



National Certificate of Educational Achievement
TAUMATA MĀTAURANGA Ā-MOTU KUA TAEA

Exemplar for Internal Achievement Standard

Music Level 3

This exemplar supports assessment against:

Achievement Standard 91425

Research a music topic.

An annotated exemplar is an extract of student evidence, with a commentary, to explain key aspects of the standard. It assists teachers to make assessment judgements at the grade boundaries.

New Zealand Qualifications Authority

To support internal assessment

	Grade Boundary: Low Excellence
1.	<p>For Excellence, the student needs to research a music topic with insight.</p> <p>This involves the student processing evidence from a range of sources with discernment to construct, critically refine, and deliver a detailed presentation with valid and perceptive conclusions.</p> <p>This student has delivered a detailed written presentation on '<i>Community Music in New Zealand</i>'. The two sections included from the research cover how community music evolved in New Zealand and the student's conclusion as to whether we have '<i>lost</i>' community music. The student discerns that technological advances drew people away from making their own music (1) (2) (3).</p> <p>Valid and perceptive conclusions are demonstrated (4) (5), and personal perspectives are given (6), to complete a generally insightful piece of research.</p> <p>For a more secure Excellence, the student could consider interviewing members from a local community music group and summarise their findings to make the range of sources fully robust.</p>

Student 1: Low Excellence

NZQA Intended for teacher use only

The Evolution of New Zealand Community Music

Once settlers began to establish homes and adapt to the new environment around them and began to establish relationships with Maori, music began to evolve more and more, changing its shape to fit in with the new lives they were beginning to build. More and more spare time became available to the settlers who had conquered the wild land around them and towns and what would become the major cities of New Zealand established themselves as thriving centres for businesses and people alike.

With the establishment of the towns came advancements in technology, and nine years into the new century, a way of recording sound was pioneered with the first recording to be produced in New Zealand done by a Christchurch-born soprano, Madame Frances Alda. **The phonograph revolutionised the way people listened to music. It was no longer necessary to have an instrument present or someone with musical talent in the room, all that was required was a phonograph and a record.** Because phonographs preceded radio and TV, people would gather to have a “gramophone evening”, listening together to the latest music from around the world. **They would gather not only in their homes but sometimes even in music shops, like a shop in Wellington that held concerts called the “Talkeries”, or in community halls. Music and the way people enjoyed and listened to it would never be the same.**

1

2

In the 1920's, the private use of gramophones in homes became commonplace and most households had one. Microphones were just coming into use and the quality of the recordings began to get better. Most records available for sale in New Zealand were imported from America and Britain, and the most popular record in 1925 was made by The Temple Church Choir in London, and sold an incredible 30,000 copies.

Once technology began to become more widespread in its use, musicians in New Zealand and around the world were able to utilise tools like microphones, amplifiers, sound desks and recording software to communicate their music to a wider audience. Soon the general public were able to enjoy listening to their favourite musicians at a venue of over a thousand, previously not something that was possible outside of an opera house or purposely built space that had the right acoustics for projection of an acoustic instrument. Small bands of only 5 or 6 players could now make themselves heard to an audience 100 times their size! Not only that but musicians could now record their works and sell them to a wider range of people.

New Zealand's community music was impacted through this advancement in technology because music and social gathering were now no longer limited to the musicians within the local area. Because of technology you could have Elvis Presley singing at your party!

3

Conclusion: Have we Lost Community Music?

In conclusion, I have found through my research that Community Music is less accessible and more commercialised than what it used to be 30 years ago. The advent of technology has revolutionised music in terms of its accessibility, but in it becoming more widespread

4

music has lost the local flavour and connectedness to the people around each individual that it once had.

No particular genre defines Community Music as Community Music is defined by the circumstances that surround the music itself, though some genres lend themselves better to Community Music. Community Music has become something that is only organised and planned by community choirs, orchestras, pipe bands etc. or councils instead of the ideal where each community would have a space where music and impromptu social events would be the norm. However, this requires the cooperation of everyone in the community, and with most people not knowing who their neighbours are the likelihood of this is not large.

5

The decline of Community Music then, merely reflects the fact that people today do not often belong in a true community, and it is only after major events like the 2011, February 22nd Christchurch earthquake that people become more interconnected. The essence of community Music always comes back to this; when people connect, the music flows.

6

	Grade Boundary: High Merit
2.	<p>For Merit, the student needs to research a music topic in depth.</p> <p>This involves the student effectively processing evidence from a range of sources to construct, refine, and deliver a detailed presentation with valid conclusions.</p> <p>This student has completed a detailed written presentation on Indie music. The two sections included from the research are on how Indie music began to be popularised as a genre and the student's conclusion as to what Indie\ music is.</p> <p>The research demonstrates in depth descriptions and explanations of sub-genres (1) and how the rise of Indie popularity has been an aspect of its demise, particularly during the early 2000s (2). The conclusion summarises the main findings of the research. It is valid and shows some degree of perception (3), particularly in regard to the effect of technology on the genre (4) (5).</p> <p>To reach Excellence, the student could analyse an Indie song to allow further insight to be reached and demonstrate that a range of sources has been more fully explored.</p>

When did it become so popular and how?

The first 'Indie' bands which defined the genre 'Indie', or Alternative, are bands such as REM, The Smiths, Husker Du and Sonic Youth, These bands were commonly played in the United Kingdom and the United States during the 1980's on various college radio stations. College radio stations played a huge part in the 'Indie' music scene. It was one of the only ways one could hear previously unknown or experimental music as a lot of it was not played on mainstream radio. For example, to this day 95bFM are a successful college driven radio station which have been around since 1969. It started as a pirate college radio station which broadcast from a boat in Auckland's Waitemata harbour. These college radio stations effectively started the 'Indie' movement and scene, which created a huge devoted following.

The development of the 'Indie' scene is also likely due to the number of subgenres which fit under the Alternative or 'Indie' genre, for example Shoegaze (commonly based around guitar effects and their 'droning riffs' and given the name due to guitarists looking at their feet whilst playing; this is due to guitar effects pedals and their non-confronting and introspective nature), Garage Punk (characterised by a dirty overdriven choppy guitar sound; not as politically driven as most Punk bands) and Grunge (originated in Seattle; commonly called the Seattle sound, it's a fusion of Punk, Heavy Metal and Alternative music). You can see from the top selling albums throughout the 80's until today that the volume of 'Indie' bands increased dramatically. For example, in 1983, REM (one of the first 'Indie' bands) got the award for the best album of that year, the album Murmur. In 1985 they re-appeared with the number 5 album, Biograph.

It has been stated in articles that I have read that between the rising of 'Indie' in the 1980's and 2006, the 'Indie' scene started to die out. This is likely due to the rising of technology which severely challenged the "do-it-yourself" attitude which was commonly paired with being an 'Indie' musician. Because of this, when bands make music which acquired many fans and suited the money-making requirements of the major label, the labels would seek them out and 'buy' the bands. These bands would no longer be making, producing and distributing the music themselves as they are then required to do as the record label says. Hence, stripping the label of 'Indie' from the band.

This all changed in 2006 when the debut album of the Arctic Monkeys, "Whatever You Say I Am, That's What I'm Not" was released. It soon transcended the rate at which any previous album was sold. It became the fastest selling debut album of all time, selling almost 400,000 copies in the first week. This is a demonstration of how the internet has completely changed the music industry, in a way that wasn't controlled by any major record labels. This also bought back the 'Indie' attitude which had seemed to die out over time. "The Arctic Monkeys brought Indie music back to its roots, breaking new ground in the same way that The Velvet Underground had 50 years previously", according to Alex Wynick in an article on www.nothingbuthopeandpassion.com. The music industry has been changed by the internet and technology in a way never seen before. Their rise effectively gave musicians their own self advertising technology – giving them the right to exploit their music their own way and in any way. This is done through programs such as YouTube, Bandcamp, Soundcloud and

even social networking sites such as Facebook. All of these sites have given musicians a way to upload their music and have it potentially heard by thousands and thousands of people. This is something that could never be done before without being on a label.

To conclude

'Indie' is a genre of music made by and for the 'do-it-yourself' type of person. It's commonly known for its stand against the mainstream industry and its extremely devoted following. It began around the mid-80's and is still somewhat around today, although it has changed immensely. From between the mid-80's to 2006 it began to die. This is likely due to technology, such as YouTube and Facebook gravely challenging the 'Indie' spirit. This changes when the Arctic Monkeys debut album was released and bought back the 'DIY' 'Indie' spirit.

4

This influx of new technology changing music is, in my opinion, a good thing. Although it has, in some ways destroyed the industry, it has given artists of all types a sense of creative freedom and made it immeasurably easier to produce and advertise your own music in your own way. The uprising of social networking has given all artists an easy, free way of allowing their projects to be seen, heard or viewed by potentially thousands of people, which has in turn revolutionised how the industry works.

5

Although it seemed as if the ideas of 'Indie' and Mainstream were contrasting, there have been some bands over the years which have managed to achieve the best of both worlds. By this I mean being an 'Indie' band with mainstream success. Bands such as Muse, Coldplay and Snow Patrol have all been 'Indie' bands which have also had very mainstream success. These bands are the link between the two worlds and have received the ups and downs of both.

Since the mid-80's, 'Indie' has changed from being a way of making music to a label possessed by the media to give products a sense of authenticity. This has changed 'Indie' completely. It's now thought of as a genre to name a mainstream guitar driven band. As well as it becoming a genre it's also been successfully bought out by the media. This is shown by the way the fashion and mainstream music industry seem to develop and work off each other. Suggested by the clothing shop Urban Outfitters selling CD's of the music being played in the shop, so that the customers may buy the clothes and music by their favourite band. The two industries also work with each other to show a sort of fashion sense for the 'Indie' scene.

3

	Grade Boundary: Low Merit
3.	<p>For Merit, the student needs to research a music topic in depth.</p> <p>This involves the student effectively processing evidence from a range of sources to construct, refine, and deliver a detailed presentation with valid conclusions.</p> <p>This student has delivered a generally detailed written presentation on The Beatles. Sections from the research include influences on The Beatles in their era, and the student's conclusion on the significance of the band.</p> <p>The research shows some degree of depth and effective processing of evidence including musical examples from Beatles' songs which link back to their musical and philosophical influences (1) (2) (3) (4) (5) (6).</p> <p>The conclusion is valid, particularly the effect The Beatles had on their generation (7) and their introduction of concept albums to the world (8).</p> <p>For a more secure Merit, more details are required, such as further musical examples from the band's extensive repertoire.</p>

Who influenced the Beatles in their era?

The Beatles earliest influences can be seen in the form of the likes of Cliff Richard and the Shadows, where Richard's stage presence and female following went hand in hand with his rock 'n' roll attitude which is what captivated The Beatles to performing on stage publically. It was the performing onstage that the Beatles adopted their signature looks and the mop-top haircut that is imitated and still popular today to accompany the collarless grey and black suits the Beatles wore in their early years of forming. Another influence the Beatles drew from, was blues performer Chuck Berry covering several of Berry's songs in their early years and then Lennon to include "here comes old flattop" in the song, 'Come Together', from the Abbey Road album. Buddy Holly was another influence on the sound of the Beatles naming their band initially as the 'Beatals' as a tribute to 'Buddy Holly and the Crickets' before settling on The Beatles in August 1960.

Holly's voice was one of the most imitated sounds of the 1960's with his vocally smooth rock 'n' roll vibe to his works that can be felt in many of the Beatles early tracks, and was the first covered artist by the Quarrymen of 'That'll be the Day'. Paul McCartney describes the sound of hearing Buddy Holly for the first time as this "electric sound on the radio" and "this strange new music". McCartney and Lennon first began writing together attempting to replicate the song writing of Holly himself using the same chords which eventually after "trying that for hours" would end up with a few original songs. Buddy Holly's influence on the Beatles music can be seen in the first few chords used in 'Love Me Do', following the same rhythm as 'Peggy Sue' showing how much of an influence Buddy Holly really had on the early beginnings of the Beatles and the song-writing partnership of Lennon/McCartney.

nRock 'n' Roll King, Elvis Presley also had a significant impact on the group with John Lennon quoted as saying, "if there hadn't been an Elvis, there wouldn't have been the Beatles". At the tender age of 15, Lennon was heavily influenced by Elvis' sound and looks adapting his lifestyle to that of Presley having the ability to fuse blues, rock 'n' roll and skiffle into one sound that had not been heard before across the Atlantic.

It was also the fusion of fire gospel with New Orleans RnB that Little Richard, a pioneer of rock 'n' roll no doubt also influenced the music the Beatles would produce. It was particularly Paul McCartney that was influenced by Little Richard the most at the time imitating his voice on several of the Beatles recordings which can be seen in "She Loves You" imitating Little Richard's "Wooo!"

The album, 'Freewheelin' released by Bob Dylan in 1963 was played by the Beatles countless numbers of times in their hotel room in Paris and left the four astounded over the sound that was Bob Dylan.

It was the tour of America in August of 1965 where the Beatles were introduced to Indian culture and classical Indian music by mutual friend, David Crosby. Harrison soon became fascinated with Indian culture and in particular the sitar. This influence Harrison musically where on the 'Rubber Soul' track 'Norwegian Wood' Harrison plays his sitar. It wasn't until

the following year that Harrison met sitar legend, Ravi Shankar, who gave a private concert at the home of Harrison where Ringo Starr and John Lennon were in attendance. This had a major impact on the music of the Beatles, not only musically influencing 'Rubber Soul', 'Revolver' and 'Sgt Peppers' but also spiritually, culminating in visiting India in 1968 to attend a Transcendental Meditation Session. The Beatles believed that this would help them to find inner peace and happiness which would result in a more creative attitude influencing the lyrics created between the band members. Indian culture and religion had the biggest effect on George Harrison who completely immersed himself in the culture and all its aspects becoming a student of Ravi Shankar and purchasing a house boat to further his learning.

Harrison found peace and comfort in the Indian way of life where materialistic values of Western society were frowned upon with spiritual values regarded as the most important aspect, something Harrison followed right up until his death in 2001. Even after the Beatles broke up, Indian culture and religion never completely left George Harrison and he continued playing the sitar and remained in contact with his mentor Ravi Shankar for many years; he also remained a vegetarian from 1968 until his death.

Conclusion

I began my research on 'The Beatles' earlier this term not knowing what to expect as I had previously known very little about the fab four. I can safely say now that has now changed, from the stacks of information I came across and watched, listened and read through I slowly began to expand my knowledge of the four lads from Liverpool. Some people say the Beatles are just an 'overrated' rock 'n' roll band which would not stand up against the bands of today, but here's the thing, they never intended on being compared to the bands of today (although in my opinion their music outstrips many artists of today).

The Beatles were ground-breaking and their music summed up the swinging 60's from which they emerged, taking all their influences and creating their own sound which was a breath of much needed fresh air. John Lennon once said the Beatles were "more popular than Jesus" which caused uproar in the United States, no doubt because it was true.

From 1960 – 1970, there was rarely a place you could not visit without hearing the Beatles being played over the radio or hysterical girls wanting for the love of John, Paul, George and Ringo. I've come to appreciate the Beatles completely and utterly and believe they deserve all the credit they have been given. They revolutionised the use of albums into a primary way of dispersing singles as opposed to albums being considered as only 'filler material', the unexceptional songs with only a few hits.

Although the Beatles disbanded more than 40 years ago their impact has remained just as prevalent amongst society as in my opinion they are the most famous and recognised band that has ever been. I don't think even those four lads from Liverpool could have dreamt of the amount of success or hysteria they would cause, The Beatles will safely remain in the CD's and vinyl released and the iPods they inhabit for many years to come.

	Grade Boundary: High Achieved
4.	<p>For Achieved, the student needs to research a music topic.</p> <p>This involves the student processing evidence from a range of sources to construct and deliver a presentation with valid conclusions.</p> <p>This student has delivered a written presentation on the research topic: '<i>What is progressive music?</i>'. The two sections included from the assignment cover the elements of Prog. Rock and the student's conclusion as to why the genre has survived over four decades.</p> <p>Although the overall research question would benefit from further refinement, the student has nevertheless begun to demonstrate some in depth processing. For example, the analysis of the elements of Prog. Rock provides musical details about time signatures, thematic subject matter and the relationship between songs on an album (1).</p> <p>Valid conclusions are drawn (2) (3).</p> <p>To reach Merit, the student could utilise more sources, as they are all currently web-based. Using primary sources such as surveys and interviews would allow the student to more securely provide effective processing of evidence.</p>

What is progressive rock music?

A lot of music nowadays could be called progressive, but the actual sub-genre of 'Prog Rock' developed out of the experimental times of the late 1960's and continued into the 1970's. Our ear is used to the normal 4/4 beat, but progressive music is actually a little more than that. There are a few properties that define progressive music: **The length of a song, time changes, complexity (both instrumentally and lyrically) and a more experimental way of playing 'traditional' rock instruments, together with the additional of less than traditional instruments.**

1

Progressive music tends to mean longer songs, meaning probably 6 minutes (when average song length in the 1960's was around 3 minutes) or more, some even being up to 20 minutes! The songs will tend to break away from the typical verse/chorus song structure and will be broken into different sections, so it is as if the song is telling you a story.

If you listen carefully and count the beats, it may not seem straight forward, Progressive music tends to have different time signatures, or changing tempos within the song. Popular odd time signatures are 7/8, 5/4, 7/4. It tends to bore some people because it takes a while to get into it. It requires you to follow along with the song instead of relaxing into it.

Progressive music isn't your normal band consisting of drums, guitar, bass, and vocals. Most of the time, the typical band will be accompanied with instruments you wouldn't think would be there. For example, some sort of piano, keyboard, or even parts of the orchestral family, being violins, cellos etc. There is a higher level of skill involved in Progressive music, which requires the musicians to be both passionate and technical with their instruments.

While progressive music is very creative and complex, the lyrics follow along that path as well. The lyrics are more sophisticated than most other genres of music. Due to lyrics being complicated, it requires a lot of time undertaking massive projects to achieve the complexity of it. Many albums tend to be theme-based which every song relates to one another which makes the experience more abstract.

Conclusion

Progressive rock has been around for over 50 years. It has had constant battles with other genre of music to be the best of the most commercial. When progressive rock fell down (in the late 1970's) it managed to find its way back up to the top again. With some of the most popular bands such as Pink Floyd, King Crimson, Rush etc., all dating back to the very early stages of the progressive rock movement, many people today still listen to these bands, even teenagers who didn't grow up in prog-rock's heyday.

2

Although it's not always the easiest music to listen to, unlike the majority of commercial songs in common-time (4/4), millions of people still do. Pink Floyd managed to make a great deal of money out of their music, having sold millions of albums all around the world.

The possibilities with music are endless, and progressive rock artists take full advantage of that, creating the most weird, confusing music that sends shivers down your spine, but still manages to pull the listeners in and want more. Artists have perfected the ideas of creating abnormal music but making it sound normal, which I think is amazing. The song “The dance of Eternity” by Dream Theater has over 128 time signature changes in just over six minutes. Which I think is incredible and a work of art to make it sound smooth. I do wonder what will happen in 10 years’ time. Prog Rock has spiked up and down in popularity in the past, so it seems it will again. But music is unpredictable and progressive rock more so in my opinion, and you never know what kind of sounds will be made next. Music is always changing so I cannot wait until the next change for Prog Rock happens because I am intrigued to find out what it will sound like.

	Grade Boundary: Low Achieved
5.	<p>For Achieved, the student needs to research a music topic.</p> <p>This involves the student processing evidence from a range of sources to construct and deliver a presentation with valid conclusions.</p> <p>This student has delivered a written research presentation based on an extensive interview with the CEO of New Zealand secondary school's song-writing competition <i>Play It Strange</i>. The presentation has been well constructed with a clear introduction, main body with headings and a concluding section which includes the student's personal observations (3).</p> <p>There is demonstration of processing evidence gathered from the interview with CEO, Mike Chunn. Chunn's 'voice' has been well captured by the student with many well placed quotes (1) and opinions (2) from Chunn throughout the presentation.</p> <p>Conclusions are generally valid and include the student's personal perspective (3).</p> <p>For a more secure Achieved, a wider range of sources would benefit the research process, including a survey of students who have been involved in <i>Play it Strange</i>, and fuller analysis of past winners including how the competition has aided them in the music industry.</p> <p>The student has answered their original research question but needs to fully draw out valid conclusions by providing more evidence of processing a range of sources.</p>

Student 5: Low Achieved

NZQA Intended for teacher use only

'Play It Strange' grasped me as an important competition for youth in New Zealand; therefore an interesting topic for me to research further. I personally feel as though Mike Chunn has put immense amounts of effort into New Zealand youth and highlighting the importance of creating music from a young age. As a music student myself, I have learned how important it is to engage in contemporary music in class. Therefore, exploring Play It Strange in depth will develop my own knowledge of the importance of song writing among young New Zealanders as well as the significance Play It Strange has had on NZ music as well as international music. I will be exploring the history of the competition, further developed competitions, future dreams for Play It Strange, past winners of the competition, as well as the overall question of my research: ***How significant has the establishment of Play It Strange been on the growth and development of New Zealand music and beyond?***

History of Play It Strange

The Play It Strange Trust was established in 2003 for the purpose of encouraging NZ youth to develop interested and skills in song-writing and musical performance. The opportunity arose when Bill Moran (an economist) presented a funding source to founder Mike Chunn for a charitable trust that ran music programmes in schools. It was an opportunity to access the important music departments in schools without having to develop the programme with the Ministry of Education. Play It Strange was developed through this idea as Mike Chunn believed that "the music curriculum is only half way there – song is not in the curriculum. Teachers' process is not about going through education – it's all about crotchets and quavers.' Mike established Play It Strange to have a world where music curriculum was expanded, and contemporary minded music teacher are coming through the system rather than having students being forced to create the contemporary world themselves.

The trustees of Play It Strange encourage and facilitate young people to make, and experiment in, music that reflects NZ's unique characteristics, thereby encouraging creativity and innovation in NZ music and enabling young people to make a positive contribution to society through music. Chunn wanted to 'have a world where the music curriculum is expanded and contemporary minded music teachers come through the system; rather than having being forced to create that contemporary world themselves'.

Band of Strangers

Band of Strangers is an event where secondary school students in Years 11, 12 and 13 have the opportunity to get up on stage and play in a band with established and iconic NZ musicians. Play It Strange Trust organiser, Mike Chunn, saw this concept as "a great way to put the spotlight on emerging, top music talent in Auckland schools".

Future Dreams for Play It Strange

Chunn's intention from the start was to change the mind-set of his generation; as he is still trying to discover "why parents don't go to some departments and say 'where is the rock and roll at this school'". His goal is to expand the attitude of people who don't understand or don't want to understand the importance of creativity through song. Chunn believes that school is where everything should be happening – "between 13 and 18 your imagination should be

1

accepted, as it flourishes in the writing and performing of original songs". Another essential aspect of the development of Play It Strange is the fact that all schools are participating in creative song writing and performance; and encouraged by their music teachers and school.

"There are schools where high-Western (music) is all that the teacher knows. Their open-mindedness doesn't exist." Chunn would love Play It Strange to have an impact on NZ society; for people to think that Play It Strange needs to be a competition running annually because of the importance song has in society.

2

How significant has the establishment of Play It Strange been on the growth and development of New Zealand and beyond?

Through my research, I have discovered the immense importance Play It Strange has, particularly on New Zealand youth. The success of competition finalists, including Kimbra and Annah Mac has been immensely positive on the individual artists. However their success from such young ages has come from the contest instead of the development of their talents through music in high school. The music curriculum in secondary schools is beginning to develop with the new age. However, an immense setback is the fact that the work "song" is not in the curriculum. With the present music course, song writing is allowed to be completely ignored within non-contemporary departments. It is Mike Chunn's dream to develop song into the music curriculum to build the creativity of high school students. "Everything about the music curriculum is fine, it is just half-way there".

Mike Chunn believes the opportunities for the future of New Zealand song-writers is endless. NZ music is constantly making a mark on the international market: with the development of artists such as Kimbra in Australia and America.

Although NZ music is still partially driven by American and English Top-40 songs, local music has become immensely popular nationally and internationally. Today, artists can be heard because people want to hear them; there are also more delivery systems of music and a much larger musical online presence. Play It Strange has been immensely significant in developing more youthful and confident songwriters and performers. Chunn displays more availability in terms of song-writing as Play It Strange offers entrants the opportunity to enter their songs for NCEA composition Achievement Standards.

I personally believe that Play It Strange has had an immensely positive impact on New Zealand music in particular. I feel that by being creative through expression of music undeniably benefits individuals from a young age and is greatly important; Play It Strange offers this as a competition.

3

Mike Chunn has created an innovative and significant competition for high school students to express themselves through song. New Zealand music has grown into a much more creative music nation; Play It Strange has helped develop this as artists are flourishing from a much younger age. The significance of the competition from its establishment in 2003 has already had a positive impact on New Zealand youth and the national music industry as a whole.

	Grade Boundary: High Not Achieved
6.	<p>For Achieved, the student needs to research a music topic.</p> <p>This involves the student processing evidence from a range of sources to construct and deliver a presentation with valid conclusions.</p> <p>This student has delivered a written presentation on a research topic that has potential for scope and depth: <i>‘Women in the music industry – Is it harder than it is for men?’</i>.</p> <p>The student has included a range of research tools including website data (1), surveys (2) and one-on-one interviews (3). They have also included personal perspectives and some relevant conclusions (4).</p> <p>To reach Achieved, the student needs to analyse their findings in more detail to allow valid conclusions to be drawn. For example, there are survey results which show people prefer males to sing Blues and females to sing Country. These are interesting findings but require deeper investigation. A wider demographic survey source would further enable the student to deliver fully valid conclusions.</p>

Student 6: High Not Achieved

NZQA Intended for teacher use only

Women in the music industry – Is it harder than it is for men?

Within this assignment, I'd like to discover if there is any bias or subtle sexism towards women in the music industry vs. men in the music industry.

My personal opinion towards this is that women have a harder time "making it big" in the music industry world-wide than men do. But why is this? It is because women are seen more so to be eye candy, rather than seen for their musical talent itself? If I was to answer this without further study, I would say yes – women have it harder. I think when it comes to women, could you even class "female music" as a genre itself?

As a part of this assignment, I aim to include various surveys, graphs, former research and personal opinions of a variety of people to find the answer to my question.

Is there any proof that men have it easier in the music industry than women?

Looking at the Top-20 songs from 2000-2007 from various websites and the artist which made that song big, to distinguish if men or woman were more popular, than one another over a short or long period of time. I am aware of my sources not all being 'professional', but that was my intent – I like that these are opinions of everybody, not just 1 or 2 different polls.

2000 – 5 female artists in the Top-20

2001 – 8 female artists

2002 – 9 female artists

2003 – 10 female artists

2004 – 9 female artists

2005 – 6 female artists

2006 - 8 female artists

2007 – 6 female artists

From these statistics I was pretty shocked to find that the number of females was not too low, which did impress me, however there were still more male based groups/male artists than females and it wasn't 50/50. I think though, if I were to go back to the 70's, 80's, 90's I would find the music rather male dominated.

Music Survey

I surveyed a selection of 8 people of different ages, nationalities and a mix of male/female.

The survey consisted of these questions:

- 1) 30 seconds to name as many female musicians/bands
- 2) 30 seconds to name as many male musicians/bands
- 3) Selection of genre and preference of gender
- 4) Selection of instruments and preference of gender
- 5) Selection of female and male based musicians /10

6) Selection of female and male based bands /10

7) Top 5 favourite musicians and band

Overall results showed that people prefer to listen to music by male artists, over female artists especially for more heavy, bluesy or reggae music. Only one person prefers to listen to female rap music; all 8 prefer to listen to reggae from a male artist. 4 people prefer to listen to jazz by male artists. 6 did prefer female country artists over male.

Out of the 10 different genre surveyed, 7 preferred overall male artists and 3 preferred female artists.

In another survey/interview I also asked everybody their favourite bands or singer. Out of 40 favourites, 30 were male bands/singers – 5 were female singers and 5 were mixed bands of male and female. Even though there hasn't been a huge difference up until now with number statistics in my graphs and surveys, this shows that there is a massive kind of 'favouritism' in gender specifics of favourite bands. I personally am not surprised at this, as I think that females do have it harder in the music industry than males.

3

One example is Britney Spears vs Michael Jackson ... Britney Spears went through a hard time in her personal life, losing child custody, shaving her hair off and caught lip-syncing at the Grammy awards. The media reports were all negative to Britney and very personal about her appearance. Her music sales suffered because of the negativity. Michael Jackson, on the other hand, also had personal problems, appearing in court on charges of sexual abuse towards young boys. He also bleached his skin white and had so much surgery on his nose that it would sometimes fall off. He was also judged by the media. But when he went on his final world tour, "This Is It", his shows sold out. When he died, his album sales shot to the top and millions of people mourned his death.

It is sad to think that female artists have in harder in the music industry than men, simply because well ... they're women?

Sometimes looked at as eye candy rather than for their musical talent, it's hard to get noticed and be more than just another singer without being scantily dressed or having a whacky hairstyle. On the other hand, I can also understand why Lady Gaga and Bjork do so well and it's great to see that they're not afraid to be themselves in the public's eye.

4

Overall, yes women do have it harder in the music industry than men. It's harder to become known purely as a singer rather than by your looks first. Once famous however, there's not a huge difference in commercial success. It's good to see that in the Top-20 women average out to about a 7 or 8. I was surprised by that, to see women help dominate Top-20 hits over the 2000's.

5