

## HOW TO LISTEN TO THE MUSIC TODAY?

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The answer for the question in the title is not so obvious and monosemantic as it seems. There are plenty of technical and methodological variants. And any of them means its own value, philosophy and even gastronomic analogy. Rubbish heap against a supermarket: to buy or not buy? Today, when the old crisis of sound-recording industry was aggravated with a world financial crisis, seems there is no doubt that we observe the end of the epoch of physical sound carriers, which began in 1877 with the invention of phonograph by Thomas Edison. Comparison of rubbish heap and Internet is exaggeration. It's better to compare it with wholesale market.

But comparison of licensed audio shops with food supermarkets is quite justly: they are arranged on the same marketing laws. For them to sell the production of parental record-companies and CD's of those artists from whom they have larger sales revenue is more relevant then to satisfy people's needs.

But people who've founded opportunities of the Internet now have special problems. They complain there is too much music to listen. Today is the age of internet radio stations, mp3-blogs where the most hot and the newest releases can be found before their publishing and where there are plenty of rare recordings for last fifty years, torrents with terabytes of different music. People can't even sort downloaded material, not that to listen to it.

Early or late voluntary musical hunger-strike will be the answer for musical gluttony. And musical journalist and blogger from Seattle, hiding under the nickname M., was the first who've guessed to begin a public diet. He set itself a rule not to get new mp3-file, while the previous will not be listened, and not to buy new CD, while the last bought will not be listened till the end (there is an indulgence — if CD is bad, it can be turned off). M. set the term from January till November 2009 for his experiment. He reports about it in his blog and call everybody to follow his lead and join "slow listening movement" (there is an analogy with "slow food movement"). The name is wonderful. The idea of self-restraint is in the air for a long time. So choose the music diet if you are the music fan who can't digest all collected music.