

Recitation D

Earworm: the Songs in Your Head

There's a song in your head. You keep hearing it, over and over. You hear it while you're reading or while you're taking a test. You even hear it when you're trying to go to sleep. You can't make it stop, and it's driving you crazy! Has this happened to you? Maybe you have suffered from an earworm.

An earworm is a memory of a song. You hear it in your head even when it isn't playing anywhere. It's often a song that you heard recently or repeatedly, and it might even be a song that you hate. Earworms are common and 90 percent of people experience them. This is because we're surrounded by music all the time in our everyday life and music affects us whether we pay attention to it or not.

However, not every song becomes an earworm and only certain types of songs do. These songs have certain characteristics that other songs do not. These are repetitiveness, simplicity, and incongruity. Your brain pays a lot of attention to a song with these characteristics. It seems that advertisers have learned this. They often use jingles – short songs that are easy to remember. They want jingles to stick in people's minds to keep them thinking about their products. Jingles are an important part of selling products. They know that effective jingles have the characteristics of repetitiveness, simplicity, and incongruity.

Is there any way to get rid of an earworm? Here are some tips: Replace the earworm song with another song, try to distract yourself by doing an intense activity such as exercising, or tell someone about your earworm. But what if none of these strategies work? Then perhaps you should just sit back and try to enjoy the music in your head!

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