

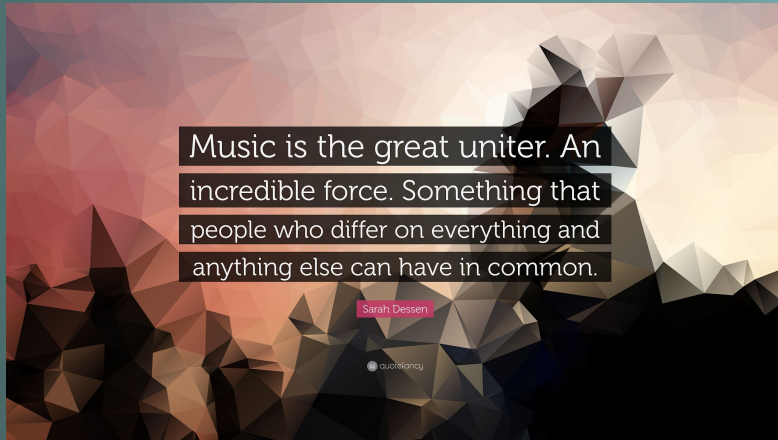
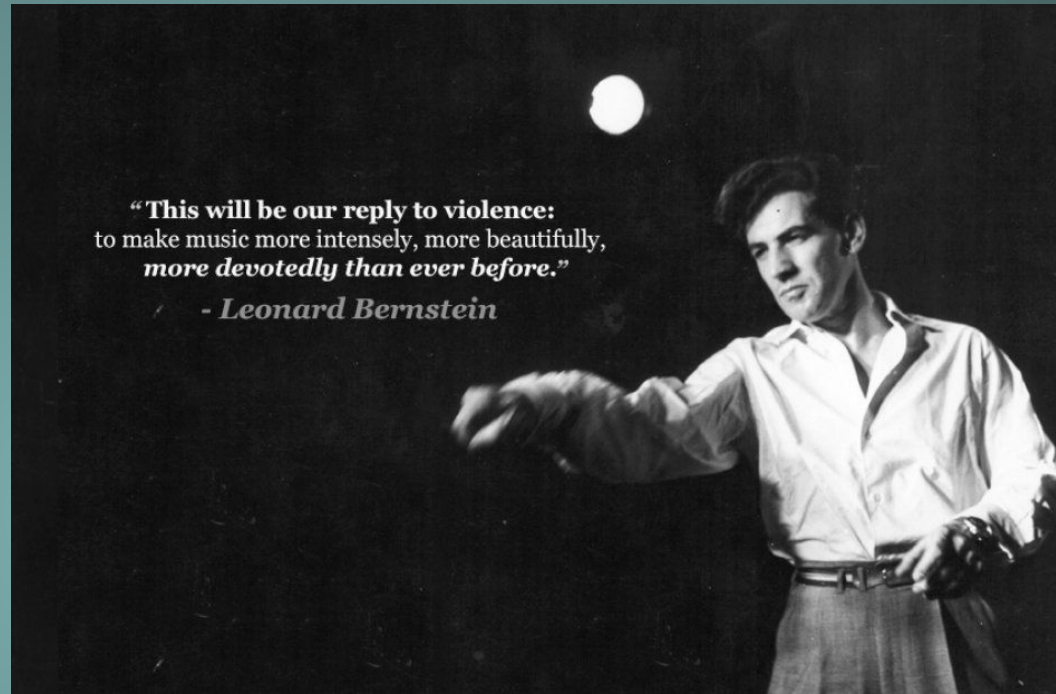
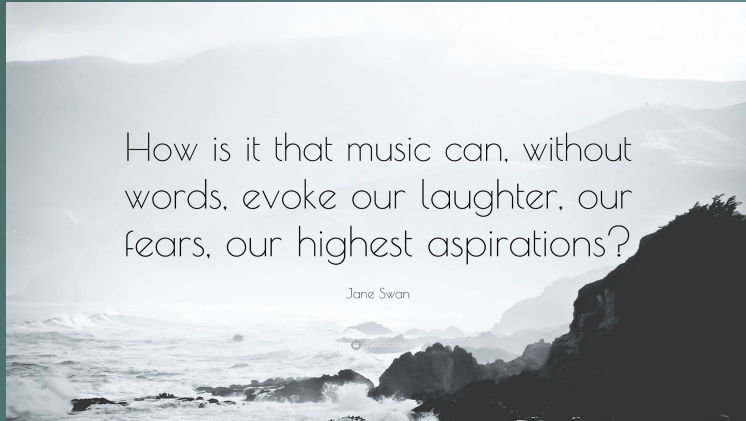
DO NOW

- 1 place that you visit and you expect to hear music (ex: concert) AND
- 1 place you visit where you don't expect to hear music but it's there anyways (ex: restaurant)



The background is a dark teal color. On the left, there is a large, light blue treble clef and several musical notes floating around it. In the center, there is a faint silhouette of a human head in profile, facing right. Overlaid on the head is a circular graphic with segments, resembling a pie chart or a radar chart. In the bottom right corner, there are several vertical bars of varying heights, resembling a bar chart. The text "The Power of Music" is written in a large, white, sans-serif font, centered on the image.

The Power of Music



**Why do you
think music
is found in
so many
places?**



**Today we are
going to discover
how music is so
powerful and how
the power of
music is being
used all around
us!**



How Does Music Affect the Brain and Body?

Music affects our emotions.

Listening to music triggers pleasure centers in the brain.

Music actually ups your immunity!

Music helps treats chronic illnesses.

-<https://www.youtube.com/watch?v=8HLEr-zP3fc&t=1s>

-<https://www.youtube.com/watch?v=DAPkOxRnh4c>

Music actually builds your brain muscles



**These videos helps paint
a clear picture of how
exactly music interacts
with the body!**

https://www.youtube.com/watch?v=s19Fr-_WaXo

<https://www.youtube.com/watch?v=R0JKCYZ8hng>



Music and Society/Culture

Many songs have strongly impacted culture and literally changed nations' beliefs and cultures. There are many examples of songs that moved the entire Nation of America:

- Bob Dylan's "Times They Are a-Changin'"
 - Anti-racism message
- "Hope for Haiti Now"
 - Musical telethon for haiti
- John Lennon's "Imagine"
 - Ideas for world peace and equality
- Joni Mitchell's "Big Yellow Taxi"
 - Sparked environmental concern
 - <https://www.youtube.com/watch?v=94bdMSCdw20>

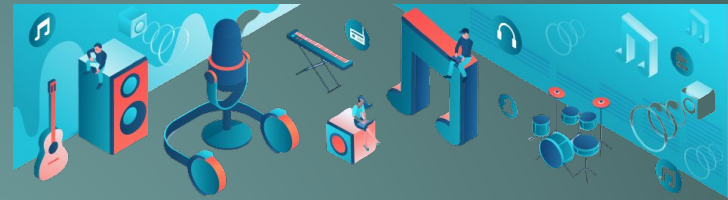


Music and Marketing: What is a Marketer?



Music and Marketing

Marketers know that music can have an impact on emotions and they use that information to try and persuade you to buy things!



Grocery Store

- Groceries stores change the kind of music they play throughout the day to improve the mood of their customers in the hopes that they will impulse buy.

Commercials

- In 2014, HP saw a 26% increase in sales among Meghan Trainor fans while the ad for its 360x tablet, which featured her song “lips are Moving” was airing.



Knowing how marketers
use music to try and get
us to buy things can
hopefully make us
smarter consumers in the
future!



Let's Review!!

Write down the following information we learned today:

1. **Five** ways that music can affect the body that you learned about today in class!
2. Name **one** example where a song or musical experience has impacted a society or culture.
3. Describe a way that marketers use music to sell things.

*Thank
You!*