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From a Chat in the Parlor to Viral Music Videos: An Analysis of Music as a Social Occasion

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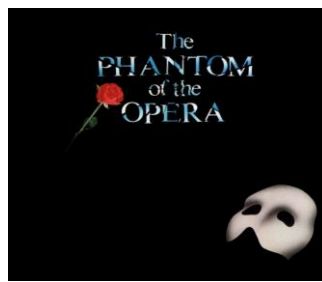
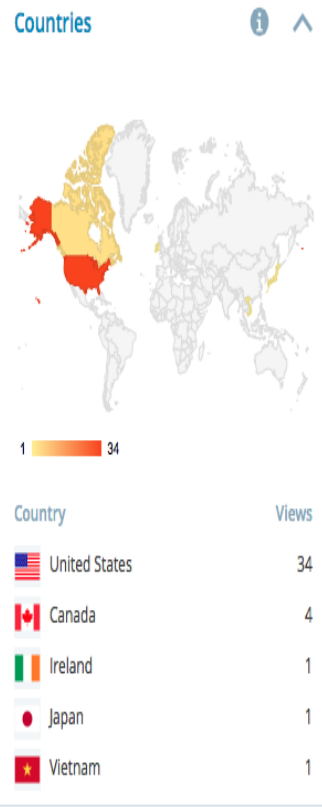
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From a Chat in the Parlor to Viral Music Videos: An Analysis of Music as a Social Occasion through the Evolution of Salon Life

By: Emma Plotnik



Insights on Viewership from Friday, July 10th, 2015. Readership over the course of this project also came from the U.K., Singapore, and South Africa.



Example of Blog Discussion Topic (“Phantom of the Opera” or “Phantom of the Musical?”) and Comment

Chow Kim Wan says:
 JULY 19, 2015 AT 11:49 PM EDIT

I like your analysis and research. Of course, the general consensus is still that Phantom is a musical, because of vocal technique and style, along with dialogue, staging, make-up and whatnot that clearly shows it is a musical (and not an opera).

I'd just like to share a bit of my knowledge of the show here (I write frequently about Phantom and other musicals on my blog). The singing style of the Phantom is clearly not classical, and it is, in fact, a rather modern take on musical theatre singing. Of course, this comment is subject to which performer you have seen as the Phantom, but I have heard a good range of performers to make such a conclusion. After all, most of the performers are not classically trained opera singers. I guess this is one big hint of Phantom not being an opera. Perhaps I could share more on my blog soon as a response to this.



Figure of Classical Viennese Salon. Historical Research Yielded that Salon Success and/or Failure May be Due to:

- Political/Social Climate of Era
- Musical Conventions in Place
- Changing Role of the Artist
- Physical Structure/Geography of Salon
- Conclusion: Factors have led to more passive than active salon participation today

About:
 The mission of this blog is to engage people in musical discussion in a setting reminiscent of musical salons of the Classical and Romantic eras. It doesn't matter whether you have musical training. This modern salon attempts to bridge the gap between multiple styles and genres of music, examining musicians and topics from The Beatles to Beyoncé to Broadway to Beethoven, sometimes fusing all of these categories together.