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Popular Music on Television

For this assignment, I chose to mine on the latest episode of America's Got Talent in this case was season 14 episode 3. Just a little background information, the phase of the show is currently in the audition phase which means that in order to qualify for the competition, an act must get approval from the judges, to move onto the next round. When we talk about the music used in AGT, they tend to vary from act to act. Music is constantly used in AGT because that helps draw in viewers on NBC. Also it helps fill in the empty space of sound.

The role of the music in this show is simple: to attract attention from the audience, judges, as well as viewers back home. The theme song for example, changes only slightly from season to season because it helps maintain the high energetic beat to draw in viewers. The majority of acts as well as tend to keep upbeat songs as background while they perform. The only time the role of the music is different is when an act involves singing. Then the role of the music changes to fit the act's theme. Other than this only exception, the main role of the music is to keep an upbeat energetic tone to help viewers, and audience members get engaged.

The popularity of the music on this show affects the music market in a positive way. America's got Talent (AGT) uses the music featured in the episode to market their theme song as well as the songs used in the different acts they feature in each episode. I'm not really sure what direction America's got Talent is taking to draw in consumers to

go towards spotify or apple music but I feel like its directing them towards youtube a lot more. I feel like this seems to make more sense because AGT on

AGT is show that is recommended for all ages. Since some of the acts feature kids and teens it would make sense for AGT to show them on tv so a lot of viewers can relate back home. There doesn't seem to feature a lot of cuss words and if there was it would usually be bleeped. In terms of music, all of the music selections are either youtube features the music links in their videos as well as recaps for their episodes. It would make a lot more sense from a popularity standpoint to put their show on youtube and have links for their music rather than release music directly on spotify or apple music. non-offensive or are clean versions of the original. Acts don't involve NSFW content on tv obviously and if there was maybe a slip up or something, it would be censored. For the most part though, the demographics of this show involve family friendly and all ages.

AGT is all about bringing together fans, the audience, and hopefully the judges to see all of the different acts that come for auditions. Besides having a well known panel of judges, a new host and an amazing tv reputation, the music used in AGT really helps connect the audience and viewers to the show. They tend to feature singing acts with familiar songs to attract audience members. This in turn draws more viewers instead of just AGT fans. This show couldn't be produced without music because music is one of the main aspects of drawing viewers and audience members in is the music it contains. The theme song, the majority of the acts as well as the singing acts all incorporate music. It gets people going and it really helps.

For my personal opinion, I think the show is awesome. The music is spectacular, the acts are stunning and the presentation of the acts was amazing. I would watch it again but its really long per episode. Its 85 mins approx. according to Hulu and it would be great if maybe the episodes were a little shorter for the rest of the season. I haven't consistently watched AGT but I plan to in the near future!