

MACS 110 Assignment 1: Am I an Opinion Leader?

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MACS 110 Assignment 1

Opinions are someone's perceptions, understanding, interpretation, and inferences on a particular subject or matter. Someone's opinions can be based on facts or conclusions drawn from their understanding. However, some people's opinions usually lack facts hence being erroneous or untrue. Some philosophers believe that everyone's opinions are always right depending on how they explain themselves and how they express the structural elements of their opinions. There are two broad categories regarding people and opinions; an opinion leader and an opinion follower. The two categories are based on who forms the audience and who is the speaker when two individual or parties are sharing opinions. An opinion leader usually has vast knowledge and understanding of a certain subject or topic (Liu, 2015). An opinion follower, in most cases, usually has scanty or no details pertaining a certain topic or subject. In a natural set-up, the opinion follower usually forms the audience of the opinion leader.

I am an opinion leader in Music and Film. I believe my understanding of music and film is vast enough to make me a good opinion leader. The main reason that makes me an opinion leader in music and film is my experience in the two fields (Liu, 2015). The experience I am referring to in this case is from the perspective of a consumer of music and film rather than singer or actor. It is true that almost everyone has had an encounter with films or music on one occasion. However, the difference between an opinion leader and an opinion follower regarding the two matters comes in the intricate details that surround the two. Typically, an opinion follower in music or film would just be amused by the interplay of sounds, instruments, and pictures in motion. On the other hand, an opinion leader in music and film would know the types

of music genres, film categories, and the in-depth insight on how they are structured and integrated (Peter, 2013).

Music is the symphonic fusion of sounds. These sounds could be from instruments or vocals. Most music is created from the synchronization of well-orchestrated instruments with harmonized vocals. Music can also be made from sheer instruments or vocals. The structuring of a music piece begins with an idea of a sound, instrumental or message (Peter, 2013). Here, it is important to emphasize that the message referred to is what a singer articulates with their vocals. It does not necessarily have to have a plot or story structure. If the process begins with the idea of an instrumental/sound, the next stage is usually the formulation of the message (vocals). The reverse also holds. After the instruments and vocals are figured out, the next stage is usually the recording. It involves the making of audible imprints of the vocals and instruments on media-relay channels. After recording, the processes of mixing and mastering follow. These involve the polishing of all sounds/vocals and the creation of a smooth blend between the two. Necessary effects are also added at this stage. Afterward, the record is usually verified and released as a song.

There are many types of music. The categories are inexhaustible in this forum. This is because music is very diverse and with the broad cultural and geographical spectrum, these categories can be overwhelming. However, some very popular music genres are standardly created in most parts of the world including Hip-hop, RnB, Pop, Afro, Latin, House, Country, and Rock. The main difference between these music genres is the instrumentation and sounds. The rhythmic play of the instruments and the sounds employed in each genre form the basis of

their differences. The articulation of words and the overall vocal co-ordination is also another basis of the categorization of various music genres.

The film industry is one of the greatest entertainment industries in the world. Companies like SONY and Disney have made Billions of dollars out of single films. Everyone without a visual disability has watched a film or a scene from a film on one occasion. The creativity, adventure, humor, thrill, captivation, and even horror in films makes them some of the most entertaining creations of man. A film is elementarily a series of pictures in motion that are arranged logically so that they can entertain or pass a message (Peter, 2013). In most films, music is usually an integral part. There are two main classifications of films, Movies, and Series. The difference is usually the time of play. A movie typically runs on a shorter time as compared to a series. In addition, series, unlike movies, is divided into seasons and episodes with different thematic structures.

Despite the broader categorization of films that is based on duration, they are also based on the themes, time-setting, characters, geographical-setting, and message. It is because of these differences that there are Horror, Adventure, Comedy, Thriller, Drama, Post-Apocalyptic, Science fiction, Documentary, Epic, and Animation films. The process of making films is usually involving, and it may take years to shoot a single film. However, two major techniques are used in making films, Live shooting of events and the use of Computer Generated Images (CGI). Animations and most Science fiction are created by the use of CGI (Peter, 2013).

Different people have different opinions about a certain topic. As an opinion leader in Music and Film, my understanding and presentation of the main fragments that constitute the two subjects may never coincide entirely with someone else's. This is because our

understanding, perception, and inference of a topic will never be the same even when both of us are opinion leaders. It is also important to understand that no one is exclusively an opinion leader on all matters. In addition, no one is entirely an opinion follower in all subjects. Every person usually has a topic where they have vast knowledge and others where they are not very well-informed. Therefore, every person is an opinion leader or follower in one field/subject or another.

References

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