

GLEE – THE NEW MUSICAL PHENOMENON

Yefimov B.Y.

Scientific supervisor – senior professor Martyanova E.N.

Siberian Federal University

Probably every man in the world heard about such people as Elvis Presley, Michael Jackson, Bob Marley, Freddie Mercury and groups of Beatles, Rolling Stones, ABBA. It's no surprise – they were idols of those times, legislators of musical fashion. They influenced history as Leonardo da Vinci or Isaac Newton. To tell they have changed the world, to tell nothing.

And what about the current time. What do we see? All these modern musical styles and trends are appearing every day one by one identical as twins. They don't have any sense and don't present any value for a society. Where are our new Michael Jacksons and John Lennons? If this time has passed forever? Will we listen to growing up Justin Bieber's and Lady Gaga's music? At first, the answer is obvious. Time goes, tastes and fashion change. It seems nothing bad in that. But, as they say, all new things are well forgotten old things. And this proverb was exactly fulfilled in the real life. And now it is the time to talk about why I have a hope for the best future of musical art. The reason of this is – Glee. There is no other kind of art like music having such huge influence on a person. That is why the idea to create a musical show-comedy was a perfect version.

«Glee» ("Chorus" in Russian) is a tele-serial of FOX channel, production of the USA. There is an American school chorus «New directions» in the plot which is created by high school in Lima, Ohio. The first episode was shown in May, 19th, 2009. It caused a wide public resonance. *"It is the best show for today"* – wrote Kelly Osborn's site by herself. «Glee» was based on the classical hits, it was necessary to collect wide audience, and it was possible. It was proved by Journey's song "Don't Stop Believing". According to Nielsen Sound Scan the total sales are one million. Show became a car for a sale of singles.

For its first season show was nominated for nineteen awards "Emmi", won four prizes and also received four «Gold globe» awards, including «The Best tele-serial – comedy or musical» in 2011. The show has been nominated for various awards more than hundred times and has won more than fifty prizes.

Today Glee Cast has overtaken the Beatles on a number of the songs placed in Hot 100 Billboard (charts of hundred most popular songs weekly published by the American magazine Billboard in the USA). Also «Glee» has broken Elvis Presley's record in musical charts of the Great Britain. Martin Talbot, the executive director of the Official Charts Company said: *"Glee Cast are superstars of a digital epoch of music"*.

No one can explain the popularity of the show. This is "Glee" invasion. Serial ratings bet all conceivable and not conceivable records. Y. Brennan, one of the authors of the idea, considers that: *"« Glee » – this has been the opportunity of 10 lifetimes"*. Everyone wants to take part in the show from ordinary people who like to sing and dance to world celebrities. Madonna, Britney Spears, Gwyneth Paltrow, Nile Patrick Harris, Olivija Newton-John, Dzhosh Groban, Darren Kriss, this is only a small part of those who has already taken part in «Glee». Stars stand in the line to get to the show. Sir Elton John dreams to act in a popular youth serial: *"I like « Glee »! I would like to take part in it, but, a special invitation is probably required from you"*. His words confirm an agiotage round the serial. Every day more than 2,000 singers, actors and dancers come to try themselves on the serial back-offs.

Besides excellent executed songs, excellent dancing numbers (a genre variety is provided by Britney Spears, Doors, Queen, Rolling Stones, Kanye West, Rihanna, Beatle. And what the performance is! Having watched an episode, they want musical performances to be rewatched again and again), the serial «Glee» is not just a stupid serial which is watched only to “spend time”. «Glee» finds out the problems, which are very actual not only in the USA, but also in the whole world community. This serial helps to understand something and to learn something. It seems to me, it is the main task of the serial. Advantages of the serial are so obvious that company FOX can hardly refuse it in the nearest future and viewers will not stop watching it in any way.

«Glee» is full of simple truths, which are shown through the fine voices of participants of the chorus. They say and sing about love, happiness, good and the price of talent and self-value, they say: “forward, forward and only forward”; they cope with difficulties, fight for their favorite business, betray and make mistakes. There are real sentimental moments in the serial which amaze with their honesty. At first sight it may seem primitive, but «Glee» is the best and irreplaceable television teacher that teaches the simple values of the life stated in the best ballads ever written on the Earth.

Coming back to the problems have been lifted and analyzed by me I am convinced of all I have said above. The true art will never die. Always there will be people who won't allow it to happen. These are people who release «Glee». «Glee» is a break in the musical industry. And now I have already seen the big push in the development of musical creativity. Many school choruses address today to pop music and create their own groups like «Glee». People communicate on the Internet and organize such musical collectives. It should be noticed that in the last episode of the «Glee» you can hear original songs instead of cover-versions of the hits. And as «Glee» is the fashion-maker now we can hope that this idea will be picked up by usual fans and we will enjoy new Jacksons and Lennons.