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MANAGEMENT IN THE MUSIC BUSINESS

Modern artists are striving for independence and, assessing the situation, on the one hand, they can be understood: a talented person can quite possibly without any advice to make such decisions as where to speak, in which studio to be registered and with whom to conclude contracts.

On the other hand, in this routine they have no time for creativity, for which everything originally started. That's why there is such a concept as management in the music industry. It is designed to perform work that is behind the scenes. Usually artists without hesitation claim that their assistant should do everything. This word refers to production, promotion and coordination. In fact, most of the novice musicians in the role of an irreplaceable manager is a better friend or beloved soloist who has no connections and experience. The first time such an option is perfect, but in the show business, the main thing is - not to stop at such a situation and as soon as possible let local specialists know that they can bring the musician to a new level.

Otherwise, despite the promise of your talent, you risk to be lost among other beginners. The conclusion is drawn: the musical manager is the key to a successful artist's career. If you choose a skillful manager he will make your dreams come true and make you a successful person in this industry.

The communications manager does the following things: he helps to sign a contract with a seamless record label, places digital material on radio and TV, asks the place to warm up an artist. But the people who hold this post are not involved in the daily matters of the artist through a large number of other clients. In other cases, the artist needs a personal impresario. The person in this post is engaged in e-mailing, updating the content in social networks and on the official site, managing the sale of the discs, finding a journalist or writing a biography himself, acting as an accountant

... In other words, he must do everything. In addition to the impresario and communications manager, the musician needs a graphic designer and a web designer who will work on the visual image of the artist. As previously mentioned, the musical assistant is a specialist who controls all aspects of his client's career. Usually in high schools associated with show business there is a faculty "Management in the music industry", where students are taught the intricacies of their future work.

The primary task behind this man's position is to select a record label and sign a contract with him. Of course, he should be guided by the legal aspects of drafting contracts. Management in the music business and industry means the care of the public image of their wards.

The person in charge of this position is able to promote an advertising campaign so that the artist's name or group name is literally everywhere. The manager can lead the official pages of the musician in social networks or hire someone. Sociability - the most important feature in this profession. It will help the manager to form a fan base, negotiate with journalists and temperamental employers. Specialization "Management in music show business" implies the presence of human tact. That is, he needs to be able to delicately say the information about the negative situations and demonstrate his vision of the problem. There is no work schedule of the manager. Assistants in the field of music business should be ready to communicate at night, on the weekend or on a holiday.

A specialist who wants to help the artist is an ideal person for a beginner artist. As practice shows, only professional management in the music industry can greatly influence on high earnings and rapid career growth of the artist. Professionals have tested this formula repeatedly in practice for several decades. However, in order to get such a specialist, the artist must find a person who is really interested in his project. As for a beginner, then at the initial stage of a career, a fan or friend is a very profitable manager. But the artist must 100% trust this person, since the first steps in business can be decisive. Especially good if your friend wants to help and promote himself in this area as an irreplaceable specialist.

For example, the director and drummer of the band, Lars Ulrich, has been working with all the organizational moments since the founding of the band at a time when music was written by his friend James Hetfield. Thanks to the competent work in this area, Metallica not only wrote and produced albums, but also earned well on advertising, and participated in various festivals, and the participant had a lot of free time.

So the manager in the music industry is a necessary position without which modern showbiz would not be what we see it now.

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