



Ethnomusicology Forum >

Volume 18, 2009 - [Issue 1: Screened Music: Global Perspectives](#)

214

Views

0

CrossRef citations to date

Altmetric

REVIEWS

From Pac-Man to Pop Music: Interactive Audio in Games and New Media

Jochen Eisentraut

Pages 168-170 | Published online: 28 May 2009

Cite this article <https://doi.org/10.1080/17411910902790440>

Sample our
Arts
Journals



>> [Sign in here](#) to start your access
to the latest two volumes for 14 days

Full Article

Figures & data

Citations

Metrics

Reprints & Permissions

Read this article

Share

August, Assilah, Morocco. Available from www.mcm.asso.fr/site02/music-w-islam/articles/Baily-2007.pdf.

ALEXANDRA BALANDINA
Independent scholar
alexandra.balandina@gmail.com
 © 2009, Alexandra Balandina

From Pac-Man to Pop Music: Interactive Audio in Games and New Media

KAREN COLLINS (Ed.)

Aldershot, Ashgate, 2008

224 pp., ISBN 978-0-7546-6211-2 (pbk £16.99), 978-0-7546-6200-6 (cloth £55.00)

We are in the midst of a media revolution. The music industry is in crisis, and CD retailers are foregrounding games rather than music carriers. Young people spend much of their leisure time at the computer, not least playing games which are absorbing enough to lead some to addiction. If these are developments with implications as far-reaching as those of the advent of film or recorded sound, then their documentation and theorisation are clearly imperative. In her wide-ranging collection of essays, Karen Collins has brought together computer scientists, composers, musicologists and sound designers who collectively give an engaging impression of this rapidly evolving field.

The analogy with the importance of earlier media technologies is taken up by Holly Tessler in the first chapter, which underlines not only the extent of uptake of new media but their integration into the marketing strategies of record companies alongside radio, MTV and the press. Tessler provides rich detail on how games can be tied into rights management and 'break' new bands with gamers who closely shadow the demographics of the mainstream music market. Anitti-Ville Kärjä writes on a related theme but concentrates on the specific example of Finnish indie rock band Poets of the Fall, whose international exposure appears to have been mainly due to inclusion of their music in a first-person shooter game. The chapter uses this as a base to explore various familiar issues such as the local/global dichotomy, and creativity versus authenticity.

In an informal and entertaining contribution based on an industry conference, Peter Drescher sketches the succession of serendipity and design that has been the history of the ultimate vernacular *Gebrauchsmusik* of our time: ring-tones. He delineates a scramble for controlling revenue in the shifting sands of technological innovation but predicts the demise of what has become a multi-million dollar business. In a jargon-laden technical chapter, which leaves something to be desired in English style and accuracy, computer scientists Agnès Guerraz and Jaques Lemordant explore some possible software problems and solutions of adaptive digital audio, or audio which reacts to player behaviour, rather than simply playing back set tracks at set points. This kind of sound will make games more interactive and immersive, and

Log in via your institution

➤ Access through your institution

Log in to Taylor & Francis Online

Restore content access

➤ [Restore content access for purchases made as guest](#)


Purchase options *

[Save for later](#)

PDF download + Online access

- 48 hours access to article PDF & online version
- Article PDF can be downloaded
- Article PDF can be printed


EUR 48.00

 Add to
cart

Issue Purchase

- 30 days online access to complete issue
- Article PDFs can be downloaded
- Article PDFs can be printed

EUR 216.00

 Add to
cart

* Local tax will be added as applicable

Related Research

People also read

Recommended articles

Cited by

Information for

Authors

R&D professionals

Editors

Librarians

Societies

Opportunities

Reprints and e-prints

Advertising solutions

Accelerated publication

Corporate access solutions

Open access

Overview

Open journals

Open Select

Dove Medical Press

F1000Research

Help and information

Help and contact

Newsroom

All journals

Books

Keep up to date

Register to receive personalised research and resources by email

 Sign me up

