



THE TRANSFORMATION OF JAZZ PERFORMANCES FROM TRADITION TO VISUAL ART FORMS

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Introduction

In this paper, my aim is to look at the transformation of Jazz performances and recordings from tradition to audio visual art forms and show the audiences' adaptation to these changes.

First, I would like to talk about the meaning, main characteristics and the development of Jazz music and then I would like to put forth the changes in recording media, the launch of internet and then audio/video streaming technologies, such as youtube.com and myspace.com. Finally I will depict the Jazz music implementations on audio/visual media and this medium's fitness to jazz music listeners.

The origin of the word Jazz is not very clear. There are a few views on this matter. According to one theory, the root of the word 'jazz' comes from Africa, coming with the slaves from West African coast to America and used as 'jazz her up' in the context of acceleration and excitement. According to Henry George Farmer, the word 'jazz' comes from Arabia by way of Sudan to Africa from the Arabic words 'cazip, cezbe' meaning pleasant and Housa natives in Africa that use a language similar to Arabic, use the word 'Jaiza' to mean drum beats. And yet to another theory, the word Jazz comes from the French word 'Jaser' meaning to talk, to gossip and which is derived to music.

The main feature of jazz is improvisation. Improvisation is like a play, for each musician and between the musicians. It covers the meaning of

play, it is something serious but more than that. There is creativity, joke, interplay, dynamism in the performance of jazz music. So we can say that jazz's essence is play.

According to Huizinga, play exists before culture, it is not an artifact of certain cultures or accidental, rather it is the main source of certain types of culture. Huizinga finds game at the origin of language, mythos and ritual and according to a theory, play prepares young creatures either human or animal to serious necessities of life. Some believe that game enables the progression of abilities, yet according to another theory, game helps to get rid of negative energy and satisfies the need to form similarities. In all these views, one thing is common and it is that play serves something other than play itself. One of the most important characteristics of play is that it is voluntary. Play itself is a greater deed than being serious; it is not the opposite of it. Play can involve seriousness, but a serious act does not include play. In some languages like English, German and French, the act of using the instrument is to play the instrument.

No one can exactly say where jazz starts and ends, but it is accepted that jazz is dynamic like culture, renewing itself to new musical richness in expression.

According to Gioia, generalizations about African music are tricky at best. "Many commentators have treated the culture of West Africa as though it were a homogenous and unified body of practices. In fact, many different cultures contribute to the traditions of West Africa. However, a few shared characteristics stand out, amid this plurality, in any study of African music—with many of their same elements reappearing, in a somewhat different guise, in jazz. For example, call-and-response forms that predominate in African music figure as well in the work song, the blues, jazz and other Americanized strains of African music; yet, in its original African form, the call-and-response format is much a matter of social integration as an issue of musical structure. It reflects a culture in which the fundamental Western separation of audience from performers is transcended." (Gioia, 1997)

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The Media for Listening to Jazz

Alongside with places like jazz clubs where live performances are carried out, audiences in the last century had first records, then cassettes, then CD's , finally DVD's and the internet sites such as youtube and myspace where they could listen to jazz music..There is also the television but there as well apart from live broadcasts, not much chance of listening and watching at the same time jazz music since there are very few video clips for jazz music and also the percentage of jazz listeners are usually five percent of the population in the whole world.

Early disc records were made of various materials including hard rubber. From 1897 onwards, earlier materials were largely replaced by a rather brittle formula of 25% shellac, a filler of a cotton compound similar to manila paper, powdered slate, and a small amount of a wax lubricant. The mass production of shellac records began in 1898 in Hanover, Germany, and continued until the end of the 78-rpm format in the late 1950s. "Unbreakable" records, usually of celluloid on a pasteboard base, were made from 1904 onwards, but they suffered from an exceptionally high level of surface noise. "Unbreakable" records could be bent, broken, or otherwise damaged; but not nearly as easily as shellac records. Vinyl was first tried out as a record material in 1940 due to material restrictions. Decca introduced vinyl "Deccalite" 78s after the Second World War, and Victor made some vinyl 78s, but other labels would restrict vinyl production to the newer 33 and 45 formats.

Long play (LP) record albums are 33? rpm vinyl Gramophone records (phonograph records), generally either 10- or 12-inches in diameter. They were first introduced in 1948, and served as a primary release format for recorded music until the compact disc began to significantly displace them in the late 1980s.

With the development of long play, the popularity of jazz music started to wane and this can be explained by the fact that in 78 rpm records the music could not be longer than 3 and a half minutes , whereas in 33one thirds rpm records the duration did not matter,

there was space for one hour on the record. With improvisations, a jazz piece normally was ten or ten and a half minutes. This meant that there was space for original on the record, but the standard audience did not have the patience for listening. The concentration of a standard listener is normally not more than 3 minutes.

The Development of Interactive Media

Interactive media can be defined as media that allows users to participate and edit the content. Examples of interactive media are video games and audio-visual websites that allow the user to post information. Not all forms of interactive media are electronic. There are forms of interactive media that are printed such as magazines that allow users to send in information and have it printed in another issue. Interactive media (hereafter referred to as "IM") has been called a "hybrid media technology", because it can combine any format (print, web, disc, video, audio, etc.) that allow users to interact with content. Interactive Media is the power of relating media that responds to the user's senses.

Internet was born on 1958 and was used for military services in the beginning. Years after, in January 1983 internet was operational and open to public. Internet is the start of globalization because the distances have shortened, so the cultures and the people have become more familiar with each other. Internet is also the best and strong media device to broadcast globally.

In 1993, two high-density optical storage formats were being developed; one was the Multimedia Compact Disc (MMCD), backed by Philips and Sony, and the other was the Super Density (SD) disc, supported by Toshiba, Time Warner, Matsushita Electric, Hitachi, Mitsubishi Electric, Pioneer, Thomson, and JVC. The DVD-Video format was introduced first, in 1996, in Japan, to the United States in March 1997 (Test Marketed), mid-late 1998 in Europe and early 1999 in Australia. In May 1997, the DVD Consortium was replaced by the DVD Forum, which is open to all other companies.

MySpace is a popular social networking website offering an interactive, user-submitted network of



friends, personal profiles, blogs, groups, photos, music and videos for teenagers and adults internationally and was founded in August 2003. Its owner is Fox Interactive Media; which is owned by News Corporation, which has its headquarters in New York City. In June 2006, MySpace was the most popular social networking site in the United States. According to comScore, MySpace has been overtaken by main competitor Facebook in April 2008 (reference: <http://en.wikipedia.org>).

MySpace.com attracts 230,000 new users per day. MySpace the largest Social Network in North America maintains a dominant position as media site, primarily aimed at youth, giving them the opportunity to relate to brands and bands, as well as self-express. This site will continue to do with advertisers and marketers. Expect to see more TV and video networks to integrate and work with MySpace, who has the new generation that Generation X was to MTV.

Metrics

- MySpace has more than 110 million monthly active users around the globe
- 85% of MySpace users are of voting age (18 or older)
- 1 in 4 Americans is on MySpace, in the UK it's as common to have a MySpace as it is to own a dog
- On average 300,000 new people sign up to MySpace every day.
(research by <http://www.web-strategist.com>)

YouTube is a video sharing website where users can upload, view and share video clips. It was founded by Chad Hurley, Steve Chen and Jawed Karim. Hurley studied design at Indiana University of Pennsylvania. Chen and Karim studied computer science together at the University of Illinois at Urbana-Champaign and www.youtube.com was activated on February 15, 2005 (reference: <http://en.wikipedia.org>). Few statistics are publicly available regarding the number of videos on YouTube. However, in July 2006, the company revealed that more than 100 million videos were being watched every day, and 2.5 billion videos were watched in June 2006. 50,000 videos were

being added per day in May 2006, and this increased to 65,000 by July. In January 2008 alone, nearly 79 million users had made over 3 billion video views.

In August 2006, The Wall Street Journal published an article revealing that YouTube was hosting about 6.1 million videos (requiring about 45 terabytes of storage space), and had about 500,000 user accounts. As of April 9, 2008, a YouTube search returns about 83.4 million videos and 3.75 million user channels. It is estimated that in 2007, YouTube consumed as much bandwidth as the entire Internet in 2000, and that over 13 hours of video are uploaded every minute. In March 2008, its bandwidth costs were estimated at approximately \$1 million a day.

As of Q1 2008, YouTube was not profitable, with its revenues in 2007 being noted as "not material" by Google in a regulatory filing. Exact revenue or profit numbers are not published, but a June 2008 Forbes magazine article projected the 2008 revenue at \$200 million, noting progress in ad sales. At that time, the price for an ad on the YouTube home page was \$175,000 per day (plus a \$50,000 commitment to buy Google/YouTube ads elsewhere), and a branded channel (distinguished by a customized background) cost advertisers \$200,000 (reference: <http://en.wikipedia.org>).

On Wednesday 2 August 2006 AOL announced its free video streaming service. AOL LLC (formerly America Online, Inc.) is an American global Internet services and media company operated by Time Warner and was headquartered in Loudoun County, Virginia until late April 2008 when it was moved to new offices at 770 Broadway in New York City. Founded in 1983 as Quantum Computer Services, it has franchised its services to companies in several nations around the world or set up international versions of its services. (reference: <http://en.wikipedia.org>).

Conclusion

Jazz music whose main characteristics is improvisation, started to lose its popularity in 1950s as a result of 33 rpm among many other factors such as the development of bebop style, which was more difficult to listen to and needed more concentration.

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With the emergence of dvd and internet, it was much more easy and pleasurable to listen to jazz music, mainly because with the visuality, the audience felt closer to the music and musicians and a part of the performance, which is a characteristic in the origins of jazz music.

When 3D technology becomes common, the impact of jazz music on internet listeners may even be more intense.

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