



FRONT PAGE IDEA – Sexy Beasts the character Don holding a shotgun with the barrels as vinyl's

TITLE When the Needle Drop – Sound and Film

INTRODUCTION This essay will debate whether sound is necessary as a device and has the unavoidable consequence of creating virality for a movie to trend in this day and age.

Trends are stimulating to our sensory systems, which form and dissipate in gusts and waves. Online culture has an unfathomable amount of reach with billions of users. Consumerism thrives from combining visual and auditory content and depending on the cultural significance of relatability, shock and humour in today's 21st century we use our online presence as a platform of shareability to inform our friends and followers furthering the knowledgeability of the created media.

Singular and groups of people as well as brands, companies and businesses are all fighting for the image of influence over the many however recently cancel culture is an online weapon that can target success and strip away the influence of an influential eternity hindering the perception of a good image. Cancel culture is a great tool to hold accountability for racism, paedophilia and sexual assault, however, it negatively hinders an edginess to media causing sensitivity to certain topics making today's trends family-friendly commercially in fear of 'being cancelled'.

Movies are an expression of the brilliance of creativity because of beautiful storytelling in a visual screen-based and auditory medium.

The cinematic experience is known as a form of escapism. I agree in the sense you escape especially from any personal thoughts that cause uncomfortable and negative feelings like anxiety, stress and worry because cinema beautifully creates a cognitive disconnect from reality. Genius storytelling and the extraordinary collaboration of an entire film crew can create an alternative reality in a world of fixation. It's human instinct to build up and block out negativity, it is how we survive however, an audience has no choice but to feel affected and relate emotionally as they experience their own hardships through the characters which have life-changing results. The rollercoaster of emotions provided by the cinematic experience has a therapeutic value that can emotionally heal traumatic life circumstances.

Of the essence of music, the sound is the strongest medium to tell emotions in cinema. Even silence is a sound that when chosen right is a sound artist's greatest tool. Thus, music is a sonic event, consumed by people of all ages as

the most popular and powerful form of media. Cinema's ability to resurrect and revive an unbounded archival catalogue of music as well as make known newly produced music can introduce well-known songs praised by the older generation crucial to their culture to be once again heard in a new modernised cinematic experience by our younger generations and vice versa, the essence of cultural continuity is ironically cinematic in itself, this is known as a "needle-drop – a catchy term for licensing pre-existing music for a scene that complements or counters the happenings on screen". (p5) "Music critic Nate Patrin posits that needle drops 'place the film in a world that's not hermetically sealed off from the intrusion of other pop culture media, but more in keeping with our own '. Chosen well, a great needle drop can redefine and entwine both the song and the film," (p5)

An example of a great needle drop is The Clash, Should I Stay or Should I Go. A song from one of the most notorious rock bands The Clash was a genius musical choice to capture the emotion of a generation through culture. Used in both opening scenes, Paramount Plus's series *Sexy Beasts*, 2024 release which explores London's criminal world set in the 1990s, a prequel based on the Director Jonathan Glazer's film *Sexy Beasts* released in 2001.

An example is, "Sophies Ellis-Bextor's 2001 hit 'Murder on the Dancefloor' had an unexpected renaissance in January thanks to Emerald Fennell's divisive film *Saltburn*.". (p5)

BIBLIOGRAPHY

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ANNOTATED BIBLIOGRAPHY

SIGHT AND SOUND