

STEFANIE DREXLER BA MA  
18|01|2019



DOCTORAL DISSERTATION

PROFESSION:  
**SONGWRITER**



# INTRODUCTION



# INTRODUCTION

- the figure of the songwriter



# INTRODUCTION

- the figure of the songwriter
- today's schedule



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  - research question & sub-questions



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- master thesis (Musicology – Jazz & Popular Music Studies KUG)  
*"The craft and network of songwriters of popular music in the USA.  
Tin Pan Alley, Brill Building and current collaborations of songwriter and producer Max Martin."*

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*"The craft and network of songwriters of popular music in the USA.  
Tin Pan Alley, Brill Building and current collaborations of songwriter and producer Max Martin."*
- object: songwriters

STATE OF RESEARCH:

OVERVIEW OF THE EXISTING LITERATURE



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- songwriting studies research network

# RESEARCH QUESTION



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  - How to make a living as a songwriter?

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  - What are the requirements of being a professional songwriter?



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  - How to make a living as a songwriter?
  - What is the infrastructure for songwriters?
  - Is there a distinctive culture?
  - Schlager?
  - What are the requirements of being a professional songwriter?
  - What power relationships come into play?

# QUESTIONS



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- motivation

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- infrastructures, associations, unions, organisations
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- entering the field and establishing a career
- money: making a living
- songwriting as creative labour: freelance, insecurities, insurance
- infrastructures, associations, unions, organisations
- knowledge, skills and ownership (equipment)
- demographics: gender, age, experience etc.

# METHODS



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- participant observation



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- participant observation
- auto-ethnographic approach



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- in-depth interviews



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- in-depth interviews
- musical analysis
- literature review, work in the field, research blog
- GOAL: bring knowledge back into the field

# PROGRESS

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- reading

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- co-writing, industry events, jobs in the field

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- reading
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- in-depth interviews and observation
- literature review: songwriters, songwriting, song creation & production, popular music industry, creative industries, creative work & labour, amateur and professional, commercial music culture, mass produced art, factory-like art production, industrialization of popular music, easy listening music (Schlager)

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**THANK YOU**  
FOR YOUR ATTENTION

