

Technology, media and consumption form of music communication —A Historical review and innovative discuss

Abstract

This article discusses the history of music communication the perspective of "form", emphasizing the fundamental role of technology, and expounding the principle of interaction between technology, media, and consumption. Starting from the materiality of music communication, it is believed that the main technology in the "gas form" communication period of music is sound wave vibration, the media form is the "liveness", and the consumption form is "presence" and "gaze"; the "solid form" communication period starts with the invention of the "records", and its technical form is "reproduction", the medium form is "records", and its main form of consumption is "collection" and "display"; the main technical form of the "liquid form" communication period of music is "streaming media", the form of media is "playlist", and the form of consumption is "organization" and "derivative". The understanding of the historical form of music communication helps to understand music industry's future innovation paths and modes.

Keywords: material form, music communication, technology, media, consumption.

Media industry and society