“Ever green” “Classics”???

Has music lost its essence of “Ever green” concept. Why do we struggle to recollect the compositions of the recent past but can hum the older tracks at any given time?

This is an era of constant change, inventions and experimentation. This is precisely because there is more supply, more demand and enough providing sources. What has led to? Nothing but reduced shelf life of music and more demand for the new ones. This trend is a good one for the music companies and composers but a loss to the quality of music offered to the listeners.

On the count of anonymity, one employee of a leading music company said, “The mantra is to give people what is running successfully in the market. They will like it and buy it. Good music and all is a thing of the past. Today, all are here to make money and the easiest way is to follow the trend.”

With this offering, are the people happy? Krutika Singh, a management student says, “My grand mother listens to old songs and I listen to them with her. I love them. I have never heard anyone saying I am fed of them but I cannot bear a ‘Chamma chamma’ again and again. After some time, I am compelled to say, I am bored.”

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Jatin Khadakmal, who is a member of a band which composes music and plays at college concerts says, “There is a niche market for every genre of music. But if you notice the old songs, you could make out that they have put in a lot of hard work. Therefore not many songs were available to the people. But today there is more competition and so more availability.” So if there is more choice would good composition suffer? He adds, “With the advent of technology there are instruments in the market where in you can compose music from about 50 different instruments. It is bliss for any composer. In that scenario it is obvious that more music will be composed. It is time to move and groove to the new songs and new thoughts.”

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The Celebrity Act

Actors don’t seem to be satisfied with just their onscreen roles, they now want to live the character, whether it involves serenading their way through...

The Indian film industry never fails to provide avenues to those who look for them. As for those who are already a part of it, it is their playground. But a piece of advice from the audience who in the end have to bear the brunt of their experiments - stick to what you think you do best and leave the multi tasking to house wives!

Popular names in the film industry never seem satisfied with what they have achieved. Perpetually unable to decipher when exactly it was that the trend of ‘multi talented actors’ started, Kareena Kapoor made waves amongst the music industry when she decided to serenade the audiences with her track ‘Jab Nahi Aaye the Tum’ in Govind Nihalani’s ‘Dev’, but of course the waves didn’t seem to settle that well with the poor listeners. The much spoken about movie Vishesh too, had big B playing singer with his hit track Rozana. The latest trend for rock music amongst the youth is now being catered to by Farhan Akhtar, director of Dil Chahta Hai, Lakshya and Don, in the light of not only an on screen rock star but also an actor who will sing his own sound tracks in his forthcoming film ‘Rock On’. The ace director will be heard sining in his forthcoming movie called Rock On.

Kareena Kapoor has excelled in advertising, is the face of advertising for some of the most popular campaigns.

“People take the media for granted at time, and that is what is scary, because it will kill quality,” adds Khushbu, senior brand executive, Law and Kenneth advertising agency.

Peeyush Pandey having been only high school educated, is the face of advertising and is known for some of the most popular advertising campaigns. “People take the media for granted at times, and that is what is scary, because it will eventually kill quality,” adds Khushbu, senior brand executive, Law and Kenneth advertising agency.

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S D BURMAN AND MOHD. RAFI

NAUSHAD WHILE COMPOSING TUNES

Amrith Bachchan - actor turned legend turned singer.
Big B sang the track called – Rozana – for the movie Nishabd.

“Would’ve expected Rock On to do well, but after hearing the music, I lost interest. Its simple, Farhan can’t sing. He made his mark as a good director, and people are looking forward to his onscreen performance as well, but singing, I would suggest he drop that aside,” said Labony Kaushal, movie buff and advertising assistant producer, Cartwheel advertising agency.

While the industry can’t seem to be keeping the actor’s ‘individual’ appetite saturated everyone seems to be more interested in jumping professions. Let’s hope that this too like everything else doesn’t become a fad in its own way. While the actor will lose his act in the process and the singer will lose his/her voice, the audience will be left with a sub standard piece of experimental shoddy work.

Though a lot of people in the media have made it big without great credentials, like Peeyush Pandey having excelled in advertising, is the face of advertising for some of the most popular campaigns.

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