

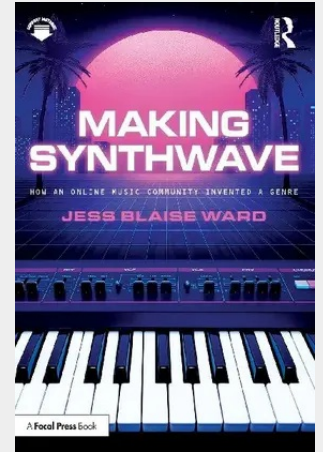
Blaise Ward

Making Synthwave

How an Online Music Community Invented a Genre

Making Synthwave: How an Online Music Community Invented a Genre documents the journey of an online community in their formation of the synthwave genre. Taking an emic perspective that delivers a behind-the-scenes, access-all-areas telling of synthwave's story from the very beginning to the mid 2020s, this ethnographic account offers a full history and development of the online synthwave community. Through an insightful longitudinal virtual ethnography by a composer, producer and performer, the book observes how artists, audiences, musicians, producers and performers have come together to negotiate the musical and cultural boundaries of 1980s 'throwback' style synthwave. The book makes visible tacit knowledge of the synthwave creative process, as well as providing rich and experiential subcultural detail that situates synthwave as an active community of practice which formulated its roots as a music genre exclusively online in the mid to late 2000s. This book is essential reading for music makers in a variety of genres and scholars of popular music, cultural theory and music production, as well as those interested in the nuances of music-making on the internet, creative processes with synthesizers and the mechanics of genre theory and community music in the digital age.

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63,70 €

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Lieferfrist: bis zu 10 Tage

Artikelnummer: 9781032732039

Medium: Buch

ISBN: 978-1-032-73203-9

Verlag: Focal Press

Erscheinungstermin: 13.11.2025

Sprache(n): Englisch

Auflage: 1. Auflage 2025

Produktform: Kartoniert

Gewicht: 453 g

Seiten: 294

Format (B x H): 156 x 234 mm

