



WHO KILLED THE JINGLE?

HOW A UNIQUE AMERICAN ART FORM
DISAPPEARED

STEVE KARMEN

Who Killed The Jingle How A Unique American Art Form Disappeared

Timothy D. Taylor



Who Killed The Jingle How A Unique American Art Form Disappeared:

Who Killed the Jingle? Steve Karmen, 2005-02 Book In this funny and insightful investigation Steve Karmen dubbed the King of the Jingle by People magazine takes us back to a time when consumers happily sang along to Pepsi Cola Hits the Spot This Bud s for You and Hershey Is the Great American Chocolate Bar and brings us to the era of borrowed melodies electronic sounds and lyrics that never mention the name of the product Did Madison Avenue get too sophisticated for its own good Too cheap Too sneaky In its quest to combat the technology that allows viewer to zap the commercials tune out or eliminate advertising did the advertising world invent integration putting the product into the programming rather than make the commercials lovable hummable units of entertainment themselves Karmen explores the demise of the advertising music business and why the future of advertising is so precarious *The Sounds of Capitalism* Timothy D. Taylor, 2024-05-31 From the early days of radio through the rise of television after World War II to the present music has been used more and more to sell goods and establish brand identities And since the 1920s songs originally written for commercials have become popular songs and songs written for a popular audience have become irrevocably associated with specific brands and products Today musicians move flexibly between the music and advertising worlds while the line between commercial messages and popular music has become increasingly blurred Timothy D Taylor tracks the use of music in American advertising for nearly a century from variety shows like The Clicquot Club Eskimos to the rise of the jingle the postwar upsurge in consumerism and the more complete fusion of popular music and consumption in the 1980s and after *The Sounds of Capitalism* is the first book to tell truly the history of music used in advertising in the United States and is an original contribution to this little studied part of our cultural history **The Oxford Handbook of Music and Advertising** James Andrew Deaville, Siu-Lan Tan, Ron Rodman, 2021 This Handbook explains how music contributes to the advertising that the public encounters on a daily basis Chapters examine how the soundtracks of promotional messages originate how we might interpret the meanings behind the music and how commercial messages influence us through music *The Oxford Handbook of Film Music Studies* David Neumeyer, 2014 The Oxford Handbook of Film Music Studies gathers two dozen original essays that chart the history and current state of interdisciplinary scholarship on music in audiovisual media focusing on four areas history genre and medium analysis and criticism and interpretation *Jazz Sells: Music, Marketing, and Meaning* Mark Laver, 2015-02-11 Jazz Sells Music Marketing and Meaning examines the issues of jazz consumption and capitalism through advertising On television on the Internet in radio and in print advertising is a critically important medium for the mass dissemination of music and musical meaning This book is a study of the use of the jazz genre as a musical signifier in promotional efforts exploring how the relationship between brand jazz music and jazz discourses come together to create meaning for the product and the consumer At the same time it examines how jazz offers an invaluable lens through which to examine the complex and often contradictory culture of consumption upon which capitalism is predicated

Billboard ,2008-08-02 In its 114th year Billboard remains the world s premier weekly music publication and a diverse digital events brand content and data licensing platform Billboard publishes the most trusted charts and offers unrivaled reporting about the latest music video gaming media digital and mobile entertainment issues and trends *Music in American Life* Jacqueline Edmondson,2013-10-03 A fascinating exploration of the relationship between American culture and music as defined by musicians scholars and critics from around the world Music has been the cornerstone of popular culture in the United States since the beginning of our nation s history From early immigrants sharing the sounds of their native lands to contemporary artists performing benefit concerts for social causes our country s musical expressions reflect where we as a people have been as well as our hope for the future This four volume encyclopedia examines music s influence on contemporary American life tracing historical connections over time *Music in American Life An Encyclopedia of the Songs Styles Stars and Stories That Shaped Our Culture* demonstrates the symbiotic relationship between this art form and our society Entries include singers composers lyricists songs musical genres places instruments technologies music in films music in political realms and music shows on television **Music and Capitalism** Timothy D. Taylor,2015-12-29 Timothy D Taylor deeply reveals the social organization of capitalism and its profound impact on music Jocelyne Guilbault author of *Governing Sound* iTunes Spotify Pandora With these brief words one can map the landscape of music today but these aren t musicians songs or anything else actually musical they are products and brands In *Music and Capitalism* ethnomusicologist Timothy D Taylor explores just how pervasively capitalism has shaped music over the last few decades Examining changes in the production distribution and consumption of music he offers an incisive critique of the music industry s shift in focus from creativity to profits as well as stories of those who are laboring to find and make musical meaning in the shadows of the mainstream cultural industries Taylor explores everything from the branding of musicians to the globalization of music to the emergence of digital technologies in music production and consumption Drawing on interviews with industry insiders musicians and indie label workers he traces both the constricting forces of bottom line economics and the revolutionary emergence of the affordable home studio the global internet and the mp3 that have shaped music in different ways A sophisticated analysis of how music is made repurposed advertised sold pirated and consumed *Music and Capitalism* is a must read for anyone who cares about what they are listening to how and why Taylor convincingly argues we can t properly look at music in a vacuum that doesn t consider economics and provides a framework for understanding the big pictures and unseen hands driving the industry and the people who work within it *PopMatters* **Tuning in** Ronald Wayne Rodman,2010 Television has been called the boob tube goof box and even a vast wasteland of American culture Yet for all its banality television is in many ways a mirror of culture and communicates messages within culture through the multiple channels of visual images language sound and music All of these channels contain their own unique coded messages to create the larger meaningful text of television As one of these sensory channels music contributes to meaning in television through its artistic

language and through television viewers association of music with certain aspects of culture Music has always been an integral part of the American television even from its earliest days Like its parent medium of radio television broadcasts music to entertain viewers with live and video taped performances but music has also come to play a much larger role in television beyond its pleasurable performance aspects Music is used in narrative programs to evoke moods and identify characters and setting it is used to sell products through commercial jingles and most importantly music generally aids broadcast television in navigating through the continuous flow of daily programming This navigational aspect of television music is a distinctive feature and functions to transport the viewer through three spaces of TV the flow of the televisual apparatus with commercials newbreaks and promos the storyworld of each narrative program and the representational space between narrative and flow As Heard on TV is an examination and analysis of music in American television during the first fifty years of its history The book focuses on how music has functioned to serve as a navigator through the flow of television and contributing to structure narrative programs while also conveying meaning to its viewers by correlating with the images and sounds that it accompanies Drawing from precedents of the cinema and radio the book examines music in a number of classic television genres by positing a theory of functional musical spaces adapted from theories of Charles Morris Umberto Eco John Fiske and others *Analyzing Music in Advertising* Nicolai Graakjaer, 2014-11-27 The study of music in commercials is well suited for exploring the persuasive impact that music has beyond the ability to entertain edify and purify its audience This book focuses on music in commercials from an interpretive text analytical perspective answering hitherto neglected questions What characterizes music in commercials compared to other commercial music and other music on TV How does music in commercials relate to music outside the universe of commercials How and what can music in commercials signify Author Nicolai Graakj r sets a new benchmark for the international scholarly study of music on television and its pervading influence on consumer choice The American Art Printer ,1892 **The British Quarterly Review** Henry Allon,1872 **The Century Dictionary and Cyclopedia: Dictionary** William Dwight Whitney,Benjamin Eli Smith,1897 The Century Dictionary and Cyclopedia: The Century dictionary, ed. by W.D. Whitney ,1904 **The Century Dictionary and Cyclopedia: The Century dictionary ... prepared under the superintendence of William Dwight Whitney** William Dwight Whitney,Benjamin Eli Smith,1903 **The National Cyclopaedia of American Biography** ,1894 *"The" Century Dictionary: The Century dictionary* William Dwight Whitney,Benjamin Eli Smith,1895 *The American* Robert Ellis Thompson,Wharton Barker,1888 The Century Dictionary and Cyclopedia: The Century dictionary ... prepared under the superintendence of W. D. Whitney William Dwight Whitney,Benjamin Eli Smith,1900 The Northwestern Miller ,1907

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