WHY METALLICA CHANGED MUSIC WORLD. EFFECTUATION PERSPECTIVE

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Subject(s): Music, Sociology of Art

Published by: Fundacja Upowszechniająca Wiedzę i Naukę "Cognitione"

Keywords: effectuation; entrepreneurship; Metallica; effectual logic; market creation; renewal; thrash metal; music industry; heavy metal

Summary/Abstract: The purpose of this article is to understand the underlying factors why Metallica was capable of creating radical changes in the music industry and conquering the world. Metallica’s history is examined during the period of 1981-1991 when Metallica advanced from a garage band into one of the world’s biggest bands. Metallica also played a remarkable role in the generation of new thrash metal genre. The effectuation theory is utilized in analyzing how this happened. This study provides
Music can change the world because it can change people. Music can have a huge influence on what we think and how we view the world, especially now that it is so easily accessible and transferable via social networking and Youtube. Still, few artists are taking advantage of the prodigious influence they have. Billy Joel and Metallica: Billy Joel performed a concert in Russia right before the Soviet Union dissolved. Both countries were dealing with the perception of each other based on years of propaganda, Joel's concert helped humanize the situation. And the music industry is no different; embracing emerging technology to completely alter the way we consume and create music. From streaming to software, we take a look at eight of the greatest technological advances that have shaped the music industry of today. Multitrack recording. Multitrack recording may be totally taken for granted these days, but when it first became available in the mid-'50s it was the musical equivalent of humanity's first dabblings in aeronautics. Music production isn't the only area new technology has shaped – the way we consume music has changed massively as well. Smartphones and tablets have made a huge impact on mass-accessibility – from holding our music libraries, to being able to purchase merchandise and concert tickets with just a few easy clicks.