

## Why we love repetition in music

Elizabeth Hellmuth Margulis

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### <Key Vocabulary>

Write the meaning(s) of each word. Write an example sentence (example sentences) if you need.

(1) chorus

(13) compelling

(2) repetition

(14) irresistibly

(3) psychologist

(15) segment

(4) exposure

(16) aesthetically

(5) particularly

(17) temporal

(6) prevalent

(18) susceptibility

(7) investigate

(19) regressive

(8) composition

(9) avoid

(10) excerpt

(11) alter

(12) brute force

<Questions> [Answers]

1. What is the mere-exposure effect? Fill in the blanks.

- In short, people tend to (1) prefer things they've been (2) exposed to before.

(e.g.) A song comes on the radio that we don't particularly like.

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We hear the song at many different places, like at the grocery store and the movie theater.

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We will start (3) tapping to the beat, singing the words, even downloading the track.

- The mere-exposure effect works for (4) shapes to Super Bowl (5) ads.

2. One of the reasons why musical repetition is deeply compelling is because

- a. many people have sang "Mahna Mahna."
- b. we naturally like to tap to the beat of music.
- c. repetition connects each bit of music irresistibly to the next bit of music.
- d. we can make digitally altered music sound like it was composed by a human artist.

3. According to the speech, if we listen to the same song repeatedly,

- a. we will be able to understand what the composer was trying to express in the song.
- b. we will be able to improve our guitar skills.
- c. we will start remember the lyrics of the song.
- d. we will start paying attention to different aspects of the song.

4. Write "T" if the statement is true and "F" if the statement is false.

- a. If you hear the same sentence repeatedly, it will start to sound like it is being sung.

T

- b. Repeating a word/sentence many times will make you focus more on the meaning of the word/sentence. F

- c. A musical earworm is a catchy segment of music that is played over and over in person's mind even after it is no longer played. T

- d. The speaker of this speech thinks music repetitiveness is childish and regressive.

F