



EMOTIVAS

“Music is exceptionally good at communicating on an emotional level, in narrative multimedia providing everything from subtle and discrete moods to the strongest passion and overwhelming feeling.”

www.stereomood.com – plataforma *on-line* que disponibiliza várias faixas de música em prol da nossa disposição emocional (se estamos doentes, felizes, a estudar, etc.)

INFORMATIVAS

“Music can evoke a certain cultural settings or time periods, clarify ambiguous situations, indicate social status or simply represent a character or phenomenon...”

<http://www.lyravlos.gr/player-en.asp?sng=8-apollo.wma> – esta música remete-nos para a era Grega

DESCRITIVAS

“...describing something rather than more passively representing certain values. It is usually a matter of describing the physical world, such as physical setting, appearance or movement.”

Narrar um jogo de futebol: <http://www.youtube.com/watch?v=AV3O9VKSmYU> (Brasileirão 2007: Flamengo 2 x 1 Corinthians)

ORIENTADORAS

“...turn directly to the audience aiming to ‘direct’ the eye, thought and mind. (...) The latter function is prominent in computer games or advertising, where the purpose is to bring the audience to perform specific actions.”

<http://www.youtube.com/watch?v=rgOyEgxfip0&NR=1&feature=endscreen> – o famoso TomTom (GPS) a fornecer indicações... na voz do Homer Simpson.

TEMPORAIS

“...music’s ability to provide continuity (immediate, longer or overall) as well as how music can contribute and define structure and form.”

<http://www.cabelopantene.pt/> - site da gama de produtos da Pantene. A música é utilizada como som de fundo que se reproduz e repete automaticamente.



RETÓRICAS

“...refers to how music sometimes ‘steps forward’ to comment the narrative events or situation. This is often achieved by having the musical expression contrast the visuals or by referring to well-known musical material.”

<http://youtu.be/BIAT4m32m08> - “Becoming one of the people” – Banda Sonora do filme “Avatar” – Podemos observar o contraste entre vários momentos da faixa musical. No início, existe um ritmo mais acelerado, por exemplo, e perto do fim um ritmo mais lento e suave.

Bibliografia

Wingstedt, J. (2008). Making Music Mean. On function of, and knowledge about, narrative music in Multimedia. Lulea University of Technology.