



# Epistemology and Matter: A Perceptual Approach to Audiovisual Performances in Popular Music

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## Introduction

Objects are never pure matter; nor identity, subjectivity, or perception are just immaterial. Rather they are hybrid processes that participate in matter as well as matter participates in the co-formation of the immaterial – that is, they were never one thing, but a co-produced multifactorial entity.

In this poster, I present a theoretical approach that allows researchers to link both the material (e.g. visual aesthetics and objects used by musicians) and immaterial dimensions (e.g. identity, sound, sociocultural conventions, etc.) that listeners encounter in popular music as well as how they perceive and make sense of these dimensions.

## Methodology

Aesthetic descriptors  
(online listeners' descriptions of music)

◦ Transmodal / synaesthetic metaphors

◦ Persona descriptors

Named persons with distinctive voices

Demographic descriptors

Psychological, psychosomatic and emotional descriptors

Archetypal descriptors

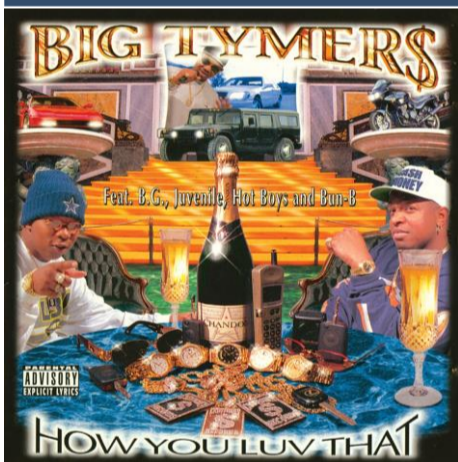
◦ Sound descriptors

Directly sound-descriptive adjectives and verbs

Genre descriptors)

Based on Philip Tagg's theory of intersubjectivity

## Results: A Few Case Studies



This doctoral project's case studies encompass music genres such as Hip Hop, trap, reggaeton, and hyperpop. The focus is on audiovisual sources and how jewellery, AutoTune, and other objects used by artists are in continuous dialogue with the construction of their identity and multiple (historical) cultures. Thus, I have gathered a list of hundreds of terms used by listeners when referring to these musical manifestations.

Album cover from Big Tymers

The Ambassadors. (1533) Hans Holbein



Luna Ki in music video 'Voy a morir' dressed in a xenomorph aesthetic

## Conclusion

Physical objects shape and mediate our understanding of identity processes (race, gender, social class, etc.). They play a paramount role in constructing human identities just the same as immaterial processes shape our understanding of objects and matter. In this doctoral project, I conclude that physical objects and vocal effects create a sense of Otherness.

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