

SOME “*SOCIETY*” ISSUES

**OF SCIENCE,
TECHNOLOGY
& SOCIETY [**STS**]**

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ONE ASPECT CAN BE

“MUSIC”

WITH RESPECT TO

COMMUNICATION

& EVOLUTION OF

SOCIETY

AN INITIAL VERY BRIEF
EXPLORATION

**TO STIMULATE FURTHER
INVESTIGATION
VERY COMPLEX ISSUE
MANY DRAMATIC,
UNEXPECTED
& FAR REACHING
EFFECTS**

CAN ASSIST IN:

APPRECIATING **CONTINUING**
EVOLUTION OF MUSIC

PERSPECTIVE

CONTEXT

“MUSIC OF **TODAY**”

“MUSIC OF **FUTURE**”

ONE VERY SIGNIFICANT & DRAMATIC EFFECT

ETHNIC MUSIC

HELPED TO “**ASSIMILATE**” NEW IMMIGRANTS
ALSO HELPED THEM TO “**COPE / MANAGE /
UNDERSTAND**” –
TRANSITION FROM “**OLD COUNTRY**”
TO “**NEW COUNTRY**” – CUSTOMS,
TRADITIONS, “WAYS OF DOING
THINGS,” LANGUAGE, DAILY LIFE,
ETC.

SEEN TODAY WITH **NEW ETHNIC GROUPS** –
HISPANICS, ASIANS, ETC.

ESPECIALLY DUE TO NEW “**GLOBAL ECONOMY
& MOBILITY**”

“MUSIC” COULD ASSIST
SOCIETY WITH ADAPTING
TO SCIENCE & TECHNOLOGY
[STS]
DRAMATIC & FAR REACHING
EFFECTS, ESPECIALLY ON
DAILY LIFE, CULTURE, BELIEFS,
ETC.

ETHNIC MUSIC COULD:

HELP REMEMBER “OLD COUNTRY”
INEXPENSIVE ENTERTAINMENT,
ESPECIALLY FOR LOWER
PAID BLUE COLLAR WORKERS
SOCIALIZING – DANCING
CELEBRATE IMPORTANT EVENTS
- WEDDINGS, ANNIVERSARIES
KEEP TRADITIONS ALIVE
FAMILIARIZE OTHERS WITH
DIFFERENT ETHNIC GROUPS

ETHNIC MUSIC:

ORIGINAL IMMIGRANTS – DEPENDED ON IT

FIRST GENERATION – DRIFTED AWAY TO MORE CURRENT & POPULAR MUSIC, BUT RETAINED SOME HAPPY MEMORIES & LOYALTY TO IT

OTHER GENERATIONS – LOST INTEREST & / OR DID NOT KNOW OF IT IN ANY DETAIL

TO SURVIVE ETHNIC MUSIC
BANDS ADJUSTED TO CHANGING:

**POPULAR MUSIC & CONSUMERS
[DEMOGRAPHICS]**

ECONOMIC ASPECTS OF MUSIC

**NEW TECHNOLOGY – CD'S,
INTERNET, ETC.**

THUS, "PURE" ETHNIC MUSIC

GRADUALLY **DILUTED** OVER
TIME BY **CHANGING TIMES!**
BECOMES MORE OF AN HISTORIC
INTEREST / CURIOSITY
SOME SHORT TERM REVIVALS AS
OTHERS DISCOVER IT
BUT DECLINE IS INEVITABLE /
PREDICTABLE / EXPECTED,
ALTHOUGH REGRETTE

SOME ETHNIC GROUPS IN MUSIC

AROUND 1900 – EARLY IMMIGRANTS

IRISH

SLOVENIAN

CZECH

POLISH

ITALIAN

GERMAN

LITHUANIAN

FINNISH

PRESENT IMMIGRANTS

HISPANIC

ASIAN

MIDDLE EAST

EARLY REGIONS FOR ETHNIC MUSIC

IOWA

MINNESOTA

TEXAS

CLEVELAND, OHIO

MILWAUKEE, WISCONSIN

EASTERN USA

SOME INSTRUMENTS USED IN ETHNIC MUSIC

ACCORDION

FIDDLE

CLARINET

SAXAPHONE

TRUMPET

TUBA

TROMBONE

DRUMS

BASS

BANJO

MANDOLIN

GUITAR

PIANO

**ETHNIC BANDS DERIVED FROM LOCAL
BRASS BANDS USED FOR CIVIC FUNCTIONS**

**MILITARY TRAINED MUSICIANS FOR
THEIR BANDS – USED FOR
COMMUNICATION ON BATTLEFIELD
& TO BOOST MORAL**

COMMUNICATION

**USE 5 SENSES – HEARING, SIGHT,
FEEL, TASTE, SMELL**

“6TH” SENSE?

**LANGUAGE – E.G., “GRUNTS,”
WORDS, SENTENCES**

SOUNDS – E.G., DRUMS

**SIGHT – E.G. HAND & SMOKE
SIGNALS**

ENTERTAINMENT /
SELF EXPRESSION

INDIVIDUAL
INFORMAL GROUP GATHERINGS
CELEBRATIONS / FESTIVALS
RELIGIOUS
TO COMMEMORATE EVENTS
[RECORD HISTORY]
MILITARY

ETC.

“MUSIC”

**VARIOUS DIVERSE REGIONAL
FORMS DEVELOPED**

VOCAL

INSTRUMENTAL

BOTH

INSTRUMENTS

INITIALLY VERY CRUDE

INDIVIDUALLY MADE BY HAND

PERCUSSION – E.G. DRUMS

WIND – E.G. FLUTELIKE

COMMERCIALLY MADE

SIMPLE FIRST

FLUTELIKE BANJO, FIDDLE, GUITAR,
DRUMS

MORE COMPLEX

PIANO, ACCORDION, BRASS

INCREASED USE OF MUSIC & HELPED
TO STANDARDIZE IT

WRITTEN FORM OF MUSIC

**HELPED TO STANDARDIZE
& PUBLICIZE**

MADE MORE “PORTABLE”

PRESERVED

MORE RATIONAL

MODIFICATION

RECORDED MUSIC

THOMAS EDISON LATE 1800'S

BECAME MORE POPULAR EARLY 1900'S

DEVELOPMENT OF RECORD DISKS / PLATTERS

INITIALLY 78 RPM – ONE SONG / SIDE

**BECAME LESS EXPENSIVE
MOST COULD AFFORD THEM**

DEVELOPMENT OF RECORD PLAYERS

**BECAME LESS EXPENSIVE
MOST COULD AFFORD THEM**

RECORDED MUSIC

ALLOWED MUSIC IN HOMES & OTHER PLACES
WITHOUT “LIVE” MUSICIANS / INSTRUMENTS
COULD BE ENJOYED AT LEISURE & ANYTIME

VERY INEXPENSIVE / AFFORDABLE FOR MOST
CREATED THE “MUSIC INDUSTRY” FOR
SUBSTANTIAL PROFITS!!!

FURTHER POPULARIZED DIFFERENT MUSIC FORMS
INCREASED “PORTABILITY” OF MUSIC, EVEN
WORLD WIDE

BEFORE RECORDED MUSIC

PEOPLE HAD TO **PROVIDE THEIR OWN**
BY PLAYING IT ON THE INSTRUMENTS
THEY HAD, IF THEY KNEW HOW

GO OUT TO “SHOWS” – WHY VISITING
CIRCUSES, MINSTRELS, VAUDEVILLES,
& OTHER PERFORMERS SO POPULAR

SOME ERAS / GENRE OF MUSIC

FROM 1600'S ???

CLASSICAL
OPERA

FROM 1700'S ???

FOLK
COUNTRY

FROM LATE 1800'S???

CIRCUS
MARCHES
MINSTRELS

EARLY 1900'S

VAUDEVILLE
"ETHNIC"
TIN PAN ALLEY
HONKY TONK
RAGTIME

FROM 1930'S

BIG BAND

MOVIES

FROM 1950'S

ROCK & ROLL

BLUE GRASS

JAZZ

FROM 1960'S

RYTHYM & BLUES [R & B]

FOLK – REVIVAL?

TODAY

“WORLD”

RAP

MTV

INTERNET

SYNTHESIZED

CD'S / DVD'S

ETC.

**MANY GOOD BOOKS &
INTERNET SITES FOR
ADDITIONAL DETAILED
INFORMATION, ESPECIALLY
ON SOME OF THE LESSER
KNOWN MUSIC**

SOME BOOKS

**“EVOLUTION OF MODERN POPULAR MUSIC”
BY MARK VINET**

**“AMERICAN POPULAR MUSIC”
BY LARRY STARR & CHRISTOPHER WATERMAN**

**“RECORDED MUSIC IN AMERICAN LIFE”
BY WILLIAM HOWLAND KENNEY**

**“RADIO READER”
EDITED BY MICHELE HILMES & JASON LOVIGLIO**

**“A PASSION FOR POLKA”
BY VICTOR GREENE**

RADIO

1920'S START

1930'S VERY POPULAR

DEPRESSION –

INEXPENSIVE

HOME

ENTERTAINMENT

1940'S WW II BOOM!

1950'S TELEVISION

COMPETITION

TODAY – VERY COMPLEX,

MIXED RESULTS,

MUCH CHANGE!!!

RADIO

PROVIDED **MUSIC**, ENTERTAINMENT, NEWS,
ETC. IN THE HOME, AT ALMOST **NO**
EXPENSE, 24/7, FROM THE WORLD!

HAD AN INITIAL **NEGATIVE EFFECT** ON
SALE OF RECORDS AND PHONOGRAPHS

PORTABLE – COULD BE TAKEN ANYWHERE
[BATTERY OPERATED /
IN AUTOS]

AUTOS ALSO MADE IT EASIER
TO GO TO WHERE THE MUSIC
WAS BEING PLAYED, INSTEAD
OF WAITING FOR IT TO COME
TO YOU – E.G. POPULARITY
OF DANCE BANDS & BALLROOMS

MOVIES

**MANY WERE MUSICALS
OR HAD ELABORATE
MUSICAL ASPECTS**

**SO POPULARITY OF
MUSIC FROM THE
MOVIES**

**ON RADIO, TV, RECORDS,
ETC.**

**TELEVISION NATURALLY PROVIDED
THE VERY ATTRACTIVE
“VISUAL ASPECT”
MISSING FROM RADIO**

**SO RADIO DECLINED / CHANGED TO
BETTER ACCOMMODATE NEW
AUDIENCES / MARKETS – “DRIVE
TIME,” MINORITIES, RELIGIOUS,
TALK SHOWS, SPORTS, ETC.**

TELEVISION ALLOWED ORIGINAL
VAUDEVILLE SHOWS TO COME INTO
THE HOME, SO THERE WAS A REVIVAL
& MANY **VAUDEVILLE** STARS FOUND
TV AS A NEW OUTLET FOR THEIR
VISUAL ACTS THAT COULD NOT BE
AS POPULAR ON RADIO

BRITISH BENNY HILL

IS A VERY GOOD

EXAMPLE OF HOW

TV MADE HIS CAREER

ONE OF FIRST IF NOT

FIRST FOR THIS TO HAPPEN

**BENNY HILL'S FACIAL EXPRESSIONS
& VISUAL COMEDY COULD BE MORE
EASILY APPRECIATED WITH THE
"CLOSEUP" VIEW & DIFFERENT
VIEWING ANGLES TV PROVIDED,
COMPARED TO LARGE VENUE
PERFORMANCES**

INTERNET

ALLOWS “**REAL TIME**” BROADCAST
OF BOTH RADIO AND TELEVISION

LOCAL STATIONS AVAILABLE
WORLDWIDE

CAN **INCREASE COMPETITION** SO
ONLY BEST & / OR
MOST POPULAR
SURVIVE

FUTURE???

NATURALLY, VERY COMPLEX,
SO ONLY TIME WILL TELL
BUT THOSE WITH VERY SPECIFIC
LISTENING INTERESTS NOW HAVE
MANY WAYS TO OBTAIN WHAT THEY
LIKE

ALSO, MANY NEW FORMS OF LISTENING
ARE MORE READILY AVAILABLE [E.G.,
WORLD MUSIC]

OTHER RELATED TOPICS

TO MUSIC / COMMUNICATION

THAT COULD BE

EXPLORED MORE

SOUND QUALITY

ORIGINALLY YOU HAD TO BE VERY LOUD
TO BE HEARD IN LARGE VENUES
[MEGAPHONES]

PERFORMERS ADJUSTED ACCORDINGLY, BUT
INTIMATE & FINE DETAILS LOST

MICROPHONE GREATLY ASSISTED IN
AMPLIFYING MUSIC – INSTRUMENTS
& VOICE – E.G. “CROONERS” OF
1930’S – 1940’S

ELECTRONIC REVOLUTION
IN IMPROVING SOUND / VISUAL
QUALITY
RECORDS

DISKS VS CYLINDERS

MICROGROOVE

33 1/3 RPM

HI-FI [HIGH FIDELITY]

STEREO

CD'S / DVD'S – DIGITAL VERSUS
ANALOG

HIGH DEFINITION – RADIO / TV

**HOME THEATER /
ENTERTAINMENT
CENTERS
SATELLITE
BROAD BAND
WIRELESS
INTERNET
FUTURE???**

**DRAMATIC IMPROVEMENT
IN SOUND QUALITY HAS
IMPORTANT / CRITICAL
MILITARY / INTELLIGENCE
IMPLICATIONS**

**E.G. “HUNT FOR RED OCTOBER”
MOVIE AND USE OF SOUND
TO DETECT SUBS & NEW
SILENT “CATERPILLAR”
PROPULSION SYSTEM**

SOUND AVAILABILITY

“LIVE”

RECORDS

RADIO

TV

CD'S / DVD'S

COMPUTERS

IPODS

WIRELESS

SATELLITE – RADIO

SOUND MANIPULATION

TRIVIAL TO MAKE YOUR OWN AUDIO
CD'S / DVD'S AT HOME
IMPROVE QUALITY
MODIFY TO YOUR SPECIFIC "TASTES"
SYNTHESIZE
DOWNLOAD FROM INTERNET

"SO WHAT IS REAL???"
DOES IT REALLY MATTER???"

TYPES OF RADIO

1912 TITANIC & MARCONI & WANAMAKER
OF PHILADELPHIA, PA

WIRELESS

SHORT WAVE

LONG WAVE

AM VS FM

SCANNERS

WALKIE / TALKIES

MILITARY / SECURITY / EMERGENCY

OTHER???

COMMON **INEXPENSIVE** MUSIC / COMMUNICATION SOURCES

LIVE ENTERTAINMENT

RECORDS

PHONOGRAPH / RECORD PLAYERS

RADIO

TV

INTERNET

WIRELESS

CD'S / DVD'S

SATELLITE

OF COURSE – PHONE – LAND LINE & CELL

MARKETING KEYS

MAKE IT INEXPENSIVE

MAKE IT READILY AVAILABLE

“GIVE PEOPLE WHAT THEY WANT”

[E.G., GUY LOMBARDO, ETC.]

**CREATE DEMAND IN CREATIVE
WAYS**

BUY LOW SELL HIGH

“SIT BACK & PROFIT!!!”

**MUSIC / COMMUNICATION
INDUSTRY**

**DID ALL OF THESE
& WAS / IS HIGHLY
SUCCESSFUL [?]**

**BUT EXPLOITATION, MORALS /
ETHICS, QUESTIONABLE
BUSINESS PRACTICES, ETC.**

BUT OVERALL

**MANY PEOPLE
WERE MADE HAPPY
& SATISFIED**

**SO WHAT IS IT REALLY
ALL ABOUT???**

**YOUR PERSONAL
VALUES / BELIEFS**

SOME BOOKS

“EVOLUTION OF MODERN **POPULAR** MUSIC”
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OVERALL / CONCLUSION

**WITH ALL CHANGES IN
MUSIC / COMMUNICATION
INDUSTRIES & MUCH MORE TO COME**

**BEST APPROACH MAY BE
TO BE **INDEPENDENT & PROVIDE YOUR
OWN** SPECIALIZED MUSIC / COMMUNICATION
WHEN & WHERE YOU WANT IT**

**THIS IS NOW VERY POSSIBLE
& RELATIVELY VERY INEXPENSIVE**

SO SCIENCE & TECHNOLOGY [“ST”]

CAN PROVIDE “MORE OPTIONS”

FOR CONSUMERS [SOCIETY – { “S” }] TO CONSIDER

FOR THEIR OWN PERSONAL SATISFACTION

HOWEVER, IT ALL DEPENDS ON THE

CONSUMER’S PERSONAL VALUES / BELIEFS

**– WHAT IS ULTIMATELY IMPORTANT & SATISFYING
TO THEM SPECIFICALLY / INTIMATELY**

“STS”

**SCIENCE = NEUTRAL – JUST EXPLORE
NATURE TO UNDERSTAND IT
BETTER [BASIC RESEARCH]**

**TECHNOLOGY = TO MAKE “\$” FROM SCIENCE
[APPLIED SCIENCE]
DEPENDS ON WHAT SOCIETY
[CONSUMERS] WANT**

**SOCIETY = CONSUMERS – WHAT DO THEY
WANT & WHAT DO THEY WANT
TO PAY FOR IT???**

**SO SOCIETY IS BETWEEN
SCIENCE AND TECHNOLOGY**

SO IT SHOULD BE:

“SST” = SCIENCE SOCIETY TECHNOLOGY

WHAT WANT CONSUMER WHAT WILL PAY \$

**SO “SOCIETY” SHOULD DETERMINE
WHAT SCIENCE & TECHNOLOGY SHOULD
DO - NOT THE REVERSE!**

**BUT HOW ARE “VALUES / BELIEFS”
ULTIMATELY FORMED IN EACH
INDIVIDUAL???**

**DEPENDS ON MANY FACTORS, NOT
JUST EDUCATION**

**SO SHOULD HAVE PROGRAMS TO
DO THIS FIRST & NOT JUST
SCI / TECH**

SOME OTHER ISSUES

ABUSE / MISUSE OF STS – MUSIC / COMMUNICATION

PROPAGANDA

RELIGION

RACE

SCANDALS

POLITICS

GENDER

REBELS / UNDERGROUND

PORNOGRAPHY

MORALS / ETHICS

NATIONAL PUBLIC RADIO [NPR]

CULTURE

TALK RADIO

REGULATION

PUBLIC INTEREST

BUSINESS ASPECTS

CHARACTER / INTEGRITY

WHAT IS “GOOD” MUSIC / RADIO / TV???

QUALITY

OBJECTIVE – MEET TECHNICAL SPECS

SUBJECTIVE – “HEDONIC” LIKE / DISLIKE

FROM MY ENOLOGY [WINEMAKING] EXPERIENCE – “**BEST WINE???**”

COMMON DENOMINATOR – MCDONALDS HAMBURGERS – POPULAR,
INEXPENSIVE, BUT NOT QUALITY FOOD

LONGEVITY – ACHIEVED COMMON DENOMINATOR FOR LONG
PERIOD???

PROFITABLE

CREATIVE / DIVERSE / DIFFERENT