

<b>Module</b>	Applications of Psychology in Music
<b>Course code</b>	BAMPH-APM
<b>Credits</b>	5
<b>Allocation of marks</b>	50% assignment 50% final examination

### **Intended Module Learning Outcomes**

On successful completion of this module the learner will be able to:

- i. Discuss the psychological impact of music on behaviour and mood.
- ii. Compile and manipulate music and sound to create appropriate sound tracks for different ambient settings.
- iii. Demonstrate a clear knowledge of the cultural function of music, and in particular its role in the development of popular culture over the past five decades.
- iv. Examine the development of music, art and technology in society.
- v. Select from a wide range of musical styles and genres to design and present backing tracks and sonic logos or mnemonics to accompany industry level advertising or promotional briefs and scenarios which capture brand or other values.

### **Module Objectives**

The objective of this module is to enable the learner to contextualise the social environment in which music functions, focusing on its prominent role in popular and contemporary culture and society. It further aims to give the learner an understanding of the psychological impact of music at an individual and societal level, to enable him or her to contextualise and appraise the practical applications of the programme, and to consider, select, and carefully evaluate the choices they make in their own practical work.

### **Module Curriculum**

#### Psychology of Music

- Function of the ear; the auditory brain; acoustical properties of pitch and intervals; consonance and dissonance
- Music psychology theorists – from Hevner to Peretz
- The psychological impact of different elements of music - pitch; rhythm; tonality; harmony; texture; timbre
- Musical emotion and the brain
- The impact of background music on behaviour and mood

- Music and marketing - musical meaning in advertising; the impact of music on consumer behaviour

#### Social Psychology of Music - music shaping the decades

- Music, popular culture, and youth culture
- Music, self, identity, and preference
- Music as politics - class, power, conflict, nationality, cult, ethnicity, culture
- The Music Industry - the commercial product; how it impacts the music we listen to
- Music and everyday life - individuals and groups as consumers of music