

# INTERSECTION OF SOCIAL NETWORKING AND MUSIC COMPOSITION

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## **Abstract**

The place of social media in 21st century is so pivotal to the development and growth of nations. It had created smooth and unrivaled communication medium between two or more distanced individuals, companies and governments. Its influences on human socio-cultural, economic, political and educational activities have created a new normal in every sector thereby bringing forth comforts and exposures to digitalization of many physical activities like; teaching, trainings, meetings, documentation, and preservation of ethics among others. Given the viral changes and developments in every facet of human endeavors, it is truism that areas of specializations in music benefit from these digital influences especially; music composers and their compositions are also being influenced. This paper using qualitative method explores the intersection of social Networking and music composition. Using observation and library methods, this paper report how social networking platforms enhanced musical compositions, productions, promotions and monetization of creative works through the networking. Significant numbers of composers are adopting digitalization as a new system for production, promotion and monetization of their compositional works.

## **Introduction**

Twenty first century has been a period characterized by technological and digital innovations, growth and advancements which have led to varying changes in all spheres of life. Majorly, communication systems, data collection, advertisements, government and private records keeping and creative content promotion have all been hugely influenced by the new digital life. However, many companies, schools and business structures have experienced varying modification of structures through these digital life emergences. Furthermore educational systems have also been affected in the area of carrying out research and made distanced learning easier and affordable. The new digital lifestyle has positively enhanced manpower in terms of comfort ability, accuracy and speed, though taking the place of man in so many areas of works.. Mattew et al (2019, p. 126) opined that, social networking is a global phenomenon that has revolutionized how people interact with each other. Social networking has played huge roles in the lives

of people vis-a-vis politics, cultural preservation, documentation, communication, education, and music training and composition promotions. Inadvertently, social lifestyles of people have been positively and negatively influenced by different social media and platforms like; Facebook, Tiktok, Instagram, YouTube, Link, Zoom, Google, and Snapchat among others, due to the divers functions which may include message chatting, picture messaging, video calls, tutorial watching, meetings, entertainments, business connection, societal discussions, games and music promotions of each social platforms. Adams (2016, p.1) notes that social networking has become an everyday part of peoples' lives. The roles of social networking on music composition have enormous benefits to music composers which composers need to start exploring for better promotion and preservations for their works. Because, for a composer to survive in his area, he needs promotional medium to exhibits his works for people to listen to and watch before receiving any accolade or cash rewards for the works. And all these mediums have been created through the social networking platforms like; Sportify, Audiomack, iTunes and Boomplay to mention a few which can even lead to the popularity of the composer's name and requests for his physical performance of the work.

### **Social Networking and music composition promotion**

The roles of social networking in the 21<sup>st</sup> century have been so functional and pertinent to man as it has drastically influenced and reshaped every activities of mankind. Yili&Xiangxiang (2010, p.749) asserted that 'Some sites cater to diverse audiences, while others attract people based on common language or shared racial, sexual, religious, or nationality-based identities. Sites also vary in the extent to which they incorporate new information and communication tools and relation to their audience such as mobile connectivity, music editing, blogging, chatting and photo/video-sharing'. That is, social networking platforms are created specifically for different functions, targeted towards varying audience and purposes. According to Platko (2010), in Blanka & Petra (2015, P.241) 'Social networks can be divided into several types according to the way how they function or that their main purposes are'. Therefore, various arts and music contents have been posted for promotions and monetization based on the content preferred and related platforms.

Promotion of music composition on social networking has helped music composers to learn the lyrical meaning of some desired works written in foreign languages through Google and other language interpretation social platforms, thereby inspiring them on their new works. This has also allowed composers to gain access to different compositional works in the world for further study, critics and knowledge broadening. For instance, the notable

chord progression of Johann Pachelbel's canon in D composition gained more popularity due to the excessive use of the progression by different composers like; John legend, Maroon 5 and others which were promoted differently through varying social networking platforms. However, social networking has created huge space for synergies and better promotion between composers of different nationalities to work together on a compositional work production and promotion. Adams (2016, p. 2) further states that, 'social networks provide a platform to facilitate communication and sharing between users, therefore modeling real world relationships.

Social networking helps to promote innovation and creativity among composers as music composers can sufficiently engage platforms like WhatsApp, Facebook and Instagram for smooth communication on a compositional theme discussion and sharing of other creative views. Here, they share views, creative ideas, and opinions towards the theme, targeted audience, development of motif of the work and logistics involved in the production and promotion of the work. The sequential steps to the implementation of the discussion can also be monitored and communicated on the same platforms, thereby reducing the risks of movements, bringing financial relief to the composers. Unlike twitter platform which is best used for public music promotion and ideas sharing. Jarred (2017, p. 53) asserts that,

'On Facebook, your connections are typically more intimate connections than you would expect on Twitter, which focuses less on bringing people together and more on bringing ideas together. As a micro blog, Twitter's core notion is to share your thoughts and feelings about the world around you with a group of people who share similar interests'.

Therefore, promotion of music compositions on social network platforms in this era can be regarded as the easiest and cheapest medium because it only requires the composer his phone or laptop, data and social networking. A well promoted music on social platforms at times lead to the request of the composer for physical performances which can be another huge success for the composer. Apart from the above, many platforms have been created to assist in making music compositions and composers famous so far the composer is ready to follow the steps involved. For instance, promoting a music composition on the Boomplay platform requires registration with monetary charges, the audio file of the music to be promoted and a digital

marketer that monitors the music streaming. More so, some composers usually make use of digital marketing agents, who help in promoting the music on all music streaming platforms and see to the profit making from the uploaded music.

### **Social networking and music training (music composition)**

The impacts of social networking on music training are immense, its divers' influences on education systems are multifaceted therefore cannot be gleaned superficially but grasped through detailed empirical data. There are both positive and negative impacts of social networking. These impacts have resulted into divers' growths in composers and music instructors. They include:

#### **Negative impacts:**

1. Becoming social network platforms addicts
2. Unrestricting to different forms of immoralities
3. Distractions from learning
4. Criticism and Imposition of foreign cultures
5. Distraction from the studies
6. Discouragement in buying textbooks and repertoires

#### **Positive effects:**

1. Creating room for better connections
2. Enhancements of researches
3. World's standards exposure
4. Accessibility to trainings from home
5. Self-development mediums
6. Relief from financial and physical stress
7. Reduction in risk levels from mobility

A huge impact of social networking platforms on music training is the uploading of different video contents relating to various areas of music trainings especially on music compositions have been discussed and uploaded on various specified platforms by different music instructors and composers. As asserts by YouTube pro skoly (2013 in Blanka 2015, p. 242) that.

YouTube EDU is a special educational channel focused on the educational videos. It is the so-called global video classroom which users can exploit both for school or home instruction. The channel offers interesting videos from all fields of human activity. Users can sort them out not only

according to their interests but also according to their level of education. The videos are mostly made by the representatives of various educational institutions or experts in a given issue (YouTube EDU, 2013). Furthermore, teachers can modify the content of the service to their teaching purposes. The content is divided according to individual subjects and difficulty level.

Social networking sites are specially created for different usages and functions to influence different facets of life by bridging the communication gaps between two or more people without any form of inconvenience. Music composers on Social networking sites focus on divers' societal themes through musical compositions, though, inspiration also plays huge roles in solidifying and influencing a compositional work however, composers look within and outside his environments for related musical discussions to aid his works on Social networking sites. Arguably, several musical challenges (theoretical or practical) have been demystified by different musical contents posted online. Implicitly, this account for some composers often being referred to as self-taught musicians because of online tutorial videos they watched and learnt from and which contributed significantly in their musical developments.

### **Networking Creativity and Music Composition**

Network Creativity is the enhancement of one's career and skills through learning and connecting with others in one's related area of specialization. In other words, it is the improvement of one's skills and experiences by attending networking events. As asserted by Amabile, (1997), in Mukhles, (2020, p. 245) that ...Creativity is defined as "the production of novel, appropriate ideas in any realm of human activity, from science, to the arts, to education, to business, to everyday life", thus the ideas have to be new... and Andrea et al (2022, p. 2) asserts that, human creativity is a complex phenomenon that shapes various aspects of art, science, and (mental) life. While Giuseppe et al (2019) also claim that,

'Creativity occurs when an individual breaks free from his or her previous way of thinking, which can happen for a variety of individual and social reasons. Network theory focuses on the social: breaking free from your usual ways is more likely when you are exposed to people whose opinions

and behaviors are different from your own.

Furthermore, music composition in the 21<sup>st</sup> century requires serious networking either online or physical for professional consultation and further research on the structure of the music to be composed. An inclusion of creativity in such composition should not be countered, 'the idea of "musical creativity" in common use tends broadly and affirmatively to relate to the outcomes and benefits of musical activities, often focusing on the domains of composition and performance and their reception' (Andrea et al. 2022, p.1). Creative Networking guides and helps composers to make appropriate plans and decisions on the conceived musical structure for better, unique, outstanding and free from copyright rules violation. Especially, if the composition is based on social commentary, historical report and so on, one needs a wide networking medium either virtually (YouTube, Facebook, twitter etc.) or physically (direct interview, Newspaper, magazines etc.) for time to time updates on the theme of the composition because 'listening to music is an active, creative process which exists at different levels of engagement' (Hargreaves et al., 2012 in Andrea et al., 2022, p.8).

Countless compositions either sonically or lyrically have been influenced positively by these social networking platforms. 'Individuals' ability to stay creative over time is shaped by many factors, but their social system of relationships plays a particularly central role (Brass, 1995; Brothers, 2018; Burt, 2004; Simonton, 1984b; Perry-Smith & Mannucci, 2017 in Giuseppe, 2019). Social networking platforms serves as resource collection centre which creatively expose composers to the related compositional tones, structures and styles to widen the views and creative minds of the composer. Though, physical participation or conversation medium are neither neglected nor countered in this study.

### **Intersection of Social Networking and music Composition**

The crossing point of social networking and music composition in this 21<sup>st</sup> century is the piercing of music composition through social networking platforms for its accomplishments. Every composition is expected to have its set goals and targets apart from the monetary gains because music compositions are meant to be transformation tools in the society. But the kinds of transformations brought may be varying due to treated divers themes by composers. Apart from library materials, physical interviews and participatory experiences mediums for facts findings to equip composer's skills and experience before embarking on a compositional research, promotion and preservation, social networking has positioned itself as easier and cheaper medium. This has been functioning efficiently in the promotion and preservation of music in this 21<sup>st</sup> century.

Social media platforms have really helped in bridging the gap between the composer and the audience. Every user of social media platform usually has a synonymous address or name which connects him or her to the world. Though, some may not be directly managed by the composer and reversal on the other hand. This creates rooms for direct feedbacks to the composer to aid his or her subsequent works.

In addition, composers have been made more famous through the uploading of their works on social handles. Perhaps, the sweet melody of the music, well arranged beats or the lyrical power of the message contained in the music may be the main attributes to this claim. Going by the initial way of music promotion where composers would have to be traveling from one promoter to the other, many engaged in serious mobility risks, financial stress and health illnesses. In the end, they lose as a result of lack of money for the promotion. But now, many composers have been promoting their music online through different social media platforms and they are getting more fame for it. Few of the affected musicians are; Broda Shaggy, Portable, Bidemi Olaoba, and Kenny Black among other musicians.

Also, financial benefits are accrued to composers on any social media handle for high music streaming of his or her compositional works uploaded on the platform. So far the composer's handle has gathered up to 1000 followers and the page has been registered for monetization which attracts financial charges. Handles like Audiomack, Ituns, Boomplay and Spotify are the notable audio social media platforms while Youtube, Facebook, Twitter, TikTok and Instagram are the notable video social media handles for monetization of musical contents.

Another intersection is the live streaming of composition performances which thereby enables audience and viewers from any part of the world to be part of the performance. Here, the compositional works are being performed live either in a music studio or designated stage. And a video social media handle (YouTube, Facebook, Zoom or Instagram) is used to stream the performances for the audience online by sharing the streaming link.

More so, Social media platforms are used to share music compositions with people from any part of the world. Especially when two composers are working on a composition project, they can make use of any platform to share the music for proper arrangement and production. Also, music lovers share music among themselves through different platforms, even download favorite music compositions from any part of the world. Having downloaded the music, a space for feedback is given for further critics and advice.

Another lucrative endeavor created by the social networking is the innovation of podcasts, where the composer records the music and posts it online under the category of societal issue the composition is contributing to or addressing. Finally, social networking helps composers to safe keep their works for several years as long as the work has been uploaded on the chosen media handle. Most especially, unreleased works are kept and locked with passwords only known to the composer. Audiomack, facebook, Itunes, Spotify and others helps in that regards.

### **Conclusion**

Social networking is an important phenomenon to music composition production and promotion therefore composers are encouraged to be fully involved in its uses to promote their compositional works. Involvement of composers in the use of social networking platforms for promotion of their works is a significant step to adopt as it is the new system in this digital era. Though, not neglecting the old system where discs are used or issued to composers. Even, sheet music copies are kept on the cloud for safe documentation. Generally, music trainings have been adopting online teaching to physical due to the benefits it brings and many music teachers, instructors and coaches have been fortunate to teaching students far from home with the help of social networking platforms. Many composers as well have been privileged to better exposures and networking through same medium which has extensively amplified their musical careers and experiences.

### **Recommendation**

This study recommends that composers should thrive more in the usage of social media handles in the promotion of their works. They should always check online regularly for trending music styles or beat patterns to aid their next compositions. Composers should acquire more exposures and experiences in exploring different social networking sites for more knowledge acquisition, mastery and financial profit making. Composers should see social media as another resource center for facts collection and meeting point with other experts in the same field for constructive critics and feed backs. Lastly, young composers should not jettison the old networking system that involves physical meetings and other.

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