

# How TikTok Is Shaping Modern Music

**SHAYOR HAMID**

When Drake released “Toosie Slide” last year, it was not the first nor the last song containing step-by-step details of a dance move. It was, however, one of the first songs of its kind by a huge artist in the era of TikTok.

The song did what it was designed to do – become the fastest song to reach 1 billion views on the platform in 2020, according to TikTok’s first music report.

We can never know what goes on behind the creative process of songs, but certain aspects of the songs make it obvious. Musicians coming up with new ways to use social media for their music is nothing new. However, TikTok is the first giant platform to have music pre-integrated in its DNA.

The advent of streaming services caused a massive change in the music industry, making songs shorter to hold the listener’s attention, while ensuring payment for full streams of songs. Similarly, the effect of TikTok goes further beyond promotion and communication for the music industry seeping into the creative process as well.

According to TikTok, 80 percent of the platform’s users say they discover new music through the app, leaving no doubt that TikTok is leading one of the biggest

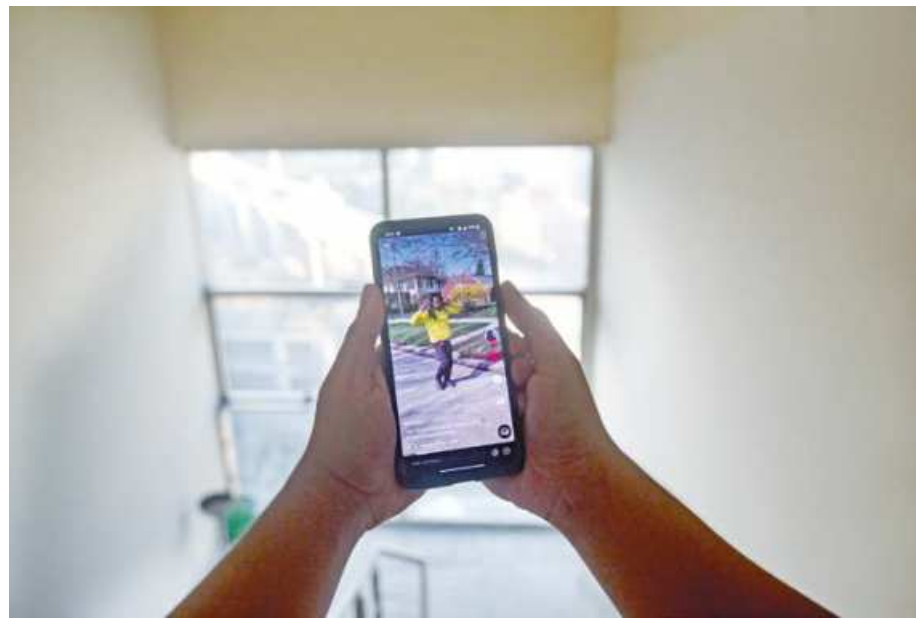


PHOTO: ORCHID CHAKMA

shifts in the music industry, revolutionising every aspect from the creative process to the marketing.

There is a vast variety of music that rules TikTok but the common elements are short musical sections or lyrics that are evocative, engaging, and easy to perform. The

production aspect usually contains catchy and simplistic chord progressions. A short bass or rhythm section that is easy to follow along and dance to is a common staple. Some experts have named the phenomenon the “TikTok effect”.

Trevor Daniel, the musician behind the

famous TikTok song “Falling”, explained how musicians are now looking for sounds that are catchy for social media, to make it blow up.

Repetition breeds familiarity, which the platform uses to engage with the audience promoting TikTok content that features certain songs gaining traction at that moment. TikTok has a page itself where it suggests the trending songs of the week and promotes the video if a creator uses one of those songs. Landing on the trending page can mean millions of views for that song. A lot of these songs are released accompanying a TikTok challenge, such was the case for viral songs like Doja Cat’s “Say So”.

Record labels are actively reaching out to TikTok influencers to use their artists’ songs on TikTok, guaranteeing millions of streams. This development pushes the scale back into the label’s hands which they can use to influence the artists as independent musicians are unable to afford expensive marketing schemes. But smaller artists are also teaming up with smaller TikTok creators and coming up with creative ideas to merge the two worlds.

TikTok is here to stay, and we are yet to see the long-lasting effects of the platform on the music industry.

# Why are Agents Essential to Football?

**SYED MD. RAKEEN**

As much as the media portrays agents as devils behind transfer negotiations, players can’t afford to be without them. Since highly coveted players face contract uncertainties at their clubs while sparking a bidding war among other clubs, it should be understandable why footballers seek agency services to deal with off-field matters.

Football agents act as legal representatives for players as well as coaches, with their primary responsibility involving negotiating employment and endorsement contracts for their clients. They’re expected to maintain a fiduciary relationship with clients, navigating the options and coming up with the best possible alternatives.

As the years went by, agents’ duties have expanded towards being a therapist and at times, a pseudo-parent. Their guidance ensures that players are on the right track as numerous youngsters are thrust into a world with a lot of money whilst having minimal life experiences.

Although agents are aplenty in football, the best players are often represented by super agents, two of them being Mino Raiola and Jorge Mendes.

Raiola, whose clients involve stars like Erling Haaland, Paul Pogba, and Zlatan Ibrahimovic, is infamous for stirring up controversies and pocketing massive sums while brokering transfer deals. Despite his bad reputation, however, his clients seem to trust him massively. That is because players will always look to secure themselves financially in the future by earning as much as possible during their playing careers. Hiring an agent with sound expertise on the market rate of fee structures and salaries, and a proven track record of success ensures that finances will be the least of the players’ worries.

Unlike Raiola, Jorge Mendes didn’t garner a bad reputation in the media, largely due to his less outspoken nature. The Portuguese, who represents Cristiano Ronaldo, has negotiated contracts worth over a billion dollars in total, making him the wealthiest football agent in the world.



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Football contracts are very tricky to work out. Expecting a young footballer to interpret contractual law along with its consequences seems irrational. An agent’s involvement can necessitate that players won’t be exploited during contract negotiations while ensuring that a player’s focus remains solely on football. Although some agents are notorious for linking players with clubs in a bid to land a higher pay package for clients, it’s not that commonplace in the top leagues.

With a rise in salaries and transfer fees in football, an agent’s influence will only grow. Agents act under the guidelines of FIFA and its corresponding authorities. Relieving

them of their duties would certainly lead to many murky and shady dealings.

As the majority of players arrive from humble beginnings, a lack of counsel would leave them horribly exposed to legal and financial affairs. Whilst it’s true that agents partake in unethical activities at times, their involvement is necessary for maintaining a plain-sailing operation in complex football deals.

*Syed Md. Rakeen believes that Manchester United will get silverware this season. Prove him wrong at [facebook.com/rafsan.isnayeem](https://www.facebook.com/rafsan.isnayeem)*