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Authenticity and Authentication in Music for Media

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Authenticity and Authentication in Music for Media

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Film Music Studies

- Typologies of Film Music Function
 - Music synchronisation with on-screen events (Eisenstein, 1949; Clair, 1953)
 - Music as imitation, comment, or evocation (Spottiswoode, 1950; Kracauer, 1997)
 - Music's *added value* through interaction with on-screen events (Chion, 2019)
 - Musical empathy towards on-screen emotion or theme (Spottiswoode, 1950; Chion, 2019)
- Anchorage
 - Music's direction of audiences' focus towards (or away from) certain narrative elements (Barthes, 1977/1990; Gorbman, 1987)
- Suturing
 - Music's ability to 'world-build' and immerse audiences (White, 2020)
- Figurative Semiotics & Metaphorical Models of Multimedia
 - Metaphor's (omni)presence in human everyday life, language, thought, and action (Lakoff & Johnson, 1980/2003)
 - Metaphorical structures can be uncovered by inter-conceptual relationships (Schutte, 2015)
 - Media elements' ability to Conform, Complement, or Contest each other (Cook, 1998/2004)

Authenticity as Authentication

- Authenticity as Authentication
 - Authenticity is resultant of processes of Authentication.
 - Authenticity is not an inherent quality, but rather one ascribed to artists (Moore, 2002).
- Authentication in Music for media
 - Metaphor is ever-present in everyday language, thoughts, actions (Lakoff & Johnson, 1980/2003).
 - The interaction between different elements of a media text can result in certain parts of the message being 'highlighted' or 'obscured' (Barthes, 1977/1990; Gorbman, 1987).
 - This interaction between metaphorical elements can be uncovered by understanding their hierarchies and relationships (Schutte, 2015).
 - This interaction occurs in different ways, to convey the text's main messages (Cook, 1998/2004).
 - Hierarchies and interactions between the constituent elements of a media text – Authentication of different elements of that text's message – different parts of the text's message are 'made real' to an audience.
 - 'To Authenticate' in music for media – a constituent element's capacity to 'make real' the other elements of a text, or its larger messages/themes, to its audience.
 - 'To be Authenticated' in music for media – a constituent element's realisation, by interaction or correlation with other constituent elements of a text, thereby contributing to communicate the text's larger messages/themes.

Case Study

Blade Runner Final Cut (BRFC) Love Scene



00:00s – 01:17s

03:17s – 04:00s

(Total time: 2 minutes)

Case Study

Blade Runner Final Cut (BRFC) Love Scene

- Figurative Semiotic Analysis

- Visual signs:

- Red lips [Deckard's POV] = Beauty; Red lips [Deckard's POV] = Sensuality/Sexuality = Humanity.
 - Red lips [Rachael's POV] = Corporate objectification = [Being] Business.
 - Photographs = Memories; [Naturally acquired] Memories = Humanity; [Implanted] Memories = Inhumanity.
 - [Black & White] Photographs = Past technology; Past technology = Nostalgia; Past technology = Humanity.
 - Loosening hair = Introspection; Introspection = Consciousness; Consciousness = Humanity.
 - Loosening hair = Liberation; Liberation = Freedom; Freedom = Humanity.
 - Piano = Acoustic instrument; Acoustic instrument = Past technology; Acoustic instrument = Humanity.

- Musical signs:

- Piano = Acoustic instrument; Piano = [Rachael's] Introspection; Introspection = Consciousness = Humanity.
 - Saxophone = Acoustic instrument; Saxophone = [Deckard's] Desire; Saxophone = Sensuality/Sexuality = Humanity.
 - Acoustic instrument = Past technology; Acoustic instrument = Humanity.
 - Main motif = Romance; Main motif = Sensuality/Sexuality = Humanity.
 - Synth = [Futuristic] technology; Synth = Unnatural; Unnatural = Inhuman.
 - Descending sequence = [Deckard's] Rejection.

Case Study

Blade Runner Final Cut (BRFC) Love Scene

- Metaphorical Music Analysis
 - Similarity Test Passed – Conformant Consistency:
 - [Rachael's] Red lips [aligns with] Sensuality/Sexuality.
 - [Rachael's] Red lips [aligns with] Corporate objectification.
 - Piano [aligns with] Rachael's introspection.
 - Saxophone & Main motif [aligns with] Deckard asleep; Deckard's dialogue; Deckard's actions and kiss.
 - Acoustic instruments [aligns with] Nature; Humanity.
 - Synths [aligns with] Technology; Inhumanity.
 - Difference Test Passed – Complementary Contrariety:
 - Synths [misaligns with] Acoustic instruments.
 - [Rachael's] Memories [misaligns with] [Deckard's] Memories (presumed Human at this point).
 - Difference Test Passed – Contesting Contradiction:
 - Piano [misaligns with] Sensuality/Sexuality.
 - Saxophone & Main motif [misaligns with] Rachael's introspection; Rachael's actions and escape.
 - Deckard's actions and kiss [misaligns with] Rachael's actions and escape.

Conclusions

- There is Conformance between signs connoting Romance and Deckard's inner world, reflected by his actions.
- There is Conformance between signs connoting Introspection and Rachael's inner world, reflected by her actions.
- There is Complementation between Acoustic and Synthesised instrumentations.
- There is Contradiction between signs that connote Romance and Introspection.
- As such, we can say that, although the music acknowledges Rachael's Introspection, it mostly Authenticates Deckard's inner world.
- Music superimposes a Romance connotation on this scene, despite its Contradiction with other signs.
- Deckard's aggressiveness can be interpreted as another sign that he is a Replicant.
- In the context of the full film, Deckard's story arc reveals a flawed protagonist acting as villain for most of the film – changed only by his love for Rachael and his life being saved by Batty.
- Additionally, the Complementary blend between synthesised and acoustic instruments serves as a bridge that supports the film's final message: Replicants = Humans.

- Authentication can be used to discern which elements of a media text are being 'realised' by its music.
- Authentication allows not only an understanding of music's functions within a media text, but also how these functions specifically correlate to meanings and concepts within that text.

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