Part One: My Interests in the DJ Industry

Ever since I was young I have always had an interest in digital music and DJing. I first became interested in DJing when I listened to techno and digitally produced music when I was in middle school. I thought it would be awesome and fairly easy to become a DJ in my future and at some point, produce my own music. So, when I was in 7th grade I finally decided that being a DJ was something that I wanted to try out. I soon started researching turntables to find the best one for beginners and quickly found that this was not going to be a cheap hobby. Once I found the most inexpensive and basic turntable for beginners that I could find, I begged my mom to get it for me. Unfortunately, my mom was not as enthusiastic about buying this turntable as I was because the cheapest one that I found was $200. So, my mom and I made a deal that we will split it 50/50 and just like that I had found my new favorite hobby. Instantly when we got home, I set up the turntable and downloaded the software so I could use it and start mixing my favorite music. Ever since 7th grade when I got that turntable, I never stopped loving digitally produced music and eventually started digitally producing music myself in high school.

Without technology, DJing and producing music would still exist, but it would not be nearly as advanced as it is today. The digital turntable is the leading instrument for almost every single DJ in the world today. A digital turntable consists usually of two circular disks which spin and represent records on the DJ’s computer. Between the two discs are a “crossfader” which switches or fades between the two tracks. The digital turntable is controversial and so convenient
for a DJ because digital turntables allow DJs to have as many songs as they want at their fingertips without ever having to leave their turntable to grab a different record. Before digital turntables, being a DJ was a very large investment, much larger than $200. This either led people to not pursue becoming a DJ or take a big risk. As stated in his article, Tony Corless says, “So you wanted to be a DJ. It really was not something you could dabble in; you had to make a decision. Maybe you already had some records, but still, to be able to play out required some serious investment” (Corless). Technology has had a positive impact on the DJing industry for anybody who has an interest in making it a hobby or a profession. Before digital turntables, when using vinyl records was the way to DJ, some people who really wanted to take on being a DJ could not strictly because of the cost. If I was born in a time where digital turntables were not around, I would not have been able to pursue the hobby of being a DJ because it would have simply been too expensive.

Listening to music has changed drastically from the time that vinyl turntables were relevant to now when digital turntables are relevant. Back when vinyl records were relevant DJing technology, the only way for the public to listen to music other than hearing it played by a DJ was listening to the radio or buying records from a record store and listening at home. Now with the advancement of technology and the advancement of digital turntables and DJ equipment, Music is much more readily available and easier to access. Corless states, “Now we have CD players and all manner of DJ software, we have the internet, MP3s so anyone can get hold of any song…” (Corless). The fact that music is so readily available to us now is very advantageous to DJ’s today. DJ’s are no longer required to go to the record store and pick up the new greatest hits or worry about the record store selling out. Now, all of today’s current music is available at the finger tips of every DJ assuming that they have access to the internet.
Overall, the digital turntable has been for the most part nothing but a positive thing for DJs and aspiring DJs. The digital turntable has created a cheap way for talented people to experiment with being a DJ or just practice as a hobby. In the future, I see many more DJs emerging due to the affordability of buying a digital turntable. Also, I foresee in the future a turntable that has access directly to the internet. This would allow for streaming music into the hardware itself and playing it rather than uploading music to the hardware which was downloaded from the internet onto a computer.

Part Two: In the Media (Rick and Morty)

In the show Rick and Morty there is an extensive amount of technology shown throughout the series. Some of the technology in the show is real and some of the technology is completely made up, but some of the made-up technology may in fact be technology of the future. The show Rick and Morty is about a family made up of five people. The five main characters names are Rick Sanchez, Morty Smith, Beth Smith, Jerry Smith, and Summer Smith. Morty Smith and Summer Smith are the son and daughter of Jerry and Beth Smith. Rick Sanchez is Morty and Summer’s grandfather or Beth Smith’s Dad. To understand the show, you must understand the characters. Rick is a crazy, mad scientist grandpa who always goes on extensive adventures through different dimensions with his grandson Morty hence the title Rick and Morty. Rick lives in Beth and Jerry’s house and keeps his mad scientist laboratory within their garage. The main reason Rick lives with Beth and Jerry is because Beth loves Rick and most of her life she grew up without him because Rick was on adventures through different dimensions of time and space. Jerry does not necessarily approve of Rick living with them, so Rick and Jerry do not have the kindest relationship. Also, occasionally Jerry and Beth fight about whether Rick should live with them.
In Season 1, Episode 2 of *Rick and Morty* titled “Laboratory Dog”, Rick creates a helmet device to increase the brain functionality of their dog, Snuffles. Rick creates this device when Snuffles pees on the floor and Jerry declares that Rick creates a device to make snuffles smart or Morty gets grounded. This device that Rick creates allows Snuffles to understand like humans and obey humans. Although, snuffles eventually figures out a way to add more batteries to his device which leads to even more increased brain functionality. More brain functionality then leads to dogs ruling the world and eventually going to their own dimension.

Unfortunately, there are no devices in this world which allow dogs to walk and rule the world like humans, but there are devices being developed which allow dogs to communicate back to humans in a language understood by humans. This technology sounds amazing, but it is not yet readily available to consumers yet because it is still in the developing phase. The product is named “No More Woof” and is currently being developed by the Nordic Society for Invention. According to the Nordic Society for Invention, there are three versions of this device: The NSID NMW Micro (priced around $65), The NMW Standard (priced around $300), and the NMW Superior (priced around $1200) (No More Woof). The device is not necessary for the health of the consumers dog, so the price is high except for the NSID NMW Micro. The NSID NMW Micro is so cheap because it is a very basic form of the product. The Nordic Society for Invention states that it is, “A one sensor “No More Woof” able to distinguish 2 or 3 different thought patterns. According to NSID, these would most likely include Tiredness, Hunger and Curiosity” (No More Woof). The NMW Standard and NMW Superior are more expensive because the offer more functionality and accessories.

The Nordic Society for Invention’s “No More Woof” technology is very interesting and opens many real-world possibilities. First, the technology solves the problem of communicating
between human species and dog species. This could be used for military and police activities as well as help everyday people have a better understanding of their pets. In the show *Rick and Morty*, the technology Rick created was very beneficial at first, but soon became a problem when dogs became too smart. I do not see the problem that Rick creates in *Rick and Morty* to become a problem in the real world from “No More Woof” because “No More Woof” doesn’t make the dog smarter. “No More Woof” records and outputs the dogs thoughts through electroencephalogram readings (No More Woof). Overall, I do not believe this technology can become unethical.

All in all, the technology both in *Rick and Morty* and in real life are amazing. Soon, I see the “No More Woof” to be one of the top selling products on the market. After this technology is created I do not imagine it going away. People love their dogs and most people would love to know what their dogs are thinking. Possibly within the next ten or more years a *Rick and Morty* type of technology will emerge, but hopefully not in the same sense that it did in the show.
Work Cited

