

A long way to the top

The Production and Reception of Music in a Globalized World

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The Production and Reception of Music in a Globalized World

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Foreword

It is a great pleasure to welcome you to the IASPM Benelux conference **A long way to the top: The production and reception of music in a globalized world**, co-hosted by the Erasmus Research Centre for Media, Communication and Culture (ERMeCC), the Department of Arts and Culture Studies (EUR) and Tilburg School of Humanities (Tilburg University), and partially funded by Vereniging Trustfonds Erasmus Universiteit Rotterdam, celebrating the 30th anniversary of IASPM Benelux.

Once upon a time, a famous rock 'n' roll group sang about what it means to play in a music band. In their lyrics they touch upon the role of the music industry ('getting sold'), the difficulties of a musical career ('under-paid' and 'getting grey') and music consumption ('if you wanna be a star'), while celebrating music for music's sake. As such, this song addresses many issues in the production and reception of popular music in the contemporary globalized world. Yet, recent developments in the field of music have changed the 'way to the top', such as governmental policy on music, the rise of new media, and the growing number of music festivals.

This conference brings together scholars from many different countries each with their own perspective to engage in an international exchange of ideas and current research insights about music production and reception.

We hope this conference provides you with novel ideas – new ways to the top – and unexpected collaborations – new partners to ride the academic highways and byways!

Finally, we wish you a pleasant stay in Rotterdam and encourage you to delve into Rotterdam's lively pop scene – to see some local music acts at the Pop Week or visit the city's many record stores.

On behalf of IASPM Benelux,

Pauwke Berkers
(head of the organizing committee)

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3C Genre, networks and cognition

Keep it simple, make it fast! Cultures, Music scenes and punk manifestations in Portugal

Paula Guerra (University of Porto, PT), Paula Abreu (University of Coimbra), Ana Oliveira & Tânia Moreira (University of Porto, PT)

In the last decade, in a so-called post-subcultural reaction, the several studies on the subject of youth's musical cultures have focused on the analysis and interpretation of their social configuration as scenes. This configurational analysis implies in itself the mapping of such dynamics, but also the analysis of interactions and meanings shared by the actors who intervene in those scenes. In this communication we aim to deepen this analytical axis of the contemporaneous sociological theory, renewing the vision and understanding of punk, an artistic, musical, political, and social expression traditionally interpreted in subcultural theory frame. We thus propose to map the Portuguese punk scenes on the basis of the analysis of 700 bands in what concerns their categorization by punk subgenres, their geographic root and their members through the procedures of social network analysis, trying to explain and understand how the scenes are made. As our interpretative matrix we will identify places, events, symbols, bands and social agents involved in a space of relevant and significant everyday life crystallizations in an unprecedented approach to the Portuguese punk scene. We will also try to rehabilitate the notions of art world and social field in an heuristic way. To sum it up, we propose an approach of the Portuguese punk scenes in a relational space of networks, resources, conventions, actors and powers. This approach has in its' core the development of an investigative project founded on the elaboration of over 200 interviews to key-social-actors of Portuguese punk, the gathering of documental information through media and personal archives of the last 40 years, the construction of a band database from 1977 to present day, and even the use of information contained in fanzines and other underground documents. It is about creating a diachrony of Portuguese punk, in terms of scenes and manifestations, making use of a temporal and spatial matrix of bands.

Biographies

Paula Guerra is Professor at Faculty of Humanities at the University of Porto, Portugal. She is the head researcher in the project Keep it simple, make it fast! (PTDC/CS-SOC/118830/2010).

Paula Abreu is Professor at Faculty of Economics at the University of Coimbra. Researcher at CES, as member of the Research Group on Cities, Cultures and Architecture. She has research interests on cultural production and consumption, cultural policies, urban cultures, music industrie, mediation, consumption and tastes. She is researcher in the project Keep it simple, make it fast! (PTDC/CS-SOC/118830/2010) that is composed by a multidisciplinary team and has as central objective the reinterpretation of the youth urban cultures in the contemporaneity, centred in the popular music.

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