

Element 2

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Music is one of the essential features in advertising because of its unique feature of arousing and affecting the viewer. The use of music commercially has been growing, thus, enhancing the production of quality and educative songs. Through music, the audience feels different emotions that make them contemplate on the message more than the song itself. Most music makes enormous sales because of the arrangement of notes and the unique structure of the rhyming tones. The arrangement is used to determine the distinctive emotional effects of the viewers' (Watanabe, 2019). Music used on commercials brings more positive feedback as compared to non-music advertisements.

Music is perceived to be the most arousal thing in a commercial advert. However, the most influential aspect of a song is the arrangement and how the effects have been used to stage the music.

Music Genre

Genre is used in a song to identify the types of fiction and the exact format the music follows. The form is said to possess characteristics of as given tradition or set of conventions. Music genres are said to be controversial and subjective and may, at times, overlap the predetermined notion (Neuman et al., 2017). The most characteristic feature used to determine the genre of the music is the geographical origin. Musical techniques follow the geographical origin to ascertain the genre used by any artist.

Contrary to geographical origin, music uses three dimensions to ascertain the specific genre. The three dimensions include depth, valence, and arousal effect. Depth is used to reflect and represent the cognitive effects such as poetic, intricate, thoughtful, deep, and danceable capacity. Valence, on the other hand, is used to represent mood processes and emotions received

through listening to the song. The emotions include lively, happy, joyful, enthusiastic, and depressing. The third effect is the arousal aspect, which reflects the psychological process such as relaxation and stimulation, which include forceful, abrasive, intense, gentle, mellow, and calm.

Alpha 9 - Come home / My song – I feel you

Genre:

The genre for the *Come home by Alpha 9* is a piece of soft Trance music. The soft mellow generated by the song makes it be classified as an arousing song. Alpha 9 used a lot of synthesizers and sound effects in this song. It has a solid electronic drum kick and trance music elements. Trance music a kind of electronic dance music which always played by DJs.

Mood:

It is a love song that effectively drives the moods of the listener (Alpha. 2010). From the first line of the song, the viewer gets to understand the mood of the author and the tone being driven through by the composer.

Tempo:

It is 128 bpm tempo in this song. Between 120 bpm -135 bpm is very typical in trance dance music. People will follow repeating melodic phrases and move their bodies quickly.

The tempo of the music is slow enough to enhance the mood of love. The song begins with an instrumental tone that seeks to gain the attention of the viewer. *Alpha 9 come home* is arranged in a manner that the transitions have enabled the musical variety to flow with the intended message. The tempo of the song has been altered to a slow, soothing speed that makes

the viewer drive through the whole experience. Despite the slow tempo, the vocals have been arranged in such a manner that brings out the intended rhyming effect.

I used the same tempo 128bpm in my song, too, because I hope the audience can move their body with this tempo when they are listening.

Rhythm:

In this song, the meters occur regularly as the rhyming pulses reappear through the unaccented syllables (London, Polak, & Jacoby, 2017). The rhyming pulses form the beats which have a steady thrilling slow tempo to spark the mood of love effectively.

I used a progressive chord for the song. It represents the rhythm of my song. It repeated from the beginning until the end and connected all the other instruments and elements.

Arrangement:

Alpha 9 fades in with a simple percussion and a pad to guide the audience to the atmosphere that he wants. The female vocals the two words, “Come home!” to emphasize the topic of the song. The song structure is the “ABAB” form.

The music keeps building up with different layers from the beginning until 1:00. The drop is here and notices the audience to move their bodies. After that, there is a bridge from 2:01 to 3:34. It used to let the audience feel the mood and groove and transfer to the chorus again. The chorus is full of energetic percussion and chord progression.

My song is, “I feel you.” I composed the song with a similar arrangement, which is also the “ABAB” form structure. I inserted female vocal with the lyric “I feel you” to emphasize the topic. Also, a similar pad produces a dreaming atmosphere that Alpha 9 used in his song.

Instrument:

The whole song composed of computers and synthesizers. Excellent quality and tightly kick are critical in trance music. It affects how the audience feels the speed and groove of the song.

“ALPHA 9 has a more cinematic sound.” (Heller, 2019) I want to makes the song sounds like Alpha 9; that is why I put some cinematic sound in it. In my song, I used spire and dune three plug-ins a lot. They are excellent synthesizers for making trance music. Trance music is very matched with a female vocal, which brings out the spiriting and sooth feel. That is why I used the female vocal as the decoration.

Haruka Nakamura - Lamp feat Nujabes / My song – Raining in the City

Genre:

Lamp by Haruka is an enthusiastic song, therefore classified as a valence genre generated musical. It is a song that has muted vocals. The whole track gives a chilling and relaxing feeling to the audience.

Tempo:

The tempo is 96bpm. The song adopts a metrical rhythm from the start with the piano setting the tempo. Beats from the start enhance the flow and the overall mix of the instruments. The tempo from the beginning is a swift classical form that makes the song diverge the attention of the viewer.

I used a similar beginning with a swift classical form and a slow tempo in the song. Comparing to” *Lamp*,” I speed up a little bit to 100 bpm in my music. It is because my song is talking about raining in a busy city and that is why I think it is more suitable for my song.

Rhythm:

Through the metrical rhythm, temporal regularity is created, enhancing the flow of the beat. The rhythmic unit is approximately six minutes, with intercepts occurring at 3:01 and 4:06. The song contains a duple meter that has two-quarter notes and four beats. The beats have corresponding quadruple meters, which has four quarter-note beats per measure.

Arrangement:

In the opening phases of the song, the guitar creates a rising tempo that enhances the smooth flow of the song (Nakamura, 2013). As the song flows, a continuous loop is witnessed through the beats created by the guitar. Rhythms create an amber feeling which steals the show when the viewer listens to this piece. The transpose chords are semitone facing down and up denoted with a descending **F** code through the whole setup.

To achieve a similar result, I create a progressive loop with the piano. This loop begins from the introduction until the end of the song, which keeps the audience remember the mood and the atmosphere of the song. The music structure arrangement is an “ABABC” form, which is very typical in pop music. Comparing to Lamp by Haruka Nakamura, I added a raining sound as a background atmosphere; the raining sound enhances the relaxing feeling, and I think it gives a different similar feel to the audience.

Instrument:

There are few instruments in “Lamp.” It mostly guitar, flute, drum percussion, and piano. The guitar is used to sooth the rhythm flow of the song. The mixture of the guitar and the pipe create an amber setting that makes the tempo flow smoothly. Despite the tempo flowing in an adjusted manner, the lack of vocals prompts the viewer to only concentrate on the beats and the

resulting rhyming tempo. The piano is an accompaniment to emphasize the flute. The flute is responsible for the main melody in the middle of the song.

In my song, the piano and Japanese flute play the melody at the beginning. The drum section and violin start are building up the song from the middle. I chose these instruments, which are very suitable for this genre and easy to set up the mood. The most challenging part is combining all the instruments and glue them together. It is easy to mess up the song if the sounds do not match up with each other.

Hans Zimmer - Time / My song - History

Genre:

Time by Hans Zimmer is a complex song reflecting the classical western genre through its slow, smooth tempo. The genre is a soothing classical love song. It is also a piece of film music. The music is elementary, but the sound that Hans Zimmer design is very high quality and complicated. He used a lot of pop music techniques in this song. He took the sounds from classical instruments but processed with modern music skills. We cannot put it to classical music, although it sounds like a piece of orchestral classical music. We can name it as soundtrack or film music.

Mood:

Time meritoriously drives the moods of the listener. From the inception of the song, the viewer gets to understand the mood of the composer and the tone being pushed through. The mood of the song keeps moving from stress tension and release tension. It is very similar to human breathing. The drum builds up a “heart beating” mood to the audience. The audience can feel the nervous and tension by the drum and violin.

In my song – History, I used a D minor scale. “Pauer’s key characteristics for D minor are that it: “expresses a subdued feeling of melancholy, grief, anxiety, and solemnity.” (Buja, 2016) To produce the same mood as “Time.” I keep my music – History, as simple as I can. I enhance the bass to imitate the nervous feeling. There are few strings section in the song to make it sounds classical.

Slow Tempo:

The tempo of the music is quiet enough to enhance the mood of love. The song begins with a guitar beat that seeks to attract the attention of the viewer. Hans Zimmer - Time is arranged in a manner that the transitions have enabled the musical variety to flow with the intended message. The tempo of the song has been altered to a slow, soothing tempo that makes the viewer drive through the whole experience. Despite the slow tempo, the vocals have been arranged in such a manner that brings out the intended rhyming effect.

I have chosen a similar tempo to “Time,” which is 127 bpm. I start with a long chord at the beginning and start building up with different strings. I keep the tempo as slow as “Time,” which used to construct a thick and oppressive atmosphere. Also, the violin section in the middle section plays a slow and soothing melody, which is kept to attract the attention of the audience.

Rhythmic Pluses:

In this song, the meters occur regularly as the rhyming pulses reappear throughout the whole piece. The rhyming pulses of the beats create a serene listening experience for the viewer. The song also contains muted vocals. The song adopts a metrical rhythm from the start with the guitar setting the tempo. Through the metrical rhythm, temporal regularity is created, enhancing the poetic meter of the flow. The rhythmic arrangement modifies the song to correspond to musical phrases (Zimmer, 2010). The beats have corresponding quadruple meters, which has

four quarter-note beats per measure. In the opening segments of the song, the guitar creates a rising tempo that enhances the smooth sweet flow of the song. The transpose chords create a semitone facing down and up denoted with a descending **D** code through the whole flow. Shift codes available are 0, and this controls the melodic transpose of the beats created.

Additionally, the addition of the violin creates a soothing rhythm, which creates a slow-flowing tempo (Thakare et al., 2017). A progressive loop is part of the song as the rhythmic flow is identified. The meter created for this piece is a four by four beats per minute.

Arrangement:

The arrangement of the song suits a slow classical song that is controlled by a piano and a guitar. The piano creates a sense of flow for the beats and enhances the rhythmic tempo at all beats. Furthermore, the piano flows are denoted using **A_m**, which has three beats, followed by **E_m, G, D**, then **A_m**. The formation of the piano paves the way for the beat to traverse through the flow with lapses at 2:15 and 2:58.

Moreover, additive meter and imperfect time are seen as the song flows through the quatrain. As a result, the harmony of the song is maintained as the flow progresses from the start to the end. The pitch of the song remains to be low throughout the flow.

My feeling:

It is because I need to do create three songs within four weeks. I recognize I have not completed all the songs perfectly. However, I am happy with some parts of my music, and I am not satisfied with some parts too.

I feel You

I am still learning how to compose electronic music. I think the melody is quite impressive. The sounds are quite Trance, but I think I need to learn more techniques to modulate the sounds.

One bad thing that makes me unhappy is the use of bass and arrangement. Electronic music is all about loops and arrangements. Alpha 9 is strong in the arrangement. He can guide the audience to enter his feeling slowly and naturally. I need to try more plugins and sound effects to make the song more Trance.

Raining in the City

I think the mood is perfect and sooth. I'm happy with the piano section. I put much effort into changing the piano sounds old and untune, and the result surprised me. The sound is unique, and it became the landmark of the song.

However, I am not satisfied with the percussion. It is because I am not a professional drummer; I used the Logic Pro X drummer as the percussion. I think it is better to contact a drummer and rebuild the percussion. The next point that I'm not satisfied with is monotonous. I think I can add the second melody in the middle section with a lead instrument. It makes the song more attractive and more elements.

History

The melody from the violin section is so dramatic. The drum sounds are exactly what I thought in my mind. I like the mood and the arrangement in this song.

Although I tried to compose a piece of similar music as Hans Zimmer, the difference is noticeable. The sound design and modulation are much professional in Hans's music. Hans

Zimmer can change a straightforward sound to more complicated, and that is what I want to learn.

Besides, I need to expand my knowledge of music. As I talk to my tutor, he told me that I need to know how it works first and then makes more changes based on my knowledge. I am agreed with him. I decided to read more books and expand my knowledge and experience.

Production Techniques

Production Techniques used in these songs was the gated snare. The technique was made effective by the use of the guitar during the opening stages of both songs. The gated reverb technique enables the song to use various instruments that are interlaced and proportionally exchange without causing hitches to the tempo (Bates, & Bennett, 2018). In the background of these songs, the reverse reverb could have been used to change the tempo as the instruments interchange. Since the songs have muted vocals, reverse reverb plays a vital role in ensuring the entire intended tempo is maintained, and the desired output gained. The flow of the music was determined by the used techniques, which also provided the vocals used do not overshadow the beats of the songs. Despite the slow tempo, the production maintained a flow that rhymes from the beginning to the end.

I used many similar techniques in all my songs. I put the gated snare and reverb in all the songs. I like to put a lot of reverb in my song, which makes the songs more “dreaming.” Furthermore, I use the FabFilter Pro-Q 3 equalizer almost in all the sounds.

I used Ableton's live for composing Trance music, “I feel you.” Ableton live a lot of useful audio effects tools for making electronic music. “Raining in the city” and “History” are

made with Logic Pro X because it has the best virtual instrument library. I can design my sound with different default synthesizers such asAlchemy, Ultrabeat, and EXS24, etc.

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