

Liberal Arts H (European Society & Culture2)

MODULE HANDBOOK

Dr. Sawako Takeuchi

Term: Fall Semester

Numbering HLA303

Credits 2

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This handbook provides information about the module and its operation. Please study it carefully.

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1. Introduction / welcome

Music is the business. But today's social needs for the music is much more complicated than the commercial needs in the entertainment industry. As, the music management is not integrated in the university general program, we need a special course for innovative music management. Our approach in this course focus on "inventing concept " as a part of music creation. This process can be related to a specific cultural event, a social problem solving project, or a just concert. We will trace many practical cases which can intensify interaction between musicians and social players.

2.0. Module Description

We will start discussions with different kind of people to expand our perspective. We focus on many social activities such as museum, hospital, middle and high school, school of engineering in the university, offices, to extract key issues and concepts. We can find this kind of significant cross-field movements in the European history. The musicians were so innovative to go beyond music activities.

2.1 Overall Module aims:

So far, music classes used to be involved primarily in skills in performance activities. But many people recognize that music experiences can create a powerful force in the everyday life. It not only entertains people but moves them emotionally and it even mediates different cultures, societies and nationalities.

The overall aims of the module are:

- to understand the importance of concept creation to build relationship between music and audience
- to try to draw attention from different social players
- how to integrate the research of social needs in the music education
- to explore how music experiences have impact on both intellectual and affective levels.
- to create projects designed for cross-cultural communication

2.2 Subject Specific Module aims:

- to create projects to pay more attention to human aspects of work environment
- to create program for listeners to integrate music in their daily lives effectively
- to create experimental projects to explore application of music in different places like hospital, school, offices, offices
- to explore new approaches to send humanistic messages to the public
- to explore more potential talents to help them to grow through music

- To create new music programs to help talents such as Britain' Got Talent

2.3 Skills and abilities

We also expect the module to assist you in developing the following intellectual skills namely;

- A capacity to organize the project and manage it
- A capacity to create innovative ideas and concepts to appeal to specific kind of listeners
- A capacity to effectuate an empirical research and to make some analysis
- A capacity to increase public exposure through digital media

2.4 Applied learning

Music should be applied to concrete problems. Music should not exist only for abstract reasons. Good concepts, therefore, can be developed as concrete arrangement for some kind of problems.

We expect the module will assist in the process of applying your learning by helping you to build:

- A practical understanding of social needs for music
- A practical understanding of new social industry in terms of application of music and technologies
- An ability as music entrepreneurs to apply music knowledge as business elements.
- An ability to animate a meeting to reach powerful solution for potential listeners in the society.

3.0. Learning outcomes

3.1. Learning outcomes – overall

For many people, a contact with music are considered as merely a pleasurable experience, largely recreational. Even for good performers, once they stopped music training, they lose good motivation to keep interests in music. There is not enough institutional way to provide them with genuine musical substance and occasions other than concerts. In order to explore music as changing factor of environment, we focus on different patterns of music promotion in different places, taking into account impact on cognitive and mental health.

Students who successfully complete this module will have:

- Critically review diverse musicians who needs some help to keep their interests in musical studies and its applications
- Critically analyse current educational system in relation to music in a variety of international and social contexts
- Examine the ways in which the music contribute to cross-cultural understanding and expressions through seminars, interviews or different occasions

3.2. Learning Outcomes - Specific

Thanks to the broad character of this programme, students who successfully complete this module will have:

- Developed knowledge of fabricating innovative concepts to explore music potential in the fields of cross-cultural exchange or of communications
- Developed a understanding of diverse application of music
- Developed knowledge of practice-based learning
- Developed knowledge of comprehensive and artistic research

Students can expect a job in sectors like:

- Recording Companies
- Event Organization companies
- Concept Development and creator
- Concert Promotor

4.0 The module team

The address for the Department within which your module is situated is:

Tokyo College of Music
1-9-1 Kamimeguro,
Meguroku, Tokyo,

Staff involved in the organisation and delivery of this module are as follows:

Dr.Sawako Takeuchi *Module Leader*

Mail: tokyo@sawakotakeuchi.com

Module Leader

The Module tutor has the overall responsibility for organising, delivering and assessing a module. It is the Module Leader who you should see with any queries or problems related to a specific module, if the Course administrative officer cannot help.

Nahoko Sakiya

*Course
administrator*

ESC-office

nahoko_sakiya@tokyo-ondai.ac.jp

Course administrator

The Course Assistant has responsibility for providing a full and responsive administrative service in support of the processes and procedures associated with student and course administration.

5.0 Indicative Syllabus

The music knowledge is useful for inventing concepts to produce various projects in the fields of social and business activities. That has the power to engender new concepts to be tied to a particular insight or assemblage of diverse people. Concepts arises from interaction of people who want to change something. Therefore, the syllabus should be built on project based learning focusing different activities including working places, social events, schools and universities, or just seminar.

6.0. Delivery Information:

Week	Title	Synopsis
1	Cross-cultural understanding of music	Focus on the exchange between French and Japanese cultural movement in the 19 th century. Case studies: Gagaku (Japanese Imperial Court Music and Dance) and its impact on Western music
2	Creation of images and visual arts	Case study: Debussy's work Symphony La Mer (the Sea) and "the Great Wave" of Hokusai – interpretation of the invisible nature. Creation of images
3	Music and creative industries (1)	The creative industries refers to a range of economic activities which are concerned with the generation or exploitation of knowledge and information. Referred also as the cultural industries which comprises advertising, architecture, art, crafts, design, fashion, film, music, performing arts, publishing, R&D, software.
4	Music and creative industries (2)	-Museum, galleries, and libraries - Site visit of visual arts, impressionism and symbolism, Kandinsky, Gustave Moreau, etc. Visit museum.
5	Music industry and engineering	Visit of electronic publishing company Case study with DNP (Dai Nippon Printing) on digital museum
6	Music and movies(1)	Case studies : cross-cultural understanding movies of Bisconti and Kurosama
7	Music and movies (2)	Case studies : movies of Ozu, Mizoguchi, etc
8	Music and education(1)	Site visits: Middle and High school: seek institutional way to provide them with genuine musical substance and occasions.
9	Music and education (2)	Site visit : social science (philosophies and literature)

		department in the university
10	Music and education (3)	Site visit : engineering department in the university
11	Music and mental health	Music can relax the mind, energize the body, and even help people better manage stress. So what other potential benefits might music provide?
12	Music and impact on cognitive level	Background music can improve performance on cognitive tasks. Try to create A music program which leads to improvements in cognitive levels
13	Music as language	Music deserves to be the second compulsory language in the world. It is composed of sounds, vibration, frequencies, nuances, textures. It allows us to transmit clear messages to others beyond time and space. How to use it ?
14	Development of individual project	
15	Presentation	

7.0 Independent study – Preparation for lecture

Prepare research papers on the following topics:

- Creative industries
- Music as language
- Stress management

Prepare presentation of project proposals on :

- Planning of site visits for Music application
- Create messages to be accompanied with music performances

8.0 Assessment and practical tasks:

Assignment:

Final evaluation will be based on completion of the following: Class participation 25%, Site visit planning 25%, Presentation 25%, Report assignments 25%

Module Grading Bands		
A+	90% +	Excellent / critical understanding of social application of music •Deep understanding of customers

		<ul style="list-style-type: none"> • Participation of project creation • Good research work on relevant topics
A	80-89%	<p>Excellent performances / critical understanding of subject area</p> <ul style="list-style-type: none"> • Modest participation of project creation • Good research work on relevant topics • Communication skills with wide range of audiences
B	70-79%	<p>Excellent performances / critical understanding of subjects</p> <ul style="list-style-type: none"> • Average level of outputs and presentation • Modest interpretation of music • Average level of project creation
C	60-69%	<p>Modest understanding of subject area and participation</p> <ul style="list-style-type: none"> • Average level of outputs and presentation • Modest interpretation of sounds • Average level of project creation
F Fail	40-59%	Insufficient understanding of subject area and participation
F Fail	10-39%	Low level of understanding of subjects
F Fail	0-9%	No understanding of subjects

9.0 Further Reading Sources

MENC: The National Association for Music Education, Journal of Research in Music Education & Music Educators Journal

Artistic research in music: discipline and resistance. Artists and researchers at the Orpheus Institute, Leuven University Press