

ГМИ

ГОСУДАРСТВЕННЫЙ
ИНСТИТУТ
ИСКУССТВОВЗНАНИЯ



The State Institute for Art Studies (Moscow, Russia)
Mass Media Arts Department

The Batyr Zakirov Institute of National Variety Art (Tashkent, Uzbekistan)
The electronic periodical journal *Art & Culture Studies*

International Scientific Conference

Popular Music in the Arts and Media of the Second Half of the 20th – Early 21st Century

May 28, 2025

The need for a scientific understanding of popular music today is beyond doubt. Academic research convinces us that popular music never appears simple if given more than a passing and perfunctory attention. Modern popular music is a syncretic, complex phenomenon that implies not only a song (musical composition) but also various contexts of its sound. Theatre productions and circus performances, films and TV shows, video blogs and video clips, computer games and TV series – that is far from a complete list of artistic media forms in which popular music plays a significant role. The colossal demand for music in modern media gives popular status to a wide range of musical works, from classical masterpieces to experimental rock opuses.

The planned conference proposes to examine the processes of incorporating popular compositions into the structure of other art forms and into different media formats. We are going to look into the relationship between music and visual images, dramatic models, social and cultural codes, as well as the functions of popular music in constructing and transforming the meanings of an artistic/media work.

Suggested topics include, but are not limited to:

- The role of song in the dramaturgy of a film/TV series
- The musical dramaturgy of a theatrical production
- The musical number in the structure of a performance
- Styles of popular music in characters' characteristics
- Features of the musical (film) genre
- Popular music in animation
- Specifics of vocal TV shows
- Soviet popular music in modern media formats
- Popular classical music in cinema
- Aesthetics and dramaturgy of video clips
- Cover versions of pop hits in computer games
- The role of pop music in promoting media content

Musicologists, cultural scientists, art historians, media researchers, including students and postgraduates in the above mentioned fields, are invited to participate.

Conference languages: Russian, English.

Time limit: 15 minutes for a report and 5 minutes for a discussion. You also have the option to demonstrate your video, audio materials, and presentations.

Format: mixed, State Institute for Art Studies (Moscow, Kozitsky, 5) and the Kontur.Talk platform.

Applications for participation are accepted until May 1, 2025 by filling out the [form at the link](#). If the form is successfully filled out, a confirmation with answers will be sent to the email address you provided.

The application must include:

- Full name
- Academic degree, academic title
- Place of work, position
- Phone, e-mail
- Topic title
- Brief abstract (up to 100 words)

Contact e-mail – jdacha@mail.ru (Daria Zhurkova)