

Different Types of Written Summaries

“Music is used for many purposes today, and not all of them involve entertainment. It is used in advertising to attract attention and to promote products. Huge amounts of money are spent to create clever thirty second “hits,” which subliminally pressure consumers to make purchases. Music is also a pacifier; the music piped into elevators, airplanes, supermarkets, and shopping centers is designed to be ignored. It serves its purpose best when it is least obvious. This music encourages listeners to relax, slow down, and buy. Business firms provide background music for their workers in order to blot out distracting noises and increase efficiency. Farmers supply the same “canned” music to livestock to increase milk and egg production. The unfortunate aspect of all this background music is that it has conditioned the listener not to listen. Almost in self-defense, one learns to block out such music automatically.”

Source: Hickok, R. (1991). *Music Appreciation*. New York: Appleton Century Crofts.

Casual Summary Notes For A Study Aid

Uses of music besides entertainment

1. Advertising: jingles to remember products
2. Businesses
 - Retail: relax shoppers so they will buy more
 - Industry: get workers to get more accomplished
3. Farming: get livestock to produce more

Negative impacts

1. Overexposure
2. Listener blocks out music in self-defense

Casual Written Summary For A Study Aid

Music is used in many ways besides entertainment. Advertising firms create jingles to get people to remember products. Businesses use music to relax people so they will shop more or work productively. Farmers play music to get their livestock to produce more. This overexposure is conditioning us to ignore music.

Formal Written Summary For An Exam/Assignment

According to Robert Hickok, in his book *Music Appreciation*, music is being used today in a number of ways not related to entertainment. One use of music that Hickok cites is in advertising, where music is used to attract attention to products. The author also maintains that another popular use of music in business and industry is to soothe or pacify to encourage shopping and worker productivity. He concludes, however, that one unfortunate consequence of this chronic exposure to music is that people are being conditioned not to listen to it.