

Essay #2- Has “Video Killed the Radio Star?”: An Argumentative Analysis of Music & Technology

Dr. Hoida Fall 2019	Rogierian Argumentation two or more outside sources 4+ pages / 1500 words	Thesis Due: Draft Due: Peer Review Due: Final Essay Due:
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Prompt: In 1979, Trevor Horn and Geoff Downes of the British new-wave group, The Buggles, famously claimed that “video killed the radio star.” Reflecting well-warranted concerns about the effects of technological innovation, like video, upon the classic and modern “art” of music, it could be said that the rhetorical conundrum proposed by both Horn and Downes was well ahead of its time. In fact, in 2018 we could now bemoan the fact that YouTube has effectively obliterated MTV, or that Spotify, Pandora, and SiriusXM have squashed FM radio. However, as students of 21st-century culture, it would be hard not to admit, or appreciate, the fact that certain musical advancements have actually improved our experiences as listeners. Additionally, as professor Anne Danielsen keenly notes, “new technology has

[always] played a central role in musical life. The invention of a music notation system in the Middle Ages, the saxophone in the 19th century, and the MP3 player in the 20th century are examples of innovations within the field of music technology that have contributed to the development of music.” Yes, video may have killed the radio star, but music is far from dead as it continues to transform and evolve via technological advancement.

In essay #2 you will enter into the “music and technology” conversation, as you use the Rogierian Model to illustrate both sides of an ongoing argument or debate. Like the Toulmin Model from Essay #1, the Rogierian Model also seeks to convince and persuade, however, a key difference between Rogierian and Toulmin is that Rogierian techniques strive to seek out shared concerns and find common ground or compromise. In this essay, you will choose one primary text from the list below as you consider --for better or worse--a technological advancement in the field of music by crafting a Rogierian analysis.

Directions: Through our class readings, you’ve learned about ways to analyze and understand argumentation and argumentative techniques and ways to determine the accuracy and reliability of texts. You’ve probably learned some relatively new vocabulary, but the ideas these words represent are probably not new to you. We use many of these strategies to convince and persuade people whose views and actions matter to us. Accordingly, in Essay #2, you will enter into the ongoing music and technology debate, and attempt to convince, persuade, and most importantly, find common ground, by focusing on

one key topic (see approved list below). You will then compose a four-page argumentative analysis, using at least two outside sources and MLA format.

Step 1. Choose one of the assigned readings and topic pairs below. Develop your thesis based on one of the following topic resolutions.

1. [How Headphones Changed the World by Derek Thompson](#) To what extent have headphones changed the world and the music/listener experience? A short philosophical history of personal music.

TOPIC for Essay #2- Resolved: Headphones have [negatively/positively] altered the music/listener experience.

2. [Why Would Over 500 Artists Sample the Same Song? by Mark Ronson](#) (available in Video & Text) Though the tools associated with sampling have changed over time — yesterday's used-vinyl crate diggers have become today's digital foragers, yanking their source material straight from YouTube — its power to shape culture has not. Is sampling artistic creativity or glorified plagiarism?

TOPIC for Essay #2- Resolved: musical sampling has [negatively/positively] altered the music/listener experience.

3. [Seduced by 'Perfect' Pitch by Lessley Anderson](#) Like it or not, Auto-Tune has conquered pop music, but has it made our listening experiences better or just more predictably uniform?

TOPIC for Essay #2- Resolved: Auto-Tune has [negatively/positively] altered the music/listener experience.

4. [The Shazam Effect by Derek Thompson](#) From Spotify to Pandora to Apple Music record companies are tracking download and search data to predict which new songs will be hits. This has been good for business -- but is it bad for music?

TOPIC for Essay #2- Resolved: the "Shazam Effect" has [negatively/positively] altered the music/listener experience.

Step 2. State the problem/issue/topic at hand. Explain the type of positive change you would like to see pertaining to this issue. Mention how your opponents may want to solve the same problem. *For example, do you think headphones enhance the music experience, providing personal connection and meaningful song lists? or Have headphones effectively isolated society and detracted from personal interaction and collective bonding via shared music?*

Step 3. Summary of Opposing Views. Explain the most important reason people disagree with your point of view. Be sure to include well-chosen reasons/ backing from outside sources and compelling warrants that support the opposition's side.

Step 4. Statements of Understanding and Validity. Explain how under certain circumstances you might be able to share the opposing side's point of view.

Step 5. Statements of your Position. State your point of view, including well-chosen reasons/ backing from outside sources and compelling warrants.

Step 6. Statement of Context. Explain how your point of view is valid. Describe the situations in which your point of view has merit, showing that you understand that people won't agree with you all the time.

Step 7. Statement of Benefit. Show your opponent how they would benefit from accepting your position, and end your essay on a hopeful note.

A full outline for essay #2 can be found below:

I. Introduction

1. State the problem you hope to resolve.
2. Explain the type of positive change you would like to see pertaining to this issue.
3. Mention how your opponents may want to solve the same problem.

II. Summary of Opposing Views

1. CLAIM: Topic sentence: Explain the most important reason people disagree with your point of view.
2. REASON: Write a sentence using a quote or paraphrase from one of your sources that disagrees with your point of view.
3. WARRANT: Write a sentence of commentary to help your reader understand this point of view.
4. WARRANT: Optional: Write another a sentence of commentary to help your reader understand this point of view.
5. BACKING: Write a sentence using a quote or paraphrase from one of your sources that disagrees with your point of view.
6. WARRANT: Write a sentence of commentary to help your reader understand this point of view.
7. WARRANT: Optional: Write another a sentence of commentary to help your reader understand this point of view.

III. Statements of Understanding and Validity

1. CLAIM: Write a topic sentence using a concept word from the finals sentence of the previous paragraphs in a different way. Be sure to use a transition word at the beginning of this paragraph.
2. COUNTERCLAIM: Write a sentence in which you explain how the opposing arguments might be valid.
3. WARRANTS: Write 2-3 sentences of commentary in which you give in to the opposing side (show how they have some valid points).
4. CONCESSION/ COMMON GROUND: Write a sentence in which you explain how under certain circumstances you might be able to share the opposing side's point of view.

IV. Statement of your position

1. CLAIM: Write a topic sentence in which you state your point of view.
2. REASON: Write a sentence in which you use quote or paraphrase from one of your sources, which supports your point of view.
3. WARRANT: Write a sentence or two of commentary.
4. REASON/BACKING: Write another sentence in which you use a quote or a paraphrase, which supports your point of view.
5. WARRANT: Write another 2 sentences of commentary.
6. Write a concluding sentence.

- You may need to repeat this type of paragraph for the remaining reasons that support your point of view.
- This may be one or two more additional paragraphs using the above structure.
- Make sure to begin each new paragraph with a topic sentence that uses a concept word from the last sentence of the previous paragraph in a different way.

V. Statement of Context.

1. In your claim (topic sentence), explain how your point of view is valid and has merit.
2. In a few sentences, describe the situations in which your point of view has merit, showing that you understand that people won't agree with you all the time.

VI. Statement of Benefits.

This is your conclusion. Show your opponent how they would benefit from accepting your position, and end your essay on a hopeful note.

