



REMIX

Presentation by Molly Ginn



Remix

- Remix, as we have described, is defined as a piece of media that has been altered from its original state by adding, removing, and/or changing pieces of the item.
- People often take inspiration from popular artists and make their own representation of the material, like Danger Mouse did with the Beatles and Jay-Z. (*Good Copy, Bad Copy*)
- Gunkel (2016) describes the concept that remix artists are not simply “deconstructing”, or pulling pieces apart, but they are simply reformulating material to create a new concept.

How can we get artists to continue to create? Protect them.

- “If you have people - imaginative, curious, thinking people - who want to build things and make things, and the theory was that they wouldn’t do it unless you somehow protected that right.” –Dan Glickman, Chairman and CEO of MPAA (13:56-14:08 *Good Copy, Bad Copy*)
- Bridgeport V. Dimension Films
<https://cyber.harvard.edu/people/tfisher/IP/2005%20Bridgeport%20Abridged.pdf>
- Bridgeport Music owns copyrights and does much of the work to protect audio artists.
- Motion Picture Association of America (MPAA) represents the six largest film companies in the United States.
- They are concerned with “protecting creators’ rights” (*Girl Talk*, 2011) as it was a constitutional right.

Piracy

- Piracy = the unauthorized taking or theft of that intellectual property without compensation.
 - According to dictionary.com, piracy is “the unauthorized reproduction or use of a copyrighted book, recording, television program, patented invention, trademarked product, etc.”.
- The proponents of piracy claim that the sharing of works is a basic human right, in the lines of freedom of press.
- Digitization of media has made it much more difficult for piracy to be regulated.
- Nigeria was shown to be a large hub of piracy and shows the difficulty of regulation worldwide.

Copyright

- *Good Copy, Bad Copy* (2011) describes that ownership of artistic property must be regulated.
- Copyright laws have expanded their regulations based on availability online.
- The increase in people creating and sharing content makes it more difficult, but also more important for copyright laws to be created and enforced.
- Amateur (18-month-old video) vs. Professional (Grey Album) creativity copyright.
 - Amateur is seen as not worthy of regulation (Lessig, 2008).

Copyright (continued)

- The examples of music and movie consumption in Nigeria and Brazil showed the importance of internationally consistent copyright laws.
- Permission becomes an issue that is difficult to define in the digital age since virtually every person and every business can create original media.
- “Fair use is designed to limit the scope of copyright’s regulation” (Lessig, 2008, p. 267).
 - Mimicked the idea of European copyright practices.
 - It has been found that lawyers are not logically capable of enforcing these laws to decide clear fair use, so it is put on the creators of different media to enforce the practices.

Musical Theatre Copyright

- <http://scholarship.kentlaw.iit.edu/cgi/viewcontent.cgi?article=3052&context=cklawreview>
- Theatre offers copyright restrictions for directors, set designers, actors, composers, and more. <https://www.youtube.com/watch?v=dP6604nqFmM>



Using and Sharing Original Media

- CC (Creative Commons) offers free tools like copyright licenses and tracking technologies to assist authors in claiming their content. (Lessig, 2008)
- Morality of using other people's work is based off of the idea of motive. (Lessig, 2008)
- According to Gunkel (2016), some people in opposition to the practice see remix as “nothing more than unauthorized copying and plagiarism” (p. 142). The proponents then struggle to show remix as a form of artistic innovation.

Class Discussion

- Do we feel that copyright is restrictive or protective?
- How do we feel copyright could potentially aid our future careers?
- How do we see copyright and remix evolving as digital media platforms grow?

Using remix as a tool for expression

- “Proclamations of revolution and the advent of a paradigm shift have been associated with remix and mashup in all areas of endeavor.” (Gunkel, 2016, p. 147)
- In the musical theatre community, *Hamilton* is seen as a gamechanger as a basis for new artistic expression.
 - Representations of historical events are portrayed by actors of diverse backgrounds and ethnicities, and hip-hop music is used to attract a crowd and create enthusiasm for the content.



Musical theatre IS a Remix

- West Side Story takes storyline from...



- Romeo and Juliet!



- Musical theatre actually began through a combination of opera, drama, etc.

Acknowledging Remix in Theatre

On April 16, 2015, the *Hamilton* cast took the opportunity to acknowledge the tradition of *A Chorus Line* where they displayed their headshots during the final curtain call on the 40th anniversary of the show's opening.

<https://www.broadwayworld.com/article/Photo-Coverage-HAMILTON-Cast-Celebrates-40th-Anniversary-of-A-CHORUS-LINE-at-the-Public-20150417>



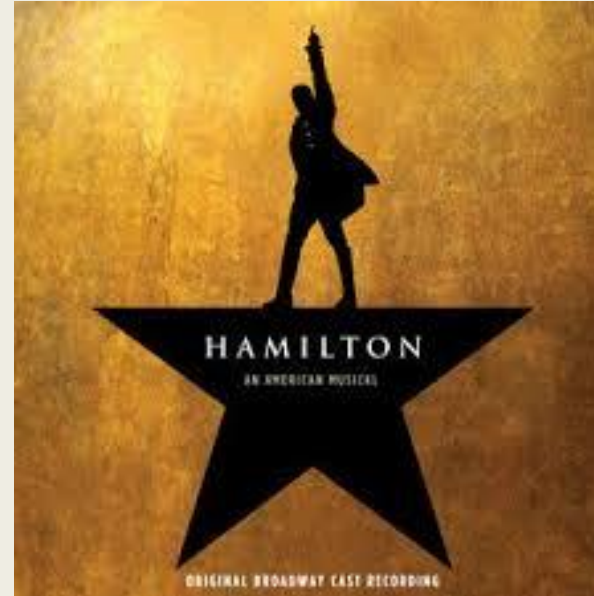
The Ultimate *Hamilton* Remix

Hamilton's creator, Lin Manuel Miranda, asked popular artists to work with him to create *The Hamilton Mixtape*. This new composition took the lyrics and/or concepts of the songs from the musical and adapted them to the artist's preferred musical style.

<https://www.youtube.com/watch?v=SWZy3zRbBHI>

0:51

https://www.youtube.com/watch?v=6_35a7sn6ds



Remix as a legitimate media platform

- Zizek (as cited in Gunkel, 2016) points out that remix as an artform can incorporate a new aspect of entertainment that allows audiences to create whole new ways of thinking.
 - His work highlights the great deal of work and impressive creativity that goes into the process of remixing.
- Lessig (2008) describes that copyright is simply a regulator of true artistic expression.
- Most works will not have a clear originator, especially in the digital world, so remix becomes one of the most common forms of artistic expression.