



Remix & Mashup

COMS 647

Northern Illinois University

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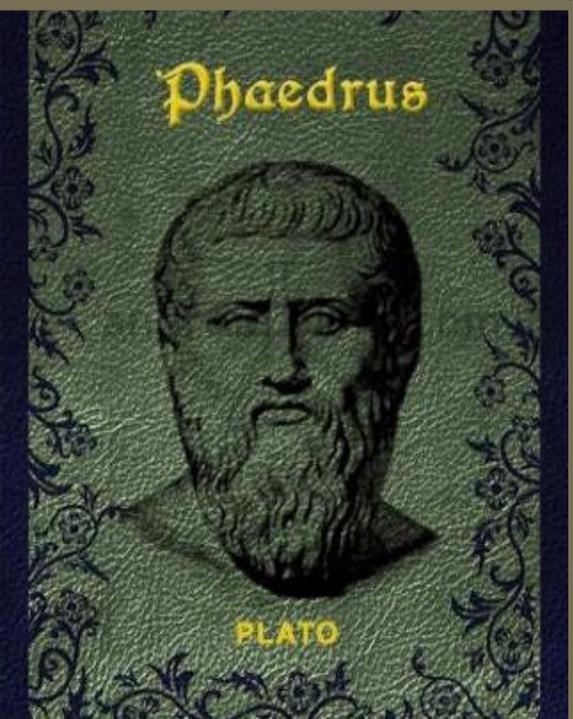
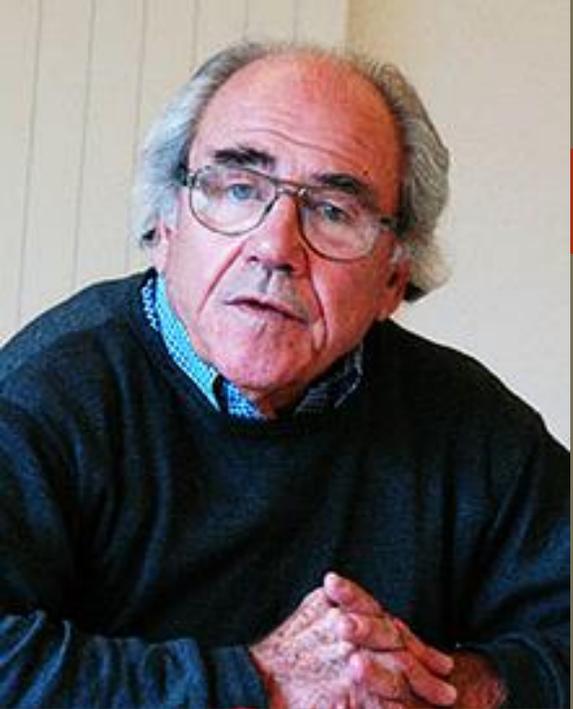
What We Viewed/Read for Today

- ▶ Gaylor, B. (Writer). (2017). RIP! A Remix Manifesto [Video file]. Retrieved October 7, 2017, from http://www.nfb.ca/film/rip_a_remix_manifesto/
- ▶ Lessig, L. (2008). *Remix: Making art and commerce thrive in the hybrid economy*. London: Bloomsbury Academic.
- ▶ Gunkel, D. (2016). *Of Remixology: Ethics and aesthetics after remix*. Cambridge: The MIT Press.

Principles of Remix

- ▶ As we have learned so far from lectures/readings/viewings for this class, remix is simply when separate media elements are joined to form a new and different piece of media that has a different meaning than the original.
- ▶ Remixing has led to unique works of art; from music, to photography, films and more.





This Idea Has Been Around for a Long Time

- The technology of recording is as old as Plato's Phaedrus (Gunkel, xxvii).
- French sociologist Jean Baudrillard provides a conceptual apparatus and rich theoretical lexicon for explicating developments in sound recording, up to and including sampling, remix and mashup (Gunkel, 79).

Slide provided by Tom
Tenney

What It's Not



Piracy



Anti-Copyright



Plagiarism

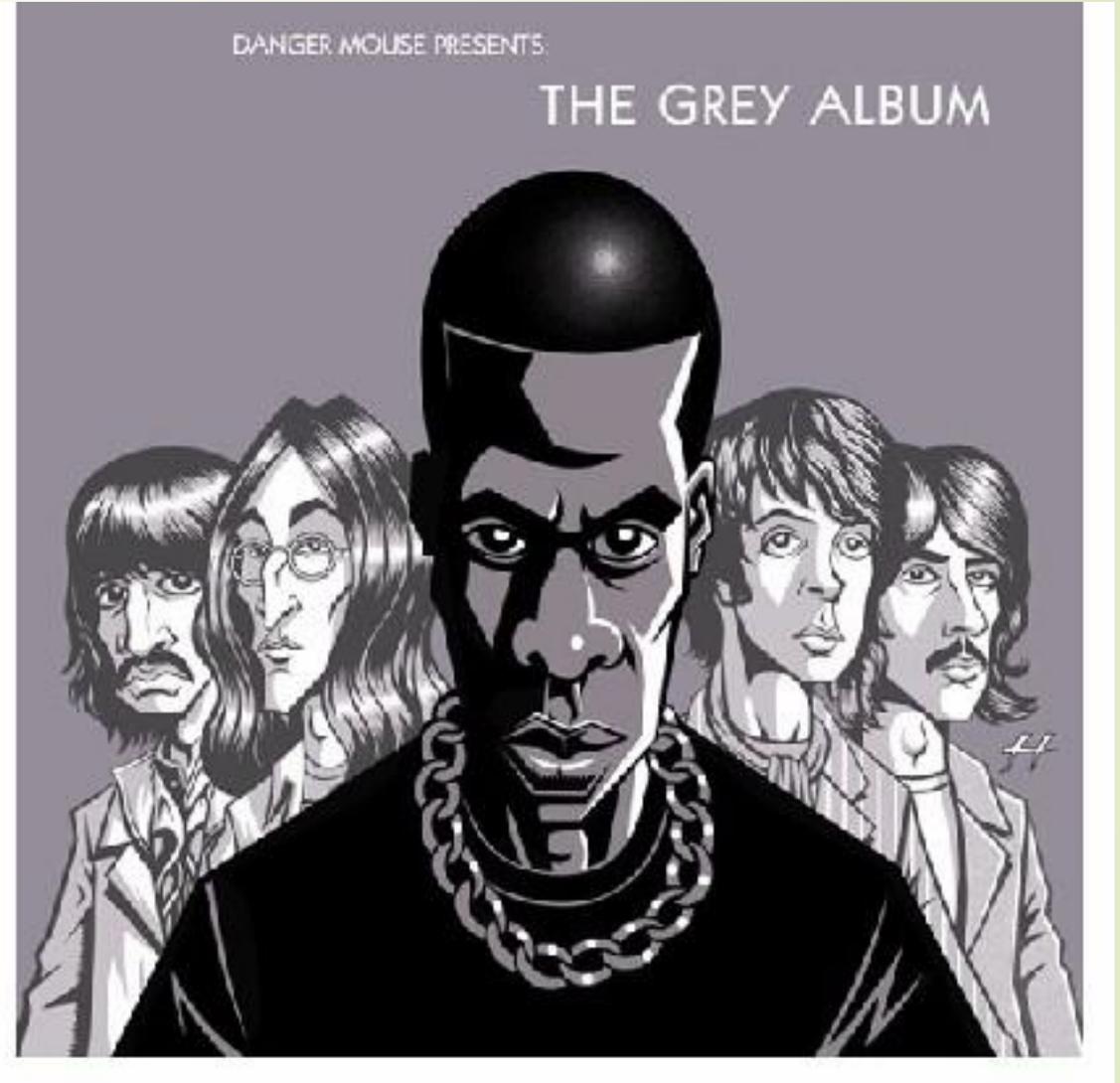
How Popular is Remix?

- According to Tom Tenney (Founder and director of the RE/Mixed Media Festival), “Every major school of art, and (arguably) every artist, has used creative appropriation in some form in creating their work”.
- Popular artist of the remix/mashup genre, Girl Talk (aka Greg Gillis) has produced at least three CDs.
- Night Ripper, Girl Talk's most popular CD, remixes between 200 and 250 samples from 167 artists. One example is when Girl talk blended Elton John, Notorious B.I.G., and Destiny's Child all in the span of 30 seconds. (Lessig, 11).



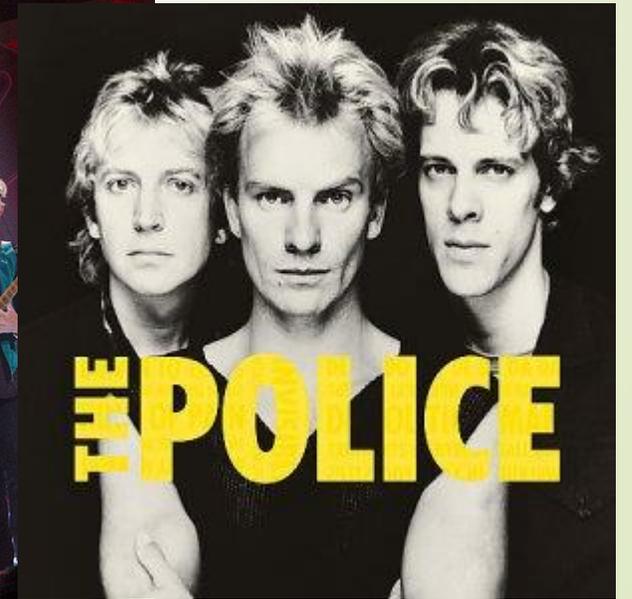
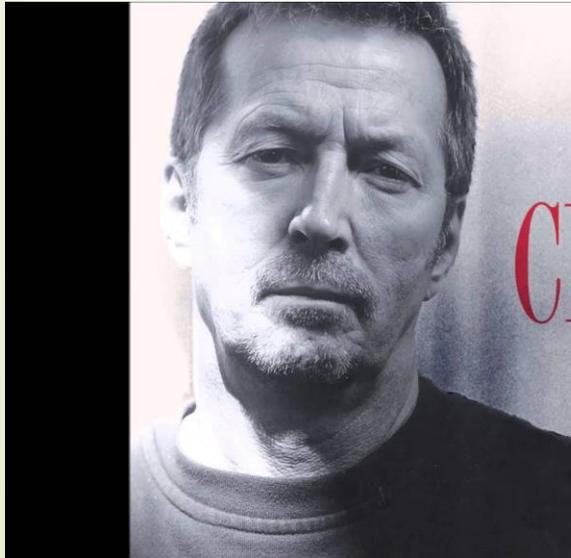
What is a Mashup?

- In the musical world, a mashup combines music from one song with lyrics from another, often mixing two very different genres. One of the more famous examples is the *Grey Album* by DJ Danger Mouse that put words from Jay-Z's *Black Album* on top of chords from The Beatles' *White Album* (Bruene, 2006).



Some examples of remixed music

<http://www.billboard.com/photos/7469643/best-old-songs-remixed-dance-music-classic-oldies>



- Remix has even crossed into the holiday music genre.
- Various artists collaborated to produce a Christmas Hits album that was released 20 November 2015.





Copyright vs. Copyleft

- These are all innovative and creative uses of art, right?
- Unfortunately, not everyone feels this way. Large studios such as MGM do not support these creative works because of lost funds from licensing.
- According to the dictionary, copyright is defined as a person's exclusive right to reproduce, publish, or sell his or her original work of authorship (as a literary, musical, dramatic, artistic, or architectural work). This is also referred to R/O “Read Only”.
- Copyleft is in contrast to copyright. It is an arrangement whereby software or artistic work may be used, modified, and distributed freely on condition that anything derived from it is bound by the same condition. This is also referred to R/W “Read Write”.



Larry Lessig

A Harvard Law Professor

Prominent remix scholar

Interested in the intersection of technology and the law,
digital technology and copyright

Published numerous works on the topic

Founder of Creative Commons

<https://search.creativecommons.org/>

Benefits of remix are community and education

However remix efforts have been silenced by copyright and
revenue.

<https://www.youtube.com/watch?v=JXwB9FikNXA>



Discussion Time...

- ▶ Do you feel there is a generational divide in attitudes towards remix? Does it seem more popular in current times than say 20-40 years ago?
 - ▶ Do you feel something that is remixed is original? Is it something of lower artistic worth? Would you consider the great artists/composers/film makers to not be as talented if they relied on remix for much of their work?
 - ▶ Do you feel that remix is a fad or will stick around for many more years?
- 

Remix extends beyond films, music, photography, literature and more...



Boy in Blue



Django Unchained



Remix for Philanthropic Means

- Some philanthropy efforts utilize brand messaging to get their message across to the public.

- Two examples:

<https://www.youtube.com/watch?v=iLTSOEoGgPk>

(CSR Azerbaijan – Sustainable development and corporate social responsibility)

- After viewing these videos, do you think they are remixes? If so, why?



Remix and Meteorology

- ▶ The TIV (Tornado Intercept Vehicle) started its life as a 1997 Ford F-450 pickup truck, but was stripped down so thoroughly that only its engine, transmission, and driveline remained. Its body was replaced with an armored steel shell. Four hydraulic claws were added to the vehicles sides that drop and clamp to the ground during an intercept. It also includes bullet-resistant windows.
- ▶ Weighing in at 15,000 pounds, the TIV has a top speed of 80 mph—not bad, but still a little sluggish if you're being chased by an EF5 tornado!

See a tornado pass over one of these 360 degree cameras!

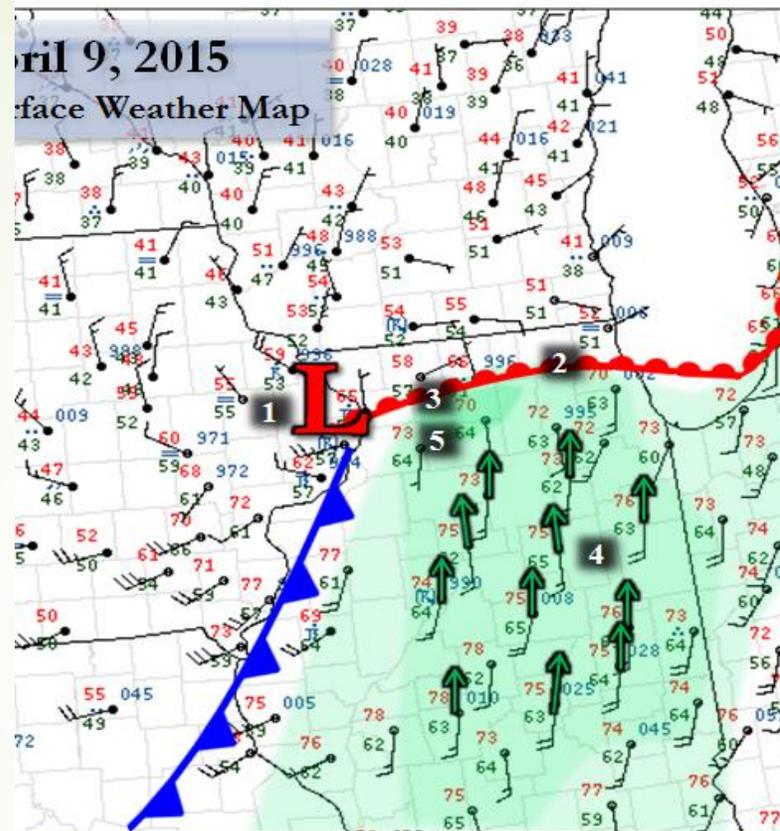
<http://komonews.com/weather/scotts-weather-blog/storm-chasers-get-incredible-360-degree-view-of-tornado-strike-in-kansas>



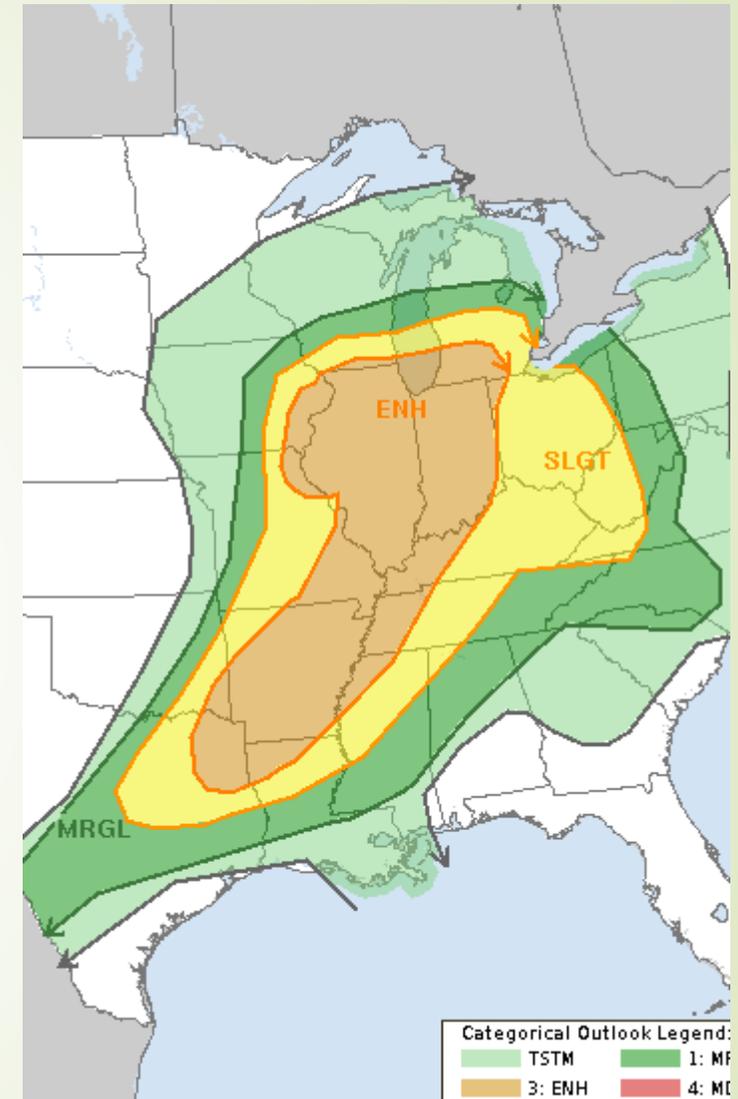
Meteorologists piece together data all the time!

- ▶ Although atmospheric science does not deal with various forms of media, meteorologists do take pieces of data to create a new product. i.e. a forecast, watch, warning, and etc.
- ▶ Follow me along in collecting these pieces of data together to put together a new product.

<https://www.weather.gov/lot/15apr09>



... quickly moving low pressure system driving converging and gusty frontal boundary with difference of ~30° from Milwaukee to the Chicago area. Profiles for low-level storm updraft rotation with backing winds near the 7 points advecting northward on gusty south winds. Chicago (ORD) ... Since 1997, such a high dew point has not occurred at ORD on April ... highly anomalous nature of the moist low-level air mass. ... nature for low cloud bases and enhanced instability. Sterling (SQI) and ... rved 66° dew points between 4:30 and 7:00 pm.



In Summary...

A remix is a piece of media which has been altered from its original state by adding, removing, and/or changing pieces of the item to create something new.



Controversy surrounds the art of remixing. A lot of efforts of remixing has been silenced by copyright and revenue.



Copyright or read-only culture is when the author of his/her own original work has exclusive rights to reproduce, copy, or sell it.



Remix culture or copyleft (read-write culture) allows and encourages derivative works by combining or editing existing materials to produce a new creative work or product.