

數字音樂移動聆聽行爲的現實圖景、生成動因與社會文化意蘊

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摘要

作為後現代語境下特有的一種聽覺消費與傳播行爲，數字音樂移動聆聽構築起了當代公共空間中一道移動的「聲音景觀」。從媒介、社會和文化三個層面對數字音樂移動聆聽的生成動因進行考察後發現，技術始終是影響音樂聆聽形式的重要變量。藉由移動聆聽，一方面，人們構建起主觀隔離空間，避免了社會交往的「陌生化」；另一方面，人們消費其符號意義，實現了生活風格的自我展示。該行爲背後蘊含著豐富的社會文化意涵：既整合了多重感官經驗，又帶有鮮明的「移動私人化」實踐屬性；不僅有助於用戶實現對「時間-空間」與「體驗-情感」的雙重控制，也有利於打破傳統時代以大衆媒介機構和唱片公司爲主導的音樂消費秩序，重塑用戶個性化與定制化的聽覺體驗。

關鍵詞：公共空間、數字音樂、移動聆聽、聲音景觀、聽覺體驗

The Realistic Prospect, Generating Causes and Sociocultural Significance of Mobile Listening to Digital Music

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Abstract

Mobile listening to digital music, as a unique consumption of sound and communication behaviour in the post-modernism contest, has constructed a floating “soundscape” in the contemporary public space. After examining it from media, society and culture three aspects, it is found that technology is always a significant variable which influences music listening. By mobile listening, people on one hand build their private isolation room that avoids the estrangement in social interaction, and on the other hand they consume its semiotic

signification, achieving a self-presentation of lifestyle. There is profound sociocultural significance behind mobile listening. It integrates multisensory experience with its practical nature of distinct “mobile personalization”. It not only helps customers to realize a dual control of “time-space” and “experience-emotion”, but also tends to break the music consumption order dominated by mass media and record companies in traditional times, reshaping clients’ personalized and customized listening experience.

Keywords: public space, digital music, mobile listening, soundscape, listening experience