

Shuffling The Literate Activities of



by Madelyn Morrow

Track 1: Multimodality

When considering the large population who engage with Spotify, it is evident that these literate practices have cultivated a prosperous discourse community through which users interact with countless songs and playlists as a prominent literacy in their everyday lives. With that in mind, the discourse that takes place in the Spotify community involves many mechanisms that enrich its communicative goals and the exchange that takes place between users and their music. Let's begin to dive deeper into the root of this discourse by considering its composition.



Distributed Authors

The composition of Spotify itself exists in two different manners, from two different kinds of authors: the composition of songs by the artist, and the composition of playlists by the listener. Both of these activities are composed with multimodality, as the authors of these texts consider many different modes to communicate while composing on Spotify. The central focus that these users considered are the aural, visual, and alphabetic modes of these literate activities.

Multiple Modes



Aural Modalities
focus on *Sound*.



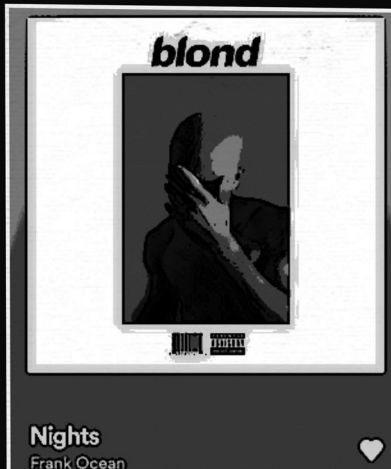
Visual Modalities
focus on *Images*.



Alphabetic/Linguistic
Modes focus on
Language/Writing.

Visual

The visual mode involves what can be communicated with the use of still or moving images. This component allows people to immerse themselves in the music and take part in the story being conveyed by the song. Visuals often add aesthetics and context to songs, which is especially true in the composition of Spotify.



Artists mainly use the visual mode to consider what image they want to associate with each specific song. If the song is a part of an album, it usually displays the album cover. If it is a single, the artist may select a specific image for the individual song.



A new, innovative technology has also been made available for artists during composition with the visual mode. This tool is called the Spotify Canvas. While listening to some songs, a short video loop will repeat in place of the still cover image during the duration of the song.



These video clips offer more spaces for creativity during composition, as artists use the Canvas feature to show clips from the song's music video, behind-the-scenes, graphic reels, and more.

Listeners compose with the visual mode in the "edit" feature of playlist construction on Spotify, as listeners can "upload" an image of their choosing for the cover of their playlist. This may be a personal image taken from their camera roll, an Internet image, or some other media source.

Alphabetic

The alphabetic mode involves what can be communicated with the use of alphabetic products like words and sentences.



Beautiful Crazy
Luke Combs

Beautiful, crazy
She can't help but amaze me
The way that she dances
Ain't afraid to take chances
And wears her heart on her
sleeve



Heat Waves
Glass Animals



Last night all I think about is you
Don't stop, baby, you can walk
through
Don't wanna but I think about
you
You know that I'm never gonna
lose

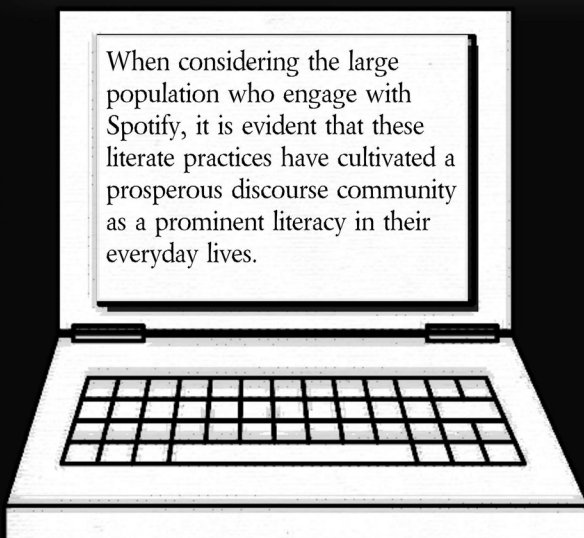
On Spotify, artists have the opportunity to engage in the alphabetic mode by linking the song lyrics with the piece itself. To do this, artists can use Spotify's partner Musixmatch to make the listening experience an interactive one. By using the Musixmatch technology, artists can compose their song in the alphabetic mode by giving the listener in-app access to the lyrics, so the listener can follow along with the words as the aural sounds of the song unfold. While this feature is relatively new in its availability, it has made a massive stride in enriching the literacy of Spotify by enabling its users to now engage with the alphabetic mode while engaging with the music itself.



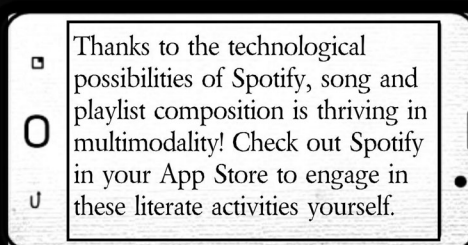
Listeners predominantly engage in the alphabetic mode when composing the title of their playlists. An additional alphabetic mode that has been implemented in a few settings recently is to organize song titles in a sequence to communicate a message when read in order on the playlist. One user's example of this alphabetic mode in playlist composition is included in this QR Code:



When considering the large population who engage with Spotify, it is evident that these literate practices have cultivated a prosperous discourse community as a prominent literacy in their everyday lives.



Thanks to the technological possibilities of Spotify, song and playlist composition is thriving in multimodality! Check out Spotify in your App Store to engage in these literate activities yourself.



Madelyn Morrow is a junior from Silvis, Illinois, who studies Secondary English Education at Illinois State University. After she graduates with her undergraduate degree next Spring, Madelyn plans to seek a career in the education field, as well as continuing to pursue her passion for writing in various projects. In her free time, Madelyn enjoys reading, exploring, and updating her life's soundtrack on Spotify through her expansive library of playlists.

