

IP PROJECT EUROPE ON AIR



Music on air

Reflection paper

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REFLECTION PAPER FOR IP EUROPE ON AIR

Group C- Show's

Name: **Music on Air**

Theme: Culture

Sub- Theme: Innovations in music



Preparation

As a multicultural group gathered together for a two week intense project, we had to understand each other's working style during getting to know each other. It was hard because we had to start brain storming for the project immediately. The only thing which could be considered as a problem was, everyone was avoiding to express their thoughts honestly during first brain storming session because of being complete strangers. But we think that after the brain-storm we had a clear thought about the way our show should be. A music program was a good solution for us.

Production:

Production of the program was quite easy- going for us because we divided the work as soon as we decided on our theme. I was easy because everyone had a clear idea about the topic they would like to do or prepare. We hope that everyone one us had a great time during the production because production is one of the most important things you have to do during a radio process.

Structure, interactivity, music, report, interview, angle of the interview:

Since our topic was innovations in music and our target was 18- 25 year old young people, we thought that the best idea would be showing the change and development in music from 80's until now. We structured the show based on a chronological order of hit songs on the playlist and texts explaining that period's music trend.

We created a Facebook page for our show's publicity and shared production bases there in order to create a warm relationship with our audience. We also give chance to audience to give feedbacks about the show on our Facebook page. We also created a hashtag for Twitter for feedback tweets.

Our playlist is basically made from biggest hits of 80's, early, middle and late 90's hits also 2000's hits. The order of our playlist is; Michael Jackson- Bad, Lenny Kravitz- Are You Gonna Go My Way, MC Hammer- U Can't Touch This, Santana ft. Rob Thomas- Smooth, Coldplay- Viva La Vida, Kanye West ft. Daft Punk- Stronger and lastly Avicii- Hey Brother.

The reason of our song choices is these songs were big hits when they were out and also they show the changes on music trends clearly.

We made a report about evolution of Madonna's music from the days she came up until now. We mixed her most popular songs from her best seller albums in order to how she adapts her music according to the trends of the day. Her evolution starts as slow disco music with the song "Like a Virgin" and ends with her last biggest hit from 2013 "Girl Gone Wild" which is a song based on pop with electronic tunes and auto-tune support. The other songs we used on the mix are La Isla Bonita, Like a Prayer, Ray of Light, Jump and Revolver.

We had an interview with jazz music producer Lars- Lisa Andersson in order to review evolution of music with a professional point of view. We believe that having an experienced musician's opinion brought a different taste to our youth focused program.

We also have a voxpop section with Jönköping University students' participation which is useful to deliver young people's opinion about music to other young people which are our target audience.

Cooperation in the group:

In order to take advantage of this international project and different point of views, every group member's participation was our priority. Every member of the group had their strong and weak skills on radio and broadcasting and our biggest chance was having advanced education on our own specialties. We believe that completing each other made us a good team.

Carlos	Voxpop recording, edit voxpop, Facebook page
Cemre	Helping voxpop, interview recording
Aysu	Report, edit report, playlist
Jasmien	Presentation, playlist, editing interview, jingles

What makes our pilot a success?

Strongest point of our pilot is the topic, innovations in music. Nowadays radio is used basically for music and informing. We believe that our program is informing about music and music's development starting from 80's by showing changes on hit songs tunes. As an important detail, the reason of we started the chronology from 80's is our target audience. One of the most important principles on broadcasting is to understanding and creating a relationship with the audience. Since our target is 18-25 years old people. So our audience can relate themselves and their memories with the songs in our playlist.

Presentation

00:00	00:05	Openings jingle Radio program
00:20	00:25	Introduction Jasmien: Hi, today in Music On Air, innovation in music!
		QUOTE FROM VOXPOP
		How did music develop and why are there a lot of changes over the years? Today I will guide you in innovative music. I start with some disco music from the 80's, here is Michael Jackson with Bad... Welkooooom!
00:25	03:00	Song 1: Michael Jackson – Bad 18sec intro
03:25	00:05	Jingle
03:30	01:00	Presentation Jasmien: The 1980s saw the emergence of pop, dance music and new wave. As the term disco fell out of fashion in the decade's early years, genres such as post-disco, Italo disco, Euro disco and dance-pop became more popular. Also rock music continued to enjoy a wide audience. What do you think about the style changes in music? Let me know on Facebook or send me tweet #MusicOnair!" Here some 90's rock music, Lenny Kravitz, are you gonna go my way...
04:33	03:00	Song 2: Lenny Kravitz – Are you gonna go my way 31sec [cut 2.55]
		Presentation Jasmien: I received some reactions on our Facebook and twitterpage. Caroline from Sweden says that she loves the 90's and that we have to play it more on the radio. Andreas says that he really likes the 2000's and that he likes the development in music.
07:33	01:00	Jingle
		New wave and glam metal-dominated the 90's but industrial rock and other alternative rock music emerged and took over as the most popular of the decade and had a high level of success at different points throughout the years. Cemre, You are going to interview a producer? Cemre: Yes Jasmien. Welkom Lars-Lisa Andersson, you are a jazz producer, so what do you think about young people and their music choice?
	03:00	Interview first part

		Thank you.... Cemre will continue the interview later but first some music! Here is Mc Hammer!
12.33	00.03	Jingle
12.36	03.00	Song 3: Mc Hammer – U can't touch this
15.36	00.08	Presentation Jasmien: start speaking at 02.55 That was Mc Hammer with U can't touch this... Lars-Lisa Andersson, the jazz music producer about innovation in music... Cemre: Lars, I'm going to ask you some more questions....
15.44	03.00	Interview second part
18.44	00.03	Jingle
		Presentation Jasmien: tapijt Today in Music On air I talked about innovation in music and the biggest artist that could survive in these changes in music is Madonna. She still looks the same but her music changed a lot over the years. Let's hear the big changes in Madonna's music...
18.47	02.00	Report about development artist Madonna
		Jingle
		Presentation Jasmien: What do you think about Madonna? Share your opinion on our Facebook and twitter page #MusicOnair! One of the few music styles Madonna never touched was Latin music so let's hear it from the master, 'Santana' with Smooth....
20.47	03.00	Song 4: Santana – Smooth 18sec intro
23.47	00.16	Jingle
		Presentation Jasmien: With the popularity of smooth from Santana, the early 2000's gave young artist the opportunity to experience instruments based songs... A good example is Coldplay, here is Viva La Vida!
24.03	03.40	Song 5: Coldplay – Viva la vida 13sec
		Presentation Jasmien: start speaking at 08.17 'Viva La Vida' soars in with a grandiose instrumental arrangement and sweeping lyrics. Performers may also attempt to individualize their music with unconventional time signatures, instrumental tunings and unusual harmony.
27.43	01.00	Jingle
		Also hip hop was very popular in the 2000's. Empire state of mind is a rap hip hop song with influences of electro pop and orchestral pop.

		Jay Z and Alicia Keys...
28.43	04.00	Song 6: Jay Z and Alicia Keys – Empire state of mind intro 9 sec
32.43	00.03	Jingle
32.46	03.00	Song 7: Kanye West feat Daft punk – Stronger start0.25sec
35.46	00.05	Presentation Jasmien: speak at 03.22min That was Kanye West and Daft Punk with Stronger....
35.37	00.03	Jingle + tapijt
35.40	01.30	Presentation Jasmien: tapijt Do you think music will develop more and more in the future? Let me know on Facebook or twitter, #MusicOnair! Our reporter Carlos went down the street and asked people about music innovation.... Carlos... do you think the people have a strong opinion about music? Carlos: We have had all kinds of answers to our questions. There are very interesting answers about the innovation of the music. Let's listen!
37.20	2.30	Voxpop
39.50	00.50	Jingle + tapijt
		Presentation Jasmien: Now mainstream music is taking over, so anything is acceptable to play on the radio and everyone seems to enjoy and listen to it. They are commercial based and value the success of the artist more than actually making music. Here is Pitbull, Ne-yo, Nayer and Afrojack with give me everything... music starts at 00.15sec
40.40	03.00	Song 8: Pitbull, Ne-yo Nayer and Afrojack - Give Me Everything
43.40	00.20	Presentation Jasmien: start speaking at 03.58min I talked about changes and innovation in music today. The development in music will never stop so I'm looking forward to see what is upcoming next summer!
44.00	00.03	Jingle
44.03	00.10	Presentation: tapijt Tomorrow in music On air, how to become a real DJ! But first one of the hottest hits of 2014... Avicii with Hey Brother! See ya!
44.13	02.40	Song 9: Avicii – Hey Brother cut 02.08min
46.53	00.06	END JINGLE
46.59	...	

