

EFFECTS OF MEDIA ON THE MUSIC LISTENING HABITS OF THE UNIVERSITY STUDENTS IN TURKEY

Mihalis Kuyucu

Assist.Prof. İstanbul Aydın University

michael@michaelshow.net , michaelkuyucu@gmail.com

Abstract:

Media is one of the most important factors that affect the consumption habits of the society. The ever-growing influence of media on societies has also a significant impact on the music listening habits. It was first the articles and stories in the press that affected the consumption of music products. As the media technology has developed, the aural characteristics of radio and then the visual characteristics of cinema and television began to have significant impacts on this consumption. In the development process of the music industry, the influence of the media has changed in direct proportion to the periodic effects of the media platforms. The aim of this study is to determine the media effects of university students living in Turkey for their music listening habits. The paper starts with a literature research on the historical impact of media and music relation and goes on with a questioner done to 420 İstanbul living university students. The research examines which media platforms effects more university students' music listening habits and how. The study concludes with two points. The first one is expressing that media's effect to music listening habits is getting more integrated and changing with every new technological development done in communication systems. The second point is about media's impact factor on music listening and consuming. The new media start effecting more than the traditional media on youths music listening habits and this created new distribution platforms for the music industry.

Key Words: Media, Music, Music Consumption, Social Media and Music, On Line Music,

The Relationship between the Music Industry and Media

According to Howitt, media have an effect on people through three models. The first one is the "cause and effect model" in which media can have a direct positive or negative influence on the societies as a result of its content. The second model, "cultural ratification model" argues that the role of the media is to stabilize the society by reinforcing core beliefs and maintaining the status quo. According to the third model, "uses and gratifications model", the impact of the media is limited by the extent to which it helps the public to achieve particular goals.

Although at what rate each of these models affects is a matter of debate, it is also a fact that media has a significant impact on the society and the tastes. According to Russel, the frequent repetitions of the music recordings in the media (which result in the increased liking of those music recordings) and their validation by the disc jockeys, who are considered as authorities or role models, influence the listeners and contribute in the shaping of the music genres. A music product should go through various testing periods via different radio rotations that have been structured based on the promotional strategies. In this way, the music industry operate as a type of filter which can either block or facilitate the exposure of music to audiences and therefore shape musical tastes (Russell 1997:153).

By virtue of being one of the most influential communication tools, music has become a permanent, constant and effective tool that could be used in the mass media (Altınölçek, 2009: 90). Mass media allows countries with different cultures throughout the world to learn about each other's culture and be influenced by each other's culture. By this means, the music culture gains even more significance on national and international dimensions with its political, economic and cultural functions. Every society, along with its own traditional music, enhances its music culture by listening to commercial music that is used by the mass communication tools for their own purposes and also by listening to classical, contemporary and artistic music (Küçüköncü, 2007: 104).

With the beginning of radio broadcasts in the 1920s in the United States, in addition to the cinema and popular press industry, the debates on the mass communication tools have increased. During the 1930s, the sociologists and the social psychologists conducted more individualistic, empirical research. The study by Lazarsfeld and Merton was published in 1948. Merton, being a representative of the functionalist tradition and one of the most distinguished sociologists of the twentieth century, while indicating the social functions of the mass communication, pointed out the dysfunction of the mass communication tools that causes a large part of the population to become politically indifferent and inactive. The method developed by Paul Lazarsfeld, who was an important name in the development of the communications studies in the US, influenced the research on communication studies (Küçükcan, 2011: 39).

The radio medium has been the one that has the closest relationship with music among all media. The relative low cost of music programs on radio affects the content of the radio broadcasts and played an important role in the proliferation of music based programming. The radio medium, by its very nature, reflects the social preferences rather than personal ones in the broadcasting of music. Another characteristic of the radio medium is that it plays music for free. Entrepreneurs of the music industry, realizing this feature, began to use the radio medium in order to lead the listeners to “which recording to buy”. This has resulted the birth of the first significant interaction between the music industry and media.

This relationship between the radio medium and the music industry was built upon the principle of mutual benefit. The relationship between the radio medium and the music industry was restructured in 1909 after the music broadcasts were began to be protected under copyright law. Robert C. Toll summarized this change as “When the recordings, which were given to the radio stations with promotional purposes for free, started to be the essential materials for radio programs and caused an increase in the number of listeners, the music industry began to receive royalties from the radio stations for the music they use” (Çelikcan, 1996: 50).

By virtue of the developments in the sound recording technologies, the first feature length film with a synchronized music and effects track, “Don Juan” (Directed by: Alan Grosland) was released and gained a huge success. The real relationship between the cinema and the music began with the sound film. In this period, movies contributed a great deal in the structuring of star system of the music industry. Many films in which famous singers starred in were produced. Frank Sinatra, Bing Crosby, John Boles and Jeanette McDonald reinforced their fame through the musical movies they acted in. These famous musicians were able to reach larger masses with their music through the cinema (Bektaş, 2007: 41).

The television industry started to affect the music industry with the video clips, which were produced in the 1980s. MTV, which started to broadcast in 1981 with the world’s first regular music content, increased the impact of television on the music industry. MTV contributed in the development of the video clip sector and led music producers to visualize their songs and produce music videos. The first official music videos of the world were produced for the songs “Billy Jean” and “Thriller” from the “Thriller” album of Michael Jackson. After these videos, the music industry began to invest in video clip sector in order to increase the impact of television on the consumption of music. With the music videos, songs that were listened became songs that are watched. These “watched” songs affected the consumer liking as a result of their visual characteristics of the television medium. These effects began to influence the music product purchase behavior of consumers and music consumers started to make purchases after watching the video clips. With the development of video clip industry, there has been an increase in the number of thematic television channels that broadcast music programs. In the 2000s, tens of thematic music televisions broadcasting via satellite and different platforms have emerged. The development of video clip industry and the music television channels led to a further integration of the music industry with the media.

In this process, the developments in the video recording technologies and television programming resulted in a decrease in the effectiveness of the radio medium in its relationship with the music industry compared to the relation of the music industry with television. Today, even though the music industry has increased the variety of its instruments with new technologies such as television and internet in terms of reaching the target audience, the radio broadcasting (although not in the primary position) continues to play an important role between the products of the music industry and the listeners.

In the industrialization process of music, the emergence of art and culture journalism has been an important determinant. As a result of the development in the music industry, the music press, which began to shape the habits of music listeners, has been influential particularly in the duplication and spreading of music to the large masses (Kuyucu, 2013: 26).

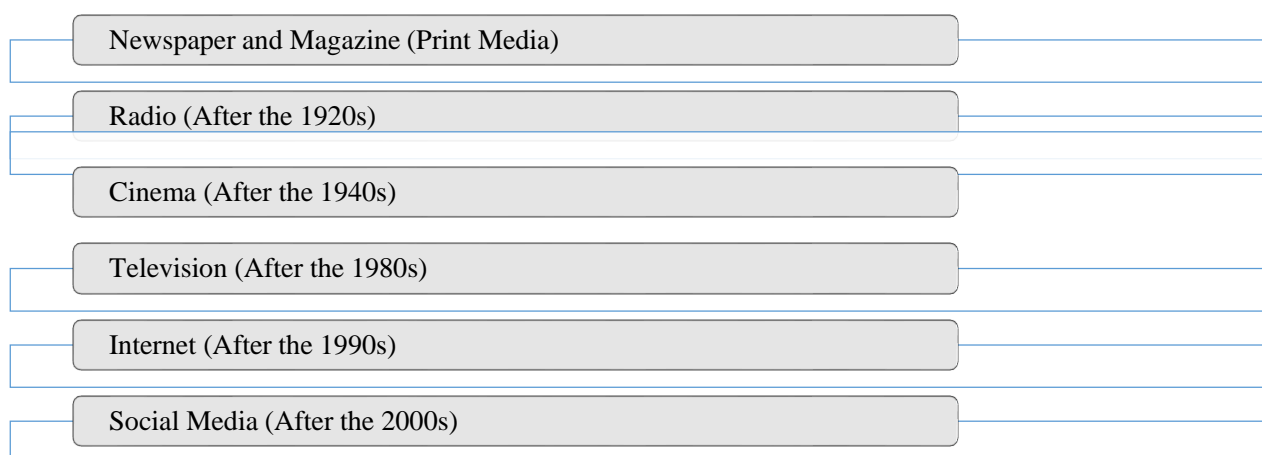
In the 2000s, the interaction between the music industry and Turkish TV series has started. The music used in the domestic TV series that received high ratings contributed in the popularization of those music products and their producers. A song that was used in the TV series became popular the next day and attracted the attention of music consumers. The songs “Işıklı Yol”, sung by Izel and used in the TV series “Adanalı” broadcasted in ATV and “Hâkim Bey”, sung by Mehmet Erdem and used in the TV series “Kuzey Güney” broadcasted in Kanal D are good examples for such an interest. These songs used in the series within the context of the scripts became very popular for this reason and received a huge liking from people. Musician Mehmet Erdem became popular after his song was played in the series and his album was begun to be sold. This incident revealed the importance of visuality in the relationship between the music and the media and set an example showing how a song used in a TV series can become popular.

Technological developments have been one of the key factors playing a leading role in the relationship between the music industry and media. Particularly the advances in the communication technologies led to the emergence of new mediums and each new medium had an impact in the distribution and consumption of music. The music industry, taking advantage of the advances in computer technology that took place in the 1980s, began to use digital recording materials such as CD (Compact Disc) from 1982 and CD-ROMs from 1985 in order to reach the consumers. The first CD, which was produced by the Hollander company Phillips on August, 17 1982, has not only increased the quality of the music listening experience but also became a corner stone in the development of digital technology (Bektaş, 2007:50). As a result, by virtue of the technological developments, the use of music exceeded beyond conventional channels; Internet, GSM networks and digital music players have emerged. In this way, it became possible for the users and the listeners to obtain music through means other than physical carriers and to listen to music on environments other than radio and television.

The mp3 technology which started to be used from the end of the 1990s, gave the music listener the opportunity to listen to music and record it for free, this started discussions in terms of industrial and legal rights of music all over the world. Mp3 that has been used in the music industry since then is the popular name of the digital compressing technology format MPEG-1 Layer 3 (Bektaş, 2007: 50).

Today the relationship between media and music is at its highest level. There are thematic television channels that broadcast only music and the programs on radio stations are mostly based on music. From the point of the mass communication tools and music interaction, video clips and music contests on television has become determinative in the consumption of music. Music videos are instruments that ensure the musicians of popular music to reach the largest audience. Music videos introduce not only the songs but also the singers and even present his/her personality, ability and what type of a singer he/she is depending on the image created for the singer.

Table 1. Timeline of Effects of the Media Industry on Music Industry



Today, media conglomerates, which emerged as a result of the vertical integration raise difficulties for music journalists in being neutral and threaten the objectivity of music press. It was especially in the last thirty years that the media institutions has transformed into conglomerates. These media conglomerates, while growing vertically, has expanded by incorporating music companies, music televisions and music press and acted as one body. In consequence media had an overall impact on the music industry (Kuyucu, 2013:28). As a result of this situation, media conglomerates started to control and supervise the music industry. Music consumers can only see and listen to the products that come through the filters of media conglomerates and the music products that are able to pass through those filters can reach consumers by way of “promotion”. Radio-television-press and Internet platforms, which are incorporated within the cross media conglomerates, oblige music producers to promote their products. The ones who fail in the promotion are not able to make their products known publicly and face the barriers in entering the market. This effect of media on the music industry leads to unfair competition and prevents non-capitalist music producers from reaching the consumers.

Critical Approaches to the Relationship between the Music Industry and the Media Industry

In the 20th century, cultural studies and cultural debates in social sciences have gained more importance. The development of the societies in different ways brought about significant changes in terms of culture. In this period of mass culture, popular culture, traditional culture research and debates, the content and the production of the mass communication tools were examined within cultural context and it was begun to be argued highly that the contents are

ideological (Dursun, 2009:70). The concept of mass culture is usually associated with Adorno and Horkheimer, the two famous representatives of the Frankfurt School. This concept, which would be known as the “cultural industry” in later times, states that the cultural industry, which is seen as an instrument in controlling the society, aims to create identifications in consumers (Erol, 2005:35). The Cultural industry, in other words, is a concept that is controlled by interconnected companies that are focused on making profits and involves marketing and economy experts, managerial and production teams, technicians, “star” reporters, writers, actors, musicians and other creative people. Adorno tried to explain the standardization and homogenization of modern culture using this concept and identified how the cultural industry supports capitalism through the ideology of the cultural industry.

According to Yıldırım (2004), popular music is the material of the entertainment industry and the music of daily life. Its production and consumption is in line with the complexity of the capitalist system. The development and the extensiveness of popular music are proportional to the development of the system. The capital required by the production is procured more easily within the capitalist system making it easier for the product to gain a commercial character. Although the production company of the popular music and the musician are on the forefronts of these relations, their place is at the lower levels of the capital transformation. Because the distribution, presentation, promotion of the product and their relationships form a full industrial network in the middle (Yöndem, 2013: 1047). The characteristics of this market-oriented art are within the boundaries of the level of the perception and information of the consumers (Oskay, 2001:35–36).

Today, the approach of the Frankfurt School, which comes to the forefront in discussions about the art and mass culture, is based on the theorization of the utopian aspect of art and the managed side of the mass culture (Özbek, 2012: 64). The Frankfurt School and the Critical Theory approaches the Industrial Revolution, which has been put forth by a positivist perspective especially since the 19th century, the machine world, the new world order organized by the capital and the new sociologies with a critical discourse within a dialectical philosophical framework. Therefore, presenting a new functional language of the new mind, it offers to individual human and to society a critical consciousness and cognition which is the cause of itself and the other and has an adaptive potential (Kaplan, 2013: 41).

The approach of the Frankfurt School is based on the theorization of the utopian aspect of the art and the managed sides of the mass culture. In this sense, according to Horkheimer, art has been defined with respect to the 18th century tradition. Hereunder, in the democratic countries, the popularity is not defined by the supply and demand and social needs but by the logic of the entertainment industry (Özbek, 2012 65).

According to Adorno, the music industry and the entertainment industry controls the masses. The popular culture continuously reproduces itself. In the new music industry, stage shows and effects get ahead of the music. It is argued that the entertaining methods of the entertainment industry that are injected to people are not real entertainments, they are just imitations of entertainment (Dursun, 2009: 70). Furthermore, Adorno points out to the importance of advertising in music and the imposition that comes with it. The viewer surrenders to the advertised product. Consequently, the person prefers a “child food” which has been prepared as repeated musical solutions in the “most convenient and flowing” way (Çevik, 2010: 280).

Another critical approach to the media and the music industry relationship is about the relationship between the postmodern culture and music. Postmodern culture aims to tempt. The required technical conditions for mass production and the mandatory joint positions for mass consumption determine the art market. Undoubtedly that, it is the art that is influenced the most by this situation. Music is one of these art branches (Çevik, 2010: 280). In the postmodern environment, music, as one of the most effective fields of art, can be easily consumed as a result of the fact that it can easily be understood, reached and purchased. In the postmodern environment, generally, everything is produced for the market. In this respect, it can be said that, music is the field of art, which can be presented to the market most easily.

According to the Frankfurt School, which claims that culture itself became an industry with the emergence of the mass communication tools, liberation and utopian character can only be found in the high art. On the other hand, the mass culture draws consumers away from the existing order and serves for the interests of capitalism (Özbek, 2012: 56). When considered from this perspective, it can be said that popular music, which is consumed under the influence of the media, serves the purposes of capitalism.

The Aim and Method of the Study

The aim of this research is to make a determination about the interaction between the media industry and music industry. Within this scope, a survey consisting of two parts was conducted in order to measure the effects of the components of the media industry – radio, television and Internet – on the music listening habits of the music

listeners. In the first part of the survey, music listening habits of the university students were examined in the sample of Istanbul, the biggest metropolis of Turkey. In the second part of the survey, the interaction between the music listening habits of the university students and the mediums are explored. The survey was conducted between the dates of 01-30 November 2014 among university students living in Istanbul. The questionnaire used in this study was pre-tested with 30 university students before the actual survey was conducted. The universe of the study is the university students living in Turkey and the sample is the university students living in Istanbul. The questionnaire was applied to 420 university students selected with accidental sampling and it consists of two demographic total 12 open ended questions and 11 statements that are prepared on Likert Scale.

The study seeks to answer the questions below:

1. Which medium has more influence on the music consumption habits?
2. What are the music listening habits of the university students in Turkey?
3. What are the media platforms that the university students use to listen to music?

The hypotheses of the research are as below:

H1. Media has an effect on changing the music consumption habits of university students

H2. The radio medium has weak effect on the music consumption habits of university students than other media platforms.

H3. Internet has more influence on the music consumption habits of university students compared to the traditional media.

Findings

The findings of the research and their analysis are showed below

Demographics

48, 80 % of the participants of the survey is men and 52, 20% of them are women. The 67, 14 % of the participants are in the age of 18-24, 24, 28% are aged between 25 and 30 and the 8, 58 % are more than 31 years old.

Table 2. Demographics of the Research

	(n)	%
Men	205	48,80
Women	215	51,20
Total	420	100,0
18-24 Years Old	282	67,14
25-30 Years Old	102	24,28
31+ Years Old	36	8,58
Total	420	100,0

Distribution

The participants were asked which tools they use the most to listen to music and they were allowed to give multiple answers. The answers showed that Internet is the medium that is used the most by the university students in listening to music. The second most used tool is smart phone (mobile media).

Table 3. The Tool Used to Listen to Music the Most

	(n)	%
Radio	138	16,4
Internet	369	43,9
Mobile / Smart Phone	243	28,9
TV	45	5,4
Tablet	30	3,6
Total	825	98,2
N/A	15	1,8
GENERAL TOTAL	840	100,0

The participants were asked the last time that they bought a music CD. It was seen that the majority of the university students did not even remember when they had bought a music CD.

Table 4. The Last Time of Buying a Music CD

	(n)	%
1 Month Ago	75	17,9
3-6 Months Ago	66	15,7
6-12 Months Ago	27	6,4
1 Year Ago	39	9,3
A Few Years Ago	60	14,3
I Don't Remember	153	36,4
Total	420	100,0

The participants were asked if they had a music archive, if they listened to music online, if they downloaded music online and if they have purchased any digital songs online. According to the answers given, most of the participants had a music archive. Most of The university students had downloaded music online but most of them didn't purchase digital music online. This shows the pirate of music that is still a problem in Turkey. Because while most of the university students download music in free they avoid to buy music from official digital music platforms.

Table 5. Consuming of On Line Music

Do you have a music archive?	(n)	%
Yes	279	66,4
No	141	33,6
Total	420	100,0
Do you listen to music online?	(n)	%
Yes	408	97,1
No	12	2,9
Total	420	100,0
Do you download music online?	(n)	%
Yes	363	86,4
No	57	13,6
Total	420	100,0
Have you ever purchased music online?	(n)	%
Yes	105	24,3
No	318	75,7
Total	420	100,0

The participants were asked if they were subscribed to digital music platforms. It was seen that 62,9% of them had subscriptions. Majority of the participants were subscribed to TTNET Müzik. The second platform with the highest number of subscribers is iTunes.

Table 6: The Most Popular Digital Platforms

	(n)	%
TTNET MÜZİK	123	29,3
AVEA MÜZİK	6	1,4
TURKCELL MÜZİK	48	11,4
ITUNES	87	20,7
Total	264	62,9
Not subscribed	156	37,1
General Total	420	100,0

The participants were asked which social media platform they used to listen to music. It was seen that the majority of the university students use YouTube for this purpose. Dailymotion is the second most popular social media platform that is used to listen to music.

Table 7. The Social Media Platform Used to Listen to Music

	(n)	%
YOUTUBE	468	55,7
FACEBOOK	9	1,1

DAILYMOTION	63	7,5
IZLESENE.COM	21	2,5
Total	561	66,8
N/A	279	33,2
General Total	420	100,0

The participants had mostly Cds and Mp3 Players at their houses. Only a few of them had cassette players, pickups and walkmans. The new generation's most used music tool is CD and MP3 player. LPs and MCs are nostalgic music tool.

Table 8. Music Players that the Participants have at their houses

	(n)	%
CASSETTE PLAYER (Tape)	30	7,1
PICKUP	6	1,4
CD PLAYER	198	47,1
MP3 PLAYER	156	36,4
WALKMAN	3	0,7
Total	390	92,9
None	30	7,1
General Total	420	100,0

The music genres of university students enjoy listening the most was asked. The majority of the participants expressed that they prefer to listen to pop music. The second most preferred music genre is rock music.

Table 9. Music Genres that the Participants Prefer to Listen

	(n)	%
Domestic Pop Music	99	35,4
Rock Music	52	18,6
Arabesque Music	14	5,0
Turkish Folk Songs	20	7,1
Turkish Classical Music	11	3,9
Turkish Protest Music	13	4,6
Total	209	74,6
N/A	71	25,4
General Total	280	100,0

H3. Internet has more influence on the music consumption habits of university students compared to the traditional media.

To test the H3 in the questioner the question of 'Where from do you listen the music' and 'What is your music information source?' questions were asked. The university students learned new information about the new songs mostly via Internet. Social media was the second source used for this purpose. The most effective promotion tool of music marketing is new media, this finding shows that traditional media is not as much effective as it was before for the promotion of music.

Table 10. Information Source of New songs

	(n)	%
Internet	231	55,0
Social Media	114	27,1
Radio	33	7,9
TV	39	9,3
Total	417	99,3
N/A	3	0,7
General total	420	100,0

H1. Media has an effect on changing the music consumption habits of university students.

The participants were asked, with an open-ended question, if their music listening habits were influenced by media and which medium had more influence on the music industry the most. They were asked to write their opinions in a short paragraph. A clear majority of the participants stated that media influences the music listening patterns. 23, 6% of the university students, although they thought that media affects the music listening habits, didn't state a reason. For many of the participants, media imposes popular culture to the society. According to them, media is a very effective power and this power is able to affect almost everything. All of the university students who participate to the research and defended this opinion emphasized the media-power relationship. There were others who indicated that media, along with music, affects daily life as well. The defenders of this opinion stated that media, in addition to music preferences, direct people in issues like apparel, life style, and places to go in daily life. Some of the participants specified that media influences the music preferences through music channels. They said that playing specific playlists on the music channels repeatedly and broadcasting the same video clips over and over influences the music preferences. Another opinion is that, the music used in TV series and movies affect the moods of the viewers and are engraved in their subconscious. According to another opinion, the programmers are not free, they prepare the programs in line with the broadcasting policy of the channel (which is usually associated with media-power relationship) and therefore, music styles preferred by the "top" management are, in a way, propagandized. There were also opinions stating that media has an influence on the music style preferences as well as the music listening habits. The participants who thought that media does not have an influence on the music listening habits indicated that people with settled character wouldn't change their preferred music style, therefore this direction of media wouldn't have worked. There were also other opinions stating that; music, which is not liked, could be changed but music listening habits wouldn't change. Media could have an influence on other areas but not on the music listening habits, no medium alone could have affected the music listening habits.

The ones who believed that media can have a partial influence on the music listening habits stated that preferred music style is a traditional structure and that it cannot be changed very easily, and since radio stations that are affiliated with the TV channels usually have parallel broadcasting policies with their respective TV channels, this change could only be achieved through TV channels and that the radio medium couldn't be that effective. The distribution of the opinions of the participants can be seen on table 11:

Table 11: Opinions of University Students on the Music Listening Habits and Media Effects
'Do You Think Media Effects Your Music Listening Habits? Why?'

		Frequency	%
YES	Yes, (No reason is stated)	99	23,6
	Yes, music played in TV series and movies affects.	33	7,9
	Yes, the preferences of the uneducated class affect	6	1,4
	Yes, media is able to shine even the unsuccessful ones.	3	0,7
	Yes, media has a huge power and this power affects everything.	57	13,6
	Yes, media is a very powerful marketing tool.	9	2,1
	Yes, media covers almost all aspects of life.	9	2,1
	Yes, media injects popular culture.	78	18,6
	Yes, media affects daily life as well as it affects music	27	6,4
	Yes, media triggers consumption.	3	0,7
	Yes, people adopt the songs, which is on the media's agenda.	6	1,4
	Yes, music channels direct.	12	2,9
	Yes, it also influences the music style preferences.	12	2,9
	Yes, the programmers are not free; they have to play the music preferred by the executives.	15	3,6
	Yes, advertising jingles are catchy.	3	0,7
	Yes, the comments made have an influence on people.	3	0,7
Sub Total		375	89,4
NO	No, (No reason is stated)	3	0,7
	No, it is possible to change.	6	1,4
	No, it affects other areas but not music.	3	0,7

A1	I think that media affects the music listening habits.	42,1	31,4	10,7	10,7	5,0	3,95	1,189
A2	Radio stations help me to be informed about the music industry.	21,4	47,1	20,0	9,3	2,1	3,76	,964
A3	TV channels help me to be informed about the music industry.	23,6	43,6	23,6	5,7	3,6	3,78	,990
A4	Recently, it is internet that guides me in music listening compared to other mediums	44,3	37,1	12,9	5,7	0	4,20	,875
A5	I often watch music channels in order to watch the music videos of my favorite singers	17,1	20,7	29,3	20,0	12,8	3,09	1,269
A6	I usually watch the music videos of my favorite singers on internet.	42,9	34,3	15,0	5,7	2,1	4,10	,999
A7	Song sharing on Facebook helps me to be informed about music.	17,1	35,0	26,4	15,0	6,4	3,41	1,132
A8	I share a song that I like on social media with my friends.	31,4	45,0	12,1	8,6	2,9	3,94	1,019
A9	The songs played between the dialogues on Turkish TV series that I watch affect me.	32,9	34,3	20,0	10,7	2,1	3,85	1,066
A10	I get information about my favorite artists, their concerts and activities from radio and TV.	14,3	36,4	33,6	11,4	4,3	3,45	1,013
A11	Music videos played on TV help me to be informed from the new songs of the musicians.	15,7	32,9	38,6	8,6	4,3	3,47	1,000
Cronbach's Alpha = 0,719								

In order to determine if radio, internet, television – media in general – have an influence on the consumption of music, one sample T test was conducted and it was seen that the highness of the means (which were the results of the agreement levels of the participants with the statements used) were statistically significant. (p values of all media organs and media in general were lower than the peak value of 0,05) Therefore, it is possible to say that according to the media at all with radio, Internet, television namely media in general affect the music consumption.

Table 14. T Test

	N	Mean	Std. Deviation	t	p
RADIO	420	3,5750	,90547	7,514	,000
INTERNET	420	4,0214	,57408	21,052	,000
TV	420	3,4482	,77419	6,850	,000
MEDIA GENERAL	420	3,6994	,52540	15,751	,000
Test Value = 3					

Conclusion

Music industry has been under the effect of media in the recent years. The technologic developments which caused many changes in media start effecting music environment. Music which was listening from the LP's started to be listened from different sources as new technology appeared. Every new technology caused new distribution ways of music to be spread. This made the popularization of music to increase. As music became more popular the industrialization process of music expended too. Radio was the first big medium which distribute music to mass communications. The development of TV caused music to be visualized. Music start to be watched not only listened with TV. The video clip industry peaked this visualization of music. Finally the new media and internet created a new era to music industry. Especially the developments of web 2, 0 which caused social media's effect to expend shaped music industry. The effect of new media had the biggest effect of media to music industry. The concept of digital music distribution expanded. Today traditional and new media both effects the consumption of music in deep. New songs, new single and album releases are all kick the door of promotion in media to arrive to their listeners. In the research that was done in that study it was aimed to prove that the new youth especially university students are effected in their listening and consuming of music from media. Due to this, in the search that has been applied to university students living in Turkey in the city of İstanbul were asked to answer a questioner to approve three hypothesis for the effect of media to music consumption. In the end of the research it was proved that media has a high effect on the listening habits of music to university students. The sample of the research accepted that media effects music listening habits in different ways and this cause an effect to the consumption of music. It was seen that radio has lost its power against new media in effecting music industry. University students prefer to use more new

media than traditional media. Internet is the most used media in listening music and radio is the less used platform. Turkish university students prefer to download and listen music online, but the interesting thing on this is, that they don't use much the official digital music platforms. That creates a problem of pirate music. The university students approved that they start using the official digital music platforms but there is a way to go on that field. The most used official digital music platform is the local platform called as TNET Müzik (29, 3%) and the second one is the global digital music platform iTunes (20, 7%). The most important music information source of the university students is internet and social media. The most popular music source in social media is YouTube with a 55, 7 %.

This research gave two important messages. The first one is media's effect is getting bigger every year and this shapes the music listening habits of youth. This effect music industry's development and puts music inside the popular culture. Media popularize music and serves to popular society. The second is the new technological developments created new distribution platforms in media for music. Every new distribution killed the previous one and every new distribution creates a new way of communication with the music listener. Now the music listener prefers to communicate with the music industry with the use of social media and its biggest platform YouTube. A very important thing that should be consider is to give importance to the pirate music and copyrights of musicians and music producers. Because of this new distribution form music transformed from physical to digital. So the media industry still effects music industry in very high level and it seems that that it will go on.

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