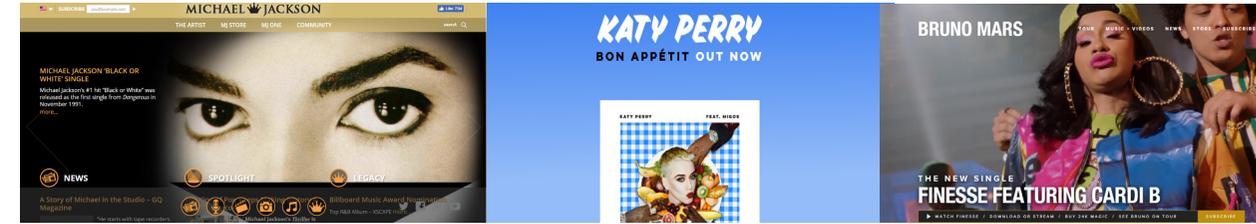


# MUSIC: ONLINE MEDIA

A website is an additional platform that allows an artist to generate new fans and keep existing fans engaged. It should be well structured and easy to navigate.



## PURPOSE OF AN ARTIST WEBSITE

### ARTIST IMAGE

- To help with building a brand/identity
- To introduce a new artist/song
- To provide information about the artist
- To show off an artist's image
- To promote an artist or song

### COMMERCIAL (make £££!)

- To link to an online store to sell merchandise and digital content
- To provide information about the artist such as tour dates or release dates
- To promote an artist or song

### FOR THE FANS

- Provide links to all their social media platforms to increase social engagement from fans
- Can provide an element of interaction with fans
- To attract global fans and distribute to them
- To let fans hear new music or see new videos

## Why audiences use websites - applying Uses and Gratifications theory

To remember the U&G theory, think of P.I.E.S.

- Personal identity
- Information
- Entertainment
- Social interaction



Uses and gratifications theory refers to ACTIVE audiences- audiences who seek out, chose and use media products to satisfy a need. There are four main needs audiences will satisfy when consuming media:

### Personal identity

*(The need or satisfaction of relating to the media product, in the artists, their music etc)*

- Fan identity- they can relate to the artist and their music, the way they look/how the audience want to be (like them)
- to compare their life experiences with those in the artist's lyrics/music

### Information

*(The need or satisfaction of getting information from the media product)*

- Learning about the artist's latest news including new music, music videos, tours and merchandise

### Entertainment

*(The need or satisfaction of escaping from everyday lives and being entertained)*

- Enjoyable functions- watching music videos, exclusive clips and interviews, where they are taken away from their every day lives

**Social Interaction** *(The need or satisfaction of being able to interact with people about the artist - either in person "did you see the latest news/music video" or sharing on social media/being part of a community online)*

- Fan community – eg Katy Perry fanzine, websites, Twitter following, forums, podcasts. Sharing fan identity with others (eg sharing views on artist).
- to discuss with family/friends or by continuing the conversation about latest news on Twitter or Facebook

## YOUR CASE STUDY MUSIC VIDEOS & ARTIST WEBSITES



**KATY PERRY**  
**ROAR (2013)**  
[www.katyperry.com](http://www.katyperry.com)



@katyperry



**BRUNO MARS**  
**UPTOWN FUNK (2014)**  
[www.brunomars.com](http://www.brunomars.com)



@brunomars



**MICHAEL JACKSON**  
**BLACK OR WHITE (1991)**  
[www.michaeljackson.com](http://www.michaeljackson.com)



@michaeljackson

## SOCIAL MEDIA & CONTEXTS

Historically, music fans would form communities offline, maybe meeting through conventions or the back pages of the music magazines. Music journalists had some real clout too and artists would spend time trying to get into the pages of music magazines, whether through reviews or whole articles. Now though, it's much easier for fans to create communities online and these communities can span space and time as the internet has a global reach which operates 24/7. And, where once music journalists were king, now bloggers and vloggers have taken over in many respects.

Social media is very important to the music industry- most fans turn to Twitter and Facebook to keep updated with their favourite bands and how most new tracks and videos will get their launch on social channels. Social media is monitored, often by paying someone to carry out data analysis and monitoring engagement of different tweets, posts and image uploads. This will then inform them of how to launch their next campaign, maybe by using pre-release material, or teasers. Social media is also very important for artists to identify and engage with fans to maintain their relationship, however it is often unlikely that artists write all their own Tweets/Posts and they usually have a brand manager who helps with their online presence

## Types of Music Videos

### CONCEPT BASED

Using ideas and imagery instead of strictly band shots

#### ADVANTAGES

- 👍 Artist and production team can be really creative and come up with unusual ideas.
- 👍 Can become iconic in itself, a text people recognise and enjoy.

#### DISADVANTAGES

- 👎 More expensive to execute
- 👎 Can be time consuming to plan and execute

### PERFORMANCE BASED

A recording of the band as they perform the song. This could either be live or staged

#### ADVANTAGES

- 👍 Cheaper to execute
- 👍 Much quicker to plan and execute
- 👍 Gives a sense of authenticity, shows a 'real' side to the artist

#### DISADVANTAGES

- 👎 Can become repetitive if a band does too many of a similar style.
- 👎 The band has to be already established for the music video to maintain audience interest

## Purpose of Music Videos

- To help sell a song
- To promote an artist or song
- To introduce a new artist/song
- To show off an artist's image
- To help make the song/artist memorable
- To allow the artist/song to be seen/heard on more platforms – music channels, internet, DVDs
- To promote an artist's other skills – dancing or acting maybe
- To provide a visual representation of the song and its narrative
- To entertain the audience
- To allow the audience to connect with the singer/feel like they're watching them live



Instagram



Facebook



Twitter



