States of America's national anthem: "The Star Spangled Banner"

The lyrics were written by _____ on September _____, _____, during the _____. He was on a mission to release an American doctor, Dr. Beanes, from the British. Mr. Key was held aboard a British ship while there was an attack on Fort _____ outside Baltimore, Maryland.

Even though the melody is based on a song from a musicians' society in _____, it was made the United States' official national anthem in _____, about _____ years later.

Listening

Listen to excerpts from a few arrangements (different _____) of the song.

- Whitney Houston
- Lady Gaga
- Renee Fleming
- Jimi Hendrix
- Boston Cello Quartet
- US Army quartet

1. Which arrangement do you prefer?

2. What most affected your preference? Some variables are listed below. Using them, or others, write at least one sentence explaining your opinion. "I just liked it," or "I just didn't like it," are not valid answers.

- Style
- Performer
- Setting of performance
- Performer's interpretation
- Singing vs. Instrumental
- Something else

Star Spangled Banner

Oh, say, can you see, by the dawn's early light,
What so proudly we hail'd at the twilight's last gleaming?
Whose broad stripes and bright stars, thro' the perilous fight,
O'er the ramparts we watch'd, were so gallantly streaming?
And the rockets' red glare, the bombs bursting in air,
Gave proof thro' the night that our flag was still there.
O say, does that star-spangled banner yet wave
O'er the land of the free and the home of the brave?

Information and Questions to Ponder...

What does "perilous" mean?
What is a "rampart"?

Why is there a question mark here?

(Stanzas 2-4 on the next page...)

On the shore dimly seen thro' the mists of the deep,
Where the foe's haughty host in dread silence reposes,
What is that which the breeze, o'er the towering steep,
As it fitfully blows, half conceals, half discloses?
Now it catches the gleam of the morning's first beam,
In full glory reflected, now shines on the stream:
'Tis the star-spangled banner: O, long may it wave
O'er the land of the free and the home of the brave!

This means that the British ships were
out in the water, just waiting to start
firing cannons...
What caught the "gleam" of morning light?

And where is that band who so vauntingly swore
That the havoc of war and the battle's confusion
A home and a country should leave us no more?
Their blood has wash'd out their foul footsteps' pollution.
No refuge could save the hireling and slave
From the terror of flight or the gloom of the grave:
And the star-spangled banner in triumph doth wave
O'er the land of the free and the home of the brave.

Whose blood? What does it mean to "wash
out their foul footsteps' pollution"?
What happened?

O, thus be it ever when freemen shall stand,
Between their lov'd homes and the war's desolation;
Blest with vict'ry and peace, may the heav'n-rescued land
Praise the Pow'r that hath made and preserv'd us a nation!
Then conquer we must, when our cause is just,
And this be our motto: "In God is our trust"
And the star-spangled banner in triumph shall wave
O'er the land of the free and the home of the brave!

What is this saying about the United States'
military?

Go a little deeper...

What you probably know as the "whole" song is in fact just the first stanza (paragraph/verse). Read through the other three stanzas, and then answer the following questions (#1 and #4 will be written answers). The entire poem will be on the next page, and the questions will be after that.

1. **Think & Write:** What is the essence of the other stanzas? What do they mean? What are they saying?
2. **Think & Discuss:** What message does this send to US citizens? (Other than the words on the page...)
3. **Think & Discuss:** What message does this send to people outside the US? (Other than the words on the page...)
4. **Think & Write:** If you had the choice to either keep the national anthem as it is, or change it to another song, what would you do? Write at least one sentence explaining your reasons.

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LOYALTY

Chicago Bears' team song: "Bear Down, Chicago Bears"

History

The song was written by _____ in _____ after

the Bears' historic shut-out win (_____ to _____) against the

_____. It is now the Bears' official _____, and is played

every time they score.

Listen to the song. Then discuss...

1. **Think & Discuss:** What does it sound like? What does it remind you of?
2. **Think & Discuss:** Why would it sound that way?
3. **Think & Discuss:** How does it make you feel (even if you are not a fan)?
4. **Think & Discuss:** How do you think music of *our* generation will be interpreted and "received" in the future?
5. **Think & Discuss:** What is the point of a "fight song"? What makes a good fight song?
6. **Think & Write:** What is one song that motivates you (a personal "fight song")? Why?

"Bear Down, Chicago Bears" Lyrics

Bear Down, Chicago Bears, Bear Down, Chicago Bears,
Make every play, clear the way to victory!
And let them know why you're wearing the crown.
Bear Down, Chicago Bears, You're the pride and joy of Illinois.
Put up a fight, with a might so fearlessly! Chicago Bears, Bear Down!
We'll never forget the way you thrilled the nation,
With your "T" formation.



Chicago Cubs' team song: "Go Cubs, Go!"

History

The song was written by _____ in _____, the year the Cubs won the _____ League East Division _____ Series. Four days before they won, Goodman _____ of leukemia. _____ copies of the song were sold between 1984 and 1987, with proceeds going to _____. On the recording, you can hear several Cubs players singing.

Listen to the song. Then discuss...

1. **Think & Discuss:** What does it sound like? What does it remind you of?
2. **Think & Discuss:** Why would it sound that way?
3. **Think & Discuss:** How does it make you feel (even if you are not a fan)?
4. **Think & Discuss:** Have you heard other versions/arrangements that you like better? Why do you like that one better than the original?
5. **Think & Write:** What other charity events do you know of, especially with music? Have you, or someone you know, donated or purchased a copy? What was the bigger motivation for you: music, or the charity?

"Go Cubs, Go!" Lyrics

Baseball season's underway, Well you better get ready for a brand new day.
Hey, Chicago what do you say? The Cubs are gonna win today.
They're singing Go Cubs, Go! Hey, Chicago, What do you say? The Cubs are gonna win today.
They got the power, they got the speed To be the best in the National League.
Well this is the year and the Cubs are real. Some come on down to Wrigley Field. We're singing...
Baseball time is here again. You can catch it all on WGN.
So stamp your feet and clap your hands. Chicago Cubs got the greatest fans. We're singing now...

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CEREMONY & PROCESSIONALS

A **ceremony** is a kind of formal occasion. What are some kinds of ceremonies?

A **processional** is a special entrance or parade, often for a ceremony or festive occasion. Where have you seen processionals?



“Pomp and Circumstance (Military Marches)”

History

The collection of marches was written between 1857 and _____, by the _____ composer Sir _____. They were originally used for military marches, but are now used for _____ ceremonies.

Listen & Respond

1. **Think & Discuss:** Have you ever used music to help you change your mood/feel better? What music worked for you?
2. **Think & Discuss:** What other activities do you do to help you feel better, like Elgar composing a new piece?
3. **Think & Write:** Why is the “B” section of the song better for a processional than the “A” section?
“A” section:

“B” section:

More Listening & Responding

1. **Song 1 Think & Discuss:** Would you choose to have this played at your wedding? Why or why not?
2. **Song 2 Think & Discuss:** Would you choose to have this played at your wedding? Why or why not?
3. **Song 3 Think & Discuss:** Would you choose to have this played at your wedding? Why or why not?
4. **Song 4 Think & Discuss:** Where would you expect to hear this music?
5. **Song 5 Think & Discuss:** Where would you expect to hear this music?
6. **Song 6 Think & Discuss:** Where would you expect to hear this music?

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MARKETING & ADVERTISING

Think and Discuss: Why do you think music is used in Marketing & Advertising?

What is a “jingle”?

What are some examples?



History

The first “jingle” was aired on the radio on Christmas Eve in _____ around the city and suburbs of _____, Minnesota. The product it advertised was the General Mills cereal _____. It featured a narrator talking about how healthy the cereal was, and a _____ quartet. (They later became known as “The Wheaties Quartet”.) The cereal, which was not selling well across the entire country, suddenly started flying off the shelves: _____ of the 53,000 cases sold that year were sold in Minneapolis-St. Paul!

“Wheaties” Lyrics

Have you tried Wheaties? They’re whole wheat with all of the bran.
Won’t you try Wheaties? For wheat is the best food of man.
They’re crispy and crunchy the whole year through,
The kiddies never tire of them and neither will you.
So just try Wheaties, The best breakfast food in the land.

What are some Advertising and/or Persuasive techniques? List an example for each.

Bandwagon: _____	Example: _____
Bribery: _____	Example: _____
Fear: _____	Example: _____
Plain Folks: _____	Example: _____
Repetition: _____	Example: _____
Testimonials: _____	Example: _____

Homework Directions: Watch a commercial WITH MUSIC in it. Then answer these questions...

1. Product name: _____

2. Target audience (who is the intended consumer?): _____
(Think of age, gender, life circumstance, where they would live, etc.)

3. Advertising technique (circle any that apply)

- Bandwagon -Bribery -Humor -Plain Folks -Symbols
- Beautiful People -Fear -Hyperbole -Repetition -Testimonials (Celebrity)
- Big Lie -Flattery -Name Calling -Scientific Evidence -Warm & Fuzzy

4. Describe how the music sounded/what music was used. Use emotional descriptions, instrument names, names of songs, etc.

5. Which "enhancement" method does it use

- Entertainment -Structure & Continuity (Hold it together)
- Memorability (ex: Luna) -Song gives information -Matches a personality