

## **Artistic Integrity and Innovation vs. Selling Out**

### **Introduction**

This section of the course delves into the philosophical discussion of whether a musician maintains his or her artistic integrity and/or creates a novel work of art or style or abandons their ideals or efforts to produce a work with meaningful emotional or artistic product in an effort to make money. Musical artists in a wide range of styles are introduced in this module. In both artistic and business decisions, musicians must balance artistic product with marketing and the possibility of generating income.

Furthermore, the question is raised of whether visual beauty is an important part of the aesthetic experience or physical appearance should be treated apart from the artistic product. Commentary is provided addressing whether sexuality and/or pornography is by the music industry to sell their products. Awareness is presented regarding different aesthetics when live or prerecorded music are utilized.

### **Objectives**

Provide arguments for and against the marketing of music by means of physical beauty, sexuality, and sensationalism.

Develop a personal statement on what is artistic integrity.

### **Selected Terms**

Cadenza  
CD (Compact Disc)  
Chamber Ensemble  
Commercialization  
Conductor  
Diva  
Grammy Award  
Horn Quartet  
MIDI (Musical Instrument Digital Interface)  
Ofcom (Office of Communication) - The independent regulator and competition authority for the UK communications industries.  
Sexualization

### **Selected Musical Artists Presented**

Claudio Abbado  
Herb Alpert  
Maurice André  
Louis Armstrong  
Alison Balsom  
Miles Davis  
Genghis Barbie  
Michael Daugherty  
Hélène Grimaud  
Kiri Te Kanawa  
Kylie Minogue  
Lady Gaga  
Rihanna  
Sisqo