

THE CSEC MUSIC SBA

Paper 03 Listening and Appraising (LIAP)

Description of SBA assignments

Project 1: Musical Performance

Using a readily available and easily portable electronic device, record the music (20-30mins in duration) presented in a live performance. Include the rationale for selection of the performance and background data on the performers/performance. Compare and contrast the structural and expressive elements and comment on the socio-cultural significance of the music.

Project II: Musical Advertisements

Record from radio or television eight (8) musical advertisements. Analyse the structural and expressive elements of the music and comment on its socio-cultural significance with reference to the effectiveness of its appeal.

Project III: Caribbean Performer or Composer

Investigate the music of a prominent Caribbean performer or composer by interviewing the artiste to gain information on career development, influences, method and mode of performing or composing and achievements. Record works (10-20 minutes in duration) by this performer or composer. Analyse the music in terms of their structural and expressive elements and comment on its socio-cultural significance.

COVER PAGE

NAME OF CANDIDATE:

NAME OF SCHOOL:

CENTER NUMBER:

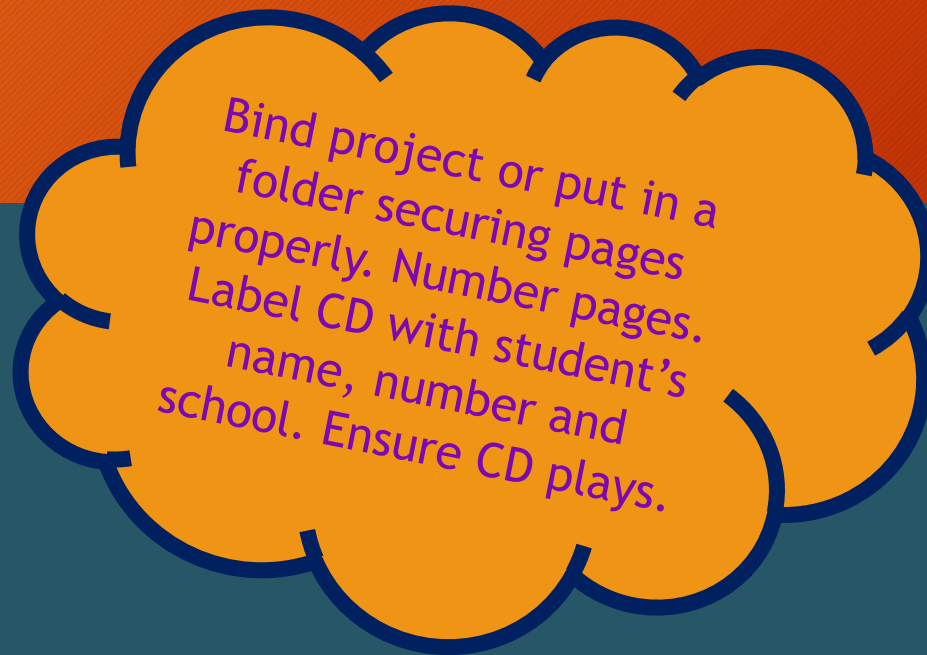
CANDIDATE'S NUMBER:

YEAR OF EXAMINATION:

TEACHER'S NAME:

SBA TOPIC: Project 111 Caribbean Performer or Composer

Investigate the music of a prominent(write out topic)



DETAILED MARK SCHEME

•Assignment I (LIAP) – 30 marks)

ASSIGNMENT 1 – MUSICAL PERFORMANCE

ASSIGNMENT II – ADVERTISEMENTS

ASSIGNMENT III – CARIBBEAN PERFORMER OR COMPOSER

(a) Introduction (4 marks)		
(i)	Rationale and method for selection of musical performance, performer or composer or advertisements	2 marks
(ii)	Background information	2 marks
(a) Musical Analysis (23 marks)		
(i)	Instrumentation - vocal and instrumental forces used in the presentation	4 marks
(ii)	Analysis of the music with reference to structural and expressive elements - for example, melodic and rhythmic ideas, dynamics, form	15 marks
(iii)	Comment on the socio-cultural significance of the music to the target audience	4 marks
(a) Presentation (3 marks)		
(i)	Organisation of ideas	1 mark
(ii)	Effectiveness of use of recording to support analysis	2 marks
TOTAL		30 MARKS

The INTRODUCTION (4 marks)

The RATIONALE:

- Include a little about the student and his/her interest in music
- The reason for choosing this particular project (1 mk)
- and the topic (1 mk)

TIP: Did you know you can select advertisements based on a common theme?

RATIONALE EXAMPLE

MARK SCHEME

(a) Rationale for selection of performance, performer/composer or advertisement (2 marks)

- Forthright, logical 2 marks
 - Vague, but evident 1 mark
 - Non-response 0 marks
- (Socio-cultural Framework)

How can you
make this
better?

My name is Callis Carr and I chose Music as a subject as it is something that I have always been interested in. I play the piano and I enjoy both the practical aspects and theory. I would like to pursue a career in music production and composition in the future and I believe that doing CSEC Music is one of the steps I can take to achieve that.

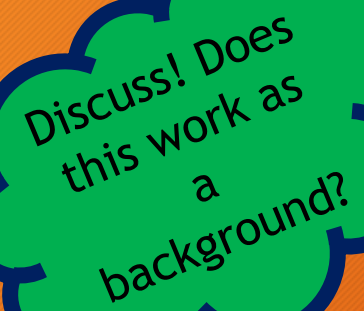
I chose to analyze the advertisements as I am interested in how music is used to promote products and services. I chose advertisements that I am familiar with and that are well known.

TIP: Your information from the interview will inform the background. Research the companies for pertinent info. Use the brochure from the performance or interview the producer.

MARK SCHEME

(b) Background information on performers/groups/soloists; composer/ performer; types of advertisements/products. (2 marks)

- Clear, thorough, well-researched, paraphrased 2 marks
- Moderately detailed, accurate 1 mark
- Weak, sketchy 0 marks



Discuss! Does
this work as
a
background?

BACKGROUND

For this SBA I chose to analyse 8 musical advertisements. The advertisements I chose were an Island Finance commercial, “TTMF Home Smart” commercial, Republic Bank Christmas advertisement, Digicel Christmas advertisement, Trinidad juices advertisement, KFC “Still Finger lickin” advertisement and Catch chocolate bar advertisement.

The first three advertisements – Island Finance, TTMF Home Smart and Republic Bank Christmas were similar as they all advertised financial services. I chose these since they were recognizable advertisements that had enough elements that could be analysed.

The Digicel Christmas advertisement was chosen as it is an advertisement that is both enjoyable and familiar to me.

The Trinidad Fruit juices and the Orchard Juice advertisement both advertised local juice brands and I found that they were similar in not only content but genre.

Lastly, the KFC and the Catch advertisements were both of the genre rap and had a young target audience.

Taken off Google search:

100% Juice, 100% Real Value

Trinidad Juice Company, a subsidiary of SM Jaleel & Co. Ltd, was incorporated in 2008 and manufactures the brand Trinidad Juices. Trinidad Juices has been manufactured by the Co-operative Citrus Growers' Association of Trinidad & Tobago since 1931 and has remained consistent over the years with product lines that afford 100% juice with the taste of real fruit in its Trinidad Reconstituted Juices and OJ Frozen Concentrates in sweetened and unsweetened flavours. Our unsweetened orange and grapefruit juices are the only locally manufactured juice products that have been approved and endorsed by the Diabetes Association of Trinidad & Tobago. The juices provide a balanced and nourishing beverage to diabetic consumers and health conscious individuals of all ages, to assist in the maintenance of a healthy lifestyle. The Reconstituted product-offerings bring out the natural goodness and taste of freshly squeezed juices with no artificial flavours or preservatives.

TIP: This background came off the internet. Paraphrase and shorten to use in SBA.

(2) Musical Analysis

23 marks

(a) Instrumentation – types of instrumentation used in the presentation/timbral features and effects 4 marks

Instrumentation and timbral features

- Accurate listing, categorization and commentary on timbral effect 4 marks
- Fairly accurate with minimal omission/representation and commentary 2-3 marks
- Gross omission/misrepresentation and commentary 1 mark
- Non-response 0 mark

EXAMPLES of Instrumentation

1. Instruments: Congas, drum kit, steelpan, saxophone, keyboard, bass guitar

2. Instruments: steelpan

3.

INSTRUMENT	CLASSIFICATION
Female vocalist	Soprano voice
Male vocalist (lead singer)	Tenor voice
Steel pan	idiophone
Drum kit	membranophone
synthesizer	keyboard

TIP: Neither example is perfect. How can you improve on each?

Analysis of music with reference to structural and expressive elements

Features

15 marks

- Rhythmic features: for example, metre, characteristic figures
Syncopation, etc (3 marks)
- Melodic features: for example, tonality, pitch movement,
motivic development (3 marks)
- Harmonic features: that is chord types, chord progressions,
consonance/dissonance, etc (3 marks)
- Formal structure: that is phrase pattern; strophic, verse/chorus
Binary, ternary, (1 mark)
- Textural features: for example, unison, monophonic, homophonic, polyphonic,
etc (1 mark)
- Expressive features: that is tempo, dynamics, articulation (3 marks)
- Genre/Style: that is, classical, jazz, folk, reggae, gospel, soca,
Parang, etc (1 mark)

SAMPLE 1.
Is this analysis
accurate?



Rhythmic Structure:

- The time signature is Simple Quadrupled
- In section A1 at the start when the voice said 'THE WAY A DRINK SHOULD BE' all instruments played in unison

Melodic Structure:

- This consists of repetition by both male and female voices saying 'SOLO 20' multiple times to emphasize how big the drink is.
- Tonality is a Major scale

Harmonic Structure:

- All the instruments are in accompaniment of each and playing to match the voices of the song.

Texture:

- The texture is recognized as Homophonic, meaning it is a single melodic line with accompaniment. The main voice in this Ad is sung by a female which is alto and her voice is soothing. In the middle of the song there is a male voice which is base and has a rough type of feel to it.

SAMPLE 2

Rhythmic Features: quadruple meter

Melodic Features: C major

Harmonic Features: perfect cadence

Formal Structure: verse and chorus

Textural Feature: homophonic

Expressive Feature: forte/ allegro

Genre/Style: pop

*TIP: Avoid answering only
in one word responses.*

SAMPLE ANALYSIS

Genre: Soca

This advertisement is in simple quadruple metre, that is, 4/4 time. The tempo is around 130 BPM (beats per minute), that is Allegro.

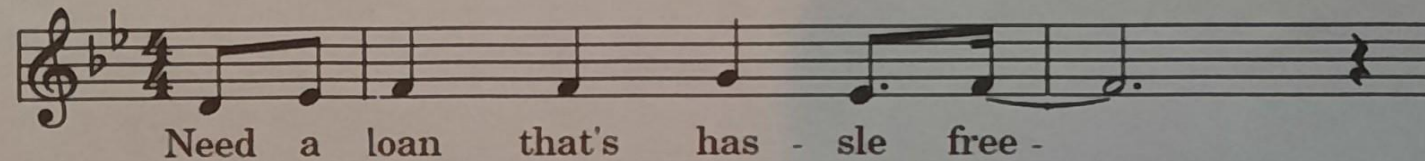
The advertisement has no variation in dynamics, as it remains at a constant volume throughout. The volume is loud and can be described as Forte.

The form is ABAC. It is made up of 15 bars of music.

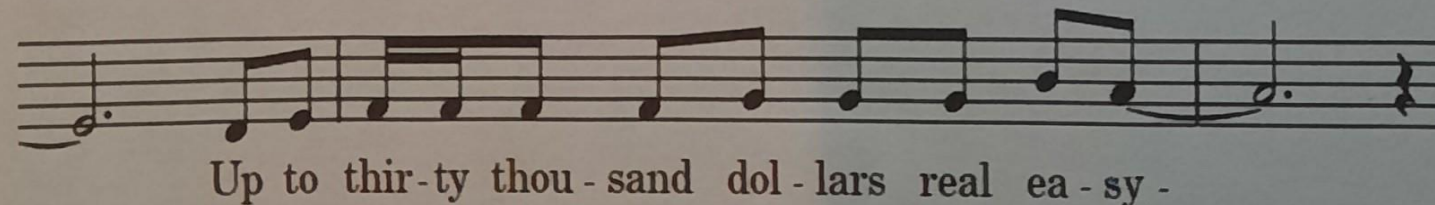
This is in the key of B \flat major.

The texture of this is homophonic, as there is the lead vocalist singing over the accompaniment done by the previously listed instruments. The synthesizer is heard in the background; it has a buzzing tone and the pitch bend feature is used to create vibrato.

As the advertisement begins, we can hear the use of an anacrusis to begin. The A part begins with the following phrase of music, that is sung by a female vocalist. (bars 1,2 and 3 shown)

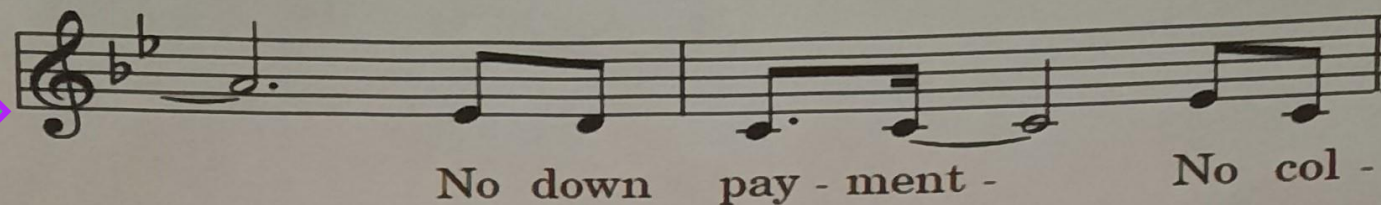


The advertisement continues, with the phrase is repeated with both rhythmic and melodic variation, as shown below. However, there is little melodic difference between the phrases, as the general pattern of the melody appears to be quite similar. (bars 3,4 and 5 shown).



The phrase “island finance” is repeated after each line, in a sort of call and response manner.

The B part begins when the words “No down payment” is sung. The melody descends from E^b to D, and then C, as shown below. (bars 5 and 6 shown).

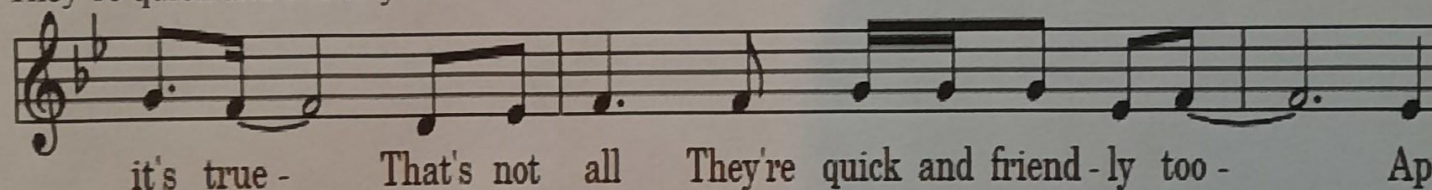


The image shows a musical staff in G minor (one flat) with a treble clef. The melody consists of the following notes: E^b (quarter), D (quarter), C (quarter), B^b (quarter), A^b (quarter), G^b (quarter), F^b (quarter), E^b (quarter). The lyrics are: "No down pay - ment - No col -".

The melody descends as this line is sung. This is an example of prosody, or word painting.

In the B part, the backup vocalists are heard singing in unison with the lead singer. In the last line in the B part, “Yes, It’s True,” the backup vocalists are heard harmonizing with the lead vocalist.

The A part is then repeated, with rhythmic variation to the first mentioned phrase. The melodic pattern remains the same as before. The lyrics are also changed, where the line is “that’s not all. They’re quick and friendly too.”



The image shows a musical staff in G minor (one flat) with a treble clef. The melody consists of the following notes: E^b (quarter), D (quarter), C (quarter), B^b (quarter), A^b (quarter), G^b (quarter), F^b (quarter), E^b (quarter). The lyrics are: "it's true - That's not all They're quick and friend-ly too - Ap".

The advertisement concludes with the C part, with the line, “You can depend on Island Finance.” In this concluding line, the backup vocalists are heard harmonizing with the lead singer.

Graphic illustrations are welcomed

Can you easily find the characteristics of each feature in this layout?

SOCIO-CULTURAL SIGNIFICANCE (4 marks)

- Evaluation/ Commentary on the social and cultural significance and the effectiveness of the music analysed as related to the attending audience/ target audience
- □ Explicit mention with accurate details 3-4 marks
- □ Less clear mention with moderate details 2 marks
- □ Minimal mention with very little detail 1 mark
- □ Non-response 0 marks




SAMPLE

“Love Technician”

In this song Jaron Nurse reaches to the audience of married couples. In a country where premarital sex and infidelity seem prevalent, it can be easy to resign oneself from ‘finding love’. Jaron uses the lyrics of this song to motivate persons in and out of the church to find love that is healthy. This message has positively impacted marriages and persons in the community.

Island Finance is advertising loans to the public. The lyrics are meant to appeal to the audience, as they tell how easy it would be to take a loan with them. The genre also appeals to the audience as soca is very popular in Trinidad.



*Do you believe these
say enough?*

3. Presentation of Report

3 marks

(a) Organisation of ideas

(2 marks)

Strong with accurate use of musical terminology

2 marks

Adequate with less accurate use of musical

1 mark

terminology

Weak – with inaccurate musical terminology

0 marks

(b) Effectiveness of use of recording to support analysis

(1 mark)

Strong-acceptable audio/commentary agreement,
graphic illustrations to support

1 mark

Unclear, weak audio/commentary agreement

0 marks



for your attention and participation. We hope this presentation is beneficial to you and helps produce even better SBAs.